

Quirk's

February 1998

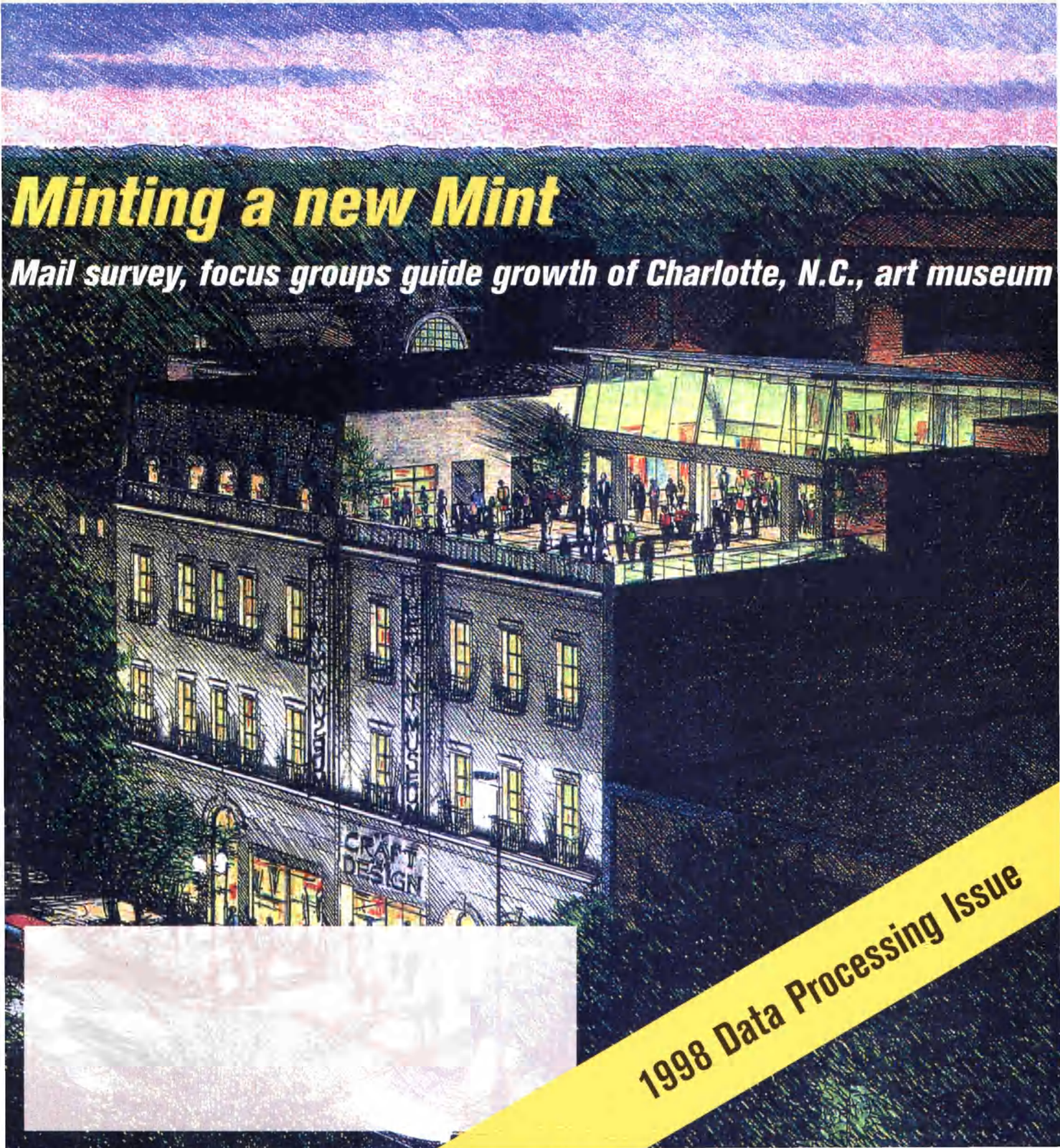
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Review

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C O N T E N T S



Volume XII, Number 2

February 1998

Charlotte, N.C., residents provided valuable input on local attitudes toward the Mint Museum of Art. Photo courtesy of the Mint Museum of Art.

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Editor
Joseph Rydholm

Advertising Sales Manager
Evan Tweed

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Quirk's Marketing Research Review, (ISSN 08937451) is issued 11 times per year - Jan., Feb., Mar., Apr., May, June, July, Aug./Sep., Oct., Nov., Dec. - by Quirk Enterprises, Inc., 8030 Cedar Ave., Ste. 229, Bloomington, MN 55425. Mailing address: P.O. Box 23536, Minneapolis, MN 55423. Tel.: 612-854-5101; Fax: 612-854-8191; E-mail: quirk19@mail.ltd.net; Web address: <http://www.quirks.com>. Periodicals postage paid at Minneapolis, MN and additional mailing offices.

Subscription Information: U.S. annual rate (10 issues) \$60; Canada and Mexico rate \$90 (U.S. funds); international rate \$119 (U.S. funds). U.S. single copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4-6 weeks for change. **POSTMASTER:** Please send change of address to QMRR, P.O. Box 23536, Minneapolis, MN 55423.

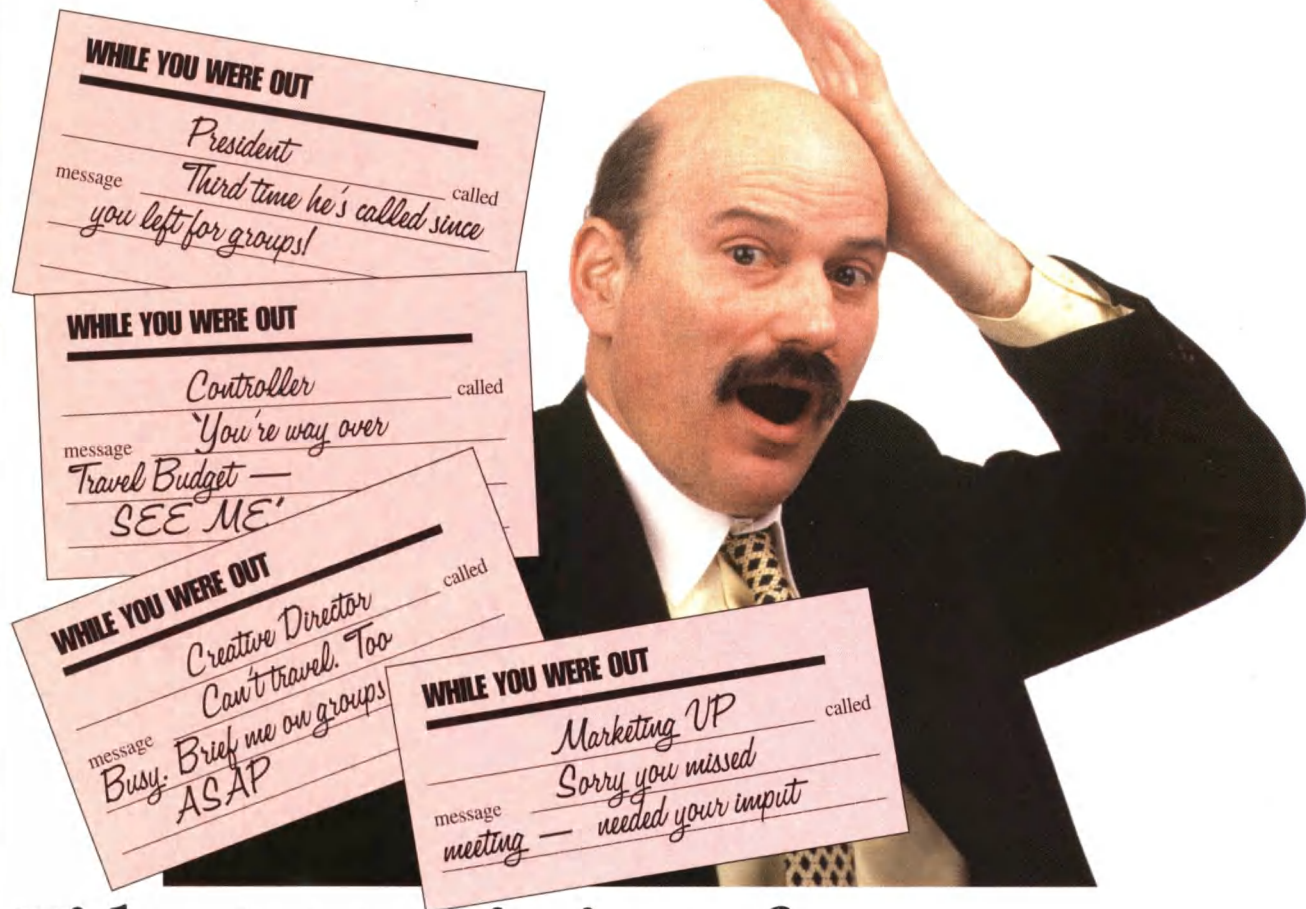
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Europe had largest research market in 1996

Each year, the European Society for Opinion and Marketing Research (ESOMAR), based in Amsterdam, The Netherlands, conducts a study to estimate the total size of the market for market research. The most recent data available shows that in 1996 the worldwide value of the research market was estimated to be worth just over \$11 billion, 9 percent more than in 1995.

European research sales. As in previous years, Italy, Spain and The Netherlands are in fourth, fifth and sixth positions in the total European market.

The pattern of growth was uneven in Europe. In the larger markets, France grew by 3 percent, Germany by 7 percent, and the U.K. by 10 percent between 1995 and 1996. Fast growing markets were Russia (up by 139 percent), the

overall, food launches declined 5.9 percent to 10,416. Ditto for beverages (down 2.8 percent to 3,424 new products) and miscellaneous products (cigarettes, car care, etc.) off by 37.7 percent to 291 new launches. All other new product industries reported new product gains from 1996 including health & beauty aids (up 14.2 percent to 9,371 new products), household products (up 49.9 percent to 1,177 entries) and pet products (up 31.1 percent to 582 products).

And while the quantity of new products has never been higher, the quality of introductions as measured by the percentage of new products offering significant new or added benefits slipped compared to 1996. According to Marketing Intelligence Service's Innovation Ratings, 5.8 percent of 1997's new products featured innovations in any one of the following six areas: formulation, positioning, packaging, technology, creating a new market and merchandising. That's a sizable decline from 1996's 7.2 percent innovation rating and well below the peak innovation rate of 18.6 percent in 1986.

Facing an explosion of choices in the marketplace, it's more difficult

Estimated Size of the Research Market in 1996

	1996 Sales (mil. \$) ¹	Percentage of world sales
European Union 15	4656	42
Other Europe	411	4
Total Europe	5067	46
USA	3940	36
Japan	947	9
Other	1143	10
Total World	11097	100

¹excludes in-house research by marketing departments, advertising agencies, governmental and academic institutions, etc.; using average calendar year 1996 exchange rates at 1 ECU = US\$ 1.27 = Yen 138.03.

The market in Europe grew by 10 percent over the year and accounted for 46 percent of the worldwide total in 1996, compared to 45 percent in 1995. The U.S. market grew by 9 percent, taking 36 percent of the worldwide total; Japan's market shrank and its share decreased from 10 percent to 9 percent and the market for the rest of the world fell from 11 percent to 10 percent. These apparent shifts are partially accounted for by exchange rate fluctuations and also because the total for Europe includes Bulgaria, the Czech Republic, Hungary, Poland, Russia, Slovenia and the former Yugoslavia for the first time.

Within Europe, Germany continues to have the largest market (\$1171 million), followed by the U.K. (\$1045 million) and France (\$883 million). Together the three major markets account for nearly two-thirds of all

Top new product introductions of '97

What was new in 1997? Try more than 25,000 new consumer packaged goods, a record number of new products. For the second consecutive year, packaged goods companies introduced a record number of new products, according to Naples, N.Y.-based Marketing Intelligence Service, Ltd., a new product reporting and product retrieval firm. Marketers introduced a total of 25,261 new food, beverage, health & beauty aids, household, miscellaneous and pet products in 1997, eclipsing the previous high of 24,496 products set in 1996.

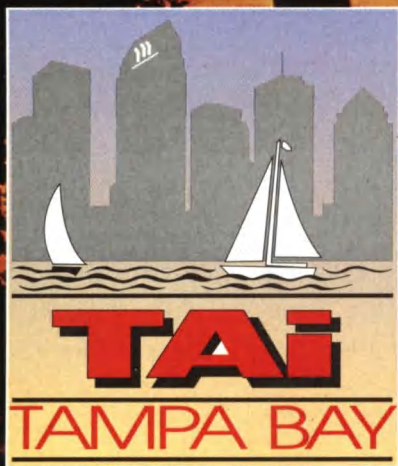
Though 1997 was a record year

New Product Introductions: 1990-1997

1990	15,879
1991	15,401
1992	15,886
1993	17,363
1994	21,986
1995	20,808
1996	24,496
1997	25,261

than ever to find ways to stand apart from the crowd. Even so, the top 10 new product innovations chosen by Marketing Intelligence Service from the more than 25,000 new entries

continued on p. 40



Tampa Bay...

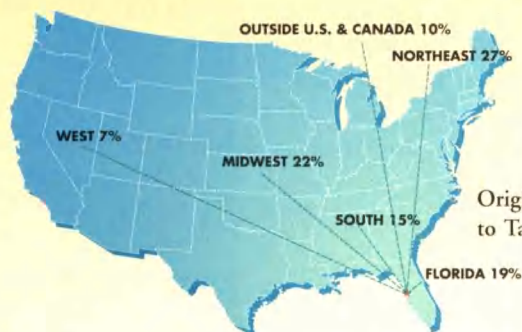
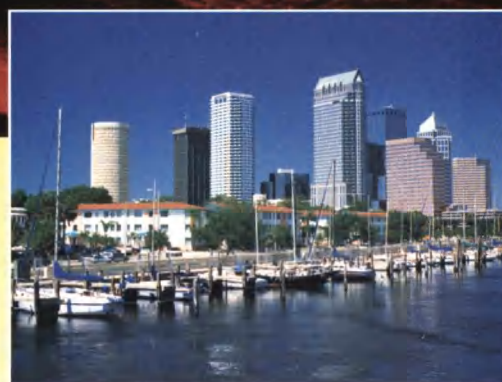
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Hybrid approach to conjoint from Macro

Macro Consulting, Inc., Mountain View, Calif., has developed a hybrid approach to conjoint analysis called the Cake Method. With the Cake Method, a large number of feature utilities (50 or more) can be estimated at the individual level while at the same time allowing for complete control over the experimental design in a full-profile format. Design control allows for specification of product combinations, via traditional experimental design, in advance of the interview process. This permits the incorporation of physical exhibits into the interview in order to minimize respondent confusion. First-order interactions can also be estimated at both the disaggregate and aggregate levels. For more information call Dick

McCullough at 650-964-9707 or visit the company's Web site at <http://www.macroinc.com>.

Pulse Train debuts survey design package

Pulse Train Technology has launched Visual QSL, a software package for survey design. Visual QSL runs under Windows and Windows 95 and allows the user to build up a survey interactively using simple menus, toolbars and standard drag-and-drop features. As questions and displays are added, the survey is presented graphically on the user's screen in a simple tree structure. All routing, logic and validity controls can be included and these are shown as part of the tree structure. Standard cut and paste features are available to allow sections of earlier surveys to be used

again. Surveys created in Visual QSL can be used in any of Pulse Train's data collection software programs. A paper version of the questionnaire can also be produced automatically with Visual QSL's presentation module. This allows the user to rearrange questions and

continued on p. 47



SENSORY WORKSHOP: Tragon Corp., a Palo Alto, Calif., research firm, will conduct a workshop entitled "Principles of Sensory Evaluation" from March 2-4. The workshop will include topics such as: organization of a sensory testing program; design of facilities; selection of subjects; a description of test procedures including descriptive analysis; consumer testing guidelines and methods; optimization techniques. The program will be held in Palo Alto. For more information call 650-365-1833.

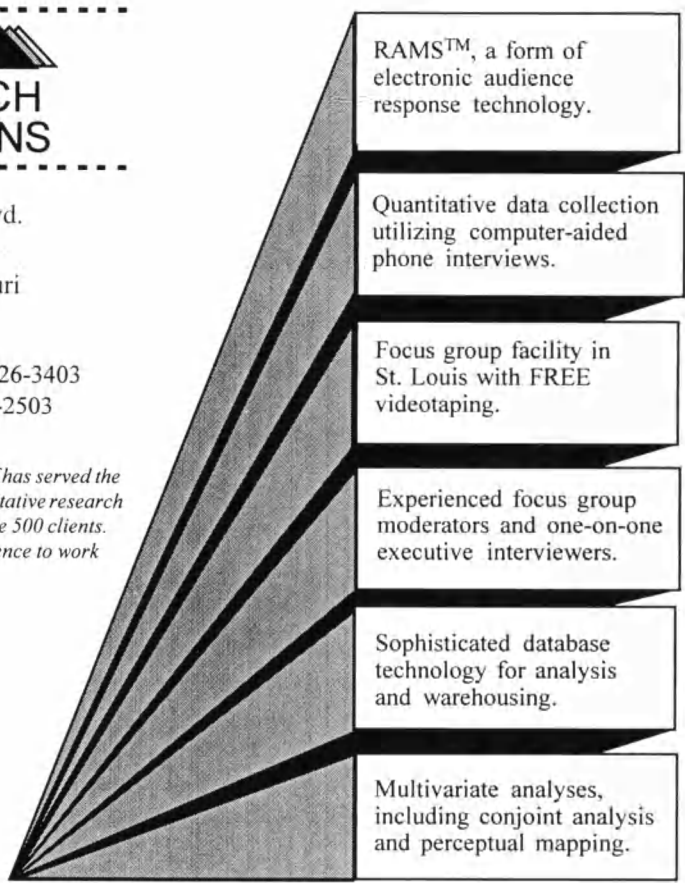
SAWTOOTH TECHNOLOGIES SEMINARS: Sawtooth Technologies will hold the following seminars near the company's offices in Evanston, Ill.: conjoint analysis: theory and practice, March 16-17; introduction to ACA & Sensus TradeOff, March 18; introduction to choice-based conjoint, March 19. The seminars are designed for researchers who have had little or no practical exposure to the techniques. With the exception of the one-day introduction to ACA/Sensus TradeOff, the classes are not training classes for Sawtooth Technologies products. Topics covered include: study design, sampling, analysis and presentation of results; case studies are also presented. Discounts are available for three or more attendees from the same company. For information on fees and registration call Nicole Garneau at 847-866-0870 or visit the company's Web site at <http://www.sawtooth.com>.

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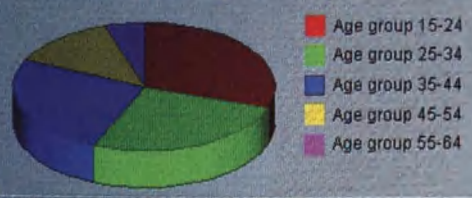
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	Fast food	13.00	19.00	19.00
	French	3.00	7.00	7.00
	Greek	10.00	13.00	23.00
	Indian	0.00	1.00	0.00
	Pizza	1.00	4.00	3.00
	Pub	9.00	8.00	15.00
	Other	8.00	9.00	22.00
What type of music do you like?	Soul/Blues	17.00	31.00	35.00
	Classical	2.00	11.00	15.00
	New Age/Ambient	9.00	27.00	30.00
	Jazz	1.00	2.00	6.00
	Pop/Chart	0.00	0.00	0.00



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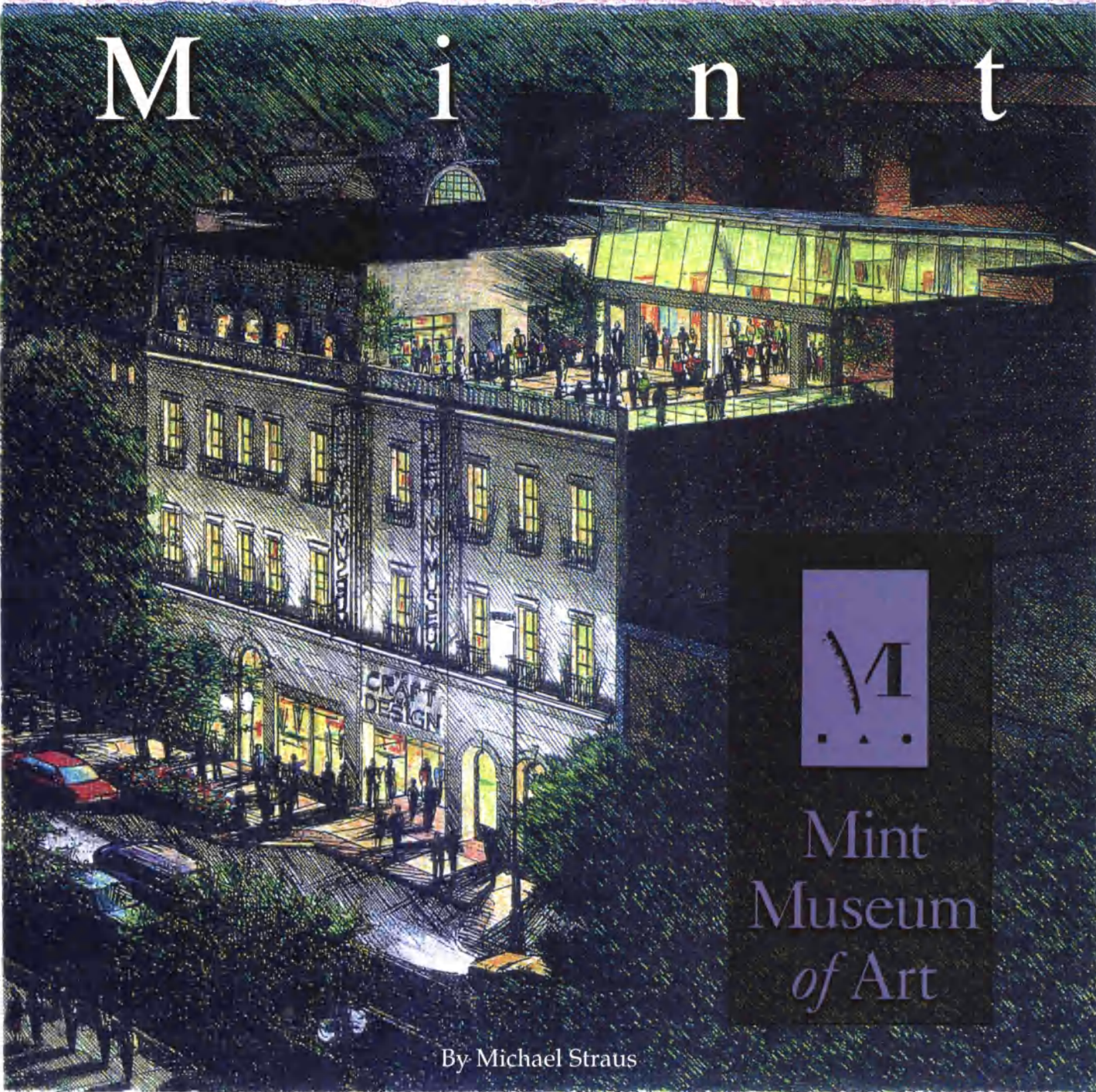


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Minting a new

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Mint
Museum
of Art

By Michael Stratus

Charlotte art museum uses research to light path into 21st century

Editor's note: Michael Straus is president of InterActive Research Corp., a group of full-service research companies including InterActive Research of Atlanta and Project Research, Inc. of Minneapolis. He can be reached at 770-818-0060.

The company's original product is mature, perhaps in need of a makeover. A new product is under development, but requires definition and direction. Where does a company turn for market information and guidance? A logical first step for most consumer product companies would be to conduct in-depth marketing research.

But what if the company is a museum and the product is art appreciation? Could it also benefit from marketing research? The Mint Museum of Art in Charlotte, N.C., preparing to embark on a bold growth plan for the 21st century, decided to give research a try and discovered it can be highly effective in ensuring future success.

The museum, nestled in Charlotte's affluent Eastover community, enjoys a reputation as one of the Southeast's leading cultural institutions. Offering a little something for everyone, the Mint's holdings include American and European paintings and decorative arts; pre-Columbian, African and Spanish Colonial art; historic costumes; the definitive collection of historic North Carolina pottery, regional crafts and one of the premiere collections of European and American porcelain and pottery in the nation.

But Charlotte had grown and changed in recent years, and it was time to reconsider the museum's collection mix. The city's population includes a sizable segment of art-savvy newcomers from northern cities who have been exposed to some of the

country's great art institutions. Was the Mint's vast and diverse collection the best way for a small museum to present art to the public? And just who was this public?

In addition, NationsBank, the city's leading corporate citizen and an ardent proponent of uptown Charlotte, had recently given the Mint the historic Montaldo's building, a former uptown women's clothing store. The Mint had decided to create the Mint Museum of Craft + Design in the 82,000-square-foot, five-story building. But was this what the public wanted and did they understand the concept? Who would come and when?

Needed information

These were the types of questions the museum faced as it grappled with its future. A committee was formed to implement a full-fledged marketing plan. First, however, they needed information and InterActive Research, an Atlanta-based marketing research firm, was retained to help.

InterActive Research devised a two-part study for gathering data for the Mint. The research was designed to measure awareness, usage and attitudes toward the existing Mint Museum and the new Museum of Craft + Design. The first part, a qualitative study, consisted of 15 focus groups made up of Mint members, non-members, young professionals and Charlotte residents who did not fit the traditional Mint member demographics. The purpose of this phase was to explore the issues and attitudes facing the Mint.

The second part of the research, a quantitative study, consisted of a detailed questionnaire mailed to approximately 10,000 Charlotte area residents. Designed to quantify the issues and aid in developing a pro-

gram, this mailing elicited 1,300 responses, far exceeding the norm for a typical mail survey and indicative of the strong feelings the community holds for the Mint.

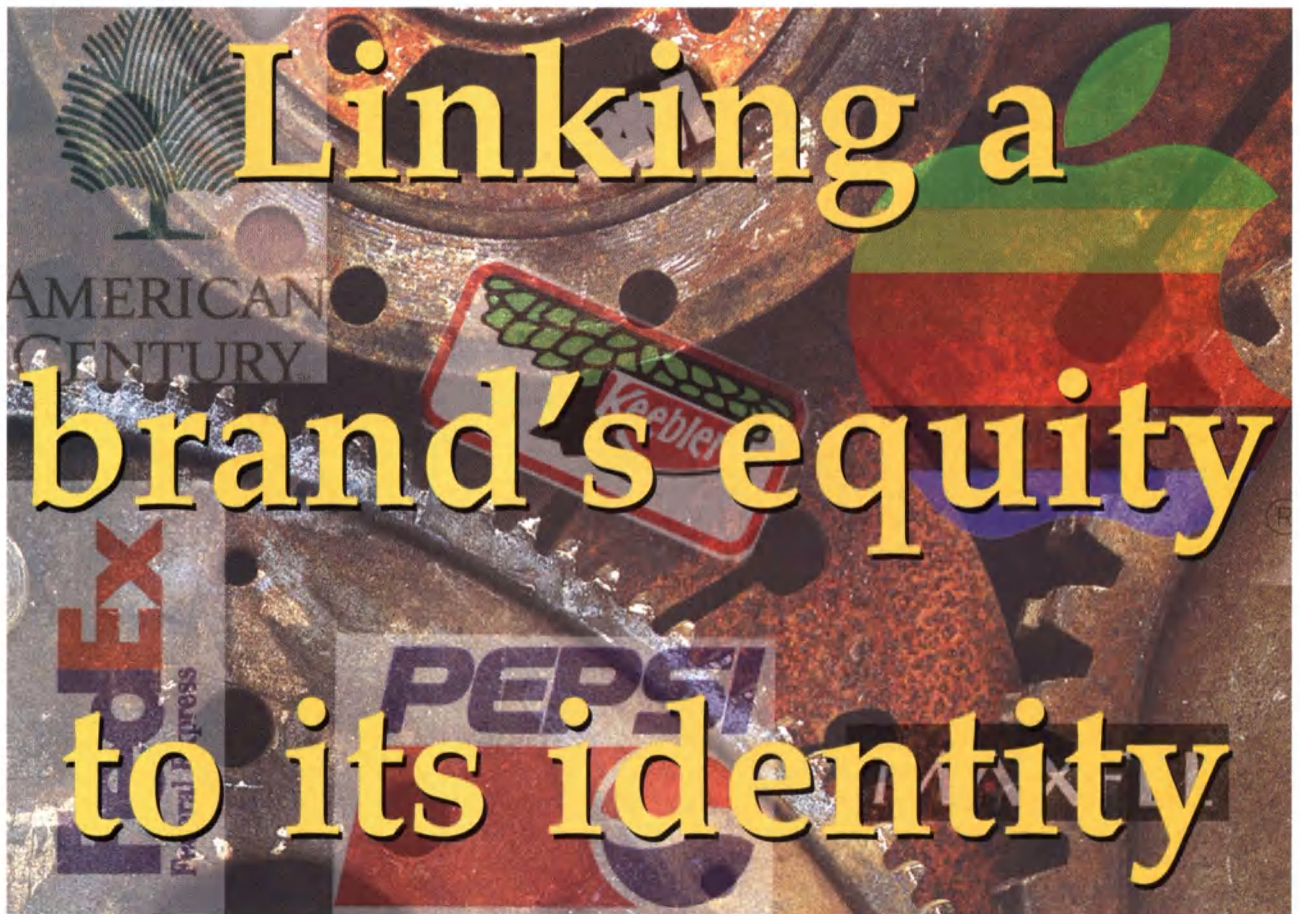
The results of the marketing research have served several important purposes. According to Harry Creemers, vice president of development and marketing at the Mint, the data confirmed what the museum had suspected about its market and its collections, while shedding much-needed light on many other areas as well. Armed with this data, Creemers feels the Mint is moving confidently into the future on a well-marked path.

Clearer picture

Boosting membership is a critical issue for all museums and one addressed in the study. While the Mint's existing membership data was thorough, it only provided a glimpse into the lives of those actively involved in the museum. InterActive Research gave the museum a clearer picture of its potential customer, why that person had not yet become a member and what that person was looking for in an art museum experience.

Another hurdle to increased membership uncovered by the research is that, like most art museums, the Mint is perceived as elitist. First-time visitors found the expansive, highly polished marble lobby intimidating. One participant went so far as to say she felt she needed a written invitation to go to the Mint. Such data helped the Mint realize it had a great deal of work to do to make the museum more inviting. It also gave a clear indication of how the new museum entrance should be designed. An effort will be made to

continued on p. 49



What is brand identity and how can knowing it increase your bottom line?

By Harry Vardis

Editor's note: Harry Vardis is founder of Creative Focus Inc., an Atlanta qualitative research firm. He can be reached at 404-256-7000.

Brand equity is a hot topic in the minds of the marketing research community these days. The Advertising Research Foundation (ARF) has held several conferences on the topic and there is a body of data that is being analyzed

in an effort to further explain brand equity quantitatively. This article deals with the qualitative aspect of brand equity, the brand's identity.

The many definitions of brand equity illustrate the fact that attempts to describe a brand's equity typically seem to refer to a brand's core identity. Some of the definitions given to brand equity are:

"The value added inherent in a brand."

"The reason consumers pay more for a brand."

"The durability of a brand."

"The power of a brand to maintain a share of market, ROI and cash flow."

"The brand's franchise and the loyalty it commands."

"The set of brand assets and liabilities that add or subtract from the value provided by a product or service to a firm and/or the firm's cus-

tomers.”

Behavioral research claims that there are five logical levels that people use to organize the information they receive, including information relative to a product or service. These five levels are: environment, behaviors, capabilities, beliefs and identity. There is a unique organization of information that takes place at each one of these levels for each individual.

When some information at the identity level is changed because of the intervention of marketing communications relative to the product, it changes the organization at all other levels below it since this is the highest level. The converse is not true, e.g., liquid soap has a different identity from bar soap (identity is not necessarily related to physical form). As a result, all other levels are different. When Arm & Hammer changed the identity of baking soda to use it as a deodorizer, all other levels also changed. But when a fire-ant insecticide is no longer sold at the supermarkets and is only sold in the lawn and garden stores, its identity is not changed, only its environment.

Brand-related environment

A brand, in a consumer's mind, is a living entity that operates in a given environment, i.e., it is manufactured, sold and used in specific environments. It has a contextual space that it inhabits and it evokes a set of behaviors in that space.

A laundry detergent, for instance, is sold at the supermarket and used in the laundry room. This may seem like mundane information initially, but the descriptions of these environments are critical. Supermarkets may conjure up images of long lines and coupon filing to one person whereas for someone else it is an enjoyable experience! Similarly, one person may see laundry as time-off from other routines while someone else

thinks of it as a pain!

Brand-related behavior

A brand elicits purchase and usage behaviors. Purchase behaviors are primarily the relationships between the brand and the manufacturer and secondarily between the brand and the consumer. They are related to pricing strategies, promotions, distribution, packaging, etc. Usage behaviors are related primarily to the interactions between the brand and the consumer (i.e., how it is used, when it is used, by whom it is used, etc.).

Brand capabilities

We can think of the capabilities of a brand in terms of its performance.

to that brand. They are the reasons consumers become loyal to the brand and reflect the feelings consumers hold toward the brand. These beliefs usually show up as third- or fourth-level benefits in the questioning process.

For example when we ask:

“What is it that you like about (X) laundry detergent?”

“It leaves clothes smelling fresh.”

“Why is this important to you?”

“Because it tells me that the clothes have just been washed.”

Here we have:

The attribute: fresh smelling.

The benefit: a tell-tale sign.

The belief: fresh-smelling clothes

Beliefs associated with a brand are the attitudes consumers hold relative to that brand. They are the reasons consumers become loyal to the brand and reflect the feelings consumers hold toward the brand.

The brand's capabilities are the attributes responsible for customer satisfaction. They are the taste of a soft drink, the comfort of a hotel room, the performance characteristics of a tire and in general the attributes consumers associate with a specific brand of a product or service. A brand's capabilities dictate the acceptance of line extensions and drive the benefits consumers derive from a brand.

Brand beliefs and attitudes

Beliefs associated with a brand are the attitudes consumers hold relative

are clean.

The attitude: I like brand X (because it lets me know when the clothes are clean).

Brand identity

The qualitative part of a brand's equity is its identity. The core of the brand. The reason consumers are willing to be loyal to that brand and become the advocates who will bring others to that brand's franchise. It is the one single descriptor which captures the totality of all the elements

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Trade-off analysis: a survey of commercially available techniques

By Dick McCullough

Editor's note: Dick McCullough is president of Macro Consulting, Inc., Mountain View, Calif. He can be reached at 650-964-9707 or at dick@macroinc.com.

Trade-off analysis is a family of methods by which respondents' utilities for various product features (usually including price) are measured. In some cases, the utilities are measured indirectly. In these cases, respondents are asked to consider alternatives and state a likelihood of purchase or preference for each alternative. As the respondent continues to make choices, a pattern begins to emerge which, through complex multiple regression (and other) techniques, can be broken down and analyzed as to the individual features that contribute most to the purchase likelihood or preference. The importance or influence contributed by the component parts, i.e., product features, are measured in relative units called "utils" or "utility weights."

In other cases, respondents are asked to tell the interviewer directly how important various product features are to them. For example, they might be



asked to rate on a scale of one to 100 various product features, where one means not at all important to their purchase decision and 100 means extremely important to their purchase decision.

Trade-off analyses produce several types of information. First, they tell us what features (and levels of features) are most valued by customers. Second, they allow us to model how likely people will be to purchase various configurations of products, the share of revenue these products will most likely receive and what role price plays in the assessment of acceptability.

There are four main types of trade-off: conjoint, discrete choice, self-explicated, hybrid.

We will discuss each of these trade-off types after reviewing a few basic concepts.

Experimental design

A critical issue in most trade-off methods is the selection of product configurations, i.e., the combinations of product attributes, to be tested.

If every possible combination of attributes were included in the study, the study would be said to be using a complete or full factorial design. This is desirable but very seldom practical. For example, if we had six attributes with three levels each, the total number of possible combinations would be 3^6 or 729. This is much too large to ask one respondent to rate (and six attributes with three levels each is a fairly modest requirement).

When a fractional factorial design is used, only a fraction of the total possible number of product combinations needs to be tested. For the above example, a fractional factorial design could be generated (usually with the help of a computer) that would require perhaps as few as 14 product configurations to be rated. It must be kept in mind, however, that whenever a fractional factorial design is used, some potential information from the modeling stage will be lost. It is the job of the researcher creating the experimental design to ensure that the information being sacrificed (usually higher order interaction effects) does not compromise the project's ability to answer the research objectives.

Bridging

Occasionally, even with the most efficient fractional factorial design, we still end up with more products than can

be practically accommodated. One possible solution to that problem is bridging. Bridging allows the attributes to be divided into two or more sets (with some attributes common to all sets). Each set of attributes is treated like its own trade-off study. A fractional factorial design is created for each set of attributes. Respondents are asked to rate or rank these smaller sets of products rather than one large set. The utilities are calculated for each trade-off exercise independently and bridged together to create one final set of utilities. There are several different ways this bridging computation can be accomplished, each with its own advantages and disadvantages.

Cognitive and non-cognitive behavior

Critical to the selection of an appropriate trade-off technique is the issue of which type of behavior, cognitive or non-cognitive, best represents the behavior being measured. Cognitive behavior is behavior that is based on rational, conscious decision making. Such factors as price, functionality or durability are typically cognitive. Non-cognitive behavior is behavior that is based on less tangible or even less conscious factors such as various emotional needs, e.g., status, aspiration, insecurity, or non-verbal (and often subconscious) communications, e.g., those communicated by a package or other visual devices. One might argue that the selection of a life insurance policy, a computer or a

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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. He can be reached at 818-782-4252 or at artshulman@aol.com.

Mark Michelson of Michelson & Associates relates that a number of years ago his company sent a mystery shopper to evaluate an optical store in Florida. The shopper seemed like a nice guy on the phone and his references were good. For the shop he had to get an exam, buy glasses and return to pick them up.

In between his shopping trips to the store, he was featured on the TV show *America's Most Wanted*. The store manager recognized him and had him arrested after he picked up his glasses.

He still managed to send his report in, though.

Dave Chill of Disney Channel reports on a focus group he was moderating. His client arrived just as the session was to begin, sat behind the mirror, took one look at the respondents, and immediately called for the hostess. The client informed the hostess of what she had seen, and the hostess soon entered the focus room and informed one of the female respondents that she had a telephone

call. It turns out that the woman, who never returned to the group, was the sister of the late-arriving client.

Ted Dunn, technical consulting director to the Advertising Research Foundation, recalls that he conducted a survey among dog owners concerning their pets. Some of the questions had to do with the functions the dog played in the life of the family.

A few years later, someone else in his client's company was independently conducting a similar study among cat owners. So they cribbed the earlier questionnaire on dogs, and substituted "cat" for "dog" wherever it appeared on the questionnaire. This was the reason why respondents in the second study were asked if their pet served as a "watchcat."

Dunn also recalls the time that he felt like giving up on the validity of random sampling. He was conducting a survey among 3,000 respondents and randomly chose 10 completed surveys to examine, to give him some idea whether interviewing was properly being conducted. Of the 10, he found interview error on a particular question on eight documents. So, that morning he assigned his entire staff to go over every last questionnaire.

Among the remaining 2,990 documents, his staff found two with interviewer error.

Sometimes respondents put each other in their places. Sig Saltz of

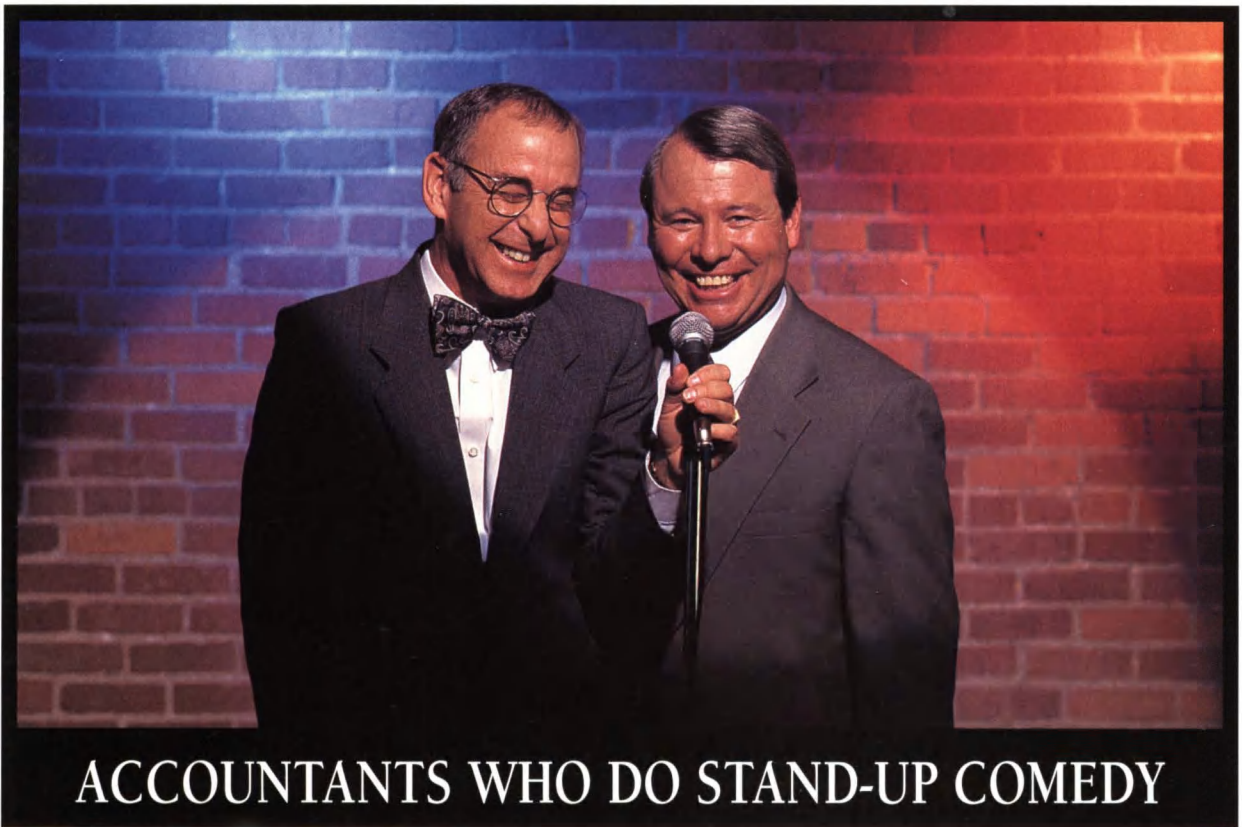
Comiskey Research recalls attending a focus group on mouthwash where it became obvious that one particular respondent might be a problem. The hostess had complained about his demeanor during check-in and at times he appeared to be scowling during the session. After about an hour he finally offered a contribution, in a rather gruff voice, "On Friday nights I have friends over for poker. Before we begin, I put a bottle of mouthwash on the card table and tell them they'd better use it!"

A subdued voice from a corner of the table meekly asked, "What do your friends say?"

Without skipping a beat another respondent replied sarcastically, "He doesn't have many friends!"

The entire group immediately broke into uncontrollable laughter, including the formerly scowling respondent. For the remainder of the session he was a complete teddy bear.

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. □



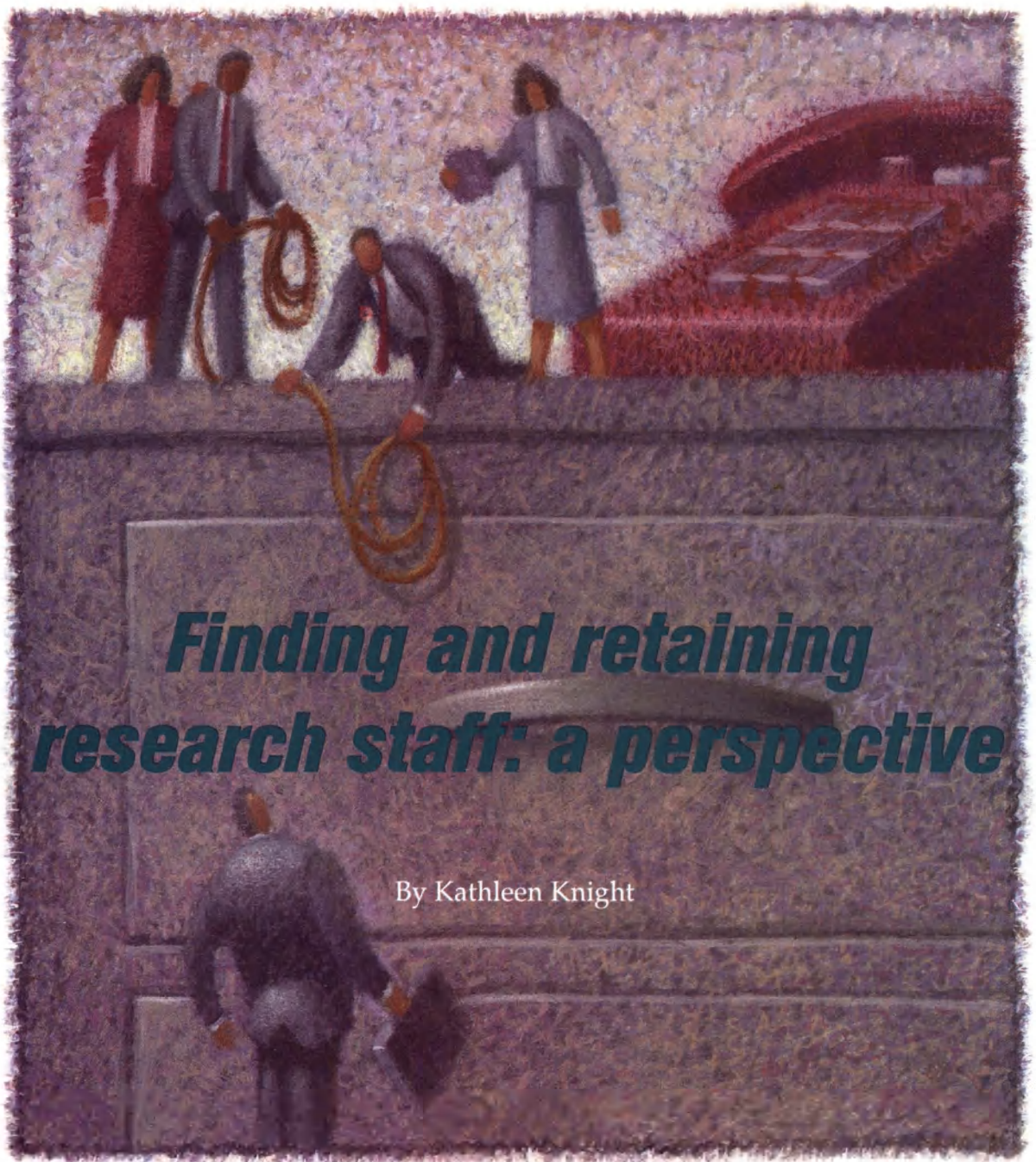
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Finding and retaining research staff: a perspective

By Kathleen Knight

Editor's note: Kathleen Knight is president & CEO of BAIGlobal Inc., a Tarrytown, N.Y., research firm. She can be reached at 914-332-5300.

The primary asset of a service business is its staff. Proprietary techniques and models can help differentiate a market research business, but eventually a firm's success depends on the professional nature of its staff and their determination to deliver a quality product. Consequently, recruiting and retaining a competent, enthusiastic staff is a crucial and constant management challenge.

In years past there was a plentiful talent pool for the market research industry to tap. The challenge was simply to locate, meet, and hire top-notch candidates. Today, staffing is perhaps the most difficult issue facing our industry as we approach the year 2000. There are several contributing factors:

- **Full employment:** In the research arena, as in several other professions, we appear to be near full employment. There is a small pool of job seekers from which to choose.
- **Growth of research products:** Employees who develop their research skills selling and administering standardized research products have a different skill set than that needed for custom research. These individuals have not learned how to originate their own custom research design, nor have they supported senior researchers conducting custom work. Thus, finding talented custom researchers is a growing challenge.
- **Budget pressures:** Non-stop client pressure to reduce research costs is now a way of life. This adds a difficult element to the conduct of business overall. It puts pressure on salaries and has an impact on training costs as well.
- **Rapid data delivery:** Technology has expanded our ability to produce mountains of data rapidly. However, it has not

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Caroline (Carrie) Hagmann has been named associate project director at *Affordable Samples*, Old Greenwich, Conn.

Steven Goldbaum has been named CEO of *Consumer Research Center* in Las Vegas.

Decision Analyst, Inc., Arlington, Texas, has expanded its Statistical Science Group. Heading the program is **Cindy R. Ford**, vice president, who previously served as director of Southern Methodist University's Center for Statistical Consulting and Research.

Skila Inc., a Mahwah, N.J., developer of knowledge management systems for the health care industry, has named **Margaret Nelson** vice president of knowledge support and **Hank**

Berkowitz vice president of marketing.

Linda D. Martin has been named vice president of *Joel Benson Associates*, a New York research firm.

Cheryl Karn has been named vice president of marketing and project director at *Aragon Consulting Group*, St. Louis. In addition, **Jeffrey Bergen** has been named vice president and senior consultant in new business development.

Seamus Palmer of *Express Market Research*, West Somerville, Mass., is pleased to announce the birth of his second son, Donovan Ross Palmer, on December 8.

Brian Clark has joined *Intelligent Marketing Systems*, Minneapolis, as

an account manager.

Reece Ritter has joined the Atlanta office of *Elrick & Lavidge* as group leader. Previously she was with The Coca-Cola Company. In addition, **Carla Collis** has been appointed to the senior management team.

Eagle Research, Denver, has promoted **Christine Farber** to vice president/director of market research. She will continue her role as executive in charge of the firm's Denver facility. In addition, **Joel Reish** has been named vice president/director of market research and **Michael Pelaia** has been named project director.

Digital Marketing Services, a Dallas firm providing marketing research via America Online (AOL), has appointed **Jim Simon** vice president of AOL Rewards marketing. Previously he was manager, commerce services, for the interactive marketing department of AOL.

Lynn Hibben has joined the Dallas office of *Quality Controlled Services* as a branch manager. Previously she was interim regional vice president with Certified Marketing Services, Inc. **Marty Mills** has joined the firm as a branch manager of its Los Angeles office. Previously he was operations manager at LMS Reports. And **Candice Wysock** has been named branch manager at the QCS Chicago office. Previously she was marketing supervisor at Abercrombie & Kent International.

Sirish Mani has joined *Maritz Marketing Research Inc.* as an account manager in the firm's Chicago office.

Walker Information, Indianapolis, has named **Kevin Zerrenner** vice president, business development. In addition, **Jane McCaslin** has been promoted to vice president international services.

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10. Superior Surveys of St. Louis St. Louis, MO
11. Answers To Questions/ Long Island Groups In Focus New York, NY
12. Pat Henry Market Research, Inc. Cleveland, OH
13. JRA (J. Reckner Associates, Inc.) Philadelphia, PA
14. Probe Research, Inc. Dallas, TX
15. McMillion Research Service Charleston, WV

Doane Marketing Research, St. Louis, has acquired the agricultural business of St. Louis-based **Maritz Marketing Research** for an undisclosed amount.

Affordable Samples, Inc. has formed an alliance with **Dun & Bradstreet** for the distribution of business samples to the research community. Using a direct access link to the D&B business database, counts can be provided in minutes and orders are available for downloading in 24 hours. For more information call 800-784-8016.

ASI Market Research Inc. (ASI), Stamford, Conn., has signed a letter of intent to be acquired by **IPSOS Group S.A.**, a Paris-based research company. To date, ASI has been a privately held corporation owned by Apollo Partners LLC and Alliance Capital Management Corporation. Under the terms of the agreement, ASI's current management team will remain in charge of the U.S. operations, which will now be named IPSOS-ASI.

SAS Institute Inc., Cary, N.C., and **Exchange Applications, Inc.**, Boston, have formed a partnership that will link SAS Institute's Enterprise Miner software with Exchange Applications' ValEX direct marketing campaign management system. The integration will enable marketers to increase accuracy of targeted campaigns.

Burke Marketing Research (BMR), Cincinnati, conducted all the research for Janice Fudyma's book *What Do I Take? A Consumer's Guide to Non-Prescription Drugs*. The research was managed by BMR Vice President Mike Pietrangelo and Senior Account Manager Barb Jasper. It included survey design, data collection and analysis.

Affina Corp. has moved to 100 W.

Big Beaver Rd., Suite 300, Troy, Mich., 48084. Phone 248-526-1200. Fax 248-526-1250.

Market Perceptions, Inc. (MPI), Denver, has been selected to conduct a tracking study for NEC Japan's PC Monitor Division. MPI will conduct the study for NEC's Japan Division, surveying corporate IT managers in the U.S. to uncover trends in the PC monitor industry. MPI has also been selected to conduct competitive intelligence for Compaq Computer Corp.

Wendy Huck Godfrey has opened **Huck-Godfrey Marketing Research** at 4826 N. 35th Pl., Phoenix, Ariz., 85018.

Discovery Research Group, Salt Lake City, has remodeled and expanded its facility, adding fully equipped

client offices, expanded viewing areas and office space, client conference rooms and all new furnishings. The company has also expanded its phone room. For more information call 801-944-0326.

Anchor Network, Inc., has moved to 915 Broadway, Ste. 1603, New York, N.Y., 10010. Phone 212-260-1295. Fax 212-260-9461.

New York-based **Jupiter Communications**, a new-media research firm, and NFO Interactive, a division of NFO Worldwide, Greenwich, Conn., have formed an alliance to provide businesses with primary research and analyses on the on-line market. Separately, the listing of NFO Worldwide common stock (ticker

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Getting the most from new product research

By Steve Mamarchev

Editor's note: Steve Mamarchev is senior vice president of Research Dimensions International, Cambridge, Mass. He can be reached at 617-576-5745.

The first rule of computers is "Garbage in, garbage out," indicating that the quality of output from any effort is only as good as the quality put into it. In like fashion, the results of research depend not only on the quality of effort put into the project by the researcher, but often more critically on the quality of information given to the researcher before the project begins.

When doing new product research, the dialogue between the client and researcher at the project's inception is key to properly establishing research

needs, fully understanding research feasibility and arriving at a research solution. This pre-research stage is when to ask certain questions to provide the researcher with the information needed to develop the final consumer questions.

Therefore, any new product research project must begin by researching the client long before the consumer is asked a question. Each series of research questions is based on the 10 most common consumer questions that are addressed from concept generation and product development and refinement to evaluation and finally to tracking:

Client question #1: Where do we get new product ideas?

Before going to consumers, a researcher will want to ask a set of

questions of the client, such as:

- Where are your company strengths?
- What opportunities are there for us to take advantage of?
- What gaps exist (or can be created) within the market, within the category, or within related categories?
- What fits with your company's image, marketing goals, financial goals, and long range capacity?

The researcher must ask at least these questions because, while consumers can help generate new product ideas, they are least able to do so working from a vacuum. Consumers need starting points. These researcher-to-client questions are designed to find that new product idea starting point.

For example, a manufacturer had an extensive distribution network through

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newspaper stands and variety stores. It also had an excellent sales force to service this retail distribution network. This gave the researcher a starting point. We began by asking consumers "What do you buy in these outlets? When? What do you not buy in these stores?" Gradually we built a picture of what was appropriate to the store. From there it was a simple task for consumers to suggest viable new products that they felt comfortable buying in these stores. Consumers were further directed along lines dictated by the manufacturer's production capability. The new product ideas were thus determined by what consumers need and what they expect. But the ideas were also generated in the direction of the company's strengths.

New product research which does not take into account a manufacturer's distribution system can be seriously misleading.

Access to new technology is another company strength that can provide a researcher with an important starting point. For example, one company had access to a new packaging process. The research objective was to first determine the perceived benefits of the new package, and then to determine which products gained a marketing advantage by having this benefit. Consumers can tell us what is most suitable for a bubble pack, or an Alu-pack or a plastic pouch, but first we must know where we are heading.

In one enviable situation, a manufacturer had resource capital (spare cash) and was prepared to try virtually anything. In his briefing, he said "Assume everything is technically possible, everything is affordable, and we are prepared to try anything."

We asked the client:

- What areas are most profitable for you?
- What opportunities are there for us to take advantage of? What kinds of raw materials (including people) are most readily available to you?
- What personally seems the most fun to you?

In this particular project, the last question was key. Commitment is highest when interest is high. And

staff commitment can be the difference between new product success and new product failure. How many times have you thought about "fun" in a research briefing? Perhaps that's correlated with the number of dull products on the market. "Fun" is the best starting point of all.

Client question #2: Which idea has the best potential?

Because some new product criteria are standard, some new product questions hardly need to be asked. Simple curiosity is often a critical factor in determining the eventual success of a new product idea. Degree of perceived newness is a related factor. Perceived value, perceived efficacy (where appropriate), or perceived nutritional value (in many food products), are a few of the many common factors that research can examine when investigating new product ideas, and determining which has the best potential. You can, therefore, expect all of these issues to be raised in the dialogue between the researcher and the client.

But determining potential means more than simply asking the first 200 respondents whether or not they are interested in trying your new product. A researcher needs a tight definition of the target group and, more important, a real understanding of your company goals. You can expect at least the following questions from your researcher:

- What is the purchase pattern of competitive products within the category?
- Are consumers brand loyal?
- Do consumers purchase from a short list of several acceptable products?
- Do consumers tend to purchase any brand that is on special?
- Do you have to overcome strong brand loyalty, or is this a category in which a proportion of consumers are adventuresome?
- What is the elasticity of your company's name? (i.e., is this product suitable, in consumers' perceptions, to your company's existing brand name?)
- Do you want to provide a product that fits comfortably within your company's family of products, or do you

want to extend your company's range?

- What is your company actually best capable of producing and marketing?

In another example, a manufacturer of snack foods decided not to bring out a health food product, one similar to a health food packaged cake. Research respondents loved the product. They understood the product. They knew when to buy it, how to use it, and to whom it would appeal. Had the product been launched, however, it would have failed because the company sales force and the retailers associate this company's products so strongly with snack foods that they would have refused to shelve the new product with health foods. Knowing this, the critical research question was not "How good is this product compared to existing health food products?" but "How good is this compared with less healthy snack food products?" The product did not measure up when confronted with this important question. This excellent product had little potential until the company was willing to alter the perceptions of the consumers, retailers and, especially, its own sales force, which it is now doing.

In this situation, the most important question that the researcher had to ask was "Where will the product be shelved?" Forgetting this question can yield research that is reliable and valid but useless.

Client question #3: Which prototype product is best?

This question requires the researcher to ask the client in return:

- What does "best" mean in terms of product attributes or benefits? In terms of client image? In terms of market potential?

If there is no knowledge in advance of which attributes or benefits constitute superiority, the researcher should ask such questions as:

- Is sweetness an important product variable?
- Is texture an important product variable?
- Are durability, reliability, style,



Is your research up to par? In golf, par is the score that, in theory, an average player would take to complete a hole. Two strokes under par is an eagle. In the game of research, all participants in the interviewing process want to believe their research soared like an eagle. In reality, the research project may be a "bogey" (one over par and not perfect).

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crunchiness, lightness, calories, efficacy, color, etc., important to consumers?

We can easily investigate response to a product. Respondents can tell us if the product is sweet enough, if the texture is too thick or too thin, if the color is too light or too dark. But some questions are not quite so obvious. For example, if you have a dairy and you want to produce hot chocolate, should your product be the most chocolatey or the creamiest? If you are a food processor, should your complete meal-in-a-package be the most convenient or the most nutritious? One of the questions often neglected is "Should your product appeal to the buyer or to the end user?"

A product can never be "best" in a vacuum. It must be "best" relative to specific needs. Determining or deciding what the real consumer needs are, before researching "best," is the key to a successful research project. The marketplace is littered with the bones of products that were "best" in the wrong ways.

Client question #4: What should we name the product?

Each product has its own special criteria and demands its own special questions that the researcher must

ask. However, the researcher will, most likely, ask the following types of questions of the client:

- Should the name have literal meaning?

- Should the name have literal meaning in both English and Spanish?

- Should the name be easy to pronounce?

- What image do you want to convey with this name?

- Should the name be memorable?

- Should the brand name emphasize or deemphasize your company name? How should it relate to your other products?

Client question #5: Is the packaging any good?

Normally three areas must be looked at when researching packaging: its intrusiveness, its memorability, the image it projects.

Your packaging is part of your advertising. It should be noticed, remembered, and should convey the correct information. A few of the questions you can expect include:

- What is the image that the packaging is meant to convey?

- What are the priorities between these several packaging objectives?

- What is the competitive environ-

ment?

- What are the marketing and retailing factors that will influence the success or failure of the product?

A package with a stark design will probably be noticed more quickly on a shelf or a billboard than a package with a soft pastoral scene. But the image of these two packages will undoubtedly differ. If a product is to be placed on a shelf in the middle of several brands, and, if the product must prove itself quickly or be delisted, then intrusiveness is probably the key factor. In this situation, the package must have impact, even if image must be sacrificed to achieve it. Thus, a researcher must understand the competitive environment, and any other marketing and retailing factors that are likely to influence the product's performance.

In one situation, a manufacturer who was a market leader used consistent graphics on its products and shelved them together in one display unit. This gave strong impact and maintained an image of market dominance. A problem, however, arose whenever a new product was launched. It disappeared into the general display. A short-term solution would have been to give each new product its own distinct packaging. But the long-term effect of this "best" solution would be disastrous. In this example, the best solution was compromise. The manufacturer used short-term tags and overwraps, but left the general packaging consistent with the line.

Client question #6: Where should we position the product?

This question demands more advance information about the entire market than any other question. At the minimum, the researcher needs to know:

- What are the behavior patterns and attitudes of the potential user? Of the potential buyer?

- What is the expected usage pattern?

- What is the seasonality of product consumption?

- What is the regionality of product

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consumption?

- What have the market patterns been during the past several years?
- What are the available (and options) distribution channels?
- What are the current and past advertising strategies of competitive products?
- What are the potential benefits and positive attributes of the new product?

When a manufacturer decides in advance where to position a product, the most important question the researcher can ask the client becomes "Why do you want to position the product there?"

Client question #7: What advertising concept should we explore?

Client question #8: Which advertising concept is best?

Client question #9: How good is the finished advertising?

These three questions deal with advertising research, the area where research has probably been most misused. Much advertising research is conducted with little understanding of the strategic demands or of the reasons underlying the advertising strategies. And, worse, much research is carried out with little understanding and empathy for the creative process and input. There isn't enough room to list here the many research questions related to advertising that have been neglected. It is clear, however, that to be of any help, the researcher must know in advance this history of the company, the product, the competition, and the advertising. And, the researcher must know the anticipated results of the new advertising before deciding what research would be of greatest value.

A mini-survey of creative and account personnel at selected advertising agencies was conducted recently by Research Dimensions to determine what they want from advertising research and what they dislike about existing advertising research. The biggest complaint was that the research often "does not define the problem well and clearly enough" in advance. It is not flexible enough to

measure the "ability of an execution to fulfill a strategic direction." And the creative staff complained that research often ignores the creative aspect of advertising. In other words, the complaint is not asking enough questions of the advertising agency before conducting the research.

Research is used least well when it is brought in after the fact to perform a limited function or to answer a limited question. Regardless of the stage in the development of new products, research will perform its task best if researchers know in detail who uses the product and related products; what the frequency and incidence of use is; why the product is purchased; what the advertising is trying to accomplish; why and how.

Client question #10: How well is the product performing on the market?

In providing an answer to this question, the researcher is likely to continue the dialogue with the client through the following questions:

- What are your sales/volume projections?
- What benchmarks in the category do you have to measure your new product against?
- What is the time period over which success is judged?

Determining action standards in advance from realistic objectives and experience provides the basis for more solid decision making in the marketplace.

To go back to the example of the manufacturer with the visibility problem, the objective was to increase line sales through the new product. Had the new product's objective been to sell a certain dollar volume on its own, the situation and degree of success would have had to be different.

In summary, when carrying out new product research, expect your research company to ask everything about the potential new market and your plans before approaching the consumer. Open and honest dialogue is the key to success. □

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Trends in

Hispanic

research



By Felipe Korzenny and Betty Ann Korzenny

Editor's note: Felipe Korzenny is president, and Betty Ann Korzenny is executive vice president, of Hispanic & Asian Marketing Communication Research, Inc., a multicultural research firm in Belmont, Calif. They can be reached at 650-595-5028.

It's difficult to differentiate between what one would like to see in the future and what one believes will happen. Nevertheless, below we have listed what we consider to be trends in Hispanic qualitative marketing research. These trends are based on about 20 years experience in conducting qualitative and quantitative research in the U.S. Hispanic market. Wishful thinking or a view into the future? Only time will tell.

Increased emphasis on culturally-based research

Increasingly, advertisers are under-

standing that merely adapting their communications to the Hispanic market is not enough. Up to now many marketers have sought to fit their general market campaigns into the Hispanic market, as opposed specifically targeting the Hispanic consumer.

Thus, more research will attempt to be motivationally based. That is, to understand the inner workings of the Hispanic consumer to obtain insights for positioning within the culture. For example, a brand can be positioned in the general market as the brand for the individual. The same brand in the Hispanic market, however, may need to be positioned as the brand for the group or family. A more complex example is that a brand could be positioned as the materialistic brand in the general market, but may need to be positioned as a mystical brand in the Hispanic market.

"Within" rather than "across"

Many who do research in the Hispanic market tend to see it as a relatively homogeneous mass. Matching the goals of the client to the specific segment within the Hispanic market will be an increasingly important consideration in the future. For example, Spanish-dominant consumers are not a homogeneous group. There are Spanish-dominant consumers who are very literate in their own language and those who are not. Clearly, conducting research with literate consumers is different from doing it with individuals who have not benefited from higher levels of formal education. Less-literate recent immigrants who come from the rural areas of Mexico and Central America can't be reached through the mail. But mail does work to reach those from urban areas who have higher levels of education.

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Similarly, qualitative research tasks that require writing and complex role playing may be beyond the reach of certain segments. Segmenting the Hispanic consumer can only lead to more accurate results.

Observational research

When attempting to understand other cultures, it is particularly important to obtain first-hand information from consumers. Observing them in their daily routines and nat-

ural habitat can be much more illustrative than just listening to consumers' words.

Observing behavior is more likely to render accurate and valuable information than attempting to extract oral responses¹. We feel there will be increased use of videotaped interviews in the homes and other contexts where these consumers operate. The need to observe behavior is more urgent in markets like the Hispanic market because so many habits stand

in sharp contrast to behaviors of the general market. That way brand managers and decision makers can obtain a more accurate picture of their clientele. For example, we recently asked in focus groups about how much oil consumers use in their cooking. Most said a little. Then we conducted in-home interviews and discovered that "little" meant almost an inch-deep portion of oil in the frying pan.

"Focused" qualitative research

Many focus groups are currently conducted as interrogation sessions or as game-playing sessions. Few Hispanic focus groups are now conducted in which ideas are debated to yield in-depth learning. It is anticipated that in the future more focus group sessions with Hispanics will be truly "focused." That is, in more focus groups respondents will be given assignments of activities to do before attending focus groups. Those assignments tend to provide a focus for the discussion and respondents then have vivid experiences to talk about.

For example, more respondents will be given the task of acting as mystery shoppers and then come to a focus group session to talk about their experiences. Also, respondents will more often be asked to try a product or idea at home with their families before attending a focus group discussion. Respondents will be asked to think about an issue before discussing it in a focus group session. Some would argue that such an approach may contaminate the responses. The answer is that in qualitative research one ideally wants to stimulate thinking and discussion to obtain qualitative insights. Quantitative research should usually follow to substantiate the qualitative insights obtained.

More quantitative and even qualitative omnibuses

Few quantitative omnibuses have succeeded in the Hispanic market and those that succeed find it difficult to keep to a schedule due to lack of

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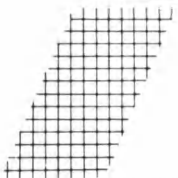
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demand. It can be anticipated that as the market continues to grow the demand for quality omnibuses will increase². That will clearly help clients with just a few questions or who want to track a particular issue over time at a reduced expense.

Another related trend will be to see the emergence of focus group clusters used to analyze issues in the Hispanic market. This may be a great tool for clients who have brief concerns or issues to obtain insights at affordable costs. Also, these groups could be used to study issues of general applicability to many clients, e.g., the study of Hispanic consumer values, lifestyles, and ways of thinking.

Shopping clinics

In the future more Hispanic qualitative research will be conducted in real or simulated shopping environments, similar to what car clinics have been up to now. In those environments, Hispanic families would be invited to look at merchandise and

display arrangements and provide their opinions on their experience.

This type of environment would also serve for naturalistic observation on how decision making processes take place. This type of clinic could be conducted for retailing, banking and even for the purpose of understanding in-store decision making regarding specific brands.

Network analysis

Quantitatively and qualitatively, it is likely that more and more Hispanic research will include some type of network analysis. This is particularly important in the Hispanic market because the culture is highly gregarious and word-of-mouth is strongly influential.

Network analysis is a technique that has been around for about 40 years, and perfected in the social sciences over the last 25 years but it has not been exploited in marketing research. Just consider the importance of knowing who talks to whom about what in a community. Network

analysis could help in understanding patterns of opinion leadership and influence. It could also help make sense of decision making processes. Further, it could help understand how advertising interacts with word-of-mouth to create the momentum for a brand. □

¹Something that is accentuated in the case of less literate consumers.

²The U.S. Hispanic market now is composed of about 30 million people with purchasing power of about \$250 billion.

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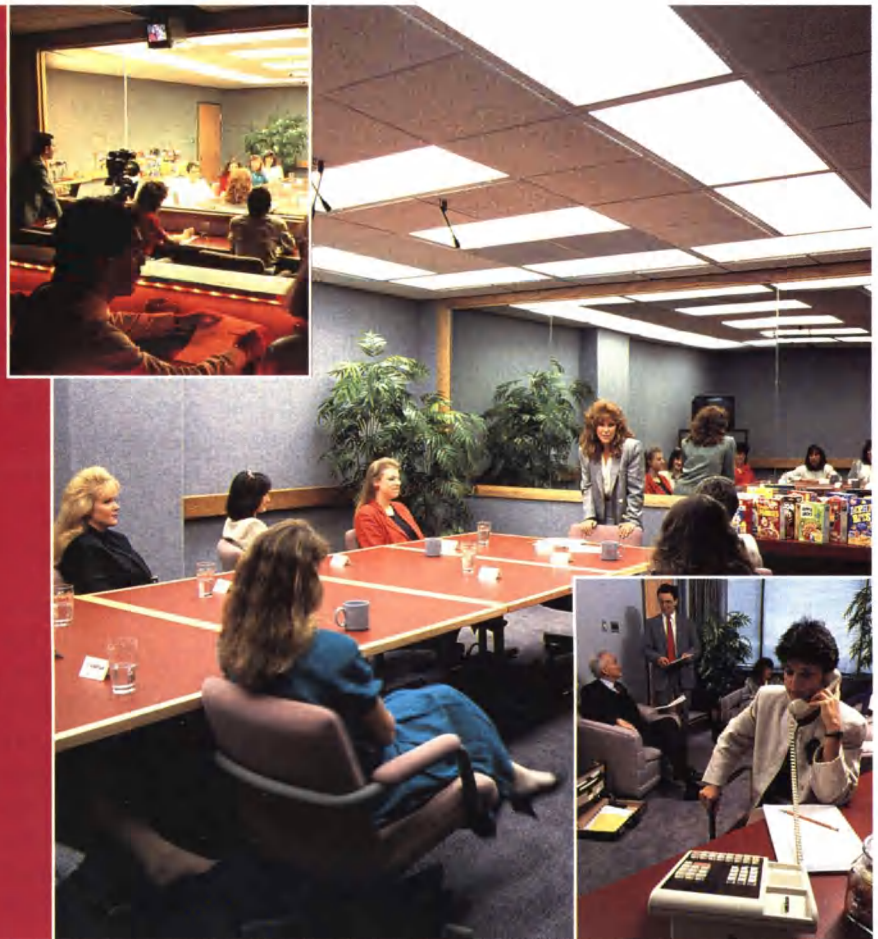
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Surveying international markets demands special attention

By Michael Halberstam

Editor's note: Michael Halberstam is president of Van Nuys, Calif.-based Interviewing Service of America, a market research data collection and processing firm. He can be reached at 818-989-1044.

If you've ever attempted to conduct a telephone market research survey simultaneously in several foreign countries, you know what a daunting task it can be. You are typically faced with the need to brief and field-supervise in various locations around the world, time zone changes, poor quality and consistency of local phone systems, translation difficulties, inconsistent sampling and interviewing techniques, and to top it off, each country can have several different cultures. Even if you haven't conducted a survey of this type, you can probably imagine the hurdles that have to be overcome to successfully complete multinational data collection. Fortunately, with recent improvements in telephone technolo-

gy and falling international telephone rates, data collection can now be implemented worldwide using U.S.-based data collection firms.

Until recently, international phone rates made it cost-prohibitive to execute global telephone interviewing projects from the U.S. However, international per-minute rates have fallen since the 1984 breakup of AT&T. This was fueled in part by competition from various long distance providers negotiating for agreements with phone companies around the world.

Cost and consistency

Today, instead of having to spend the time investigating, selecting, and managing independent data collection companies in many different countries simultaneously, you can call upon the services of domestic firms. In this way, U.S. firms can avoid many of the problems previously stated, which can result in unnecessary changes and errors and add

cost to your project. You also eliminate travel expenses required to brief and supervise numerous individual data collection firms in various countries. If you utilize a domestic firm, you are also conducting business in a time zone much closer to home, eliminating the need for odd-hour phone calls to discuss changes or project status. Using a single source also helps reduce translation difficulties, communications problems, and ensures accurate and consistent data collection.

Global telecommunications improvements and variances

It is also important to note that while telecommunications technology is advancing rapidly around the world, capabilities and costs vary widely from country to country. And, there are countries that continue to pose specific challenges. We experience some of the highest phone long-distance rates in the world in Mexico. Historically, Italy and Spain have had

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inconsistent operator and directory services and in parts of Africa as well as countries behind the old Iron Curtain, phone service at times is non-existent. The cost of telephone surveying in Asia varies widely. We find that while China's rates are beginning to come down, Vietnam and Cambodia have extremely high phone rates.

The percentage of household phone penetration in many of these countries is lower than American firms are used to, therefore care must be taken in how a data collection strategy is developed. In Vietnam's

major population centers, for example, phones are accessible to most families but it means that an apartment building with 10 families might share one common phone. However, a normal telephone survey would not provide you with a representative sample of the total population due to a lack of phone access in rural communities. Working with a firm with strong local knowledge is critical to developing a proper interviewing strategy which addresses these issues.

Addressing cultural differences

Cultural differences in foreign countries are also extremely important when conducting research over the phone. There are cultural nuances that can significantly affect the quality of the data being collected. You can do almost the same types of surveys you can in the U.S. Keep in mind however, that contrary to popular belief, the whole world doesn't revolve around the U.S.! So be pre-

pared to reevaluate your process and approach. The most common misconception is that any survey designed for the U.S. will or should work anywhere. While I believe researchers intuitively understand this, they are often upset when told a certain question won't work.

Some topics are very sensitive, such as health care, public opinions regarding politics and social issues, taxes or insurance. Expect differences in household composition as well as extreme differences, or in some cases extreme similarities, between generations on various topics. In short, be prepared for variations from what you might normally expect.

For example, when surveying in Japan, the topic often determines whether it is appropriate to speak to the male or female head of household. Not surprisingly, it is easiest to survey topics of general interest or universal appeal, such as television and radio. Questions about music or sports, or general news items also make it relatively easy to gain cooperation for surveys. Surveying general buying habits or advertising is also acceptable.

With so many families working outside the home at small, family-owned businesses, it is often easier to find people at home all day rather than Monday through Friday between 5 and 9:30 p.m. or on weekends. This is because family members have more flex scheduling. This scheduling, combined with larger multi-generation households, means that someone is home more often to answer the phone. Historically, researchers shied away from calling homes too early for fear of skewing the sample toward unemployed females.

U.S. data collection goes global

International research is a natural outgrowth of the domestic multilingual/multicultural research being done by U.S. data collection companies. Prompted by the results of the 1980 Census, many data collection

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firms began to aggressively explore the ethnic markets in the U.S. Segmentation tools used to differentiate large ethnic communities in the U.S. based on surname were created and data collection techniques were fine-tuned. Over the years we have seen the need for domestic ethnic data collection continue to grow, especially among the Hispanic and Asian segments of the population. And the growth of non-U.S. research among the top 25 research firms between 1995 and 1996 was reported as 11 percent by *Advertising Age*. As phone rates continue to decline, we expect to continue to see growth in the international segment.

Consistent with industry needs, telephone data collection is commonly conducted from the U.S. in many of the world's largest industrial countries, such as the U.K., France, Germany, Italy, Canada, Australia, New Zealand, the Philippines, Korea, Taiwan, Hong

Kong and India. However, we also execute phone interviews in Poland, Russia, Mexico, Brazil, Argentina, Columbia and Chile.

International interviewing provides an excellent vehicle for U.S. data collection firms to better utilize their resources. By interviewing 24 hours a day we are able to match the lowest phone rates with local calling times worldwide. Because of the large mix of immigrants in the U.S., companies are able to utilize foreign-born nationals who are capable of bilingual interviewing in English and numerous native languages — giving local insight into markets around the world.

Formula for success

So what is the formula for successful international survey research? Create a sound strategy, work with a research firm known for its international work and execute your data collection through a company with

experience in multilingual interviewing — one that has the language capabilities and that also understands each country's cultural nuances, the influence of special holidays and events, as well as local telephone system limitations. Ignoring either the ethnic populations in the U.S. or international markets can prove extremely shortsighted for any business with plans for significant growth in the future. □

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Editor's note: Michelle Taufman is a research associate at Doyle Research Associates, a Chicago qualitative research firm. She can be reached at 312-944-4848.

If your company is looking for the next breakthrough idea to help expand your marketing opportunities, the answer might be closer than you think! Consider conducting internal creativity sessions among your own staff members. With an internal ideation session, led by an experienced facilitator, you can take advantage of the creative talents and unique perspectives already at your fingertips to generate hundreds of fresh ideas — for barely a dent in the department pocketbook.

Contrary to popular belief, innovation is not necessarily born from the creative or marketing departments

alone. Truly novel ideas can come from a wide range of individuals offering diverse perspectives from their own unique views of the world. After all, take off our work hats and we are all customers and consumers. By simply tapping into the creativity of a diverse range of staff members throughout the organization, from research and development, to public relations, human resources, and production — and even the number crunchers, you are expanding the breadth and diversity of ideas generated. The key is getting participants from outside the project staff.

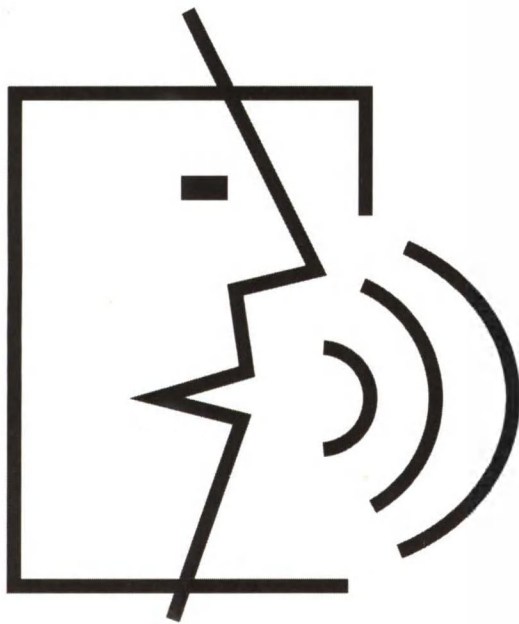
The generation of many new ideas is certainly not the only benefit of conducting internal creativity sessions. Utilizing internal resources, rather than recruiting outside talent, can save your company valuable time and money. Eliminating external

recruiting can help reduce the project's turnaround time by more than two weeks. And best of all, inviting employees to participate in creativity sessions shows them that your company really values their input. This type of employee recognition can prove to be a real morale and motivation booster.

Positive and lasting

Another benefit of internal ideation is that it can have a positive and lasting influence on your marketing team. Facilitated effectively, an internal ideation session establishes a culture of innovation that strongly rewards openness, enthusiasm, uncensored thinking and new ideas — and discourages (tactfully and with humor) the “evaluation reflex” — our natural tendency to judge new ideas. (Dismissing new ideas before

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they are given adequate consideration is the quickest route to "same old same old.") An idea generation session held early in the new product development effort can establish momentum and a productive attitude that will help launch a stronger, better product.

When should you conduct internal ideation? Whenever you are seeking fresh perspectives or a unique way to differentiate your product or service. Internal ideation is often the ideal choice when you want to generate ideas for new:

- business opportunities;
- products/line or brand extensions;
- positioning strategies;
- product features, benefits;
- promotions;
- packaging;
- public relations efforts;
- themes and imagery.

What is the most critical factor contributing to the success of an idea

generation project? Accurate definition of the session parameters. That is, making sure you're creating solutions to the right problem. Internal idea generation is most effective when the client and facilitator go into the session with an in-depth understanding of, 1) how the results will be applied, 2) the ideas that have already been explored in previous efforts, 3) the types of ideas that would be considered for implementation, 4) the types of ideas that would not be considered for implementation or are beyond the scope of the current project.

Other tips for conducting a successful internal idea generation session include:

- Allow sufficient time for planning.
- Choose your ideation team carefully to achieve a broad range of perspectives and right and left brain thinking; avoid idea killers!
- Choose your facilitator just as carefully: he or she plays a critical

role in drawing out ideas from everyone and keeping the session focused.

- Pre-brief your idea generation consultant on any hidden agendas or political land mines that could handicap the project.

- Hold the session off-site to get participants away — physically and mentally — from the structured, evaluative, hierarchical office environment.

- Position the session as a perk for participants.

- Promote a casual atmosphere for the day.

- Have fun!

Out of the box

As Socrates said, "If you always do what you've always done you'll always get what you always got!" Next time you're looking for a few bright ideas, tap the talents of your colleagues first, with an internal creative session. Getting out of the box can be easier — and less expensive — than you think! □

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Survey Monitor

continued from p. 6

reported in 1997 in the firm's *Product Alert* publication not only stand apart from the crowd, but manage to offer truly new benefits and features. All were introduced nationally, regionally, or into test markets in 1997.

A fun appetizer, an easy main course or a tasty snack — it's all three when it comes to versatile new Dippin' Pizza. A fun new twist on

frozen pizza, Dippin' Pizza is a ring-shaped, cheese-stuffed pizza that comes with its own bowl of zesty dipping sauce. Just pull or cut off pieces and dip them in the sauce. Waupaca, Wis.-based Chef Fresh Frozen, Inc. is the manufacturer.

Every young athlete's dream is to end up on the front of a Wheaties box. Impossible for all but a select few, those dreams can (almost) come true for kids that live in areas that offer new HomeTown Stars Cereal

from Bismarck, N.D.-based Carlisle Cereal Co. That's because the front of these cereal boxes feature pictures of local sports teams, making them instant collector's items and conversation pieces.

Do you drink more than three glasses of milk a day? If not you may not be getting enough calcium, which is where Uncle Ben's Calcium Plus Rice comes in. Fortified with calcium and eight essential vitamins, Calcium Plus contains as much calcium (in each one-cup serving) as a glass of milk. It's an easy and painless way to add calcium to the diet. Consumers can choose from two varieties — Original Long Grain Rice and Instant Long Grain Rice.

Ever long for a bowl of ice cream only to lose the longing after scooping through ice cream that has the consistency of dried concrete? Well you can put those ice cream scoops away thanks to Breyers Soft'n Creamy Ice Cream. That's because Soft'n Creamy scoops right out of the carton, straight from the freezer, without bending your spoon. Offered in chocolate and fudge swirl flavors, it's new from Green Bay, Wis.-based Good Humor-Breyers Ice Cream.

Colgate Total Toothpaste does it all. It's the first and only toothpaste on the U.S. market to help prevent gingivitis, plaque and cavities simultaneously. It's also the first toothpaste to contain the antibacterial ingredient triclosan as well as the patented copolymer Gantrez, which binds triclosan to teeth, producing a timed release action that enables Colgate Total to work between brushings — another first for toothpaste. It's new from New York-based Colgate-Palmolive Co.

Every parent knows the drill: water and disposable diapers don't mix, so those summertime trips to the beach or dips in the wading pool mean rubber pants or nothing at all. That was before the introduction of Huggies Little Swimmers Disposable Swimpants from Neenah, Wis.-based Kimberly-Clark. Unlike regular disposable diapers which swell in water, Little Swimmers contain unique absorbent material that protects with-

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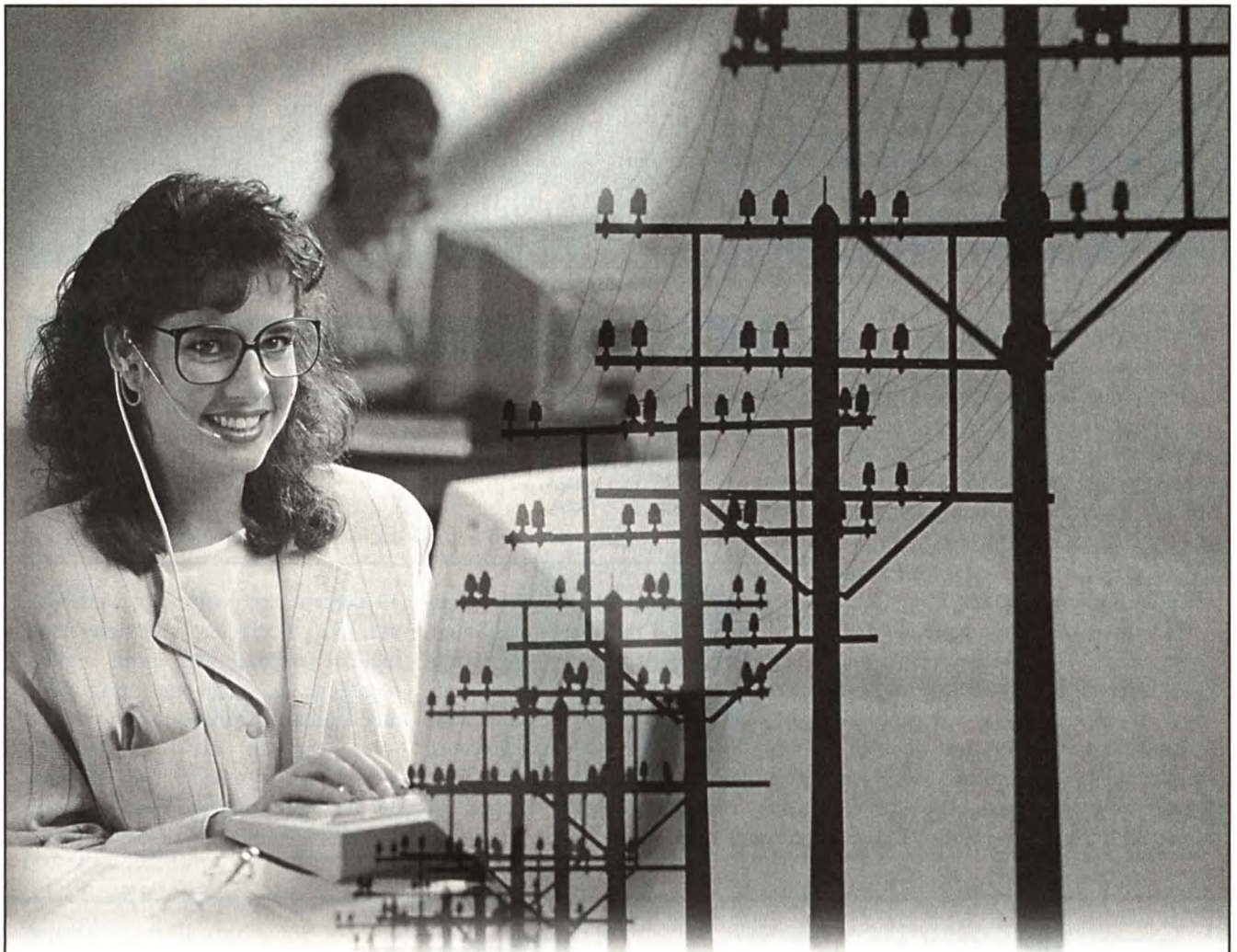
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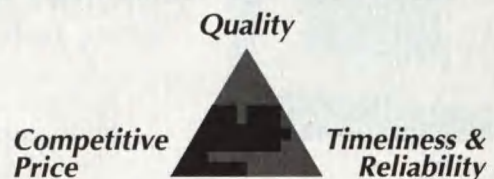


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out swelling in water. Little Swimmers come in two sizes and several colors, including hot pink, royal blue and turquoise.

Coppertone Kids Colorblock Disappearing Purple Sunblock is another innovative convenience product aimed at parents who have their hands full. Applying sunblock to kids is difficult even in the best of circumstances, and when you miss a spot, it's obvious only after the damage is done. Colorblock puts an end to those missed spots because it goes on purple so you can see what's covered and what isn't. The purple color disappears completely after the SPF 30 sunblock is rubbed into the skin. Colorblock is new from Memphis, Tenn.-based Schering-Plough HealthCare Products, Inc.

If window cleaning, especially outdoor, second-story windows isn't your bag, then you might want to check out new Windex Outdoor Concentrated Liquid Glass Cleaner. Just hook this bottle up to your garden hose and spray your windows, right through the screens! Harmless to plants, paint and

siding, Windex Outdoor features a special sheeting action that allows windows to dry without wiping. A 32 fl. oz. bottle cleans 18-23 windows. Windex Outdoor is manufactured by Racine, Wis.-based S.C. Johnson & Son.

Americans are eating more meals away from home and on the run, which is probably good news for dry

easily carried in a purse or pocket. They're new from Racine, Wis.-based S.C. Johnson & Son, Inc.

Tide HE High Efficiency Laundry Detergent may be a little ahead of its time in 1997, but it's likely to be the first of many products designed to work with new horizontal axis washing machines starting to appear in stores. These front-loaders use up to

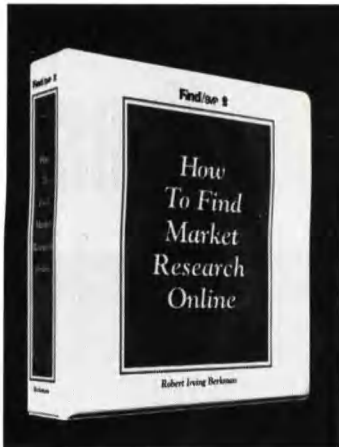
New Product Counts by Industry (1993-1997) as reported in *Product Alert*

	<u>Foods</u>	<u>Beverages</u>	<u>Health & Beauty Aids</u>	<u>Household</u>	<u>Misc.</u>	<u>Pet Products</u>
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
1997	10,416	3,424	9,371	1,177	291	582

Note: The "Miscellaneous" classification includes tobacco, car care and items related to foods, beverages, health & beauty aids and household products.

cleaners but bad news for clothes. Clothes get a reprieve with Shout Wipes, which take the stain removing power of Shout brand stain treater on the road in a towelette format which, when used on fresh stains, keeps most from setting into clothes and eliminates many completely. Packed in convenient pouches, Shout Wipes are

40 percent less water per wash and over 50 percent less electricity than regular washers. But using regular detergent in them can bring their mechanical cleaning action to a screeching halt due to oversudsing, something low-sudsing Tide HE powder and liquid address. Tide HE is new from Cincinnati, Ohio-based Procter



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& Gamble.

Some of the more interesting innovations in 1997 came from international markets. These top five international innovations were chosen from the new product innovations featured in Marketing Intelligence's *International Product Alert*.

Made with menthol and eucalyptus, Wrigley's Airwaves Chewing Gum claims to be the first "vapor release" chewing gum in the U.K. and allegedly minimizes nasal congestion.

How do you get kids to eat their vegetables? If you're the maker of new Wacky Veg Vegetables you add chocolate flavoring to your carrots, baked bean flavors to peas and pizza flavors to sweet corn. They're offered in the U.K.

Easier and safer to open and close than cans (particularly for children or families with kids) is the new resealable standing pouch for Inaba Vacuum Pack Tuna, which is offered in Japan.

You don't need a spoon to enjoy Yoplait Petit Miam Dairy Dessert Tubes. Available in berry and vanilla flavors, this *fromage frais* is packaged in plastic tubes that eliminate the need for a spoon. It's sold in Australia.

Women who hate to shave their legs are a natural market for Bio Depiless Body Lotion. New in the U.K., this moisturizing lotion is made with a biological hair retardant that actually

slows down hair regrowth.

For more information call 716-374-6326.

Strong brand equity bolsters Web site

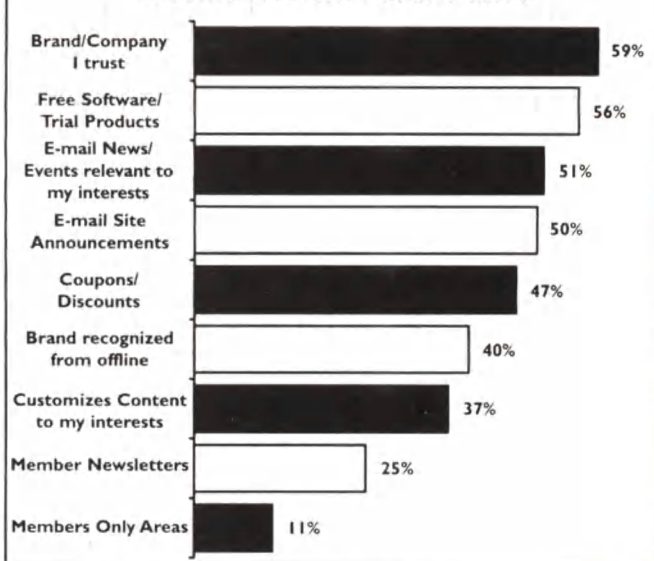
As the number of sites on the Infobahn continues to proliferate with almost unbelievable speed, its toll upon both consumers and producers of Web site content is becoming increasingly clear. Web surfers report feeling lost, overwhelmed by an abundance of sites commercial and personal, while companies are getting lost, their sites floundering in an ocean of information.

A mere two years ago, just being on the Internet was enough to keep abreast of the Internet revolution. But it is becoming ever more obvious that the crucial challenge facing companies on the

Web today is no longer "simply" having a presence on the Web, but retaining and maintaining their on-line customer base. Companies can no longer assume that "if they build it, the customers will come," or, even more important, that "they will come back."

As reported in the *Cyber Insider* newsletter, a publication of Cyber Dialogue and Yankelovich Partners Online, a Cyber Dialogue Omnibus

Returning 'Home' — Reasons More Likely to Return to Some Web Sites than Others



survey conducted in October 1997 suggested that one of the keys to building a stable, loyal customer base on-line is differentiation through a strong and trustworthy brand presence. In the survey of 300 consumers the most-cited reason for first-time and repeat visits, ranking above even the traditional "free stuff" requirement (56 percent), is trust in a company or brand name (59 percent).

Respondents in the survey also mentioned customized E-mail news updates relevant to the consumer's interests (51 percent), and site announcements or updates (50 percent) as important factors in their decision to return to a site. Interestingly, the survey's participants identified the recognition of a brand from off-line media such as TV and magazines as a relatively minor component (40 percent) of the equation for building and sustaining loyal site visitors.

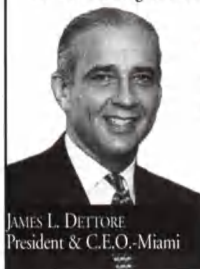
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The survey questions also sought to examine the role of branding in promoting customer click-thrus. When asked what makes them more likely to click on some Web page advertisements than others, respondents emphasized having the right product (90 percent), being a recognizable off-line brand (54 percent), and possessing a sense of humor (52 percent) as being among the most motivating factors. Toggle-this (<http://www.togglethis.com>), one of the more successful on-line advertisers, uses a sophisticated blend of humor and clever programming to keep computer users glued to their desktops.

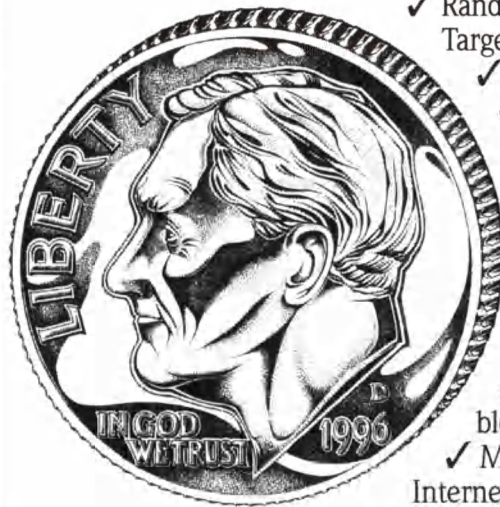
Taken together, these survey questions highlighted the difficulties of successful site and product branding in a largely undifferentiated medium where all sites are initially created equal. The data suggests that while companies with established off-line brands possess an inherent marketing advantage over any upstart on-line competition — even in cyberspace — this leverage is far from secure.

The democratic nature of the Internet — where consumers can easily vote with their mouse clicks and keyboard strokes — makes brand leveraging of paramount importance. The emphasis placed by respondents upon trust in a brand, but not necessarily upon one with an established off-line presence, suggests that marketers must strive to safeguard the “name” above all else. The data suggests that marketers and companies who acquire a reputation for exploitative on-line behavior — the selling of lists, high-pressure selling, or overly personal questioning — will have gained little and lost much. For more information call 212-255-6655.

Local carriers may lose customer base

Local phone companies could be at risk of losing more than a third (36.5 percent) of their current residential customer base as competition increases in the local market, based on the findings of a national study conducted by Aragon Consulting Group’s research subsidiary. Aragon is a St.

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These findings surfaced when residential telephone customers participating in Aragon's study were asked which they would select to provide their local phone service if they could choose from among their current provider, a long-distance carrier, an electric utility or cable television company.

"While it's true that 63.5 percent of our respondents say they would select their current local phone company, we expected this number to be high — the local companies have the home field advantage," says Gary Miller, chairman and CEO of Aragon Consulting Group.

"That said, it's notable to find that 14.5 percent of respondents say they would pick their long-distance carrier for local service, 3.8 percent say their electric utility and 1.2 percent say their cable company," says Miller.

The remaining 17.0 percent participating in the study gave other

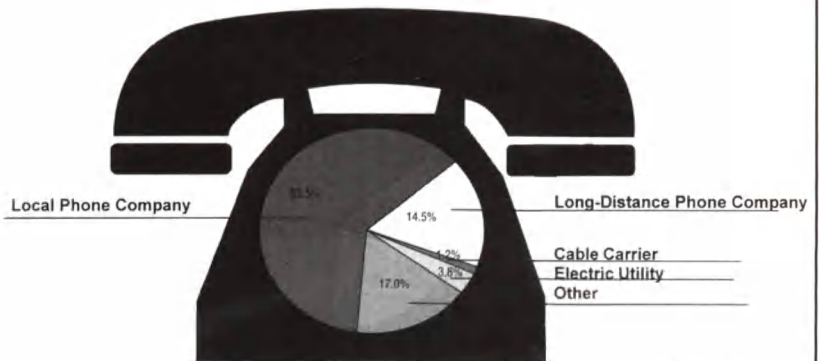
responses, such as "whichever company offers the least expensive option," "depends on the service" or they simply could not say what they would do.

Since the Telecommunications Act

long-distance and local telephone service providers as well as their electric utility and cable television carrier on a scale of one to seven, with seven being "very reliable."

"The telephone companies clearly

Who would you choose to provide your local telephone service?



Source: Aragon Consulting Group's Research Subsidiary, St. Louis

of 1996 opened the door to such competition among service providers in the local calling market, Aragon also asked consumers to rate the reliability of the service they receive from their

came out ahead on the reliability scale with 71.0 percent of respondents saying their long-distance service is 'very reliable' and 70.0 percent saying their local phone service is 'very reliable,' but the electric utilities are on their heels," says Miller.

Nearly 64.0 percent of those who participated in the study rate electric service as "very reliable," while only 32.9 percent of cable company customers rate that service similarly.

"This data gives credence to future alliances between long-distance companies and utilities, much like that of AT&T with Kansas City-based UtiliCorp United and Philadelphia-based PECO Energy Co., as long-distance companies look for ways to enter the local market and utilities facing deregulation search for additional streams of revenue," says Miller. "The utilities have the network to provide the residential connections and a relatively good reputation for reliable service, while the long-distance carriers have the telecommunications expertise and an even better service reputation."

A national random sample of 400 adults was drawn to complete the study with a ± 5 percent margin of error. For more information call 314-726-3403.

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Product & Service Update

continued from p. 8

change text fonts on-screen to produce a "house style" for the survey. Any style can be saved and later applied to other questionnaires. Visual QSL also includes a translation module designed to make the set up of international surveys easier. After a survey has been written in one language this module can be used to present text from the survey for translation into any of 16 other languages. The survey script is updated automatically as the text is translated and the finished survey can then be used to interview respondents in any of the languages specified. For more information call Hank Copeland at 561-842-4000 or visit the company's Web site at <http://www.ws.pipex.com/ptt>.

Kit links data acquisition and analysis

StatSoft, Inc., Tulsa, Okla., has released the Statistica Connectivity Kit, an application designed to integrate Statistica for Windows statistics and analytic graphics software with external sources of data such as real-time data acquisition and monitoring systems, measurement devices, data collectors, or laboratory equipment. The Statistica Connectivity Kit can read data via serial ports or from PC-bus-compatible interface cards, such as the universal, high-performance Rockwell/DataMyte InterGage card. The Statistica Connectivity Kit also includes options to facilitate connecting Statistica to specialized databases that store the relevant information. The application can be used in a variety of environments, from simple single-workstation arrangements to large enterprise-wide computing environments (e.g., where multiple Statistica Connectivity Kit applications connected to multiple data acquisition channels would preprocess data and then feed them into the Statistica databases, to be then transferred to corporate databases). For more information call 918-749-1119 or visit the company's Web site at <http://www.statsoft.com>.

Stats package designed for non-technical users

Assessment Technologies, Inc., Preston, Minn., is now offering its proprietary, in-house software package for sale. MergeTABS 2.0 is a Windows 95-based application that allows users to create crosstabs and statistics, for use in a mail merge data file, without any knowledge of programming. The output file may be used to mail merge the frequencies, percentages and statistics into a mail merge report form that has been created using packages such as Microsoft Word, WordPerfect, Framework, and dBASE/FoxPro or any package that allows mail merge forms to be developed. Command files can be created and saved using a simple, self-prompting, on-screen form that lets users compute crosstabs (frequencies, N's, and percentages), bivariate and univariate statistics (Student's t-test for independent and dependent samples, Pearson correlation, and chi-square), and descriptive statistics (average, standard deviation, variance, minimum/maximum range). The command files are saved to a text file and may be reused to analyze new/updated data and rerun mail merge reports. A library of command files may be built for each project allowing users to re-run data in seconds by opening the command file,

choosing a data file, and running the command file. For more information call 507-765-4985 or visit the company's Web site at <http://members.aol.com/assesstch/>.

Quantime to offer new capabilities

New York-based Quantime, a provider of research software and services, has introduced software enhancements to ensure that results from multiversion surveys are directly comparable. Quantime will release a version of its CAPI software with a translation database facility that stores translations separately from the logic, reducing errors because the logic need only be defined once. At the data analysis stage, users of Quantime software can now choose the language in which to display text when viewing variables or running tables. This year the company expects to offer its software in various Asian languages in Windows. For more information call Anastasia Schleck at 212-447-5300 or visit the company's Web site at <http://www.quantime.com>.

CDB launches Web site, panel surveys

CDB Research & Consulting Inc.,



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New York, has launched a Web site at <http://www.cdbresearch.com>. The site includes results of CDB's new Hidden Value Index research, which provides investors a new way of looking at companies. The survey asks financial analysts to rate companies in selected industries on eight "Hidden Value" assets, including "Concern for and relations with its employees," "Ability to reduce costs," and "Research and development, intellectual capital, and ability to innovate." Also on the site are results from the first dozen Trends Capsules Surveys, research on quality of life issues ranging from consumers' health and well-being to their access and use of technology. The data is gathered from the firm's proprietary National Research Panel of consumer attitudes and trends.

CDB's America's Forum bi-monthly panel surveys provide consumer opinions, attitudes and behavior. Questions are included in the firm's bi-monthly panel surveys along with those of other clients. Panel members are recruited through standard random-digit technique. Client companies may commission one question or many. Client company data can be representative of the entire American public or focus on special demographic groups. For more information call Larry Chiagouris at 212-367-6858.

Polk offers incidence rate information

Polk's Research Sampling Group has completed a study that measured inci-

dence rates from some of its more popular selects. The study measured incidence rates among self-reported data gathered through Polk's Survey of America, DataCap, and product information questionnaires. Incidence rates are the rate of occurrence or the percentage of households on a particular sampling list that actually have the identified select criteria. The findings provide information to researchers who are interested in more accurately estimating their study's costs and in-field timing/scheduling. The results are from a telephone survey initiated to measure the incidence rates among 10 Polk data selects (see below). Additionally, demographic data on Polk's consumer files were compared to the responses obtained through the survey for home tenure, age, income and number of children. Approximately 300 surveys (3,000 names) were completed for each of the 10 selects. To obtain a copy of the entire incidence rate study or for more information call 888-225-1434.

New Principia OMR software

Principia Products, Inc., West Chester, Pa., has introduced Remark Office OMR version 4.0. The software scans forms containing optical marks (bubbles or checkboxes) and barcodes from plain-paper forms. It supports virtually all scanners currently on the market. The software eliminates the need for specially printed forms

employing drop-out colors and timing marks. Forms can be created with any word processor or survey design package and can be printed on any laser printer. The output is compatible with any database, spreadsheet or statistical package. The product is available in both 16-bit and 32-bit versions. Version 4.0 adds the ability to perform database verification of scanned information and can import and export to more than 30 different file formats including Excel, Access, FoxPro, SPSS and ODBC compliant databases. For more information call 800-858-0860 or visit the company's Web site at <http://www.PrincipiaProducts.com>.

NDS offers geocoding product

National Decision Systems (NDS) has released PrecisionCode 1.0, a new geocoding solution. PrecisionCode will augment any customer file with the following:

- Batch appending latitude/longitude coordinates to customer address files. This function can be used with mapping software packages to see where customers are traveling from and how far they are traveling to reach the business.
- Appending market segmentation codes from the leading segmentation packages to their customer address files. Market segmentation coding is available for Micro Vision, PRIZM and ClusterPlus.
- Appending geographies to any customer address. PrecisionCode can append exact latitude/longitude coordinates, ZIP+4s, ZIP codes, state, county, census tract and block group codes to any customer address.

Standardizing customer address records. Address standardization modifies the street, city and state names within the customer's file to adhere to USPS standards.

PrecisionCode uses the Qualitative Marketing Software geocoding engine to calculate address or intersection latitude and longitude coordinates. It includes Wizard screens and on-line help to walk the user through each process. For more information call 800-866-6510.

Survey Results by Select

Select	Calls Made	Survey Completions	Completion Rate	Incidence Responses			Incidence Rate	95% Confidence Limits	
				Yes	No	Don't Know		Lower Limit	Upper Limit
Cell Phone Owner	997	301	30.19%	228	45	28	75.75%	70.91%	80.59%
Dog Owner	1,039	300	28.87%	225	73	2	75.00%	70.10%	79.90%
Frequent Flyer	1,354	287	21.20%	207	67	13	72.13%	66.94%	77.31%
Pager Owner	1,097	300	27.35%	216	80	4	72.00%	66.92%	77.08%
Diabetes Sufferer	705	300	42.55%	212	77	11	70.67%	65.51%	75.82%
On-line Service	1,297	360	27.76%	225	115	20	62.50%	57.50%	67.50%
Humulin User	1,100	300	27.27%	185	104	11	61.67%	56.16%	67.17%
Cardizem User	864	321	37.15%	178	124	19	55.45%	50.01%	60.89%
CD-ROM Owner	735	297	40.41%	144	90	63	48.48%	42.80%	54.17%
Bufferin User	665	292	45.11%	117	177	6	40.07%	34.45%	45.69%
Total	8,499	3,079	36.23%	1,943	959	177	63.10%	61.40%	64.80%

Mint

continued from p. 11

warm up the entrance to the Museum of Craft + Design with wood floors and neutral tones.

The research also served to validate the Mint's decision to consolidate its collections in the existing museum around a more focused theme — art in the Americas. The Mint is reinstalling its collections accordingly and in chronological order, starting with pre-Columbian art and artifacts and moving up through modern art. The collection will be peppered with key European pieces representative of the various influences on American artists at a specific point in time. Art that no longer fits this redefinition, as well as copies and lesser pieces by an artist, will be auctioned off in order to raise capital for additional acquisitions.

What is a craft?

Interestingly, the research generally supported the plan to create a Museum of Craft + Design, but indicated a greater educational outreach effort was needed to better define the concept.

According to some of the findings from both the focus groups and the questionnaires, the public does not have a clear understanding of what is meant by craft. Crafts can be anything from rudimentary folk art to studio glass. Obviously, an effort must be undertaken to educate the market as to what is meant by craft and to clearly explain what is to be included in the new location.

Parking and price are two typical attendance barriers for any urban location, and the Mint Museum anticipated both might pose a problem for the new Museum of Craft + Design. The research suggested the museum make plans early on to alleviate the parking crunch as its impact on attendance could be severe from the beginning. Potential customers revealed they worried about the availability, cost and safety of parking uptown. Accordingly, the Museum is exploring the possibilities of safe, close visitor parking.

Admission price also emerged as a definite issue for both the existing and the new museum. The research indi-

cated a \$5 to \$7 fee structure would be acceptable, with joint museum memberships even more attractive. The Mint is looking into joint memberships for both its own locations and with those of other uptown institutions.

Many museums offer visitors food and beverage service, and the Mint was curious as to whether it should. The research resulted in a resounding "yes." Respondents wanted some type of food service at both locations. Unfortunately, neither the Mint Museum of Art, nor the Museum of Craft + Design is equipped to offer an on-site restaurant to the general public.

However, since the craft museum is located uptown near a number of restaurants and cafes, the museum may give visitors a map that indicates where food and drink can be purchased nearby. This will be particularly important for attracting the uptown worker on his or her lunch hour.

Clear understanding

The Mint Museum of Craft + Design is scheduled to open January

1999, with the White House Collection of American Craft, created under the auspices of Hillary Rodham Clinton. It will be the last stop on this prestigious collection's tour before it is permanently installed at the Smithsonian. Mounting this show also fits in well with the research results, which indicated the public wants to see more national touring shows, something to which both the Mint and the Mint Museum of Craft + Design are committed.

These are just a few of the issues that the marketing research was able to clarify for the Mint Museum of Art as it moves into the next century. With answers to puzzling questions and a clear understanding of public wants and desires, the Mint is able to avoid the pitfalls faced by any new business or one in the throes of redefining itself.

These answers will serve as guideposts as the Mint Museum of Art and its new sibling, the Mint Museum of Craft + Design, strive to meet some of the changing cultural needs of Charlotte and the surrounding communities in the coming years. □

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Data Use

continued from p. 15

water heater are all cognitive decisions and that the selection of a beer, a skin cream or a pair of pants are all non-cognitive. One might also argue that all decisions made by humans are non-cognitive or at least have a substantial non-cognitive component.

However, trade-off techniques that employ direct questions (self-explicated and hybrid) all assume that the behavior being modeled is cognitive, because at least some of the product attributes are being rated in a way that requires both awareness and honesty from the respondent. That is, the respondent must be aware of the degree to which a product attribute affects his or her purchase decision and also be willing to admit to it.

Additionally, any data collection methods that rely on verbal or written descriptions of product attributes all assume that the behavior being modeled is cognitive, because the process of understanding a verbal or written description is itself a cognitive behavior.

Non-cognitive trade-off models should be based on an indirect trade-off technique (conjoint or discrete choice) and data collection that, to the greatest degree possible, relies on experience rather than language to communicate the product choices. For example, if you are modeling the pant selection process, show respondents a variety of pants that they can see and touch. A consumer may respond to the phrase "light blue pants" very differently than he or she would to a particular pair of light blue pants. If you are modeling beer purchases, show respondents cans of beer.

Here are the four main types of trade-off:

- **Conjoint analysis.** Conjoint analysis is the original trade-off approach and uses linear models. There is metric conjoint, where respondents monadically rate various product configurations, and non-metric conjoint, where respondents rank a set of product configurations. There are also full-profile conjoint, partial-profile conjoint and pairwise conjoint. Full-profile conjoint uses all product features in every product configuration. Partial profile conjoint uses a smaller subset of available product features in the product configurations. Pairwise conjoint requires the respondent to rate their preference for one product over another in a paired comparison. We will only discuss conjoint methods in general in this article.

Conjoint models are simply regression models which are constructed for each individual respondent. Typically, each respondent rates or ranks 20 to 30 product configurations. Each product configuration contains different levels of the product attributes being tested. If the product levels are varied appropriately (the role of experimental design), a regression model can be estimated for each individual, using the product ratings as cases. The coefficients from the model are the utilities or utils.

A conjoint approach should be used if a limited number

of attributes needs to be tested and/or utilities need to be estimated for individual respondents, e.g., conjoint-based segmentation.

• **Discrete choice.** Discrete choice usually differs from conjoint in that respondents are shown a set of products from which they pick the one they most want to buy or none if they are not interested in any of the choices shown (rather than rate or rank choices). Respondents are shown several sets of choices sequentially. For each choice set, they are asked to pick one or none. This is in contrast to most forms of conjoint where respondents are not allowed to choose none of the product options. The discrete choice procedure has the advantage of being more like the actual purchase decision process than do any of the data collection methods used in most conjoint studies.

Also, in conjoint methods, the mathematical models constructed to simulate market behavior are based on linear regression models. In discrete choice, the basis is the multinomial logit model, which is non-linear. Another analytical difference is that, in conjoint procedures, the utility weights are estimated for each respondent individually. These weights can often provide the basis for a very powerful customer segmentation. Most commercially available forms of discrete choice do not allow this option, although this may be rapidly changing.

Further, because discrete choice models are generally estimated at the aggregate level, there exists the possibil-

ity that respondents will have strong but opposite preferences to one another. These preferences will effectively cancel each other out when the model is constructed at the aggregate level, yielding the incorrect conclusion that respondents had no strong preference. This is sometimes referred to as the heterogeneity problem. If a form of discrete choice is used which allows for estimation of utility weights at the individual respondent level, the heterogeneity problem is solved. There are also several other potential solutions to the heterogeneity problem.

There are two basic forms of discrete choice: classic and exploding data. Classic discrete choice involves showing a respondent a series of sets of products (as described above). In exploding data discrete choice, respondents are asked to rank order a set of products based on purchase interest (similar to non-metric conjoint). This rank-ordered data set can be transformed into a format suitable for logit model estimation. Exploding data discrete choice has the advantage of more efficient data collection over classic discrete choice. The exploding data approach creates many times more data points (or cases) than the classic approach with the same interview length.

Discrete choice should be used if the primary objective of the study is to estimate market share or price sensitivity, a limited number of attributes need to be tested and the sample population is known to be homogeneous with

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respect to all product attributes.

- **Self-explicated scales.** Conjoint and discrete choice both determine respondents utilities indirectly. Self-explicated determines respondents' utilities directly. With self-explicated scales, respondents are asked directly how important all levels of all attributes are to their purchase interest. Despite its conceptual simplicity, self-explicated models have been shown to be comparable to conjoint models.

Self-explicated conjoint analysis requires respondents to reveal their utilities directly. Accordingly, standard questionnaire methods can be used to collect the information. The most common form of the technique involves the following steps: Respondents are informed about all the attributes and their levels, and the respondents are then asked to identify attribute levels that are totally unacceptable to them. From among the acceptable levels of the attributes, respondents are asked to indicate which are the most preferred and least preferred levels of each attribute.

Using the respondents' most important attribute as an anchor, importance ratings are gathered for the other attributes (on a 0 to 100 scale). For each attribute, the desirability of the different acceptable levels within the attribute is rated. Utilities for acceptable attribute levels are obtained by multiplying the importance rating and the desirability ratings. The utilities are then entered into a

choice simulator program, and choice information similar to other conjoint programs can be obtained. Self-explicated approaches are useful when there are many attributes, no interaction effects and the decision process being modeled is cognitive.

- **Hybrid models.** Hybrid models are models that use a combination of self-explicated scales and either conjoint or discrete choice. The most popular hybrid model combines self-explicated scales with conjoint. In this procedure, a computer program prompts the interviewer with questions. The procedure is as follows:

Respondents are first walked through a battery of feature-importance ratings and rankings; second, through a series of pairwise trade-offs of different product configurations. The product configurations shown to any one respondent may not include all of the attributes being tested.

The configurations to be paired are based on the answers to the importance questions and rankings asked in the beginning of the interview. Items that are considered of little importance show up in the comparisons less often. Items that are considered of greater importance show up in the comparisons more often.

For each pair of products being tested, the respondent is to indicate which product they prefer and the degree to which they prefer it.

The software continues prompting with pairwise comparisons of product configurations until enough data has been collected to estimate conjoint utilities for each level of each feature. Since the procedure is adaptive, only a fraction of the total number of possible product combinations are tested.

Hybrid models are appropriate for building preference models of cognitive behavior with large numbers of attributes. They are generally inappropriate when price sensitivity, non-cognitive purchase decisions or interaction terms are to be modeled.

Variety of approaches

There are a variety of commercially available approaches to trade-off analysis, each with its advantages and disadvantages. Which trade-off procedure is best is dependent on the issues and constraints of each marketing problem. The marketing problem should be discussed with a researcher who is knowledgeable in all potential methodologies before a research approach is selected. □

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Brand equity

continued from p. 13

mentioned above.

The identity of a brand is structured through careful orchestration by the brand's marketing team including the brand manager, the advertising agency, the package design team, the distribution channels and others and it resides in the consumer's brain. It might be the boldness in Bold, the smoothness in your Parker pen, the promise of freshness in the Jolly Green Giant. It is the images, the sounds, and the feelings associated with the brand.

How to arrive at the brand's identity

To arrive at the brand's identity, the administration of carefully selected questions is critical. The specific questions will vary but some administrative issues remain the same.

1. Be careful to screen for verbal and expressive respondents. Start by recruiting the brand's more frequent users. Heavy users have more involvement with the product and are more vocal about its characteristics. We call these "Star Consumers."

2. Establish rapport. Unless the respondent feels rapport with the facilitator, the information flow will not be as clear and full of insights as it might have been.

3. Stay in rapport and pace the respondent so that they stay in a projective and emotional mode.

4. Do not ask "Why." "Why" narrows the band of answers. "How" and "What" broaden the answers.

5. Take the respondent through three brands in the same category. This design not only provides differences among brands, it also allows the respondent to deal with the "brand-landscape" more effectively.

6. Stay alert for all the embellishments the respondent brings into the descriptions. Pay particular attention to the beliefs and probe the sources of their origin.

7. Capture key words the respondent uses. (e.g., Are they visual or auditory? Do they relate to feelings? Nonverbal clues and voice inflections

are also important to consider.)

8. Using a stimulus like a package or an ad or some other visual aid can start you off nicely but it's best to hide the stimulus soon after the exercise has begun so that the respondent can use his/her imagination for richer information.

9. Allow 1.5 hours for the complete process.

10. This process can be accomplished through in-depth interviews eliciting each of the levels until the information stabilizes and no new information is elicited. This may require 35 to 50 interviews.

11. If necessary, elicit the brand's identity from competitive brand users

increase its share of the market? What new products or line extensions would have a natural fit with this brand? What is the brand's capability to be extended?

- The values and beliefs. What is the emotional linkage of the brand to the consumer? What values does the brand satisfy for the consumer?

- The identity. What is the core identity of the brand? How can the identity be described?

Characterizing a brand's equity through this qualitative process does not provide the quantitative answers most marketers attach to brand equity. For instance, it does not tell you what the brand's awareness is, or the repeat

The identity of a brand is structured through careful orchestration by the brand's marketing team including the brand manager, the advertising agency, the package design team, the distribution channels and others and it resides in the consumer's brain.

to obtain information based on their perceptions towards your brand. Compare these perceptions with those of your heavy users to detect unique perceptions among competitive brand users which you may wish to change.

A few sample questions we have used very successfully to arrive at a brand's identity are:

- What is the brand-related environment? What is the environmental space in which the brand exists? Where is the brand purchased and where is it used?

- What are the brand-related behaviors? What are the behavioral functions the brand fulfills relative to other brands in the category? How is the brand used?

- The brand's capabilities. What is the brand's ability to maintain and/or

usage patterns of your loyal customers, or who are the 20 percent of your customers who are 80 percent of your sales. These are all quantitative issues.

This process helps with your marketing communications programs in the following ways. It reveals the mindsets your consumers have about your brand. It provides rich, intuitive, strategic intelligence to maximize the efficiency of your marketing communications program and give your creative writers the hot buttons of your consumers. You can form marketing strategy, reposition brands, develop new names, line extensions and of course, advertising strategy. It is grounded on your customers so your strategy is formed from the outside in rather than from the inside out. □

Retaining staff

continued from p. 18

necessarily increased our capability to integrate and ascribe meaning to that information. An ability to manage rapid time frames and mountainous data is now a requirement. In our experience, this requires significant learning for most people and can be quite frustrating.

- Corporate downsizing of research departments: Today there are fewer seasoned researchers within corporations, making the outside research firm's task ever more challenging. Some of the "downsized" senior professionals have become consultants. When these sole practitioners function as low cost operators and further drive down price levels, they create additional budget pressures for our industry. Recruiting costs, salaries, and other human resource expenditures all feel the budget pinch.

In sum, for our industry as elsewhere, this is a time of very great change.

Managing the staffing challenge

These business conditions exist today and are likely to continue. For rapidly growing research firms, the challenge is even greater. They must continuously recruit, hire and retain talented employees if they are to continue to grow.

At BAIGlobal we've given significant thought to how to manage our firm, attract the best research talent and nurture top business performers. We offer these concrete recommendations to those who face a similar task:

1. Create an environment that encourages risk-taking, experimentation and responsibility. The benefits to the research firm, such as new service development, new techniques and business growth, outweigh any potential risks. However, to encourage employees to try out various ways of doing things, they need to feel support in taking risks. New ideas and different business approaches need to be treated with respect and given room to develop. At the same time, entrepreneurial employees have to take ownership and responsibility for their endeavors. Those who take ownership have a commitment to themselves, their co-workers and clients to do the best they can to get the job done well.

2. Foster recognition and accountability. Recognize good effort and

reward it. One of the best forms of reward is visibility within the company. Make sure that everyone knows when an outstanding job was done and that excellence matters. To do this, it is important to give employees enough freedom so that real accountability can develop. Management must take a step back, since it's difficult for researchers to take full ownership of their work if supervision is "overcontrolling."

3. Provide job autonomy within a certain structure. Market research is a technical science and the numbers have to add up. But it also is a business and projects have to generate money to pay the bills. Within these boundaries, there are many different ways to get the job done. Let employees put their personal stamp on a project and they will feel like true partners in their work.

4. Attract and support people with entrepreneurial attitudes. The dictionary definition of entrepreneur is "one who organizes, manages, and assumes the risks of a business or enterprise." Entrepreneurs are those with a can-do attitude who actually get the job done. We want new employees with enthusiasm as well as technical proficiency. (Negativism is catching and not profitable.) Once hired, we need to support some risk-taking within a business structure. We can set business goals and management parameters, then let the staff determine the path to take to get the job done. This allows each person to leverage their own abilities and achieve their highest level of success.

5. Connect rewards to a business result. Providing open financial data to researchers seems to create a business consciousness that is exciting for all. Often we find that very talented researchers know little about the financial dynamics of their own industry. They welcome the chance to learn and thus become more accountable for bottom-line results.

6. Open your financial books. Research firms can provide senior employees with full financial information to truly show them how they are doing. Part of the satisfaction in doing research is in knowing how well you're doing across the months and years. Your bottom-line is the best aggregate measure of how you're doing — individually, as a group and as a firm. Opening the books establishes a common mission and goal across the organization. It can

be used to educate all employees about their contribution to the business and encourage the balance between teamwork and entrepreneurship that leads to profitable growth.

7. Establish a profit center system to connect senior researchers to the bottom-line. Researchers who have a bottom-line responsibility and understanding of their own business have several advantages. They realize the full dynamics of how the research business works. They feel empowered as important partners in the research firm's success, which indeed they are. They grasp the bottom-line implications of their research's results for their clients more easily.

8. Offer diversity within your organization. It's fun and exciting to learn new products, serve new clients, and work with a new research team. A chance at a new position is often the spark someone needs to really do well within a firm. And the possibility of this kind of job change seems to really add to the satisfaction that employees feel. By paying attention to individuals and creating a career path across disciplines within your organization it's more likely that talented researchers will stay.

9. Provide clear promotional paths. Employees like to know how they can advance and want to feel some control over their careers. Clear criteria and expectations go a long way toward helping researchers feel comfortable. Plus, in our business, the best training is as an apprentice, working with other senior researchers doing interesting work. Talented people will grow and prosper where there's an expectation that senior managers will be mentors, junior staff will learn, and that excellent work produced together will lead to everyone's career advancement.

New kind of thinking

For market research to attract practitioners of the caliber of those who founded the industry, current management must realize that a new kind of thinking is needed. A good, fair bargain must be struck between research staff and management — one that goes beyond mere dollars to restructuring the organization. Without this change, the very talented will choose other careers and our staffing challenge will continue. □

Research Industry News

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symbol: NFO) has moved to the NYSE from the NASDAQ.

Lein/Spiegelhoff, Inc., Brookfield, Wis., has a new Web site at <http://www.execpc.com/~ls>.

The Analytical Companies have been combined into one company. The Analytical Group, Inc., will encompass Analytical Computer Service, Inc., suppliers of tabulation and statistical consultation and analysis; Analytical Computer Software, Inc., the creators of Query and WinCross; and Innovative Query, Inc., the telephone interviewing center.

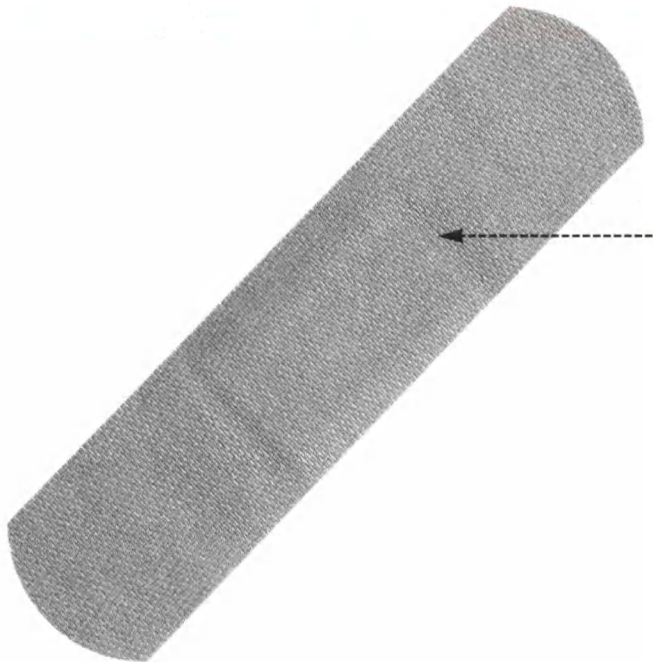
ACNielsen Corp., Stamford, Conn., has expanded into India by acquiring a 70 percent stake in Market Research & Advisory Services, a Bombay research firm.

Personal Touch Marketing, Inc., a research and planning firm, has moved to 325 E. Eisenhower Pkwy., Ste. 7, Ann Arbor, Mich., 48108. Phone 313-741-1134. Fax 313-741-1206.

Grocery retailers Randalls Food Markets, Eagle Food Centers, and A&P have selected the Apollo space management system, made by **Information Resources, Inc.** (IRI), Chicago, and IRI's National Product Library to support their category and space management programs.

Millward Brown International (MBI) has signed a world-wide licensing agreement with U.K.-based **ISPC Ltd.** to use ISPC's electronic fiche software, which automatically packages research tabulations, summary reports, show cards, and charts and presentations, as a standard tool across the group. The agreement will allow research firms within the MBI group around the world to install the software on their internal computer networks for electronic publishing and archiving. For more information call 914-426-2653.

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Maps add value to research

By Robert Sullivan

Editor's note: Robert Sullivan is president of RCS Management Group, an Akron, Ohio, reseller of mapping software and sales-automation software. He can be reached at 330-929-1353.

In a Niagara of numbers, some statistics may be overlooked in traditional rows and columns of data. When spatial relationships of data are viewed via maps, significant research findings may be found more quickly and easily.

Frequently used in sales and marketing, PC-generated maps can add value to research and enhance research reports. During the past five years, economical, easy-to-use PC software has replaced manual methods of mapping (e.g., pushpins in wall maps and color markers on travel maps).

This article describes a mapping application in which results from a survey are mapped by state. (With enough returns per county or ZIP

code, survey data could also be mapped by these areas.) The survey, conducted among manufacturing engineers and managers, determined the number of manufacturing machines installed, and to be purchased, in the U.S. *American Machinist* magazine (Penton Publishing, Cleveland, Ohio) conducted the survey known as the "15th Inventory of Manufacturing Equipment."

More than numbers

Basic statistics in the manufacturing-equipment survey include: 1) number of machines by type of machine (computer controlled vs. non-computer controlled) and equipment age; 2) SIC, size (number of employees), and location of plants where machines are installed/to be purchased.

Traditional printouts with these data provide essential information and permit analyses and crosstabulation. However, geographic analyses of the same data yield at-a-glance com-

parisons of survey data (primary and secondary data), as well as enhance the presentation of data (one's report really stands out from others with color maps).

Let's say you're presenting survey data to sales and marketing management who will be establishing new or revised sales territories for a manufacturer or distributor. Sales territories are geographic and, thus, can easily be analyzed with maps.

Knowing the number of installed machines (drilling machines, turning machines, etc.), per state, you can divide the country into manageable, fairly distributed territories. Your own customers and prospects could be mapped on an overlay to see how you compare with the total universe.

Both the location and features (characteristics) of database names can be mapped and identified in terms of name criteria, for instance, customer sales volume or buying power, and not just the number of machines (or whatever product you sell, or sell

to).

Maps displaying features or themes are called thematic maps. Typical thematic codes are colors, shades of gray, fill patterns (crosshatches, dots, etc.), and symbols (circles, squares, etc.). A circle might represent a customer, while a square could designate a prospect. When symbols are colored, or their size varied, additional feature information can be expressed. A red square or a large circle, for instance, could mean a high sales volume prospect or territory.

The power of PC mapping is limited only by your creativity. Many mapping software products let you create bar charts, pie charts, line graphs, and tables — for a complete presentation.

Maps help when selecting names

So far, we've seen how a map can help present and analyze survey results. This is the completion end. Maps can also help with the start of a research project.

Let's say you wanted to know how many names would be available in a given location for a focus group survey, or how many names could be expected within a given distance of a city.

Mapping software, operating on a database of names, can come up with a name count in minutes, versus hours by hand. Selection criteria, such as SIC, company size, job title, or whatever information is in one's database, can be part of the name selection.

This geographic search is not limited to a radius, known as a buffer. Searches can be made for the number of names in a buffer such as "x" miles on either side of a highway, within a given sales territory, within a telephone area code, or within "x" miles of a shopping mall, distribution center, or warehouse.

Not all data mapped has to be from

your own database; there are many outside geographic data references such as census tracts, designated market areas, population, buying-power indexes, total business establishments, and total employment.

How to get started

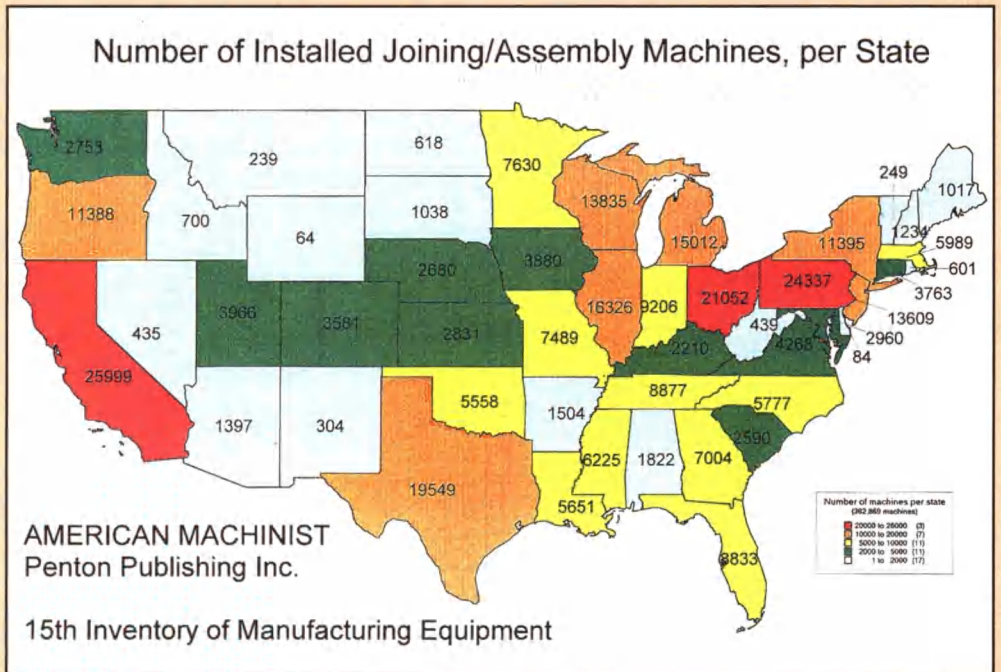
You can do desktop mapping yourself or subcontract to a value-added software reseller (VAR) or consultant. PC mapping is part of a larger system called GIS (geographic information system). VARs and consul-

patible, with 4MB memory and at least 120MB hard disk; mouse; Windows 3.1;

- a Windows-supported printer or plotter;

- mapping software to manipulate data and produce maps (software capabilities from simple presentations to integrated information systems, including maps, charts, tables, database management, and statistics);

- geographic data to identify locations, such as the U.S., states, counties, ZIP codes, and streets;



Maps reveal spatial relationships not readily seen in conventional rows and columns of survey statistics.

tants might be under a "GIS" listing, or under "Mapping."

PC mapping with adequate capabilities starts at \$1,300. Included are maps for the U.S. and world, states, counties, and ZIP codes. Counties and ZIP codes, in basic mapping packages, are centroid points (used for "geocoding" — affixing latitude and longitude coordinates to objects to be mapped).

A VAR or consultant can demonstrate software, show sample maps, discuss case histories, and help select hardware/software. To do PC mapping yourself, in a Windows environment, with minimum features, you'll need:

- an IBM 486/33 computer or com-

- your database;
- outside references such as government data and business statistics (optional, to complement one's own database);

- a person to learn and operate the PC-mapping system.

Subcontract to a value-added reseller for a cost-effective way to get started with maps when you:

- need help with a work overload or tight schedule or special customizing;

- need to produce maps quickly, with immediate start-up;

- don't have a budget or equipment or trained personnel; would like to see what PC mapping is all about before committing your resources; need only a few maps. □

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- 27 Advertising/Marketing Research (for non Research Firms)
- 28 Advertising/Marketing Research (affiliated w/ a Research Co.)
- 29 Other

- 30 Send me information on the Journal of Advertising Research
- Are you currently an ARF member?**
- 40 Yes
 - 41 No

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1998

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 Fax 609-435-8973
 E-mail: annamaria@atent.com
 http://www.atent.com
 Anna-Maria Tentnowski, President
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 Fax 407-884-0333
 Patricia Blackwell, President
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 http://www.altair1.com
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 Garfield, NJ 07026
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 Fax 973-546-9687
 E-mail: Tabmann@bellatlantic.net
 Jon Brunetti, Principal
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ACG Research Solutions, a full-service market research firm with extensive research capabilities, has a 40-station CATI (computer-aided telephone interviewing) system. Data collected on the CATI system is imported directly into WinCross or SPSS for Windows for analysis. Analysis capabilities are extensive, including: crosstabs with significance testing, analysis of variance, multivariate and conjoint analysis, discrete choice, perceptual mapping, etc. (See advertisement on p. 8)

AcquaData Entry Services, Inc.
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 Fax 718-824-8856
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 1092 Centre Rd.
 Auburn Hills, MI 48321
 Ph. 248-371-1857
 Fax 248-371-1869
 E-mail: adr4@ix.netcom.com
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 Ph. 414-827-7000
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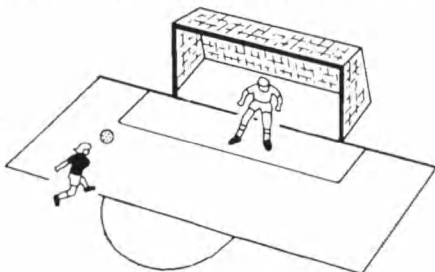
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 Old Greenwich, CT 06870
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5707 N. Palm, Ste. 101
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Fax 209-252-8343
Services: CD, DE, DT, SC, SA



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Chicago, IL 60610
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Fax 312-337-2551
E-mail: jerry@analyticalgroup.com
<http://www.acsinfo.com>
Jerry Madansky, CEO
Branch office:
8687 E. Via de Ventura
Scottsdale, AZ 85258
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Data processing service bureau for over 25 years providing coding, data entry, scanning, data cleaning, crosstabulations, and multivariate analysis.

(See advertisement on p. 88)

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Ardisson & Associates, Inc.
2399 Lawrenceville Hwy., Ste. 4
Lawrenceville, GA 30044
Ph. 770-339-1091
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Hong Kong
Ph. 852-2881-5388
Fax 852-2881-5918
E-mail: info@ami-group.com
<http://www.ami-group.com>
Services: CD, DE, DT, SC, SA

Aspen Systems Corporation
2277 Research Blvd.
Rockville, MD 20850
Ph. 301-519-5000
Fax 301-519-5885
E-mail: pmcarthy@aspensys.com
<http://www.aspensys.com>
Services: DT, SA

Atlantic Marketing Research Co., Inc.
109 State St.
Boston, MA 02109
Ph. 617-720-0174
Fax 617-589-3731
E-mail: PHOOPER111@aol.com
<http://www.netcom.com/~atlantic>
Peter Hooper, President
Services: CD, DE, DT, SA

Austin Trends
7101 Hwy. 71 W., Ste. 213
Austin, TX 78735
Ph. 512-288-8501
Fax 512-288-8502
E-mail: TJUKAM@smart1.net
Services: CD, DE, DT, SC, SA

AutoData Systems
6111 Blue Circle Dr.
Minnetonka, MN 55343
Ph. 612-938-4710
Fax 612-938-4693
<http://www.autodata.com>
Services: DE, SC

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
E-mail: BBRSRCH@aol.com
Services: CD, DE, DT, SA

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New York, NY 10016
Ph. 212-889-5941
Fax 212-889-6066
E-mail: Bleedsny@aol.com
Services: CD, DT

Behavior Research Center
1101 N. First St.
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Ph. 602-258-4554
Fax 602-252-2729
E-mail: brc@primenet.com
<http://www.primenet.com/~brc/>
Services: CD, DE, DT, SC, SA

The Blackstone Group
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Chicago, IL 60601
Ph. 312-419-0400
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Services: CD, DE, DT, SC, SA

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 Fax 954-255-0097
 E-mail: BTSINC1@aol.com
 Lee Bolding, President
 Services: CD, DE, DT

Bosma & Associates Int'l., Inc.
 1111 Third Ave., Ste. 2500
 Seattle, WA 98101
 Ph. 800-377-2945
 Fax 800-377-0866
 E-mail: JohnB@Bosma-Associates.com
 John Bosma, President
 Services: CD, DE, DT, SC, SA

Bretton-Clark
 89 Headquarters Plaza
 North Tower, 14th fl.
 Morristown, NJ 07960
 Ph. 973-993-3135
 Fax 973-993-1757
 Services: SA

Business Research Services, Inc.
 Tri Pointe Building, Ste. A
 23825 Commerce Park
 Cleveland, OH 44122-5841
 Ph. 216-831-5200 or 888-831-5200
 Fax 216-292-3048
 E-mail: busresinc@aol.com
 Barb Elioff, Director, Field Svcs.
 Services: CD, DE, DT, SC, SA

Buzzsaw Computing
 P.O. Box 7423
 Nashua, NH 03062-7423
 Ph. 603-888-7210
 E-mail: service@dragoweb.com
 Services: SA

C&R Research Services, Inc.
 Creative & Response Research Services, Inc.
 500 N. Michigan Ave., 12th fl.
 Chicago, IL 60611
 Ph. 312-828-9200
 Fax 312-527-3113
 E-mail: info@crresearch.com
 http://www.crresearch.com
 Services: SA

CACI Marketing Systems
 1100 N. Glebe Rd.
 3 Ballston Plaza
 Arlington, VA 22201
 Ph. 800-292-2224
 Fax 703-243-6272
 Services: SA

Cambridge Associates, Ltd.
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 Greeley, CO 80634
 Ph. 800-934-8125
 Fax 970-339-8313
 E-mail: GVKB87A@prodigy.com
 Services: CD, DE, DT, SC, SA

Cardiff Software
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 San Marcos, CA 92069
 Ph. 760-752-5244
 E-mail: sales@cardiffsw.com
 Services: DE

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

Cimbal Research Services
 420 Boulevard, Ste. 101
 Mountain Lakes, NJ 07046
 Ph. 973-402-1179
 Fax 973-402-1422
 E-mail: alancimbal@sprintmail.com
 Alan H. Cimbal, President
 Services: CD

Claritas, Inc.
 1525 Wilson Blvd., #1000
 Arlington, VA 22209
 Ph. 703-812-2700
 Fax 703-812-2701
 E-mail: info@claritas.com
 http://www.claritas.com
 Kathleen Dugan, Sr. Dir., Corp. Mktg. Svcs.
 Services: CD, DT, SA

Cognos Corporation
 67 S. Bedford St.
 Burlington, MA 01803
 Ph. 617-229-6600 or 800-426-4667
 Fax 617-229-9844
 Services: SA



Columbia Information Systems
 111 S.W. 5th Ave., Ste. 1850
 Portland, OR 97204
 Ph. 503-225-8418 or 800-769-0906
 Fax 503-225-8400
 E-mail: cis@cinfo.com
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 Darin Goble, Sales Manager
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Stat tested tables from Perception Analyzer data with our "TAB" software.
 (See advertisement on p. 91)



Computers for Marketing Corp. (CFMC)
 547 Howard St.
 San Francisco, CA 94105
 Ph. 415-777-0470
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 Ph. 914-739-6800
 Fax 914-739-1671
 E-mail: comstat@cstat.com
 http://www.cstat.com/~comstat
 Services: CD, DE, DT, SA

Consumer Pulse, Inc.
 725 S. Adams Rd., Ste. 265
 Birmingham, MI 48009
 Ph. 800-336-0159
 Fax 810-645-5685
 E-mail: consumer.pulse@internetMCI.com
 http://www.consumerpulse.com
 Services: CD, DE, DT, SC, SA

Consumer Surveys Co.
 Northpoint Shopping Center
 304 E. Rand Rd.
 Arlington Heights, IL 60004
 Ph. 847-394-9411
 Fax 847-394-0001
 E-mail: fberla19@mail.idt.net
 Services: CD, DE, DT, SA

Doris J. Cooper Associates, Ltd.
 One North St.
 Hastings-On-Hudson, NY 10706
 Ph. 914-478-0444
 Fax 914-478-7631
 Doris Cooper, President
 Services: CD, DE, DT



CRC Data Systems
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 Long Island City, NY 11101
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Fax 707-765-1068
E-mail: surveys@usa.net
<http://www.surveysystem.com>
Lisa Bacon, V.P. Sales
Services: DE, DT, SC, SA

Crimmins & Forman Market Research
29955 Southfield Rd.
Southfield, MI 48076
Ph. 248-569-7095
Fax 248-569-2220
E-mail: CrimForm@aol.com
Lisa Cupples
Services: CD, DE, DT, SA

Cunningham Field & Research Service, Inc.
Administrative/Focus Facility
770 W. Granada Blvd., Ste. 101
Ormond Beach, FL 32174
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CFSFIELD@aol.com
Services: CD, DE, DT, SC, SA

Customer Contact, Inc. (CCI)
1082 Bower Hill Rd.
Pittsburgh, PA 15063
Ph. 412-279-0909
Fax 412-279-1002
Eugenia Brandemarte, General Manager
Services: CD, DE, DT, SC, SA

Data Probe, Inc.
Datatab
49 East 21st St.
New York, NY 10010
Ph. 212-228-6800
Fax 212-228-9600
E-mail: DATAPROB@mail.idt.net
Jim Sheridan, Vice President
Services: CD, DE, DT



Data Recognition Corporation
5929 Baker Rd., Ste. 470
Minnetonka, MN 55345
Ph. 612-935-5900
Fax 612-935-1435
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Deanna L. Hudella, Business Development Svcs.
Services: CD, DE, DT, SC, SA

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(See advertisement on p. 71)

Data Research Services, Inc.
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Chamblee, GA 30341
Ph. 770-455-0114
Fax 770-458-8926
E-mail: tab@dataservice.com
<http://www.dataservice.com>
Bill Tyner, President
Services: CD, DE, DT, SA

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Florham Park, NJ 07932-1720
Ph. 201-377-4546
Fax 201-377-4546
Casey Zmuda
Services: CD, DE, DT

Datalogics
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27 Bellingham Shire
Solebury, PA 18963
Ph. 215-794-7486
Fax 215-794-3177
E-mail: JJeter@datalab.com
<http://www.datalab.com>
John Jeter, President
Services: CD, DE, DT, SC, SA

Datan, Inc.
735 Prospect Ave.
Princeton, NJ 08540
Ph. 609-921-6098
Fax 609-921-6731
Michael C. Stentz, Ph.D., President
Services: CD, DE, DT, SC, SA

Datanetics
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Pittsburgh, PA 15218-2529
Ph. 412-351-3282
Jerry Lisovich, Director
Services: CD, DE, DT, SA

DataStar, Inc.
85 River St., Ste. 6
Waltham, MA 02154
Ph. 781-647-7900
Fax 781-647-7739
E-mail: info@surveystar.com
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Ellie Smerlas, President
Services: CD, DE, DT, SA

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 Ph. 212-674-2230
 Fax 212-674-2099
 E-mail: MrCoding@aol.com
 Steve Davis, President
 Services: CD, DE



Decision Analyst, Inc.
 604 Avenue H East
 Arlington, TX 76011-3100
 Ph. 817-640-6166
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 Mountain View, CA 94043
 Ph. 650-528-4300
 Fax 650-528-4321
 E-mail: info@decisive.com
<http://www.decisive.com>
 Services: DT, SA

Delphi Market Research
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 Arlington, MA 02174-6343
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 Fax 781-643-5023
 E-mail: staff@delphimarketing.com
<http://www.delphimarketing.com>
 Services: SA

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 Morristown, NJ 07960
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 H. Levenbach, President
 Services: SA

DESAN Marketresearch BV
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 The Netherlands
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 Fax 31-20-638-72-99
 E-mail: info@xs4all.nl
<http://www.xs4all.nl>
 Andre Smit
 Services: CD, DE, DT, SA

Diffsimilar Analytics
 3399 Kent St., #310
 Shoreview, MN 55126-4086
 Ph. 612-482-9724
 Fax 612-486-6347
 E-mail: diffsimilar@wavefront.com
<http://www.wavefront.com/~diffsimilar>
 Services: SA

DIMARSO
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 1030 Brussels
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 Fax 32-2-216-13-96
 E-mail: info@dimarso.com
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 San Diego, CA 92123
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 Fax 619-299-5888
 E-mail: info@diresearch.com
 Sherri Crispin
 Services: CD, DE, DT, SA

Discovery Research Group of Utah
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 Salt Lake City, UT 84121
 Ph. 800-678-3748 or 801-944-0326
 Fax 801-944-0550
 E-mail: ewsax@drgutah.com
<http://www.drgutah.com>
 Services: CD, DE, DT

Eagle Research - Atlanta
 One Dunwoody Park, Ste. 128
 Atlanta, GA 30338
 Ph. 770-395-6090
 Fax 770-671-9708
 E-mail: eagleresearch.com
 Services: CD, DE, DT, SC, SA

Eagle Research - Denver
 12157 W. Cedar Dr.
 Denver, CO 80228
 Ph. 303-980-1909
 Fax 303-980-2270 or 980-5980
 E-mail: eagleresearch.com
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 Tucker, GA 30084
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 Jeff McWey, President
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 Media, PA 19063
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 E-mail: ekp@interserv.com
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 Mike Fassino, Owner
 Services: SA

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 Murrysville, PA 15668-8524
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 Fax 412-798-0450
 E-mail: mitch@essex3.com
 Mitch Sinkerman, General Partner
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<http://www.firstmarket.com>
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 Services: CD, DE, DT

GeoDemographics, Ltd.
69 Arch St.
Johnson City, NY 13790
Ph. 607-729-5220
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Warren Crowder, Marketing Director
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Georgia Data Processing, Inc.
120 Gloster Rd. N.W., Ste. 4B
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 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
E-mail: PULSEINC@compuserve.com
Stanley I. Cohen, President
Services: SA



Pulse Train Technology
631 US Hwy. 1, Ste. 406
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
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. 9)

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New York, NY 10010
Ph. 212-447-5300
Fax 212-447-9097
E-mail: sales@quantime.com
<http://www.quantime.com>
Joseph Marinelli, President
Services: CD, DE, DT, SC, SA
(See SPSS listing)

Quest Research
2900 N. Loop W., 10th fl.
Houston, TX 77092
Ph. 713-956-6569
Fax 713-956-2593
E-mail: research@tqba.com
<http://www.tqba.com>
Services: CD, DE, DT, SA



QUESTAR
2905 W. Service Rd.
Eagan, MN 55121-2199
Ph. 612-688-0089
Fax 612-688-0546
E-mail: webmaster@questarweb.com
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(See advertisement on the back cover)

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Ph. 610-490-0400
Fax 610-490-0415
E-mail: QTAB@aol.com
Services: CD, DE, DT

R.I.S. Christie - The Data Collection Co.
14 Verral Ave.
Toronto, ON M4M 2R2
Canada
Ph. 416-778-8890
Fax 416-778-8898
E-mail: ris@inforamp.net
Services: CD, DE, DT

ReData, Inc.
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 Fax 212-319-1833
 E-mail: postmaster@renais.com
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Research & Marketing Services Ltd. (RMS)
 (P.O. Box 8225, Ikeja)
 26, Odozi Street, Odoju
 Lagos
 Nigeria
 Ph. 234-1-492-2100 or 234-1-492-2099
 Fax 234-1-492-2099
 E-mail: rms@infoweb.abs.net
 Services: CD, DE, DT, SA

We offer these data processing/statistical analysis services: coding; data tabulation; data entry/verification and cleaning; statistical analysis (descriptive statistics); data weighting; hierarchical (levels) data processing; database management (using Quanvert). The software we have in house includes: Quantum; Quinput; Quanvert and SNAP Professional. Data can be provided in any of these formats: card column (single or multi punch); standard ASCII fixed length; SPSS and SAS.

(See advertisement on p. 30)

RESEARCH CONNECTIONS

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

Research Connections, Inc. provides full-service data processing, with an emphasis on tabulating data generated by CATI programs. We offer coding, tabulations, statistical analysis and graphics. We provide direction throughout the project, with service so personalized, you'll think you own the company! Experts in SPSS and WinCross.

(See advertisement on p. 79)

Research Data Services, Inc.
 600 S. Magnolia Ave., Ste. 350
 Tampa, FL 33606
 Ph. 813-254-2975 or 800-330-MKTG
 Fax 813-254-2986
 E-mail: KlagesMktg@aol.com
 Walter Klages, President
 Services: DT, SC, SA

Rockbridge Associates, Inc.
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 Vienna, VA 22180-4708
 Ph. 703-281-9541
 Fax 703-281-5763
 E-mail: rockinfo@rockresearch.com
 http://www.rockresearch.com
 Services: SA

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 United Kingdom
 Ph. 44-1-62-877-0077
 Fax 44-1-62-878-5433
 E-mail: sales@romtec.co.uk
 http://www.romtec.co.uk
 Services: SA

RSVP/Research Services
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 Philadelphia, PA 19115
 Ph. 215-969-8500
 Fax 215-969-3717
 E-mail: rsvp@wiltel.net
 http://www.rsvpresearch.com
 Harris Bockel, Sr. Systems Manager
 Services: CD, DE, DT

Ruf Strategic Solutions
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 Olathe, KS 66061
 Ph. 913-782-8544
 Fax 913-782-0150
 E-mail: solutions@ruf.com
 http://www.ruf.com
 Kurtis Ruf, Vice President
 Services: SA

Saja Software, Inc.
 Survey Select
 6735 Snead Ct.
 Longmont, CO 80503
 Ph. 303-449-2969 or 800-945-0040
 Fax 303-938-4015
 http://www.surveystelect.com
 Services: DE, DT, SA

Salford Systems
 8880 Rio San Diego Dr., Ste. 1045
 San Diego, CA 92108
 Ph. 619-543-8880
 Fax 619-543-8888
 E-mail: info@salford-systems.com
 http://www.salford-systems.com
 Kerry Martin
 Services: SA

SCANTRON SURVEY GROUP

Scantron Survey Group
 1361 Valencia Ave.
 Tustin, CA 92780
 Ph. 714-247-2830
 Fax 714-247-2874
 E-mail: pmmiszko@scantron.com
 http://www.scantron.com
 Paul M. Miskowicz, Director
 Services: CD, DE, DT, SC, SA

Scantron Survey Group provides custom survey processing services, including: project manage-

ment, questionnaire design and printing, variable intelligent printing, survey distribution and collection, data capture using OMR, OCR and ICR scanners, data entry, programming, statistical analysis and reporting. Scantron also provides multiple survey software packages and an array of consulting services.

(See advertisement on p. 81)

Senecio Software, Inc.
139 W. Wooster
Bowling Green, OH 43402
Ph. 419-352-4371
Fax 419-354-7512
E-mail: info@senecio.com
<http://www.senecio.com>
Jerry Wicks, President
Services: DT

Socratic Technologies, Inc.
3850 25th St., 2nd fl.
San Francisco, CA 94114
Ph. 415-648-2802
Fax 415-641-8205
E-mail: info@sotech.com
<http://www.sotech.com>
Bill MacElroy, President
Services: SA

SolutionDesk
1486 St. Paul Ave.
Gurnee, IL 60031
Ph. 847-662-6288 or 847-662-6260
Fax 847-336-7288
E-mail: 72630,2370@compuserve.com
Kim Coleman, Product Manager
Services: CD

Spectra/Market Metrics, Inc.
333 W. Wacker, Ste. 900
Chicago, IL 60606
Ph. 312-263-0606
Fax 312-263-7022
E-mail: spectra-mm@msn.com
Services: SA

Spring Systems
P.O. Box 10073
Chicago, IL 60610
Ph. 773-275-5273
E-mail: Pavi53@aol.com
<http://www.geocities.com/wallstreet/3960/>
John Pavasars, President
Services: SA

SPSS

SPSS, Inc.
444 N. Michigan Ave.
Chicago, IL 60611
Ph. 800-543-5815
Fax 800-841-0064
E-mail: sales@spss.com
<http://www.spss.com>
Services: SA

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(See advertisements on pp. 103, 105)

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 SAStatistical Analysis

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 Fax 516-226-5923
<http://www.stddata.com>
 Services: DE, SA

Star Data Systems, Inc.
 6232 N. Pulaski Rd.
 Chicago, IL 60646
 Ph. 773-794-0400
 Fax 773-794-0732
 E-mail: stardatasystems@compuserve.com
 Services: CD, DE, DT, SC

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
 Services: SA

StatPac, Inc.
 4425 Thomas Ave. S.
 Minneapolis, MN 55410
 Ph. 612-925-0159
 Fax 612-925-0851
 E-mail: info@statpac.com
<http://www.statpac.com>
 David Walonick, President
 Services: DT, SA

STATpro's
 2340 N. Shirley
 Tacoma, WA 98406
 Ph. 206-752-2640
 Fax 206-752-2640
 E-mail: sorkgalbraith@msn.com
 Steve Galbraith, Owner
 Services: SA

StatSoft, Inc.
 2300 E. 14th St.
 Tulsa, OK 74104
 Ph. 918-749-1119
 Fax 918-749-2217
 E-mail: info@statsoft.com
<http://www.statsoft.com>
 Susan Pedersen
 Services: SA

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 Stony Brook, NY 11790-3305
 Ph. 800-568-4634
 Fax 516-689-6671
 E-mail: mstolzberg@notes.cc.sunysb.edu
 Services: DT, SA

STS

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 Carol Parker, President
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(See advertisement on p. 80)

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 Ph. 201-447-5100
 Fax 201-447-9536
 E-mail: WeAsk@aol.com
 William C. Bartlett, President
 Services: CD, DE, DT

Superior DataWorks
 7477 Juniper Ridge Dr.
 Memphis, TN 38125
 Ph. 901-753-2132
 Fax 901-759-0171
 E-mail: svega@SuperiorDataWorks.com
<http://www.SuperiorDataWorks.com>
 Sharon Vega, Principal
 Services: CD, DE, DT, SC, SA

Survey Analysis, Inc.
 13428 Miles Standish Port
 Palm Beach Gardens, FL 33410
 Ph. 800-541-2735
 Fax 561-775-1474
 E-mail: mike@surv.com
<http://www.surv.com>
 Michael Eiselman, President
 Services: CD, DE, DT, SA

Survey Network Data Processing, Inc.
 10601 N.W. 47th Ct.
 Coral Springs, FL 33076
 Ph. 954-341-4929
 Fax 954-341-4811
 E-mail: SURVNET@juno.com
 Philip D. Bennis, President
 Services: DT

Survey Service, Inc.
 1911 Sheridan Dr.
 Buffalo, NY 14223
 Ph. 716-876-6450
 Fax 716-876-0430
 E-mail: sservice@surveyservice.com
<http://www.surveyservice.com>
 Susan Adelman, President
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SurveySite
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 Willowdale, ON M2R 3V8
 Canada
 Ph. 416-410-3457
 Fax 416-663-6977
 E-mail: Help@surveysite.com
<http://www.surveysite.com>
 Services: SA

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 New York, NY 10010
 Ph. 212-243-0004
 E-mail: Autocode@coding.com
 MacGregor Suzuki, President
 Services: CD, DE

Tangram Corporation
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 Ft. Worth, TX 76107
 Ph. 817-339-8888
 Fax 817-339-8818
 E-mail: mricharme@tangram-corp.com
<http://www.tangram-corp.com>
 Michael Richarme
 Services: SA

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 Video Conferencing Center
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 San Diego, CA 92108
 Ph. 619-299-6368 or 800-922-1545
 Fax 619-299-6370
 E-mail: mktres@taylorresearch.com
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 Emerson, NJ 07630
 Ph. 201-986-1288
 Fax 201-986-0119
 E-mail: mayur@technometrica.com
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 Raghavan Mayur, President
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 Emeryville, CA 94608
 Ph. 510-655-9414
 Fax 510-655-9670
 E-mail: mkelly@techtel.com
<http://www.techtel.com>
 Melissa Sheehan, Sales
 Services: CD, DE, DT, SA

Teller Tab Services, Inc.
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 Norwalk, CT 06850
 Ph. 203-849-8287
 Fax 203-849-0238
 E-mail: telltab@erols.com
 Janet Teller, President
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New York, NY 10016
Ph. 212-679-3111
Fax 212-679-3174
E-mail: tcainc@worldnet.att.net
Dirk Rosholt, Director of Systems
Services: DT

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655 Village Square Dr., Ste. 101
Stone Mountain, GA 30083
Ph. 404-298-0139
Fax 404-298-0026
E-mail: VLResearch@mindspring.com
Delpyne L. Lomax, Principal, Quant. Rsch.
Services: CD, DE, DT, SA

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117071 Moscow
Russia
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E-mail: validata@glas.apc.org
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Indianapolis, IN 46240
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Fax 317-843-8584
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http://www.walkernet.com
Connie Burking, Director
Services: DE, DT, SA

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Willowdale, ON M3C 3R6
Canada
Ph. 416-391-5934 or 416-391-1844
Fax 416-391-3290
E-mail: lmosca@walkernet.com
http://www.walkernet.com
Louie Mosca, Dir., Field & Tab Sales
Services: CD, DE, DT, SC, SA

The Wats House, Inc.
The Tab House, Inc.
6908 Market St., 3rd fl.
Upper Darby, PA 19082
Ph. 610-352-5700
Fax 610-352-7381
Services: CD, DE, DT, SC, SA

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

Western Wats Center
288 W. Center St.
Provo, UT 84601
Ph. 801-373-7735
Fax 801-375-0672
Dan Williams, Managing Partner
Services: CD, DE, DT, SA

William M. Bailey, Ph.D.
WMB & Associates
2182 Bent Oak Dr., Ste. 100
Apopka, FL 32712-3925
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E-mail: WBailey@cse-online.com
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Data Processing/Statistical Analysis Cross-Index

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Eagle Research - Atlanta
Eagle Research - Denver
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J & D Data Services
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JRP Marketing Research Services
Kudos Research
Lein/Spiegelhoff, Inc.
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Maritz Marketing Research Inc.
Market Decisions Corporation
Market Development Associates, Inc.
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Market Probe International, Inc.
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 SCScanning Services
 SAStatistical Analysis

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 OPINIONation
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Pine Company
 Pro Tab
Pulse Train Technology
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QUESTAR
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Research Connections, Inc.
 RSVP/Research Services
Scantron Survey Group
 SolutionDesk
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STS/Survey Tabulation Services, Inc.
 Suburban Associates
 Superior DataWorks
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 Survey Service, Inc.
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 Teller Tab Services, Inc.
 V & L Research & Consulting, Inc.
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 Walker Information Canada
 The Wats House, Inc.
 Western Wats Center
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Data Entry

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 AccuStat
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 Advanced Data Research, Inc.
 Advantage Research, Inc.
 AIS Market Research
The Analytical Group, Inc.
Ardisson & Associates, Inc.
 Asia Market Intelligence Ltd.
 Atlantic Marketing Research Co., Inc.

Austin Trends
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 Consumer Surveys Co.
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 Cunningham Field & Research Service, Inc.
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 Irish Marketing Surveys Limited
 R. Isaacs Computing Associates, Inc.
 J & D Data Services
 JRA, Marketing Research (J. Reckner Associates)
 JRP Marketing Research Services
 KG Tabs, Inc.
 Kudos Research
 Lein/Spiegelhoff, Inc.
Maritz Marketing Research Inc.
 Market Decisions Corporation
 Market Development Associates, Inc.
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 Market Probe International, Inc.
 Marketing & Research Resources, Inc.
 Marketing Masters
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 MATRIX Marketing Research
Mercator Corporation
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 The Miller Research Group, Inc.
 NCS
 Nevada Market Research
 Niche I Insight, Inc.
 Nichols Research, Inc.
 NIPO, The Market Research Institute
 Olson Aycock, All Points Research
 C.J. Olson Market Research, Inc.
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 Optimum Solutions Corp.
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Pine Company
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Pulse Train Technology
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QUESTAR
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 R.I.S. Christie - The Data Collection Co.
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 RSVP/Research Services
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ACG Research Solutions
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 DataStar, Inc.
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 Eagle Research - Denver
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 Forum Canada Research, Inc.
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 Nichols Research, Inc.
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 Olson Aycock, All Points Research
 C.J. Olson Market Research, Inc.
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 OPINIONation
 Optimum Solutions Corp.
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 Paradigm Technologies Int'l.
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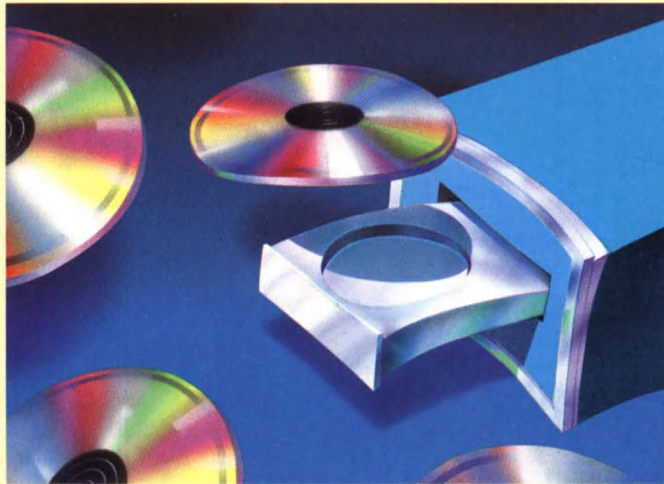
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Lynn Weber, Principal
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(See advertisement on p. 91)



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Fax 415-777-3128
E-mail: cfmc@cfmc.com
Leif Gjestland, President
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COSI

CFMC offers a CATI and CAPI system (SURVENT) for either telephone CRT interviewing of face-to-face interviewing on free standing PC's. SURVENT can handle large and complex question-

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http://www.cstat.com/~comstat
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Richard Su, President
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Power & Precision
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(ARCS)

Perception Analyzer™ electronic group measurement system

overview:

1 Used by leading vendors for market, media, political and opinion research. Additional applications include meeting facilitation, consensus building, and speaker evaluation and curriculum support.

2 Combines the exploratory freedom and immediacy of interactive research with the precision of survey methodology.

3 Moment-to-moment analysis of the group's reactions, opinions and emotions to video, audio and live test material produced on a second-by-second basis.

4 Nonverbal response eliminates negative group dynamics.

5 The simple dial interface translates easily to all languages and cultures.

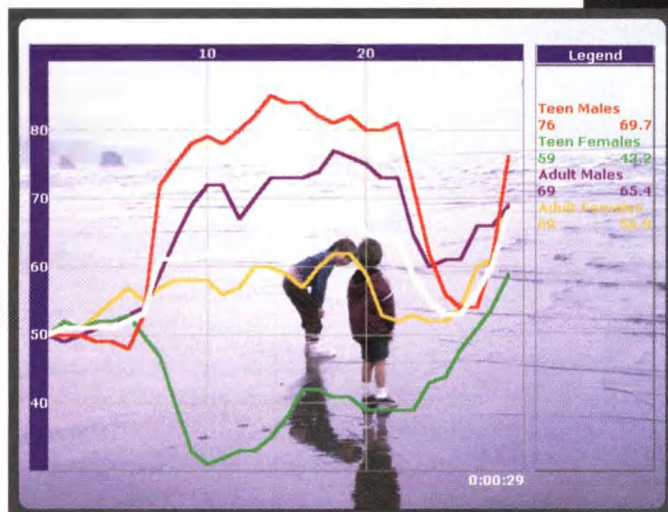
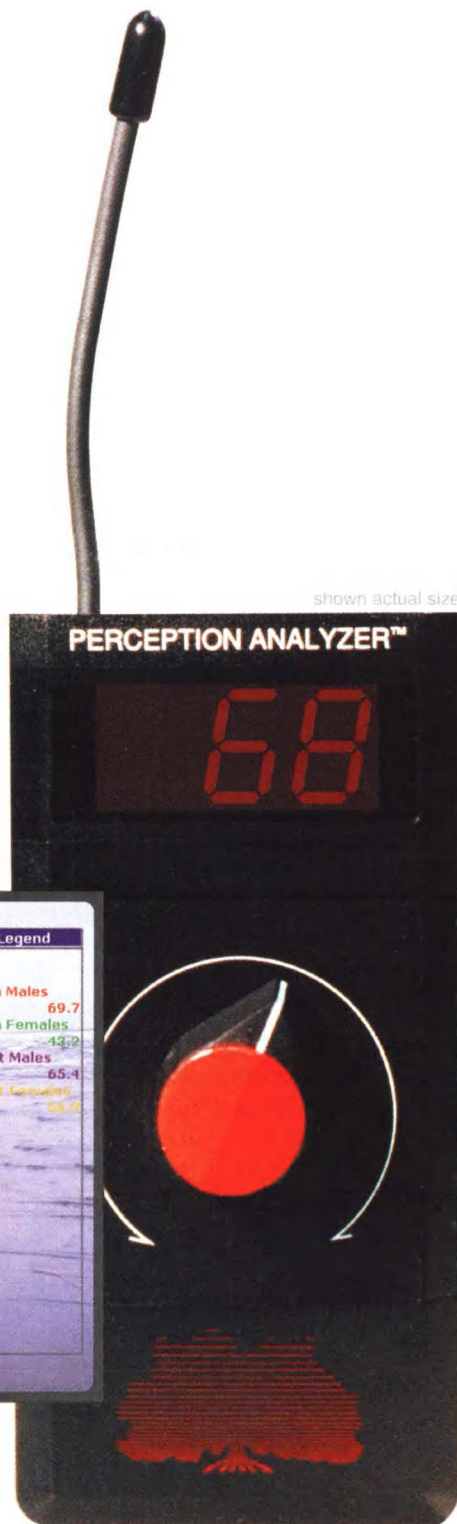
6 Scale, discrete choice and paired comparison question types available.

7 Immediate aggregate group data displayed during the session.

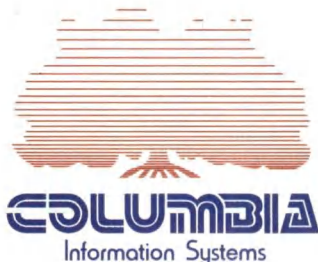
8 The Windows '95™ interface makes operation easy and smooth for users of all experience levels.

9 Wireless dials make equipment set-up and use easy in any environment.

10 For over ten years Columbia Information Systems has been committed to product reliability and performance while continually refining the Perception Analyzer™ technology.



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STATS™ is a software package for IBM-compatible PCs. The software generates random numbers; calculates sample sizes; computes the mean; standard deviation; standard error, range for keyboard-entered data; determines the standard error of proportion; performs significance tests between two percentages from independent samples, or dependent samples; does significance tests between averages from independent samples; performs Chi-square analysis.
(See advertisement on p. 39)

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Fax 617-252-2113
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your computer, no modem needed. Geographic definitions as small as census tract/BG (e.g. national, state, county, DMA, MSA, zip code and area code/exchange.) Targets samples based on over 20 demographic variables. Create incidence and coverage estimates, PRIZM and congressional districts available.
GENESYS-Plus/GENESYS-ID: Hardware/software/database system for identifying and purging non-household and non-working numbers from RDD samples.
(See advertisement on p. 93)

GeoDemographics, Ltd.
69 Arch St.
Johnson City, NY 13790
Ph. 607-729-5220
Fax 607-729-5909
E-mail: GDLLTD@aol.com
Warren Crowder, Marketing Director
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Quality Marketing Research That Works.

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Las Vegas, NV 89119
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Fax 702-734-6319
E-mail: IHRRRA@aol.com
Ron Clark, Partner
Software:
CatiHelp

CatiHelp brings the next generation of management software to data collection and research facilities. The first software integrating complete facilities management in one comprehensive system. Makes management and reporting of all CATI operations fast, easy. Substantial time savings, simplifies timekeeping/accounting, produces client-ready reports at one touch, employee productivity, cost accounting. Available for C/3 CATI and ACS Query.
(See advertisement on p. 51)

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Canada
Ph. 514-861-9255
Fax 514-861-9209
Software:
INTERVIEWER
STAT XP

INFONETICS Corporation
386 W. Main St., Ste. 10A
Northboro, MA 01532
Ph. 508-393-8088
Fax 508-393-8114
E-mail: dsaad@ask-em.com
<http://www.ask-em.com>
David L. Saad, President
Software:
ASK?em



Just because it has ten digits doesn't mean it's a phone number.

(If you tried to find out where your telephone sample came from, would you be left empty handed?)

No Black Boxes

Sample development should not be a black box process. GENESYS is for researchers who want to know exactly where the ten digits come from. We are the company to call if you need to know your sampling options and the impact each will have. You can count on us to provide a detailed methodological definition for every sample we create. GENESYS has no black boxes, just explicit sampling processes.

Full Service

One simple phone call gives you complete access to a wealth of experience and a collection of sampling resources that can handle any sampling problem. We have a full array of RDD sample methodologies (including the industry's *only* single stage epsem telephone probability sample) as well as listed household and business samples. Demographic targeting, with exchange-level demographic estimates, is available for all RDD and listed samples. GENESYS does it all, from sample design through generation.

Economical

GENESYS Sampling Systems has the experience and technology to help you hold down the high cost of data collection. Our GENESYS Plus and GENESYS ID systems economically purge business and non-working numbers from your RDD sample so you don't have to pay interviewers to find them. We also offer significant, automatic, volume discounts on both a job and an annual basis.

Quality

Quality research begins with a quality sample and you can count on GENESYS to be the most statistically accurate available. Whether you need a fully customized sample for a specific project, or you want to set up an in-house, stand-alone system using your own computers, GENESYS gives you the best of both worlds. The best way to find out what GENESYS Sampling Systems can do for you is to see us in action. Call today for a personal demonstration at your location.



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 One Corporate Dr., Ste. 414
 Shelton, CT 06484
 Ph. 800-776-0462 or 203-925-6800
 Fax 203-925-1170
 E-mail: imainfo@ima-inc.com
 http://www.ima-inc.com
 Mary Fiorello, Market Specialist
Software:
 The EDGE TeleBusiness® Software System



ISPC Ltd.
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 London NW11 8BU
 United Kingdom
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 Fax 44-181-458-9554
 E-mail: info@efiche.com
 http://www.efiche.com/efiche
 Branch office:
 2 Tokay Lane
 Monsey, NY 10952
 Ph. 914-426-2653 or 888-8EFICHE (833-4243)
 Fax 914-425-3018
 E-mail: Info@efiche.com
 http://www.efiche.com/efiche
Software:
 ITE Electronic Fiche
 ITE Browser
 ITE Publisher
 ITE Web Publisher

ISPC offers highly innovative consultancy, products and services for the delivery of data to end-users. Their primary software package, the electronic fiche, is a Windows-based archiving and delivery tool for statistical/survey research tabulations. This offers user-friendly browsing of crosstabs on screen as well as automatic transfer of data to spreadsheet and charting packages and even conversion to "Internet/Web format" pages. With over 5,000 users across 37 coun-

tries, it has become the industry standard for replacing large volume survey reports.
 (See advertisement on p. 73)

Manugistics, Inc.
 2115 E. Jefferson St.
 Rockville, MD 20852
 Ph. 301-984-5123 or 800-592-0050
 Fax 301-984-5094
 E-mail: sgsales@manu.com
 Jhana Shimzu, Marketing Manager
Software:
 STATGRAPHICS Plus (DOS)
 STATGRAPHICS Plus for Windows



Maritz Marketing Research Inc.
 1297 N. Highway Dr.
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 Fax 314-827-8605
 E-mail: mmri@maritz.com
 http://www.maritz.com/mmri
 Ron Lipovsky, President
 Branch offices:
 Automotive Research Group
 1000 Town Center, Ste. 1100
 Southfield, MI 48075
 Ph. 248-948-4650
 Fax 248-948-4647
 E-mail: mmri@maritz.com
 http://www.maritz.com/mmri
 Michael Brereton, V.P., Div. Manager

Automotive Research Group
 3035 Moffat Dr.
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 Toledo, OH 43615
 Ph. 419-841-2831
 Fax 419-841-8349
 E-mail: mmri@maritz.com
 http://www.maritz.com/mmri
 Tim Rogers, Group Vice President

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

Industrial Division
 1297 N. Highway Dr.
 Fenton, MO 63099
 Ph. 314-827-2417
 Fax 314-827-5433
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 http://www.maritz.com/mmri
 Gail Gilbert, V.P., Div. Manager

Performance Measurement Group
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 Fenton, MO 63099
 Ph. 314-827-2417
 Fax 314-827-4561
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 http://www.maritz.com/mmri
 Michael D. Phillips, Exec. Vice President

Performance Measurement Group
 1415 W. 22nd St., Ste. 800
 Oak Brook, IL 60523
 Ph. 630-368-3800
 Fax 630-368-3801
 E-mail: mmri@maritz.com
 http://www.maritz.com/mmri
 Alex Vayslep, V.P., Div. Manager

Performance Measurement Group
 Centennial Lakes
 7701 France Ave. S., Ste. 300
 Minneapolis, MN 55435
 Ph. 612-841-2400
 Fax 612-841-2424
 E-mail: mmri@maritz.com
 http://www.maritz.com/mmri
 Lynn Newman, V.P., Div. Manager

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

Performance Measurement Group
 17100 Pioneer Blvd., Ste. 400
 Artesia, CA 90701
 Ph. 562-809-0500
 Fax 562-809-0422
 E-mail: mmri@maritz.com
 http://www.maritz.com/mmri
 Sue Carlson, V.P., Div. Manager

Software:
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PC-based statistical package performs 10 significance tests on summary data and analyzes frequency distribution. Sample sizes module calculates sample sizes and precision for a variety of problems. Select-A-Stat module recommends appropriate statistical test for most situations. Free for the asking.
 (See advertisement on p. 45)

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ChannelSolv
SatisSolv
Data Mining Automation Engine
Crossfire

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New York, NY 10016-5506
Ph. 212-725-7676
E-mail: mkprbint@idt.net
<http://haven.ios.com/~mkprbint>
Alan Appelbaum, President

Software:

SCANTEST
REVISSA

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Hithercroft, Wallingford
Oxon OX10 9TA
United Kingdom
Ph. 44-191-825644
Fax 44-1491-832376
E-mail: QPS_Software@msn.com
<http://www.qps-software.com>

Software:

QPS for Windows

Marketing Masters
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DePere, WI 54115
Ph. 920-532-0406
Fax 920-532-0407
E-mail: jsmits@masters.atw.earthreach.com
Michael Smits, Sales & Mktg. Mgr.

Software:

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Survey Said for the Web
Survey Stats

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Ph. 201-599-0790
Fax 201-599-0791

Software:

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Interviewdisk™

Marketing Systems Group

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Ph. 215-653-7100
Fax 215-653-7115
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<http://www.m-s-g.com>
Dale W. Kulp, President

Software:

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Survey Database Management Systems
GENESYS Sampling Systems

Survey Database Management Systems: Survey database management and analytic systems; point-and-click user interface allows for fast and easy access to the underlying survey data warehouse. System can handle any number of

queries/filters, aggregate and detailed analyses. Full inferential and descriptive suite: tabular reports, graphs, statistics module. Support for virtually all PC, mainframe, and network environments.

PRO-T-S Telephony Systems: See **PRO-T-S Telephony Systems** listing.

GENESYS Sampling Systems: See **GENESYS Sampling Systems** listing.

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Ph. 516-537-6949
Fax 516-537-6944
E-mail: melmds@ibm.net

Software:

Mapping
Positioning
Simulation



MDSS

Marketing Decision Support Systems, Inc.

7321 Shadeland Station, Ste. 250
Indianapolis, IN 46256
Ph. 800-870-MDSS
Fax 317-594-3155
E-mail: MDSS@iquest.net
Kathy Pellman, Vice President

Software:

Research Tracker®

Research Tracker® 97 is a database software for qualitative research recruiting. Easy point-and-click operation. Can manage respondent files of 100,000+. Unlimited query options, including past participation by date, topic, or client, or any of 100 user-defined fields. Automatically transfer job information to each participant's record after job completion. Research Tracker® 97 also prints

recruiting lists, mailing labels, confirmations, invoices, and reports.

(See advertisement on p. 97)

snap®

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Ph. 978-463-4093
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Donna O'Neil, General Manager
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(See advertisement on p. 95)

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survey software

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(See advertisements on pp. 76, 96)



Moskowitz Jacobs Inc.

1025 Westchester Ave.

White Plains, NY 10604

Ph. 914-421-7400

Fax 914-428-8364

E-mail: mji@mji-designlab.com

<http://www.mji-designlab.com>

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allows the user to identify critical hot buttons. By pretesting buyer reactions to alternative benefits, positionings, and attributes, the user can reduce initial product development time from a matter of months to minutes.

(See advertisement on p. 3)

Multivariate Software, Inc.

4924 Balboa Blvd., #368

Encino, CA 91316

Ph. 818-906-0740 or 800-301-4456

Fax 818-906-8205

E-mail: sales@mvsoft.com

<http://www.mvsoft.com>

Maresha Sceats Leeds, Product Manager

Software:

EQS Structural Equation Modeling Software



The Namestormers

2811 Declaration Cir.

Lago Vista, TX 78645-7523

Ph. 512-267-1814 or 214-350-6214

Fax 512-267-9723

<http://www.namestormers.com>

Michael L. Carr, Director

Software:

NamePro

Namer

Headliner

NamePro is a \$500 Window-based brand name development system. It comes with a variety of database and software tools to help you develop memorable company, product and service brand names. Headliner is a \$200 DOS product (the Windows version is currently in Beta test) for creating attention-grabbing tag lines and slogans. Namer is a \$200 DOS-based brand name development toolkit.

(See advertisement on p. 31)

National Decision Systems

5375 Mira Sorrento Pl., Ste. 400

San Diego, CA 92121

Ph. 800-866-6510

Fax 619-550-5800

E-mail: prodinfo@natdecsys.com

<http://www.natdecsys.com>

Software:

ProphetPoint®

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NCS

4401 W. 76th St.

Minneapolis, MN 55435

Ph. 800-447-3269

Fax 612-830-7691

E-mail: dcs@ncs.com

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Software:

NCS Survey

NCS Works

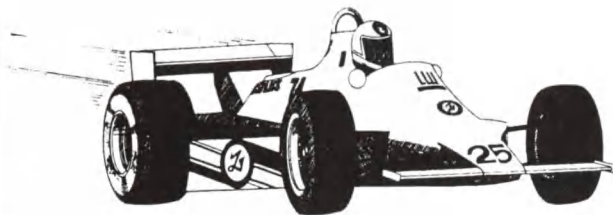
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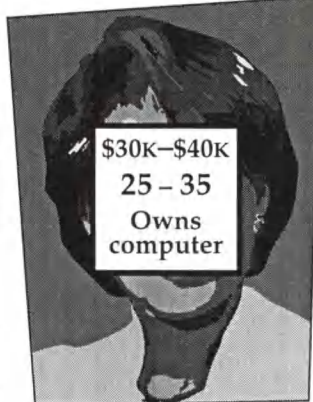
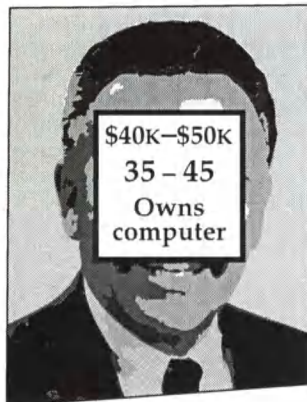
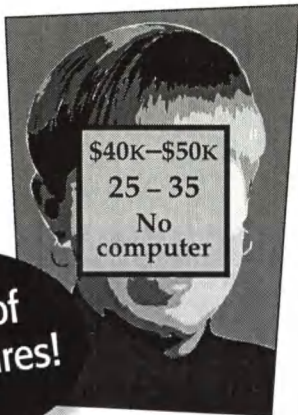
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Fax 801-546-3907
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The Netherlands
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Fax 31-20-522-53-33
E-mail: info@nipo.nl
<http://www.nipo.nl>
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Ira Sadowsky, Vice President
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FAQSS

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Fax 609-466-1688
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Data Entry Program
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Brad Hontz, Director
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(See advertisement on p. 52)

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(See advertisement on p. 77)

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<http://www.povss.com>
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Fax 805-545-5465
<http://www.powerknowledge.com>
Software:
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E-mail: sales@PrincipiaProducts.com
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(See advertisement on p. 100)

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Fax 215-653-7115
E-mail: gpo@m-s-g.com
<http://www.pro-t-s>
Gerald Oberkofler, Sr. Vice President
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(See advertisement on p. 99)

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Peter Van Brunt, President
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E-mail: PULSEINC@compuserve.com
Stanley I. Cohen, President

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Pulse/K-of-N™
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Pulse Train Technology

Pulse Train Technology

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Fax 561-842-7280
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Fax 773-794-0732
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(See advertisement on p. 9)

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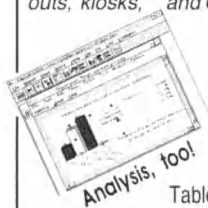
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(See advertisement on p. 100)

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(See advertisement on p. 46)



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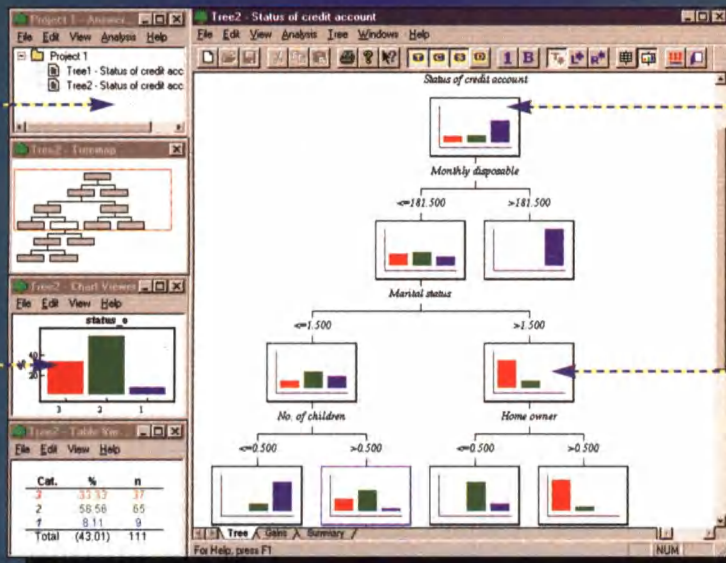
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(See advertisements on pp. 103, 105)

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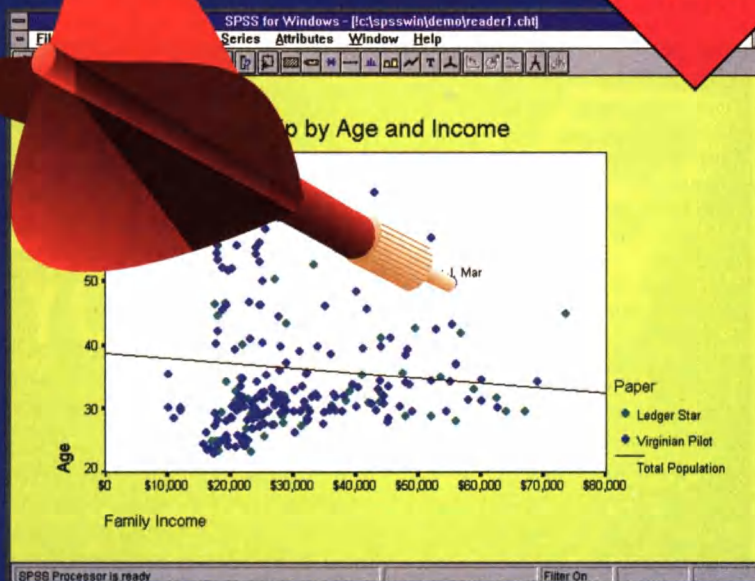
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(See advertisements on pp. 21, 49, 107)



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(See advertisement on p. 29)

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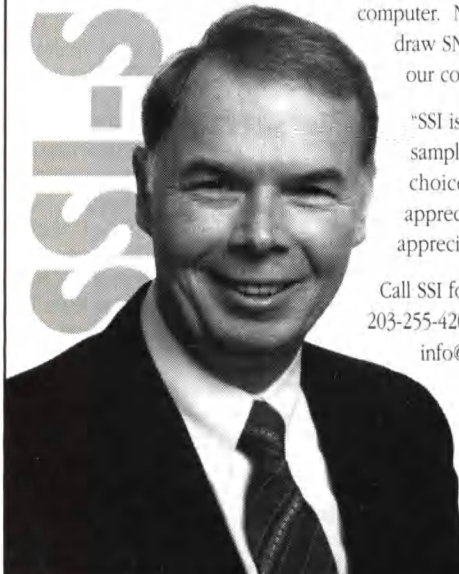
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 Cognos Corporation (PC)
 StatPac, Inc. (PC)
 Canonical Analysis
 Asia Market Intelligence Ltd. (PC)
 Manugistics, Inc. (PC)
 NCSS (PC)
 P-STAT, Inc. (Both)
 Spring Systems (PC)
SPSS, Inc. (Both)
 StatPac, Inc. (PC)
 StatSoft, Inc. (PC)

Census Reporting Programs

CACI Marketing Systems (Both)
 Claritas, Inc. (Both)
 GeoDemographics, Ltd. (PC)
 Sammamish Data Systems (PC)
 SAS Institute Inc. (Both)
 Spectra/Market Metrics, Inc. (Both)
 Tactician Corporation (PC)

Cluster Analysis

The Arbitron Company (PC)
 Asia Market Intelligence Ltd. (PC)
 CACI Marketing Systems (Both)
 Claritas, Inc. (Both)
 Cognos Corporation (PC)
 Comstat Research Corporation (Both)
 Dataxiom Software, Inc. (PC)
 EnVision Knowledge Products (PC)

Manugistics, Inc. (PC)
 Market Advantage Cnsltg. & Software (PC)
 Mathematical Data Systems, Inc. (PC)
 National Decision Systems (PC)
 NCS (PC)
 NCSS (PC)
 NIPO, The Market Research Institute (PC)
 P-STAT, Inc. (Both)
 Pulse Analytics, Inc. (PC)
 SAS Institute Inc. (Both)
Sawtooth Software, Inc. (PC)
Scantron Survey Group (PC)
 Spectra/Market Metrics, Inc. (Both)
 Spring Systems (PC)
SPSS, Inc. (Both)
 Statistical Graphics Corporation (PC)
 StatPac, Inc. (PC)
 StatSoft, Inc. (PC)
 Tactician Corporation (PC)

Comprehensive Statistical Package

The Arbitron Company (PC)
Computers for Marketing Corp. (CfMC) (PC)
 Customer Contact, Inc. (CCI) (Both)
 Dataxiom Software, Inc. (PC)
 Decision Architects (PC)
 Manugistics, Inc. (PC)
Mercator Corporation (PC)
 NCS (PC)
 NCSS (PC)
 P-STAT, Inc. (Both)
 QMIRAC International, Inc. (PC)
 SAS Institute Inc. (Both)
Scantron Survey Group (PC)
 Senecio Software, Inc. (PC)
 Smart Software, Inc. (PC)
 Spring Systems (PC)
SPSS, Inc. (Both)
 Statistical Graphics Corporation (PC)
 StatPac, Inc. (PC)
 StatSoft, Inc. (PC)

Computer-Aided Personal Interviewing (CAPI)

Americom Research, Inc. (PC)
 Asia Market Intelligence Ltd. (PC)
Computers for Marketing Corp. (CfMC) (PC)
 Creative Research Systems (PC)
 Datan, Inc. (Both)
 DBM Associates (PC)
 Decision Architects (PC)
 DESAN Marketresearch BV (PC)
 INFONETICS Corporation (PC)
 Market Research Software Ltd. (PC)
 Marketing Masters (PC)
Mercator Corporation (PC)
 Niche I Insight, Inc. (PC)
 NIPO, The Market Research Institute (PC)
 Power Knowledge Software, LLC (PC)
Pulse Train Technology (PC)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
 RONIN Corporation (PC)
Sawtooth Software, Inc. (PC)
Sawtooth Technologies (PC)
 Senecio Software, Inc. (PC)
 Socratic Software, Inc. (PC)
SPSS, Inc. (Both)
Surveycraft Systems, Inc. (PC)

Computer-Aided Self-Admin. Interviewing (CASI)

Americom Research, Inc. (PC)
The Analytical Group, Inc. (PC)
Asia Market Intelligence Ltd. (PC)
Comstat Research Corporation (Both)
Creative Research Systems (PC)
DBM Associates (PC)
Decision Architects (PC)
Digisoft Computers, Inc. (PC)
INFONETICS Corporation (PC)
Marketing Masters (PC)
Niche I Insight, Inc. (PC)
Pulse Train Technology (PC)
Quantime Corporation (Both)
Raosoftware, Inc. (PC)
Research Solutions (PC)
RONIN Corporation (PC)
Sawtooth Software, Inc. (PC)
Sawtooth Technologies (PC)
Senecio Software, Inc. (PC)
Socratic Software, Inc. (PC)
StatPac, Inc. (PC)
Surveycraft Systems, Inc. (PC)

Computer-Aided Telephone Interviewing (CATI)

Americom Research, Inc. (PC)
The Analytical Group, Inc. (PC)
Asia Market Intelligence Ltd. (PC)
Computers for Marketing Corp. (CfMC) (PC)
Creative Research Systems (PC)
DBM Associates (PC)
Decision Architects (PC)
DESAN Marketresearch BV (PC)
Digisoft Computers, Inc. (PC)
I/H/R Research Group (PC)
INFONETICS Corporation (PC)
Market Research Software Ltd. (PC)
Mercator Corporation (PC)
NCS (PC)
Niche I Insight, Inc. (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
Pulse Train Technology (Both)
Quantime Corporation (Both)
Raosoftware, Inc. (PC)
Research Solutions (PC)
RONIN Corporation (PC)
Sawtooth Software, Inc. (PC)
Sawtooth Technologies (PC)
Senecio Software, Inc. (PC)
Socratic Software, Inc. (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
Surveycraft Systems, Inc. (PC)
3D Software Services (PC)

Computer Coding

Able Software Co. (PC)
The Analytical Group, Inc. (PC)
Creative Research Systems (PC)
Customer Contact, Inc. (CCI) (Both)
Decision Architects (PC)
Decisive Technology (PC)
GeoDemographics, Ltd. (PC)
INFONETICS Corporation (PC)
NIPO, The Market Research Institute (PC)
Quantime Corporation (Both)
StatPac, Inc. (PC)
Surveycraft Systems, Inc. (PC)
MacGregor Suzuki, Inc. (PC)

3D Software Services (PC)

Computer Directed/Predictive Dialing

Computers for Marketing Corp. (CfMC) (PC)
DBM Associates (PC)
Digisoft Computers, Inc. (PC)
NIPO, The Market Research Institute (PC)
PRO-T-S Telephony Systems (Both)
Pulse Train Technology (Both)
Quantime Corporation (Both)

Computer Graphics

Able Software Co. (PC)
The Arbitron Company (PC)
Beach Tech Corporation (PC)
Buzzsaw Computing (PC)
Cognos Corporation (PC)
Decision Architects (PC)
GeoDemographics, Ltd. (PC)
INFONETICS Corporation (PC)
Manugistics, Inc. (PC)
Market Advantage Consulting & Software (PC)
NCSS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (PC)
Raosoftware, Inc. (PC)
Saja Software, Inc. (PC)
SAS Institute Inc. (Both)
Service Measurement Group, Inc. (PC)
Spring Systems (PC)
StatSoft, Inc. (PC)
Conjoint/Trade-off Analysis
Asia Market Intelligence Ltd. (PC)
Bretton-Clark (PC)
Cognos Corporation (PC)
Columbia Information Systems (PC)
EnVision Knowledge Products (PC)
NCS (PC)
NIPO, The Market Research Institute (PC)
Salford Systems (Both)
SAS Institute Inc. (Both)
Sawtooth Technologies (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)

Correspondence Analysis

Dataxiom Software, Inc. (PC)
Mathematical Data Systems, Inc. (PC)
NCS (PC)
NCSS (PC)
SAS Institute Inc. (Both)
Spring Systems (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Crosstabulation/Display

The Analytical Group, Inc. (PC)
Apian Software, Inc. (PC)
The Arbitron Company (PC)
Asia Market Intelligence Ltd. (PC)
Bruce Bell & Associates, Inc. (PC)
Buzzsaw Computing (PC)
Claritas, Inc. (Both)
Columbia Information Systems (PC)
Computers for Marketing Corp. (CfMC) (PC)
Creative Research Systems (PC)
Customer Contact, Inc. (CCI) (Both)
Data Probe, Inc. (PC)

Datan, Inc. (Both)
 Decision Architects (PC)
 Decisive Technology (PC)
 EnVision Knowledge Products (PC)
 INFONETICS Corporation (PC)
ISPC Ltd. (Both)
 Manugistics, Inc. (PC)
 Market Advantage Consulting & Software (PC)
 Marketing Masters (PC)
Mercator Corporation (PC)
Microtab, Inc. (PC)
 NCS (PC)
 NCSS (PC)
 NIPO, The Market Research Institute (PC)
 P-STAT, Inc. (Both)
PAI-Productive Access, Inc. (PC)
 Point-of-View™ Survey Systems (PC)
 Power Knowledge Software, LLC (PC)
 QMIRAC International, Inc. (PC)
 QQQ Software, Inc. (Both)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
 RONIN Corporation (PC)
 Saja Software, Inc. (PC)
 SAS Institute Inc. (Both)
 Senecio Software, Inc. (PC)
 Irwin P. Sharpe & Associates (PC)
 Socratic Software, Inc. (PC)
 Spring Systems (PC)
SPSS, Inc. (Both)
 Statistical Graphics Corporation (PC)
 StatPac, Inc. (PC)
 StatSoft, Inc. (PC)
 Suburban Associates (PC)
Surveycraft Systems, Inc. (PC)
 Trehwella, Cohen & Arbuckle, Inc. (PC)
 The Uncle Group, Inc. (PC)
 Jan Werner Data Processing (PC)

Data Editing

Apian Software, Inc. (PC)
 Asia Market Intelligence Ltd. (PC)
 Bruce Bell & Associates, Inc. (PC)
 Creative Research Systems (PC)
 Datan, Inc. (Both)
 Dataxiom Software, Inc. (PC)
 Decision Architects (PC)
 Detail Technologies, Inc. (PC)
 GeoDemographics, Ltd. (PC)
 Manugistics, Inc. (PC)
 Market Research Software Ltd. (PC)
 Marketing Masters (PC)
Mercator Corporation (PC)
Microtab, Inc. (PC)
 Multivariate Software, Inc. (Both)
 NCS (PC)
 NCSS (PC)
 NIPO, The Market Research Institute (PC)
 Optimum Solutions Corp. (PC)
 P-STAT, Inc. (Both)
 Point-of-View™ Survey Systems (PC)
Principia Products, Inc. (PC)
Pulse Train Technology (Both)
 QMIRAC International, Inc. (PC)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
Sawtooth Technologies (PC)
Scantron Survey Group (PC)
 Senecio Software, Inc. (PC)

Irwin P. Sharpe & Associates (PC)
 Spring Systems (PC)
SPSS, Inc. (Both)
 Statistical Graphics Corporation (PC)
 StatPac, Inc. (PC)
 StatSoft, Inc. (PC)
 Suburban Associates (PC)
Surveycraft Systems, Inc. (PC)
 Trehwella, Cohen & Arbuckle, Inc. (PC)
 Viking Software Services, Inc. (PC)
 Jan Werner Data Processing (PC)

Data Entry

The Analytical Group, Inc. (PC)
Apian Software, Inc. (PC)
 Asia Market Intelligence Ltd. (PC)
 Bruce Bell & Associates, Inc. (PC)
 Cardiff Software (Both)
 Comstat Research Corporation (Both)
 Creative Research Systems (PC)
 Datan, Inc. (Both)
 Dataxiom Software, Inc. (PC)
Decision Analyst, Inc. (PC)
 Decision Architects (PC)
 Decisive Technology (PC)
 DESAN Marketresearch BV (PC)
 Detail Technologies, Inc. (PC)
 GeoDemographics, Ltd. (PC)
 INFONETICS Corporation (PC)
 Manugistics, Inc. (PC)
 Market Research Software Ltd. (PC)
 Marketing Masters (PC)
MDSS (PC)
Mercator Corporation (PC)
Microtab, Inc. (PC)
 Multivariate Software, Inc. (Both)
 NCS (PC)
 NCSS (PC)
 Optimum Solutions Corp. (PC)
 P-STAT, Inc. (Both)
Pine Company (PC)
 Point-of-View™ Survey Systems (PC)
 Power Knowledge Software, LLC (PC)
Principia Products, Inc. (PC)
 Pros & Cons, Inc. (PC)
Pulse Train Technology (Both)
 QMIRAC International, Inc. (PC)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
 ReadSoft, Inc. (PC)
Research Solutions (PC)
 Saja Software, Inc. (PC)
Sawtooth Software, Inc. (PC)
Sawtooth Technologies (PC)
Scantron Survey Group (PC)
 Senecio Software, Inc. (PC)
 Service Measurement Group, Inc. (PC)
 Irwin P. Sharpe & Associates (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, Inc. (PC)
 The Uncle Group, Inc. (PC)
 Viking Software Services, Inc. (PC)

Database Management Programs

Asia Market Intelligence Ltd. (PC)
Datanetics (PC)
Decision Architects (PC)
INFONETICS Corporation (PC)
Information Management Assoc., Inc. (IMA) (Both)

Marketing Systems Group (Both)

MDSS (PC)

Niche I Insight, Inc. (PC)
Optimum Solutions Corp. (PC)
P-STAT, Inc. (Both)

Raosoftware, Inc. (PC)

Research Solutions (PC)

Spring Systems (PC)
StatSoft, Inc. (PC)
3D Software Services (PC)

Decision Support Software

Claritas, Inc. (Both)
Cognos Corporation (PC)
Decision Architects (PC)
Decisive Technology (PC)
EnVision Knowledge Products (PC)

MDSS (PC)

NCS (PC)
NCSS (PC)
P-STAT, Inc. (Both)

Raosoftware, Inc. (PC)

Sammamish Data Systems (PC)
SAS Institute Inc. (Both)
Smart Software, Inc. (PC)
Spring Systems (PC)
StatSoft, Inc. (PC)
Tactician Corporation (PC)

Demographic Analysis

Able Software Co. (PC)
Apian Software, Inc. (PC)
The Arbitron Company (PC)
Bruce Bell & Associates, Inc. (PC)
CACI Marketing Systems (Both)
Claritas, Inc. (Both)
Cognos Corporation (PC)
Customer Contact, Inc. (CCI) (Both)
Decision Architects (PC)
GENESYS Sampling Systems (Both)
GeoDemographics, Ltd. (PC)
Marketing Masters (PC)
Mercator Corporation (PC)
National Decision Systems (PC)
NCS (PC)
Niche I Insight, Inc. (PC)
QQQ Software, Inc. (Both)
Qualitative Marketing Software, Inc. (PC)
Raosoftware, Inc. (PC)
Research Solutions (PC)
Saja Software, Inc. (PC)
Sammamish Data Systems (PC)
SAS Institute Inc. (Both)
Scantron Survey Group (PC)
Senecio Software, Inc. (PC)
Spectra/Market Metrics, Inc. (Both)
Spring Systems (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
Tactician Corporation (PC)
Tetrad Computer Applications, Ltd. (PC)

Discriminant Analysis

Asia Market Intelligence Ltd. (PC)
Dataxiom Software, Inc. (PC)
Manugistics, Inc. (PC)
Mathematical Data Systems, Inc. (PC)
NCS (PC)
NCSS (PC)
P-STAT, Inc. (Both)
SAS Institute Inc. (Both)
Scantron Survey Group (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
Statistical Graphics Corporation (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Discriminant Function ANOVA

The Analytical Group, Inc. (PC)

Asia Market Intelligence Ltd. (PC)
Dataxiom Software, Inc. (PC)
Manugistics, Inc. (PC)
NCSS (PC)
SAS Institute Inc. (Both)
Spring Systems (PC)
Statistical Graphics Corporation (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Disk By Mail Interviewing

Americom Research, Inc. (PC)
The Analytical Group, Inc. (PC)
Catapult Systems Corp. (PC)
Computers for Marketing Corp. (CFMC) (PC)
Creative Research Systems (PC)
Marketing Masters (PC)
NCS (PC)
Niche I Insight, Inc. (PC)
Quantime Corporation (Both)
Raosoftware, Inc. (PC)
Research Solutions (PC)
RONIN Corporation (PC)
Saja Software, Inc. (PC)
Sawtooth Software, Inc. (PC)
Sawtooth Technologies (PC)
Senecio Software, Inc. (PC)
Socratic Software, Inc. (PC)
StatPac, Inc. (PC)
William Steinberg Consultants, Inc. (PC)

Electronic Group Measurement

(See also Audience Response System)

Columbia Information Systems (PC)

NCS (PC)
Point-of-View™ Survey Systems (PC)
Experimental Design Theory
Dataxiom Software, Inc. (PC)
Manugistics, Inc. (PC)
NCSS (PC)
Salford Systems (Both)
SAS Institute Inc. (Both)
Statistical Graphics Corporation (PC)
StatSoft, Inc. (PC)

Factor Analysis/Principal Comp.

Asia Market Intelligence Ltd. (PC)
Cognos Corporation (PC)
Dataxiom Software, Inc. (PC)
Manugistics, Inc. (PC)

Mathematical Data Systems, Inc. (PC)
Multivariate Software, Inc. (Both)
NCS (PC)
NCSS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
SAS Institute Inc. (Both)
Spring Systems (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Field Management

The Analytical Group, Inc. (PC)
Cognos Corporation (PC)
MDSS (PC)
NIPO, The Market Research Institute (PC)
Surveycraft Systems, Inc. (PC)
Tactician Corporation (PC)
Time & Territory Management, Inc. (Both)

Focus Group/Qualitative Transcript Analysis

Comstat Research Corporation (Both)
NCS (PC)
Raosoft, Inc. (PC)

Focus Group Management

Datanetics (PC)
Marketing Masters (PC)
MDSS (PC)
NCS (PC)

Forms Processing

Datan, Inc. (Both)
NCS (PC)
Optimum Solutions Corp. (PC)
Pine Company (PC)
Principia Products, Inc. (PC)
Pulse Train Technology (PC)
Raosoft, Inc. (PC)
ReadSoft, Inc. (PC)
Spring Systems (PC)
SPSS, Inc. (PC)

Generation/Balanced Sampling Design

GENESYS Sampling Systems (Both)
Microtab, Inc. (PC)
NCS (PC)
NCSS (PC)
P-STAT, Inc. (Both)
Trehwella, Cohen & Arbuckle, Inc. (T/C/A) (PC)

Geographic Information Services

The Arbitron Company (PC)
Caliper Corporation (PC)
Claritas, Inc. (Both)
GeoDemographics, Ltd. (PC)
Qualitative Marketing Software, Inc. (PC)
Sammamish Data Systems (PC)
SAS Institute Inc. (Both)
SPSS, Inc. (PC)
Tactician Corporation (PC)
Tetrad Computer Applications, Ltd. (PC)

Hand Print Recognition

Cardiff Software (Both)
NCS (PC)

Optimum Solutions Corp. (PC)
Quantime Corporation (Both)
ReadSoft, Inc. (PC)
SPSS, Inc. (PC)

Indexing

Customer Contact, Inc. (CCI) (Both)
Microtab, Inc. (PC)
PAI-Productive Access, Inc. (PC)
Scantron Survey Group (PC)
Viking Software Services, Inc. (PC)

Interaction/Classification Analysis

Cognos Corporation (PC)
EnVision Knowledge Products (PC)
Salford Systems (Both)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Interactive Tabulation

Apian Software, Inc. (PC)
Datan, Inc. (Both)
Decisive Technology (PC)
EnVision Knowledge Products (PC)
ISPC Ltd. (Both)
Niche I Insight, Inc. (PC)
P-STAT, Inc. (Both)
PAI-Productive Access, Inc. (PC)
Power Knowledge Software, LLC (PC)
Pulse Train Technology (Both)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
Irwin P. Sharpe & Associates (PC)
StatPac, Inc. (PC)
Surveycraft Systems, Inc. (PC)
The Uncle Group, Inc. (PC)

Internet Interviewing

Americom Research, Inc. (PC)
Apian Software, Inc. (PC)
Asia Market Intelligence Ltd. (PC)
Beach Tech Corporation (PC)
Catapult Systems Corp. (PC)
Comstat Research Corporation (Both)
Decision Analyst, Inc. (PC)
Decision Architects (PC)
Decisive Technology (PC)
Marketing Masters (PC)
Mercator Corporation (PC)
NIPO, The Market Research Institute (PC)
Power Knowledge Software, LLC (PC)
Pulse Train Technology (PC)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
RONIN Corporation (PC)
Sawtooth Software, Inc. (PC)
Senecio Software, Inc. (PC)
Socratic Software, Inc. (PC)
Surveycraft Systems, Inc. (PC)
3D Software Services (PC)
Key-to-Disk
Mercator Corporation (PC)
Suburban Associates (PC)
Surveycraft Systems, Inc. (PC)
The Uncle Group, Inc. (PC)
Viking Software Services, Inc. (PC)

Logit/Linear Analysis

Apian Software, Inc. (PC)

Asia Market Intelligence Ltd. (PC)
Dataxiom Software, Inc. (PC)
EnVision Knowledge Products (PC)
Manugistics, Inc. (PC)
Mathematical Data Systems, Inc. (PC)
NCSS (PC)
P-STAT, Inc. (PC)
Salford Systems (Both)
Spring Systems (PC)

SPSS, Inc. (Both)

Statistical Graphics Corporation (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Market Matching

The Arbitron Company (PC)
Customer Contact, Inc. (CCI) (Both)
Pulse Analytics, Inc. (PC)

Market Segmentation

Apian Software, Inc. (PC)

The Arbitron Company (PC)
CACI Marketing Systems (Both)
Claritas, Inc. (Both)
Cognos Corporation (PC)
Customer Contact, Inc. (CCI) (Both)
Decision Architects (PC)
EnVision Knowledge Products (PC)
GeoDemographics, Ltd. (PC)
Mathematical Data Systems, Inc. (PC)
National Decision Systems (PC)
NCS (PC)

Niche I Insight, Inc. (PC)

NIPO, The Market Research Institute (PC)

Pulse Analytics, Inc. (PC)

Salford Systems (Both)
Sammamish Data Systems (PC)
SAS Institute Inc. (Both)

Sawtooth Software, Inc. (PC)

Spring Systems (PC)

SPSS, Inc. (Both)

Marketing Effectiveness Measurement
Customer Contact, Inc. (CCI) (Both)
Information Management Assoc., Inc. (IMA) (Both)
Niche I Insight, Inc. (PC)

Raosoftware, Inc. (PC)

SAS Institute Inc. (Both)

SPSS, Inc. (Both)

Techtel Corporation (PC)

Media Analysis

The Arbitron Company (PC)
Bruce Bell & Associates, Inc. (PC)
Customer Contact, Inc. (CCI) (Both)
Mathematical Data Systems, Inc. (PC)

Pulse Train Technology (PC)

SAS Institute Inc. (Both)

SPSS, Inc. (Both)

StatPac, Inc. (PC)

Multi-Dimensional Scaling

Apian Software, Inc. (PC)

Mathematical Data Systems, Inc. (PC)
NCS (PC)
NCSS (PC)
SAS Institute Inc. (Both)

Scantron Survey Group (PC)

Spring Systems (PC)

SPSS, Inc. (Both)

StatSoft, Inc. (PC)

Multi-Paired Comparison

Decision Analyst, Inc. (PC)

Manugistics, Inc. (PC)
Market Advantage Consulting & Software (PC)
NCSS (PC)
Pulse Analytics, Inc. (PC)
SAS Institute Inc. (Both)
Spring Systems (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Multinomial Logit Analysis

EnVision Knowledge Products (PC)
Mathematical Data Systems, Inc. (PC)
Salford Systems (Both)
SAS Institute Inc. (Both)
StatSoft, Inc. (PC)

Multivariate Methods

Asia Market Intelligence Ltd. (PC)
Buzzsaw Computing (PC)
Claritas, Inc. (Both)
Cognos Corporation (PC)
Comstat Research Corporation (Both)
Creative Research Systems (PC)
Manugistics, Inc. (PC)
Multivariate Software, Inc. (Both)
NCSS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
Pulse Analytics, Inc. (PC)
SAS Institute Inc. (Both)
Senecio Software, Inc. (PC)
Smart Software, Inc. (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Name Generation

The Namestormers (PC)

Non-Parametric Statistics
Multivariate Software, Inc. (Both)
NCSS (PC)
P-STAT, Inc. (Both)
Salford Systems (Both)
SAS Institute Inc. (Both)
Senecio Software, Inc. (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
Statistical Graphics Corporation (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

OCR/ICR

Cardiff Software (Both)
Decision Architects (PC)
Mercator Corporation (PC)
NCS (Both)
Optimum Solutions Corp. (PC)
Pine Company (PC)
Pulse Train Technology (PC)
Quantime Corporation (PC)

ReadSoft, Inc. (PC)
 SAS Institute Inc. (Both)
SPSS, Inc. (PC)

OMR

Cardiff Software (Both)
 Creative Research Systems (PC)
 NCS (Both)
 Optimum Solutions Corp. (PC)
Pine Company (PC)
Principia Products, Inc. (PC)
Quantime Corporation (PC)
 ReadSoft, Inc. (PC)
SPSS, Inc. (PC)

Pattern Analysis

Able Software Co. (PC)
 Cognos Corporation (PC)
 GeoDemographics, Ltd. (PC)
 NCSS (PC)
Raosoft, Inc. (PC)
 Salford Systems (Both)
 SAS Institute Inc. (Both)

Perceptual Mapping

Able Software Co. (PC)
 Bretton-Clark (PC)
 Caliper Corporation (PC)
 EnVision Knowledge Products (PC)
 Market Advantage Consulting & Software (PC)
 NCSS (PC)
 SAS Institute Inc. (Both)
Sawtooth Software, Inc. (PC)
 Spring Systems (PC)
SPSS, Inc. (Both)
 StatPac, Inc. (PC)

Price Elasticity Measurement

Cognos Corporation (PC)
 EnVision Knowledge Products (PC)
 Spring Systems (PC)

Programming Language

Datan, Inc. (Both)
 Decision Architects (PC)
 P-STAT, Inc. (Both)
Quantime Corporation (Both)
 Senecio Software, Inc. (PC)
SPSS, Inc. (Both)
 StatPac, Inc. (PC)
 StatSoft, Inc. (PC)
Surveycraft Systems, Inc. (PC)
 Tactician Corporation (PC)

Quadrant Analysis

Mathematical Data Systems, Inc. (PC)
Research Solutions (PC)
 SAS Institute Inc. (Both)
 Spectra/Market Metrics, Inc. (Both)
 Spring Systems (PC)
 StatSoft, Inc. (PC)

Questionnaire Design

Apian Software, Inc. (PC)
 Beach Tech Corporation (PC)
 Catapult Systems Corp. (PC)

Customer Contact, Inc. (CCI) (Both)
 Datan, Inc. (Both)
 DBM Associates (PC)
 Decision Architects (PC)
 Decisive Technology (PC)
 DESAN Marketresearch BV (PC)
 Digisoft Computers, Inc. (PC)
 GeoDemographics, Ltd. (PC)
 INFONETICS Corporation (PC)
 Market Research Software Ltd. (PC)
Mercator Corporation (PC)
 NCS (PC)
 Niche I Insight, Inc. (PC)
 NIPO, The Market Research Institute (PC)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
Sawtooth Technologies (PC)
 Senecio Software, Inc. (PC)
 Socratic Software, Inc. (PC)
SPSS, Inc. (PC)
 StatPac, Inc. (PC)
 William Steinberg Consultants, Inc. (PC)
Surveycraft Systems, Inc. (PC)

Ranking

Americom Research, Inc. (PC)
The Analytical Group, Inc. (PC)
 The Arbitron Company (PC)
 Asia Market Intelligence Ltd. (PC)
 Creative Research Systems (PC)
 Datan, Inc. (Both)
 Dataxiom Software, Inc. (PC)
 INFONETICS Corporation (PC)
 Marketing Masters (PC)
Mercator Corporation (PC)
Microtab, Inc. (PC)
 NCS (PC)
 NCSS (PC)
 NIPO, The Market Research Institute (PC)
 P-STAT, Inc. (Both)
PAI-Productive Access, Inc. (PC)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
 Saja Software, Inc. (PC)
Sawtooth Technologies (PC)
Scantron Survey Group (PC)
 Irwin P. Sharpe & Associates (PC)
 Spring Systems (PC)
 StatPac, Inc. (PC)
 StatSoft, Inc. (PC)
 Trehwella, Cohen & Arbuckle, Inc. (T/C/A) (PC)

Regression/Correlation Analysis

Asia Market Intelligence Ltd. (PC)
 Buzzsaw Computing (PC)
 Cognos Corporation (PC)
 Comstat Research Corporation (Both)
 Creative Research Systems (PC)
 Dataxiom Software, Inc. (PC)
 Decision Architects (PC)
 EnVision Knowledge Products (PC)
 Manugistics, Inc. (PC)
 Marketing Masters (PC)
 Multivariate Software, Inc. (Both)
 NCSS (PC)
 NIPO, The Market Research Institute (PC)
 P-STAT, Inc. (Both)

Power Knowledge Software, LLC (PC)
Raosoft, Inc. (PC)
Salford Systems (Both)
SAS Institute 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 (PC)

Sales Analysis

The Arbitron Company (PC)
Cognos Corporation (PC)
Decision Architects (PC)
Information Management Assoc., Inc. (IMA) (Both)
Mathematical Data Systems, Inc. (PC)
NCS (PC)
Raosoft, Inc. (PC)
SAS Institute Inc. (Both)
Smart Software, Inc. (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
Tactician Corporation (PC)
Time & Territory Management, Inc. (Both)

Sales Database

The Arbitron Company (PC)
Datanetics (PC)
Digisoft Computers, Inc. (PC)
GeoDemographics, Ltd. (PC)
Information Management Assoc., Inc. (IMA) (Both)
Marketing Systems Group (Both)
Raosoft, Inc. (PC)

Sales Effectiveness Measurement

Claritas, Inc. (Both)
Cognos Corporation (PC)
Decision Architects (PC)
Raosoft, Inc. (PC)
StatPac, Inc. (PC)
Tactician Corporation (PC)
Time & Territory Management, Inc. (Both)

Sales Forecasting

Cognos Corporation (PC)
Delphus, Inc. (PC)
EnVision Knowledge Products (PC)
Market Advantage Consulting & Software (PC)
Market Probe International, Inc. (PC)
NCSS (PC)
P-STAT, Inc. (Both)
SAS Institute Inc. (Both)
Smart Software, Inc. (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
Statistical Graphics Corporation (PC)
Time & Territory Management, Inc. (Both)

Sample Size Determination

The Arbitron Company (PC)
Comstat Research Corporation (Both)
Creative Research Systems (PC)
Dataxiom Software, Inc. (PC)

Decision Analyst, Inc. (PC)
GENESYS Sampling Systems (Both)
Manugistics, Inc. (PC)
Maritz Marketing Research Inc. (PC)
Mathematical Data Systems, Inc. (PC)
NCS (PC)
NCSS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
Pulse Analytics, Inc. (PC)
Raosoft, Inc. (PC)
SPSS, Inc. (PC)
Statistical Graphics Corporation (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)

Sample Weighting

The Analytical Group, Inc. (PC)
The Arbitron Company (PC)
Creative Research Systems (PC)
Decision Architects (PC)
GENESYS Sampling Systems (Both)
Marketing Masters (PC)
Mercator Corporation (PC)
Microtab, Inc. (PC)
NCS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)
Suburban Associates (PC)
Surveycraft Systems, Inc. (PC)
Trehwella, Cohen & Arbuckle, Inc. (T/C/A) (PC)
Jan Werner Data Processing (PC)

Sampling Systems

The Arbitron Company (PC)
GENESYS Sampling Systems (Both)
NCS (PC)
NIPO, The Market Research Institute (PC)
Pulse Analytics, Inc. (PC)
SAS Institute Inc. (Both)
StatSoft, Inc. (PC)
Survey Sampling, Inc. (PC)

Scanning Systems

Able Software Co. (PC)
Creative Research Systems (PC)
Customer Contact, Inc. (CCI) (Both)
NCS (PC)
Pine Company (PC)
Principia Products, Inc. (PC)
Quantime Corporation (Both)
Scantron Survey Group (PC)

Simulation Modeling

Cognos Corporation (PC)
EnVision Knowledge Products (PC)
Manugistics, Inc. (PC)
Market Advantage Consulting & Software (PC)
Market Probe International, Inc. (PC)
Multivariate Software, Inc. (Both)
Pulse Analytics, Inc. (PC)
SAS Institute Inc. (Both)
Spring Systems (PC)

StatSoft, Inc. (PC)
Techtel Corporation (PC)

Site Evaluation

CACI Marketing Systems (Both)
Claritas, Inc. (Both)
Cognos Corporation (PC)
National Decision Systems (PC)
Sammamish Data Systems (PC)
Spectra/Market Metrics, Inc. (Both)
SPSS, Inc. (Both)
SurveySite (PC)
Tactician Corporation (PC)

Survey Analysis

Apian Software, Inc. (PC)
The Arbitron Company (PC)
Bruce Bell & Associates, Inc. (PC)
Cognos Corporation (PC)
Comstat Research Corporation (Both)
Creative Research Systems (PC)
Customer Contact, Inc. (CCI) (Both)
Datan, Inc. (Both)
Dataxiom Software, Inc. (PC)
Decision Architects (PC)
Decisive Technology (PC)
INFONETICS Corporation (PC)
ISPC Ltd. (Both)
Mercator Corporation (PC)
Multivariate Software, Inc. (Both)
NCS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
PAI-Productive Access, Inc. (PC)
Pine Company (PC)
Principia Products, Inc. (PC)
QMIRAC International, Inc. (PC)
QQQ Software, Inc. (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
Saja Software, Inc. (PC)
SAS Institute Inc. (Both)
Scantron Survey Group (PC)
Senecio Software, Inc. (PC)
Irwin P. Sharpe & Associates (PC)
Socratic Software, Inc. (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)
William Steinberg Consultants, Inc. (PC)
Surveycraft Systems, Inc. (PC)
SurveySite (PC)
Techtel Corporation (PC)

T-Tests

The Analytical Group, Inc. (PC)
Bruce Bell & Associates, Inc. (PC)
Buzzsaw Computing (PC)
Cognos Corporation (PC)
Columbia Information Systems (PC)
Comstat Research Corporation (Both)
Creative Research Systems (PC)
Datan, Inc. (Both)
DataStar, Inc. (PC)
Dataxiom Software, Inc. (PC)
Decision Analyst, Inc. (PC)
Decision Architects (PC)
Detail Technologies, Inc. (PC)
Manugistics, Inc. (PC)

Maritz Marketing Research Inc. (PC)
Marketing Masters (PC)
Mathematical Data Systems, Inc. (PC)
Mercator Corporation (PC)
Microtab, Inc. (PC)
Multivariate Software, Inc. (Both)
NCSS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
PAI-Productive Access, Inc. (PC)
Power Knowledge Software, LLC (PC)
Pulse Train Technology (Both)
QMIRAC International, Inc. (PC)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
SAS Institute Inc. (Both)
Senecio Software, Inc. (PC)
Irwin P. Sharpe & Associates (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
Statistical Graphics Corporation (PC)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)
Surveycraft Systems, Inc. (PC)

Table Editing

Creative Research Systems (PC)
Data Probe, Inc. (PC)
Datan, Inc. (Both)
Dataxiom Software, Inc. (PC)
Decision Architects (PC)
Manugistics, Inc. (PC)
Mercator Corporation (PC)
Microtab, Inc. (PC)
P-STAT, Inc. (Both)
Pulse Train Technology (Both)
QQQ Software, Inc. (Both)
Quantime Corporation (Both)
Raosoft, Inc. (PC)
Research Solutions (PC)
Irwin P. Sharpe & Associates (PC)
Spring Systems (PC)
SPSS, Inc. (Both)
StatPac, Inc. (PC)
StatSoft, Inc. (PC)
Suburban Associates (PC)
Surveycraft Systems, Inc. (PC)

Tabulation System

The Analytical Group, Inc. (PC)
Apian Software, Inc. (PC)
Bruce Bell & Associates, Inc. (PC)
Columbia Information Systems (PC)
Creative Research Systems (PC)
Data Probe, Inc. (Both)
Datan, Inc. (Both)
Dataxiom Software, Inc. (PC)
Decision Architects (PC)
Decisive Technology (PC)
INFONETICS Corporation (PC)
ISPC Ltd. (Both)
Mercator Corporation (PC)
Microtab, Inc. (PC)
NCS (PC)
NIPO, The Market Research Institute (PC)
P-STAT, Inc. (Both)
Pine Company (PC)
Point-of-View™ Survey Systems (PC)
Power Knowledge Software, LLC (PC)
Principia Products, Inc. (PC)

Pulse Train Technology (Both)

QMIRAC International, Inc. (PC)

QQQ Software, Inc. (Both)

Quantime Corporation (Both)

Research Solutions (PC)

Scantron Survey Group (PC)

Irwin P. Sharpe & Associates (PC)

Socratic Software, Inc. (PC)

Spring Systems (PC)

SPSS, Inc. (Both)

StatPac, Inc. (PC)

William Steinberg Consultants, Inc. (PC)

Suburban Associates (PC)

Surveycraft Systems, Inc. (PC)

Trewhella, Cohen & Arbuckle, Inc. (T/C/A) (PC)

The Uncle Group, Inc. (PC)

Jan Werner Data Processing (PC)

Telephone Interviewing/Sampling

Computers for Marketing Corp. (C/MC) (PC)

Creative Research Systems (PC)

DBM Associates (PC)

Decision Architects (PC)

Digisoft Computers, Inc. (PC)

I/H/R Research Group (PC)

Marketing Masters (PC)

Mercator Corporation (PC)

NIPO, The Market Research Institute (PC)

Pulse Train Technology (PC)

Quantime Corporation (Both)

Raosoft, Inc. (PC)

Research Solutions (PC)

Sawtooth Technologies (PC)

Senecio Software, Inc. (PC)

SPSS, Inc. (Both)

StatPac, Inc. (PC)

Surveycraft Systems, Inc. (PC)

Text Analysis

Apian Software, Inc. (PC)

Comstat Research Corporation (Both)

Creative Research Systems (PC)

Decision Architects (PC)

ISPC Ltd. (Both)

Mercator Corporation (PC)

P-STAT, Inc. (Both)

Raosoft, Inc. (PC)

Spring Systems (PC)

SPSS, Inc. (PC)

StatPac, Inc. (PC)

Thurstone Scaling

NCSS (PC)

Time Series Analysis

Cognos Corporation (PC)

Datxiom Software, Inc. (PC)

EnVision Knowledge Products (PC)

Manugistics, Inc. (PC)

NCS (PC)

NCSS (PC)

P-STAT, Inc. (Both)

PAI-Productive Access, Inc. (PC)

Smart Software, Inc. (PC)

Spring Systems (PC)

SPSS, Inc. (Both)

Statistical Graphics Corporation (PC)

StatSoft, Inc. (PC)

Techtel Corporation (PC)

Touch-Tone Interviewing (TATI)

DBM Associates (PC)

NCS (PC)

PRO-T-S Telephony Systems (Both)

Quantime Corporation (Both)

Translation

Quantime Corporation (Both)

Verbatim Coding

The Analytical Group, Inc. (PC)

Apian Software, Inc. (PC)

Comstat Research Corporation (Both)

Creative Research Systems (PC)

Decision Architects (PC)

INFONETICS Corporation (PC)

Mercator Corporation (PC)

Microtab, Inc. (PC)

NCS (PC)

Optimum Solutions Corp. (PC)

Quantime Corporation (Both)

Raosoft, Inc. (PC)

Research Solutions (PC)

Sawtooth Technologies (PC)

Service Measurement Group, Inc. (PC)

StatPac, Inc. (PC)

Surveycraft Systems, Inc. (PC)

Volumetric Analysis

The Analytical Group, Inc. (PC)

Datan, Inc. (Both)

NCS (PC)

Software Title Cross-Index

ABASE, Advanced Data Research, Inc.

Abtab for Windows, Bruce Bell & Associates, Inc.

ACA System, Sawtooth Software, Inc.

AdCheck™, Asia Market Intelligence Ltd.

ADTABulous™, CRC Data Systems

Advanced Statistics Program, P-STAT, Inc.

Advantage®, Spectra/Market Metrics, Inc.

AMI PinPoint™, Asia Market Intelligence Ltd.

Amos, SPSS, Inc.

AnswerTree, SPSS, Inc.

ARGUS Perceptual Mapper, Spring Systems

Arthur, The Analytical Group, Inc.

ASK?em, INFONETICS Corporation

AUTOCODE™, MacGregor Suzuki, Inc.

AutoData Pro™ II, AutoData Systems

AutoData Survey, AutoData Systems

Automated Research Communications Sys. (ARCS), DBM Associates

AutoTour, Time & Territory Management, Inc.

Bellview, Pulse Train Technology

Bellview Scan, Pulse Train Technology

Bridger, Bretton-Clark

C-Gen, William Steinberg Consultants, Inc.

Cardiff Software, Cardiff Software

CART (classification & Regression Trees), Salford Systems

Catalog of software products, SciTech International, Inc.

CATI-Net, Americom Research, Inc.

CatiHelp, I/H/R Research Group

CBC System, Sawtooth Software, Inc.

CCA System, Sawtooth Software, Inc.

Censational Mapper Forecast, GeoDemographics, Ltd.

Centrus™ Desktop, Qualitative Marketing Software, Inc.

ChannelSolv, Market Advantage Consulting & Software

Ci3 CATI for Windows, Sawtooth Technologies**Ci3 for Windows, Sawtooth Technologies****Ci3 System, Sawtooth Software, Inc.**

Claritas Coder, Claritas, Inc.

Claritas Connect, Claritas, Inc.

Claritas Mapping, Claritas, Inc.

Compass, 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.

Crossfire, Market Advantage Consulting & Software

Custom Applications, Datanetics

Custom Software Packages, Pine Company

Customer Support Help Desk, SolutionDesk

CVA System, Sawtooth Software, Inc.

Data Entry Program, P-STAT, Inc.

Data Manipulation, Microtab, Inc.

Data Mining Automation Engine, Market Advantage Consulting & Software

DataTrix, Dataxiom Software, Inc.

DecisionSource, Decisive Technology

Decisive Survey, Decisive Technology

DPL Decision Analysis Software, Applied Decision Analysis, Inc.

E-Form Version 1.0, Beach Tech Corporation

E-Surveys, Research Solutions

The EDGE TeleBusiness® Software Sys., Information Management Assoc., Inc.

Enlighten™, Spectra/Market Metrics, Inc.

Enlighten™ for Retailers, Spectra/Market Metrics, Inc.

EQS Structural Equation Modeling Software, Multivariate Software, Inc.

Eyes & Hands, ReadSoft, Inc.

EZ-Map, Datalogics

EZSurvey 97 for the Internet, Raosoft, Inc.

FAQSS, Optimum Solutions Corp.

FASTAB, Datan, Inc.

Feedback Manager, Service Measurement Grp, Inc.

Flo - Stat 2, Senecio Software, Inc.

4THOUGHT, Cognos Corporation

4TUNE, Cognos Corporation

Futrex, Datalogics

GENESYS Sampling Systems, GENESYS Sampling Systems**GENESYS-ID, GENESYS Sampling Systems****GENESYS-Plus, GENESYS Sampling Systems**

GeoSight, Sammamish Data Systems

GeoStan™, Qualitative Marketing Software, Inc.

GISPLUS, Caliper Corporation

Gold, Microtab, Inc.**Headliner, The Namestormers**

HitSearch™, Eagle Research - Denver

HitSearch™, Eagle Research - Atlanta

Housing Planning Analysis, GeoDemographics, Ltd.

Hyper Q., Americom Research, Inc.

I-Net, Americom Research, Inc.

ICE Module, Sawtooth Software, Inc.**IdeaMap® Wizard™, Moskowitz Jacobs Inc.**

ImagEntry, Viking Software Services, Inc.

In2itive Products, SPSS, Inc.

Industry Info Analysis, GeoDemographics, Ltd.

InfoMark, Claritas, Inc.

InfoMark®, National Decision Systems

Informix Interface Program, P-STAT, Inc.

Inquisite Survey, Catapult Systems Corp.

Interviewdisk™, Marketing Metrics, Inc.

INTERVIEWER, INFO ZERO UN

IT CATI/CAPI, DESAN Marketresearch BV

IT Dmaker, DESAN Marketresearch BV

ITE Browser, ISPC Ltd.**ITE Electronic Fiche, ISPC Ltd.****ITE Publisher, ISPC Ltd.****ITE Web Publisher, ISPC Ltd.****Juggler, The Analytical Group, Inc.****Knockout, The Analytical Group, Inc.****Latent Class Module, Sawtooth Software, Inc.**

LOGIT, Salford Systems

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.

Mapping, Mathematical Data Systems, Inc.

MAPTITUDE, Caliper Corporation

Maritz StatsSM, Maritz Marketing Research Inc.

Market Analysis Systems, Applied Decision Analysis, Inc.

MarketQuest, Claritas, Inc.

MarketSight 2.5, Decision Architects

MaximiSer, The Arbitron Company

MCA=, Bretton-Clark

Media Professional, The Arbitron Company

MENTOR, Computers for Marketing Corp.

MERLIN Tabulation System, Datan, Inc.

MERLINPlus, Datan, Inc.

MERLINT, Datan, Inc.

MicroVision™, National Decision Systems

MKTSIM, Spring Systems

MPA, Detail Technologies, Inc.

MT/Stat, Microtab, Inc.**mTAB Research Analysis System, PAI- Productive Access, Inc.****NamePro, The Namestormers****Named, The Namestormers**

NCS Survey, NCS

NCS Works, NCS

NCSS, NCSS

Network TV Optimizer, Spectra/Market Metrics, Inc.

Neuro Map, EnVision Knowledge Products

Neuro Seg, EnVision Knowledge Products

NewView, SPSS, Inc.

Niche 1 Insight™, Niche I Insight, Inc.

NIPO CAPI System, NIPO, The Market Research Institute

NIPO CATI System, NIPO, The Market Research Institute

NIPO DIANA, NIPO, The Market Research Institute

NIPO Interview System (Stand alone), NIPO, The Market Research Institute

NIPO Paper System, NIPO, The Market Research Institute

ONCEOVER, Detail Technologies, Inc.

P-STAT® Base Program, P-STAT, Inc.

Panel Net, Americom Research, Inc.

Par Survey GST, Scantron Survey Group

PASS, NCSS

Pcensus, Tetrad Computer Applications, Ltd.

PCPUNCH, Pros & Cons, Inc.

PEER Planner for Windows, Delphus, Inc.

Perception Analyzer, Columbia Information Sys.**PinPoint, Research Solutions****Plastic, Microtab, Inc.****Platinum, Microtab, Inc.**

Pop-up Survey Software, SurveySite

Positioning, Mathematical Data Systems, Inc.

PositionSolv, Market Advantage Cnsltg & Software

POST™, CRC Data Systems

Power & Precision, Dataxiom Software, Inc.

PowerTab™, Power Knowledge Software, LLC

PrefSolv, Market Advantage Consulting & Software

PRO-T-S (Proactive Telephony Systems), PRO-T-S Telephony Systems**Professional, Microtab, Inc.****Professional W/Stat, Microtab, Inc.**

ProphetPoint®, National Decision Systems

Psearch, Tetrad Computer Applications, Ltd.

Pulsar, Pulse Train Technology**Pulse Survey II, Scantron Survey Group**

Pulse/K-of-N™, Pulse Analytics, Inc.

Pulse/MPC™, Pulse Analytics, Inc.

Pulse/QSEG™, Pulse Analytics, Inc.

Pulse/QUAD™, Pulse Analytics, Inc.

Pulse/TURF™, Pulse Analytics, Inc.

Q-Leap, The Analytical Group, Inc.

QBAL, Jan Werner Data Processing
 QBAL, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)
 QEDIT, Jan Werner Data Processing
 QEDIT, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)
 QGEN, Jan Werner Data Processing
 QGEN, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)
 QMARG, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)
 QMARG, Jan Werner Data Processing
 QPS for Windows, QMIRAC International, Inc.
 QPS for Windows, Market Research Software Ltd.
QScan, Quantime Corporation
 QTAB, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)
 QTAB-II, Jan Werner Data Processing
 QTILE, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)
The QTS, Quantime Corporation
 Qualitative Software, Customer Contact, Inc. (CCI)
QuancepCATI, Quantime Corporation
Quancept API, Quantime Corporation
Quancept Web, Quantime Corporation
Quanquest, Quantime Corporation
Quantime Products, SPSS, Inc.
Quantum, Quantime Corporation
Quanvert, Quantime Corporation
QueryXM, The Analytical Group, Inc.
 Quick Post, Data Probe, Inc.
 Quick STATISTICA/Mac, StatSoft, Inc.
 Quick STATISTICA/W, StatSoft, Inc.
 QUICK-POLL - Survey System, Touch Base Computing
Quinput, Quantime Corporation
 QWRITERII for Windows, Point-of-View™ Survey Systems
 R2V for Windows & NT, Able Software Co.
Raosoft EZReport, Raosoft, Inc.
Raosoft SURVEY, V.2.7, Raosoft, Inc.
Raosoft SURVEYWin, V.3.2, Raosoft, Inc.
Remark Office OMR, Principia Products, Inc.
Research Tracker®, MDSS
 Results for Research, RONIN Corporation
 Results for the Net, RONIN Corporation
 REVISSA, Market Probe International, Inc.
 Sales Territory Generator, EnVision Knowledge Products
Sample Power, SPSS, Inc.
 SAS Software, SAS Institute Inc.
 SatisSolv, Market Advantage Consulting & Software
ScanSurvey, Scantron Survey Group
 SCANTEST, Market Probe International, Inc.
scyCode, Surveycraft Systems, Inc.
scyField, Surveycraft Systems, Inc.
scyField/CE, Surveycraft Systems, Inc.
scyNet, Surveycraft Systems, Inc.
scyPhone, Surveycraft Systems, Inc.
scySample, Surveycraft Systems, Inc.
scyTab, Surveycraft Systems, Inc.
scyWriter, Surveycraft Systems, Inc.
 SegmentSolv, Market Advantage Consulting & Software
Sensus Advanced Development Environment (ADE), Sawtooth Technologies
Sensus Multimedia, Sawtooth Technologies
Sensus Q&A, Sawtooth Technologies
Sensus TradeOff, Sawtooth Technologies
 Sfa Forecaster, Time & Territory Management, Inc.
 Sidepad, Advanced Data Research, Inc.
Silver, Microtab, Inc.
 Simgrat, Bretton-Clark
 Simulation, Mathematical Data Systems, Inc.
 Site America, Tactician Corporation
 Site America, CACI Marketing Systems
 Site Reporter, CACI Marketing Systems
 Smart Forecasts for Windows, Smart Software, Inc.
 Smart Report, EnVision Knowledge Products
snap professional®, Mercator Corporation
 Solution Series, Claritas, Inc.
 Sourcebook America, CACI Marketing Systems
SP-Link, The Analytical Group, Inc.

SPANS Explorer, Tydac Technologies, Inc.
 SPANS GIS, Tydac Technologies, Inc.
 SPANS Map, Tydac Technologies, Inc.
 Spreadsheet Forecaster, Delphus, Inc.
SPSS, SPSS, Inc.
SSI - SNAP™, Survey Sampling, Inc.
Star, Pulse Train Technology
 Starware/STAT™, DataStar, Inc.
 STAT XP, INFO ZERO UN
 STATCHEK, Detail Technologies, Inc.
 STATGRAPHICS Plus (DOS), Manugistics, Inc.
 STATGRAPHICS Plus for Windows, Manugistics, Inc.
 STATISTICA/Mac, StatSoft, Inc.
 STATISTICA/Neural Networks, StatSoft, Inc.
 STATISTICA/W, StatSoft, Inc.
 Statistics Calculator, StatPac, Inc.
 StatMost, Dataxiom Software, Inc.
 StatPac Gold IV, StatPac, Inc.
STATS™, Decision Analyst, Inc.
 Stratgraphics Plus, Statistical Graphics Corporation
 Super-Scripting, Digisoft Computers, Inc.
 Surge, Data Probe, Inc.
SURVENT, Computers for Marketing Corp. (CfMC)
Survey Database Management Systems, Marketing Systems Group
 The Survey Genie, William Steinberg Consultants, Inc.
Survey Pro for Windows, Apian Software, Inc.
 Survey Said for the Web, Marketing Masters
 Survey Said for Windows, Marketing Masters
 Survey Select, Saja Software, Inc.
 Survey Stats, Buzzsaw Computing
 Survey Stats, Marketing Masters
 The Survey System, Creative Research Systems
 Survey Tracker, NCS
 Survey Tracker Plus, NCS
SURVEY-Entry, Raosoft, Inc.
SURVEY-Tools, Raosoft, Inc.
 The T.A.B. Program™, Suburban Associates
 T-MAS™, Techtel Corporation
TAB, Columbia Information Systems
 TABS Program, P-STAT, Inc.
TABulous™, CRC Data Systems
 TABULYZER III, Irwin P. Sharpe & Associates
 Tactician 4.0, Tactician Corporation
 Tactician MapScape, Tactician Corporation
 Tactician Micro-Marketing Machine, Tactician Corporation
 Tactician Selling Machine, Tactician Corporation
 Tactician Snap-On-Solutions, Tactician Corporation
 Tag Along Trainer, Time & Territory Management, Inc.
 Teleprompt™, 3D Software Services
 Telescript 4.0, Digisoft Computers, Inc.
 Text Analysis Program-TAP, Comstat Research Corporation
TextSmart, SPSS, Inc.
 "TIPS" (Permitting Software), GeoDemographics, Ltd.
 TPL Report, QQQ Software, Inc.
 TPL Tables, QQQ Software, Inc.
 TURBO Spring-Stat, Spring Systems
UFil, Raosoft, Inc.
 UNCLE, The Uncle Group, Inc.
 UNISTAT for Windows, P-STAT, Inc.
USurvey, Raosoft, Inc.
 VDE, Viking Software Services, Inc.
 Verbatim Analyzer™, Marketing Metrics, Inc.
 Verbatim Blaster, StatPac, Inc.
 Vertical Mapper, Tetrad Computer Applications, Ltd.
 Viewer, Advanced Data Research, Inc.
 Visual Cross Tab, EnVision Knowledge Products
 Visual Q™, Socratic Software, Inc.
 Voice-Net, Americom Research, Inc.
WinCross, The Analytical Group, Inc.
WinLink, The Analytical Group, Inc.
 WINXII, Delphus, Inc.

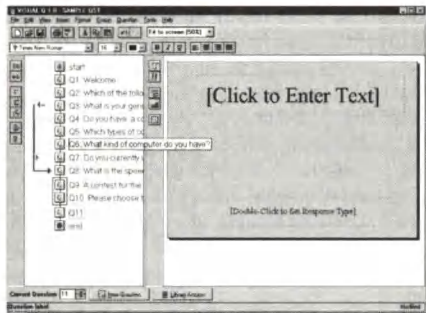
Classified Ads

VISUAL Q

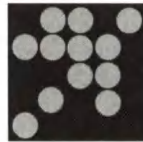
The easiest, most powerful way
to collect data interactively

VISUAL Q FEATURES

- DBM, CAPI, CATI modes of interviewing
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Fax 860-679-9750
E-mail: RosalieR@mintz-hoke.com
Rosalie Renfrew
Location: Office building
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Two San Rafael
Albuquerque, NM 87122
Ph. 505-856-7999
Fax 505-856-3388
E-mail: cyres@nmi.com
Charles Young, President
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Quality Controlled Services (Br.)
1650 Des Peres Rd., Ste. 110
Des Peres, MO 63131
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E-mail: postmaster@qcs.com
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West Coast: Lane Weiss, Lane Weiss & Associates, 10 Black Log Road, Kentfield, CA, 94904. Phone 415-461-1404. Fax 415-461-9555.

Corrections

Due to a production error, a line of text is missing at the end of the article "Extending excellence" on p. 51 of the January issue. QMRR apologizes for any confusion the error may have caused. The final paragraph should read as follows:

Bose conducts an annual telephone survey to make sure that the service attributes it measures in the mystery shopping are still important to customers. "Prior to each fiscal year we reevaluate the behaviors we're asking the staff to demonstrate and make sure that we're raising the bar," Pazol says. "If we can identify the things that satisfy customers, and then determine the behaviors that contribute to them, we can measure those behaviors in the mystery shops and we can continue to try to exceed their expectations," Pazol says.

The display ad for The Performance Group on p. 73 of the January issue contained an incorrect page reference. The company's listing was on p. 74, not p. 65 as indicated.

Due to an editing error, the story "Why are the employees leaving?" (December QMRR, p. 34) contained an inaccurate subheadline: "Focus groups uncover reasons for worker flight." Focus groups were not part of the research process detailed in the article. QMRR apologizes for any confusion the error may have caused.

On p. 144 of the December issue, in the 1998 Focus Group Facilities Directory, the E-mail address for Wiese Research Associates is incorrect. It should read: Mary_Arkfeld@wraresearch.com.

Farcus

by David Waisglass
Gordon Coulthart



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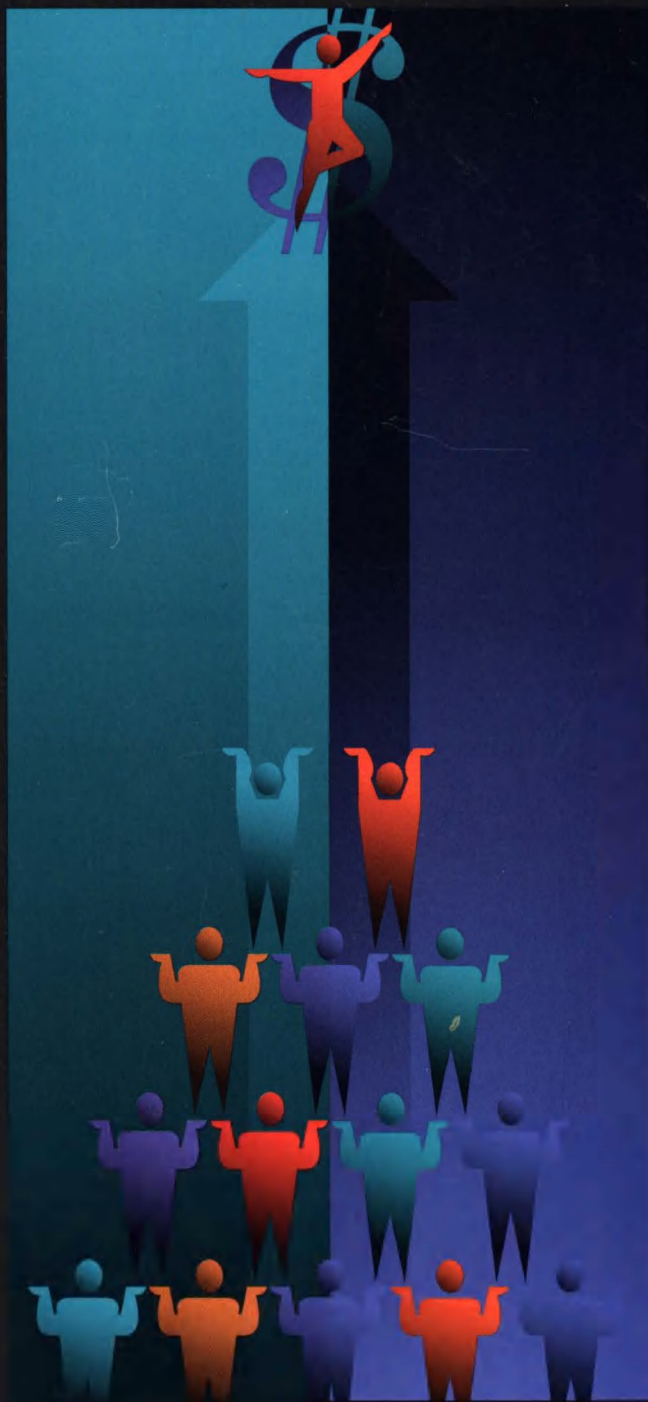
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