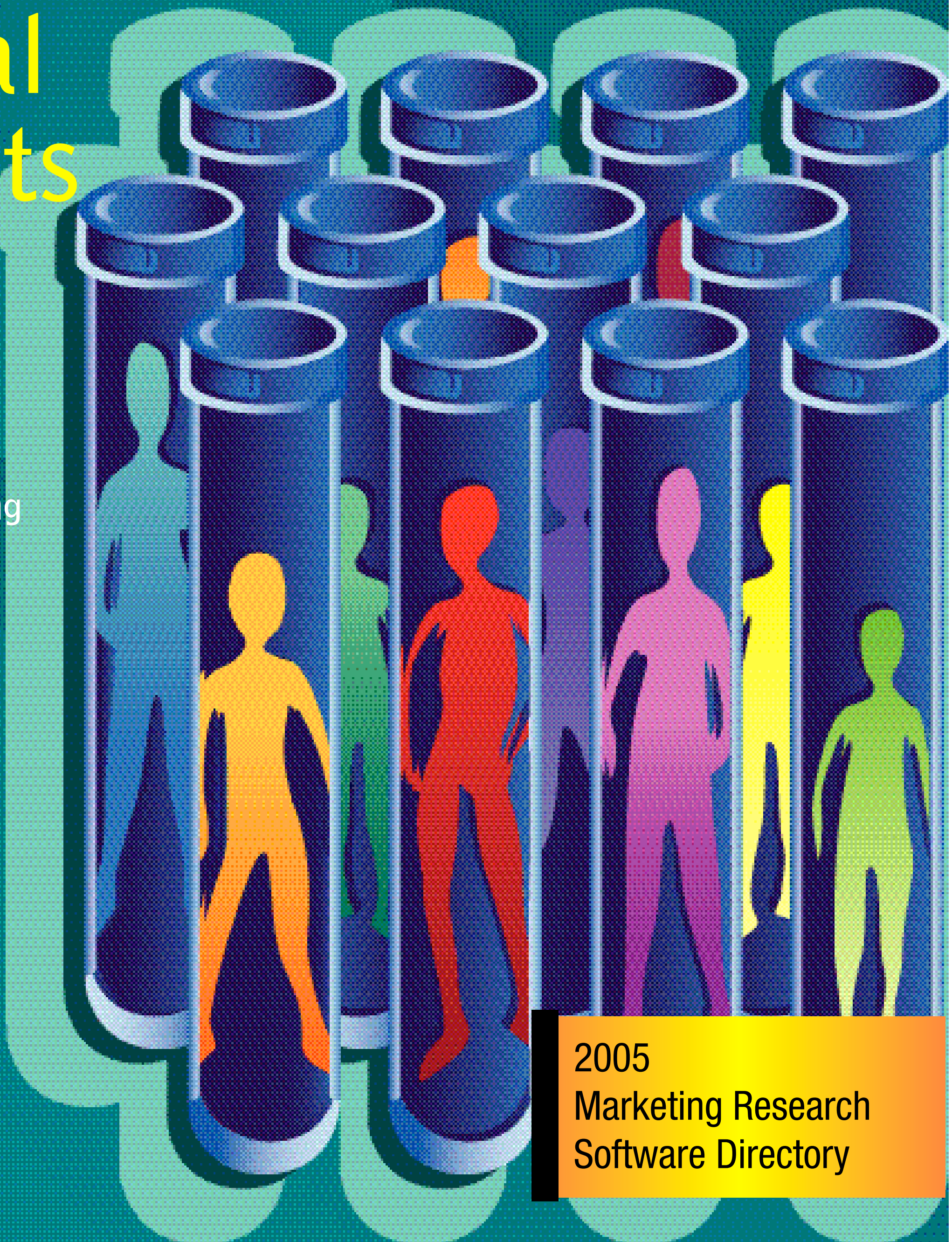
QUIRK'S
Marketing Research Review
FEBRUARY 2005

Special markets

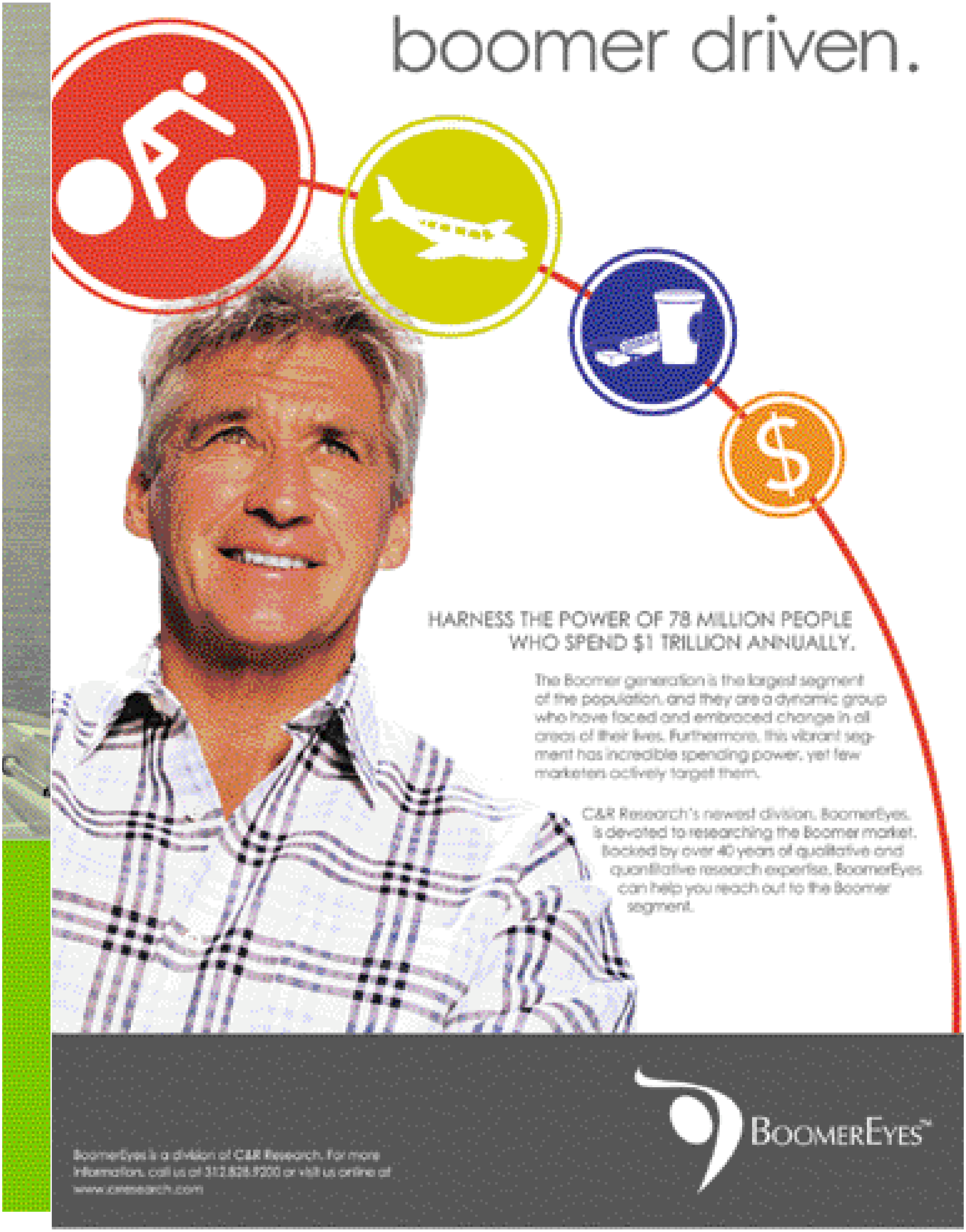
> Make your focus groups senior-friendly

> Food marketing to teens and tweens

> Bringing Web surveys into compliance with the ADA



2005
Marketing Research
Software Directory


boomer driven.
HARNESS THE POWER OF 78 MILLION PEOPLE WHO SPEND $1 TRILLION ANNUALLY.
The Boomer generation is the largest segment of the population, and they are a dynamic group who have faced and embraced change in all areas of their lives. Furthermore, this vibrant segment has incredible spending power, yet few marketers actively target them.
C&R Research's newest division, BoomerEyes, is devoted to researching the Boomer market. Backed by over 40 years of qualitative and quantitative research expertise, BoomerEyes can help you reach out to the Boomer segment.
BoomerEyes™
BoomerEyes is a division of C&R Research. For more information, call us at 312.828.9200 or visit us online at www.crresearch.com

February 2005

Quirk's Marketing Research Review
Volume XIX Number 2

contents

techniques

columns

departments

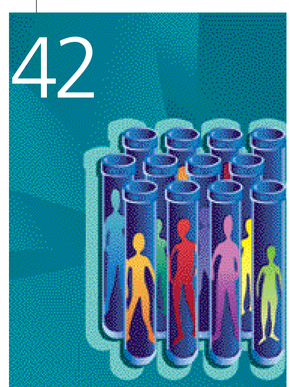


Illustration by Jennifer Coppersmith

Publisher Emeritus
Tom Quirk

Associate Publisher
Evan Tweed

Editor
Joseph Rydholm

Production Manager
James Quirk

Directory Manager
Steve Quirk

Directory Assistant
Shawn Hardie

Marketing Manager
Dan Quirk

Advertising Sales
Evan Tweed
952-854-5101

Lane E. Weiss
415-461-1404

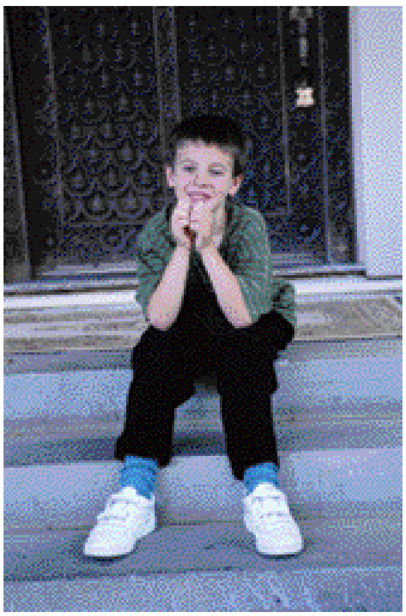
FocusVision™ Member Facilities

[illegible]

FocusVision Worldwide, Inc., [illegible], Stamford, CT [illegible]
Tel: [illegible] • Fax: [illegible]
E-mail: [illegible] • Web Site: www.focusvision.com

Youth marketers: start targeting kids at age 7

A survey of professionals who work in youth-related fields shows that they feel it is appropriate to begin marketing to children at age 7, on average. This is more than two years before they feel most young people can view advertising critically (age 9.1), or when they feel most young people can effectively separate fantasy from reality in media and advertising (age



9.3). Youth marketers feel it is appropriate to target marketing to children almost five years before they feel that most young people can make intelligent choices as consumers (age 11.7).

These are some of the findings of the Harris Interactive/Kid Power Poll of Youth Marketers conducted online by Harris Interactive, Rochester, N.Y., in February 2004 among 878 individuals working in youth-related fields. Survey participants were professionals working in a range of youth-related fields, including: youth marketing, market research, advertising/public relations, media, education and non-profit organizations. The poll covered a number of topics regarding commercialism and youth, marketing in schools, youth obesity, and sexual and violent content in media. "This poll shows that youth marketers are pressured by a sense of urgency to reach kids early so that brands will be familiar to them when they do reach an age where they make or influence purchase decisions," says John Geraci, vice president of youth research at Harris Interactive. "Data also show that those working in youth fields are comfortable and supportive of their organization's practices. They welcome the challenge and responsibility that comes with serving the needs of young consumers and their parents."

Study findings indicate that: 91 percent of respondents feel that today's youth are more powerful consumers than young people were 10 to 15 years ago; 91 percent agree that young people are marketed to in ways that they don't even notice; 61 percent agree that advertising to children begins at too young an age.

"The poll results show that youth marketers have a great deal of respect for the power and influence of children," says Candi Schwartz, managing director of the Kid Power Exchange. "In fact, we found that youth marketers tend to define today's young generation as a consumer group."

Additional findings from the study include: 91 percent feel that their organization treats young people with respect; 90 percent feel their organization treats parents with respect; 78 percent feel that their organization plays a positive role in the lives of children; 74 percent feel that the positive impact their organization has on children far outweighs any negatives. A summary of the results of this poll is available at www.harrisinteractive.com/news/newsletters_k12.asp.

Buffalo loves its coupons

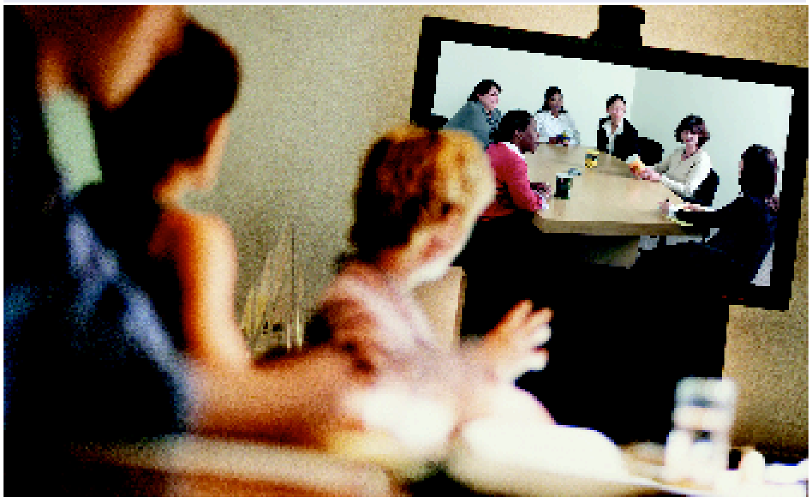
Almost half of adults in Buffalo, N.Y., and Providence, R.I., use grocery coupons at least once per week, according to a study by New York-based Scarborough Research. The third city in the ranking of Scarborough's 75 markets is Milwaukee, with 45 percent. The Scarborough analysis also finds that over half (56 percent) of consumers tend to obtain coupons through the Sunday newspaper. Regular mail (38 percent), in-store coupons (36 percent), and preferred/valued customer cards (24 percent) are all top ways consumers usually obtain coupons in their household.

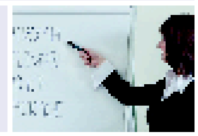
Nationally, 30 percent of consumers use grocery coupons on a weekly basis. Among Scarborough's markets, Fresno, Calif., (16 percent) and Albuquerque, N.M., (16 percent) have the lowest incidence of weekly grocery coupon use. Additionally, almost one-quarter (24 percent) of consumers use grocery coupons two to three times each month. "Grocery coupons are an incentive almost one-third of consumers use weekly. Retail outlets and product brands alike can use this tool to build ongoing relationships with customers that will in the end create even greater brand loyalty," says Alisa Joseph, vice president of advertiser marketing services, Scarborough Research. To view a chart showing all 75 markets visit www.scarborough.com/press.php.

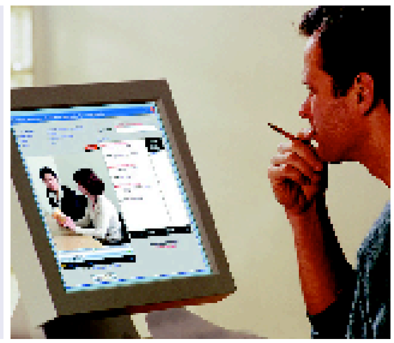
Target and Costco rated most fun to shop

As more consumers than ever before are crossing trade channels when deciding where to shop for items ranging from household cleaning supplies to pet food, factors like everyday low pricing and good customer service matter more than special deals and promotions, selection and convenient location, according to a study of consumers nationwide

continued on page 64







names of note

European research firm *Ciao* has named **Bill Hoover** sales director at its Westport, Conn., office. In London, **Gillian Hannam** has been named inside sales manager.

U.K.-based *United Business Media* has announced that **David Levin** will succeed Clive Hollick as CEO, effective April 5, 2005.

Bellomy Research, Inc., Winston-Salem, N.C., has named **Amy Moses**

Moses

Pasterczyk

research manager. **Reggie Pasterczyk** has joined the company as an account director.

Doug Schwabenbauer has been promoted to vice president-marketing analyst at *S&T Bank*, Indiana, Pa.

Chicago-based *Information Resources, Inc.* has named **Janet Eden-Harris** executive vice president and global chief marketing officer and **Bill Nowacki** president of enterprise solutions.

Lisa Johnson has been named project director in the financial services practice division of Milwaukee-based *Market Probe*. In addition, **Michael Alioto** has been named senior vice president and head of the automotive and manufacturing practice division. And **Jason Palmer** has been named senior vice president and head of the company's service sector practice.

John Tapper has added the title of chief strategy officer of New York research firm the *Ziment Group* to his responsibilities within the group's full-service division, called Ziment. Separately, **Lynnette Cooke** has been promoted to chief executive officer of Ziment, a title previously held by **Howard Ziment**, who will continue on in his other role as chief executive officer of the Ziment Group.

AllPoints Research, Winston-Salem, N.C., has hired **Kay Harwood** as a

Harwood

qualitative research discovery consultant and moderator.

Jack Lighton, Jr., has been named director of the new marine industry research program of Rochester, N.Y., research firm *Harris Interactive*.

Chicago-based *Research International USA* has announced a number of promotions and new hires. Promotions: **Cathy Iffert** to administrative assistant for outsourced data collection-domestic (ODC-D); **Aaron Brienzo** and **Richele Springer** to data project director - reporting. New hires: **Liz Elhardt** has joined the ODC-D team as a project director; **Jayne Gretz** has been named vice president in the business advancement team; **Leo Schwertley** has joined the Pepsi Itrac team in Stamford, Conn., as vice president; also joining the Pepsi team is **Randi Steiner** as client service director; in Chicago, **Dave Patten** has been named vice president - tracking and **Lisa Vrchota** has been named human resources administrator; in San Francisco, **Geraldine Rogers** has joined as a research manager in the non-CPG tracking group, **Zha Yan** has joined the technology tracker team, and **Roly Gupta** has been named senior research manager.

Walker Information, Indianapolis, has promoted the following associates in the client services and technology departments: **Alison Babbitt** and **Lana Bandy** to consultant; **Lauren Block** and **Marina Molenda** to program manager; **Lauri Jones** to analyst; and **David Walker** to LAN administrator.

Millward Brown has launched a new global unit - Millward Brown Optimor - focusing on maximizing the total returns from brand and marketing investment. The unit is led by newly-appointed Executive Vice President **Joanna Seddon**. Separately, Millward Brown announced a number of new hires and promotions at its various locations: **Mary Ann Packo** has been promoted to president, Millward Brown USA; **Fabrizio Giordano** has been appointed managing director, Millward Brown Brazil; **Anne Baker** has joined Millward Brown as director of global training; **Natalie Danysh** has been named managing director of Greenfield Consulting Group, Westport, Conn.; and **Aaron Peck** and **Dana Lowe** have been promoted to vice president at the Fairfield, Conn., office of Millward Brown USA.

Lightspeed Research, Basking Ridge, N.J., has named **Eileen Kelly** vice president, operations in North America. In addition, **Julian Price** has been named senior vice president of marketing and product development.

Andrew Wish has joined *Research International* as CEO Africa.

Wendy's International, Inc., Dublin, Ohio, has named **Ian B. Rowden** executive

continued on page 70


channelM2
SUPPORTING TODAY'S
QUALITATIVE RESEARCHER
SO YOU CAN FOCUS ON WHAT YOU DO BEST
Virtual Interview Rooms • Real World Recruiting
Research without travel
Save money
Get better data
Show respondents any stimuli
More geographically representative respondents
See (close-up) and hear respondents
800.670.5385 • www.channelm2.com/r3.htm

product and service update

Bacon's cuts through the blog clutter

Chicago-based Bacon's Information is now offering a service that monitors online news blogs. Blogs - a short term for Web logs - are Internet sites containing reflections and comments published by individuals or groups. A blog's content is often posted periodically on the Web in a journal or "log" format.

The company has introduced new blog content in its MediaSource Premium Research module and tracks blog coverage in the Monitoring module to help clients determine the possible impact on business decisions and company reputations. "With today's information overload from often irrelevant or dubious sources, our aim is to help our clients by filtering the communications clutter. Bacon's will therefore focus on blogs run by reputable, credible professionals. Initially, these will be blogs of active journalists, but as our in-house researchers scrutinize and approve additional news-related blogs, we will add to the scope of our coverage," says Ruth McFarland, senior vice president and publisher for Bacon's. For more information visit www.bacons.com.

Qual/quant model describes decision-making process

Insight•mas, a Columbus, Ohio, consulting firm, is offering Customer Perceived Value (CPV), a research model that utilizes qualitative and quantitative research methods to describe the customer's complete decision-making experience. CPV identifies the customer's desired outcomes, the relative importance of those various outcomes, and perceptions of the value provided by specific, alternative offerings towards each of those outcomes. Applications include new product development, product positioning, market segmentation, advertising, and brand management.

CPV is designed to provide the foundation for further research initiatives into sub-topics such as emotional motivation, product line extensions, customer service functions, and advertising testing, by providing the total context in which the customer considers those more specific aspects. The model is intended to add value to research initiatives as small as a few focus groups or as extensive as a complete market survey using large samples. It has been applied in both product- and service-oriented industries, as well as non-profit organizations and government agencies. For further information visit www.insightmas.com.

Quick service for simple surveys

Saskatoon, Saskatchewan-based Itracks has launched QuickQs, a 24-hour survey programming service for straightforward online surveys. QuickQs is tailored to meet the needs of researchers who have medium-length surveys of low complexity that need to be fielded fast. While complex surveys require a team to accurately program and manage the project, QuickQs surveys require only one point of contact. The QuickQs project manager and programmer are one, which reduces the time it takes clients to communicate changes and troubleshoot problems. For more information visit www.itracks.com.

ICR offers Hispanic phone omnibus

Media, Pa., research firm ICR is now offering HispanicEXCEL, a nationally representative telephone omnibus survey of the Hispanic population. Each HispanicEXCEL survey gathers 1,000 interviews over a two-week period. ICR's bilingual interviewers are equipped with questionnaires in either Spanish or English. A CATI software program allows these interviewers to toggle between Spanish and English versions with the goal of achieving better comprehension and higher completion rates. For more information call 484-840-4300 or visit www.icr-survey.com.

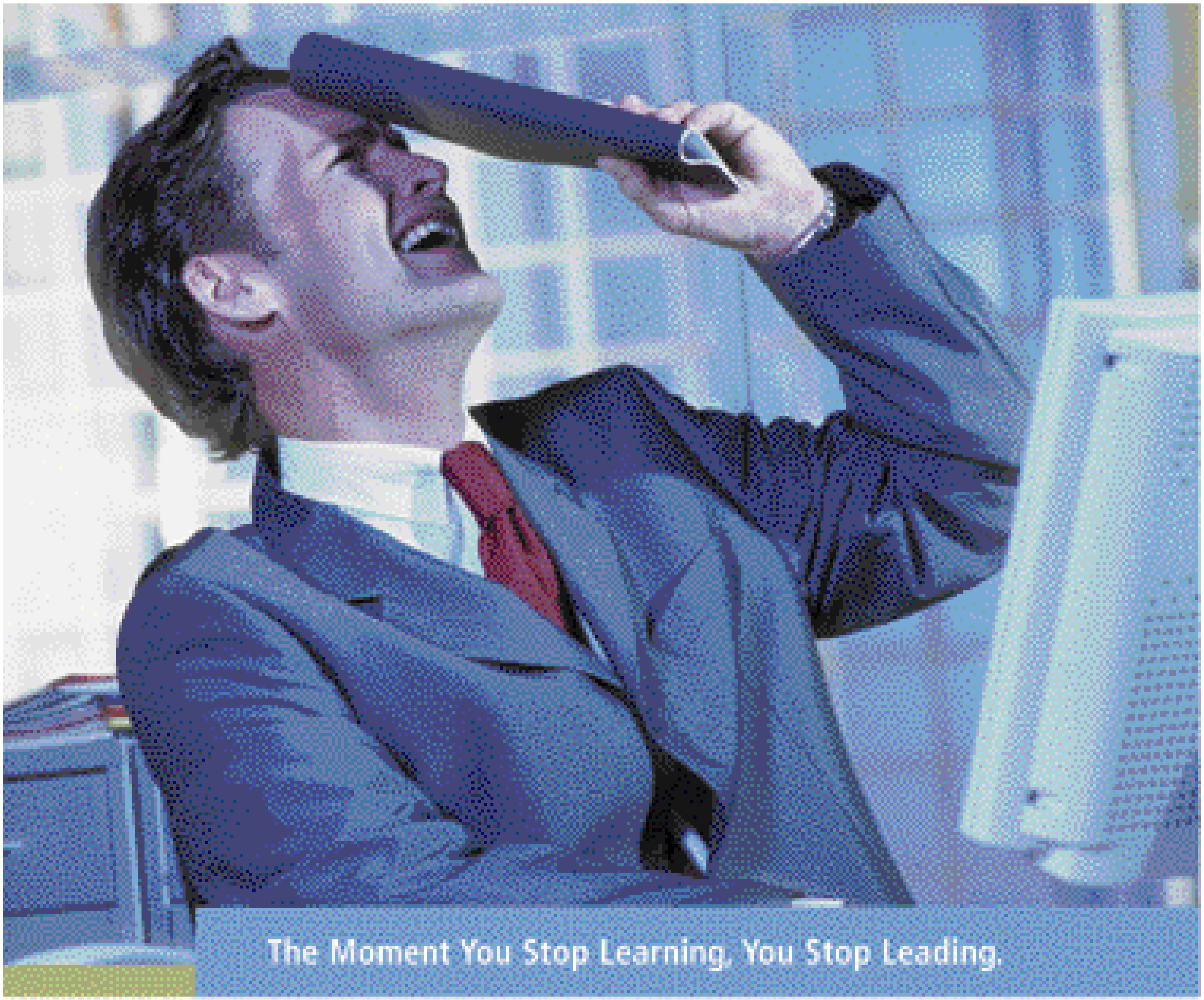
Report profiles gay and lesbian market

Packaged Facts, New York, is now offering The U.S. Gay and Lesbian Market, a report written in collaboration with Witeck-Combs Communications, Inc., a PR and marketing communications firm with expertise on the gay, lesbian, bisexual and transgender community.

The report indicates that at least two million gays are approaching or have already reached retirement age. By 2020, some 5.7 million, or 25 percent of the gay community, will be 50 or older. Packaged Facts estimates that there are 1.8 million gay and lesbian households with children, and there are approximately 2.6 million children living with gay parents. The report also examines census data on same-sex households as well as comparative research on single gay men and lesbians to conclude that race and ethnicity among the GLBT population appears to mirror the general U.S. population.

The U.S. Gay and Lesbian

continued on page 67


The Moment You Stop Learning, You Stop Leading.

research industry news

News notes

In December, Wilton, Conn.-based research firm **Greenfield Online, Inc.** announced the pricing of its secondary public offering of 6,000,000 shares of its common stock at $18.16 per share on the Nasdaq National Market under the ticker SRVY. In the transaction, Greenfield Online sold 4,500,000 common shares, with net proceeds of approximately $76.1 million after deducting underwriting discounts and commissions and estimated offering expenses; and selling stockholders sold 1,500,000 common shares, with net proceeds of approximately $25.7 million after deducting underwriting discounts and commissions. The selling stockholders granted the underwriters a 30-day option to purchase an additional 900,000 shares of common stock to cover over-allotments, if any.

New York-based **Arbitron** announced that the program developed to recruit consumers for the Houston market trial of the Portable People Meter (PPM) is delivering positive, initial results in terms of sample performance indicators (SPI), response rate metrics and panel representation at the household level. At the end of the first wave of recruitment, Arbitron achieved a 52.7 household sample performance indicator (SPI). Other response rate measures are in line with the results that Arbitron and Nielsen Media Research achieved during the successful research and development program for PPM response rates that was fielded in 2003 and 2004. These measures are also substantially higher than those achieved by Arbitron in the first U.S. market trial of the PPM in Philadelphia in 2002. The preliminary sample proportionality measures for the installed PPM households are also well in line in terms of race and ethnicity. Household fault rates to date have been under 10 percent and are consistent by race and ethnicity.

Netherlands-based **VNU** announced that its **ACNielsen** business unit won a ruling in the antitrust lawsuit by Chicago-based **Information Resources, Inc.** (IRI) against ACNielsen. The 1996 lawsuit includes claims that ACNielsen unlawfully priced certain customer contracts below cost and "bundled" contracts by offering discounts to customers in countries where ACNielsen faced no competition on the condition that the customer purchase from ACNielsen in markets where it had competition.

In an order issued in December 2004, the court ruled for ACNielsen, determining that the economic analysis on which IRI had relied to establish alleged unlawful below-cost pricing and bundling is inadmissible as a matter of law. The court ruled that IRI's expert report on liability and damages, to the extent it relied on the improper analysis, can not be presented at trial. Specifically, the court ruled that IRI is barred from arguing that ACNielsen's

continued on page 68

Calendar of Events March-May

The Northern California/Pacific Northwest Chapter of the MRA will hold its annual Las Vegas conference on March 9-11 at the Treasure Island Hotel & Casino. For more information visit www.ncpnwmra.org/calendar.html.

ESOMAR will hold its Asia Pacific conference on March 13-15 in Tokyo. For more information visit www.esomar.org.

Britain's Market Research Society will hold its annual conference on March 16-18 at the Barbican, London. For more information visit www.mrs.org.uk.

Salford Systems will hold its Data Mining 2005 Conference on March 28-April 1 in New York. For more information visit www.salforddatamining.com.

The Advertising Research Foundation will hold its annual convention on April 17-19 at the Embassy Suites Hotel, New York. For more information visit www.thearf.org.

ESOMAR will hold a conference on panel research on April 17-19 in Budapest, Hungary. For more information visit www.esomar.org.

IIR will hold a brand identity and package design conference on April 18-20 at the Plaza in New York. For more information visit www.iirusa.com.

ESOMAR will hold a conference on retail industry research on April 19-21 in Budapest, Hungary. For more information visit www.esomar.org.

The U.K-based Association for Qualitative Research and the U.S.-based Qualitative Research Consultants Association will co-host the worldwide biennial conference on qualitative research, themed "Qualitative Transformations: Creating a New World Map," in Dublin on April 17-19. For more information visit www.qrca-aqr-conference.info.

Salford Systems will hold a data mining training conference and workshop on May 3-5 in Madrid. For more information visit www.salforddatamining.com.

The Business & Industrial Group will hold its annual business-to-business research conference on May 11-13 at the St. Pierre Marriott, Chepstow, England. For more information visit www.bigconference.org.

The American Association of Public Opinion Research will hold its annual conference on May 12-15 at the Fontainebleau Hilton Resort, Miami. For more information visit www.aapor.org/default.asp?page=conference_and_events/next_conference.

ESOMAR will hold a conference on the fragrance industry May 15-17 in New York City. For more information visit www.esomar.org.

ESOMAR will hold its Global Cross-industry Forum 2 (The Client Focus) on May 17-19 in New York. For more information visit www.esomar.org.

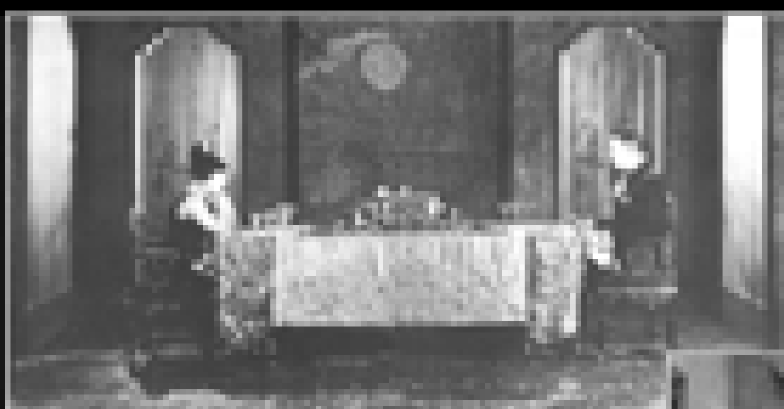
Research . . . .

You'll Receive a Warm Welcome

Mis-Recruited Respondents are Rare

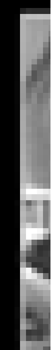
Lo

Lots of Recruiters to Expedite Your Project



Fabulous Dining Experiences Await You

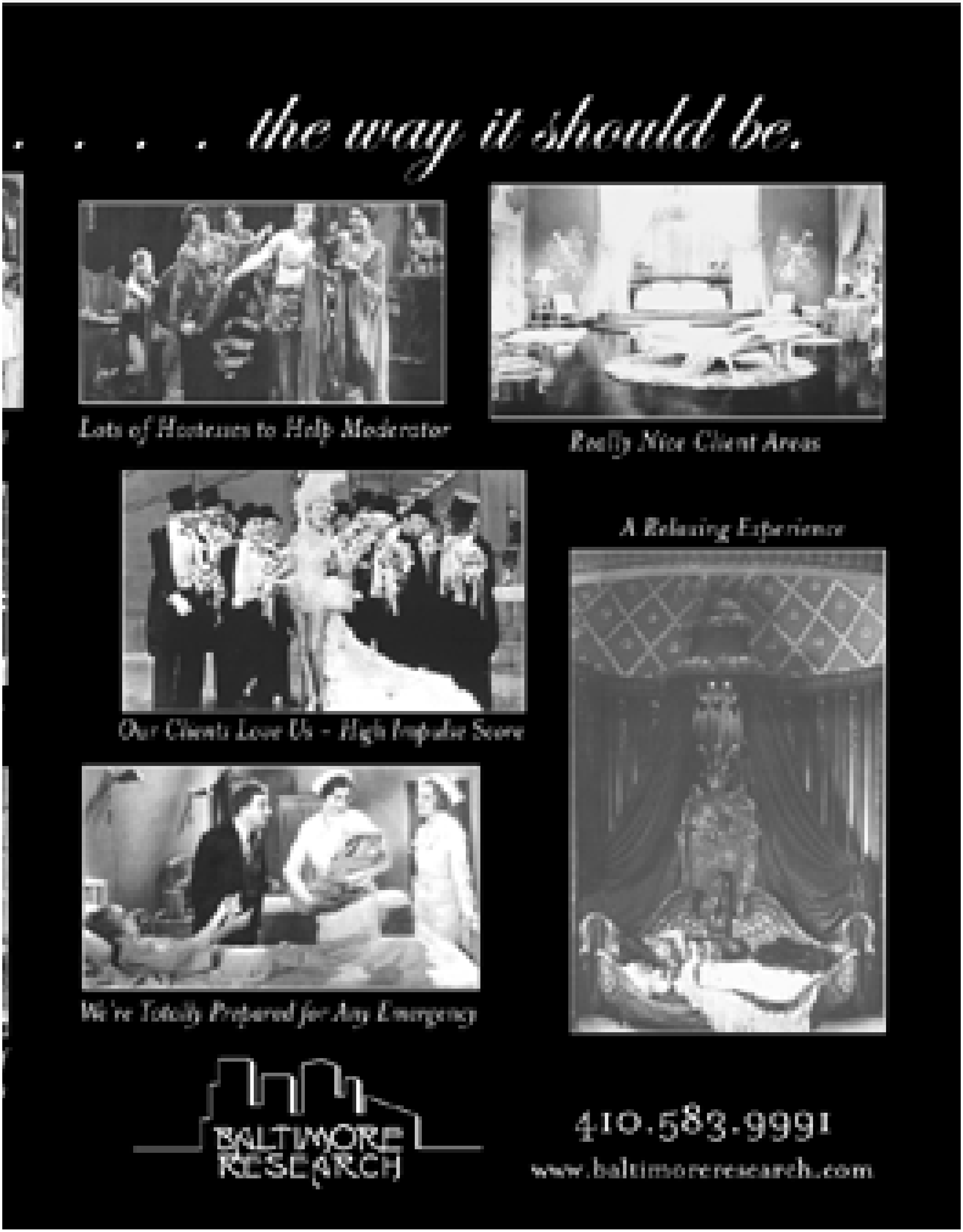
Impressive Facility with Lots of Pleasant Surprises



W

On-Site Recruiting Available

We're different and, quite frankly, Better!


. . . . . the way it should be.
Lots of Hostesses to Help Moderator
Really Nice Client Areas
Our Clients Love Us – High Impulse Score
A Relaxing Experience
We're Totally Prepared for Any Emergency
BALTIMORE RESEARCH
410.583.9991
www.baltimoreresearch.com

By Tim Macer

E-Tabs Enterprise

You could be forgiven for thinking that research technology has not fully kept up with the voracious demand from clients these days for customized information flows which are relevant to them. The research process in most firms is well geared up to cranking out everything-by-everything tables. But the process of creating highly polished, user-friendly reports in Word, showing some selected findings and a few key indicators presented in chart form, or even turning tables into charts in any systematic way, too often involves hours of painstaking manual effort.

E-Tabs, a software package that facilitates the distribution of crosstab reports as electronic, navigable and searchable documents, goes some way to meeting this need, especially as it now incorporates a decent charting engine too. But if you are involved in any kind of continuous research program, and especially if you need to produce a series of very similar reports, each filtered by a different market, product or operational territory, then you are still in for a lot of cutting and pasting if you use E-Tabs.

This entire problem of producing repetitive "similar but different" reports is one that the new E-Tabs Enterprise sets out to solve, and it manages to do so in a very ingenious and satisfying manner. Built on the E-Tabs engine, it can be fed directly by the conventional but uninspiring print files issued by all the commonly-used crosstab packages such as Quantum, WinCross, Mentor or Uncle. In fact, the plainer the better. Set it to work, and it will slice up an existing set of tables and serve them up as a series of individualized PowerPoint presentations, Excel workbooks, Word documents or HTML pages.

This kind of custom publishing of results seems to fall down a crack between the tools that are widely used. Many crosstab packages let you script things and automate production but do not give you the total flexibility of output, forcing people to use the layout abilities of Word, Excel and PowerPoint. The problem is, the MS Office tools don't readily

Editor's note: Tim Macer is managing director of London-based meaning ltd. He writes as an independent software analyst and advisor. He can be reached at tim.macer@meaning.uk.com.

E-Tabs Enterprise (www.e-tabs.com)

Pros	**Cons**
• Supports standard, plain output from most tab packages	• Works on aggregated data: can only filter on what is already there
• Automates production of routine end-user reports	• Very expensive for occasional or low-volume users
• Provides a non-technical solution to a complex problem	• Error messages sometimes a bit vague

understand standard research tables as data sources, and thus require a lot of manual intervention just to extract the right figures. I have seen researchers resort to cutting and pasting whole blocks of figures one at a time. But if you try to automate using the macro-making facilities in either Word or Excel, you'll need the skills of a Visual Basic programmer.

A step beyond

What takes this tool a step beyond Office macros or more targeted initiatives such as SPSS's MR Studio is that you do not need a lot of technical know-how in order to set up truly complex reports. There is no scripting or syntax to learn and everything is easily controlled directly by the user. Most of the time, you work in the familiar environment of the target program you wish to report in: PowerPoint, Excel, etc., plus the special tagging tool that is a key part of Enterprise. It also means the documents it produces are particularly convenient for your clients to receive, as they will be standard Microsoft Office documents.

There are just three steps involved in the journey from tabs to personalized charts in a client's in-box or custom PowerPoint presentations. In the first, the output is "parsed" using the established E-Tabs engine. This rationalizes the raw tables, so all the different elements can be referred to and picked up: totals, questions, texts, and just what relates to what, column by column and row by row.

Step two is where you map out your report. Typically, you create an example of the exact output you want in PowerPoint. Better still if you have an example already, as you can simply use that. From this you create a template in which every value or item of description that will change is stripped out and replaced with a tag. Tagging is very sophisticated in Enterprise. The simplest tag will locate and pull in one value from the original tables, or one text caption. More complex ones let you pull in selected sections of a table, discard parts, present what remains in a different order and even perform calculations.

You also need to describe each tag you define in your template. You do this in another window, under the control of the Enterprise tool. I feared this would be the program's Achilles' heel, as this has the potential to be horrendously complicated. Instead, you prepare a very straightforward definition for each tag using helpers. These present the available options at each stage as a context-sensitive drop-down list.

Because tags typically refer to data by their relative location rather than an absolute position - and this can include locating the item by its text label, or self-counting items on a page - many routine wave-on-wave changes in trackers can be handled without any need to redefine the tags or the template.

The third step is to run the job. Rather like a mail merge, you can use the same template on different editions of the data, and you can have it produce it repeatedly for different recipients, using different data, or using the same data but different aspects of it.

The power of the program lies in being able to deconstruct standard crosstab reports into their component parts, then loop through the resulting gallery of data, selecting key items on a conditional basis, and reassembling them in a completely different order in whatever combination of Microsoft Office documents you choose. It also lets you perform manipulate functions on your data, to calculate new values formulaically from existing figures scattered anywhere around your tables.

Even after that, there is further scope for automation. You can choose to send selected reports directly to the printer, or zip them up to dispatch them by e-mail, so that the personalized reports automatically get sent directly to their recipients. Alternatively, you can upload them to a Web site or a corporate intranet site.

A downside?

So, is there a downside with the product? Technically, not really. The tagging process is for the most part very straightforward, but if you get confused, the error messages can be cryptic in letting you pinpoint the source of the trouble, and if you come back to it after a while, you have to think quite hard about what you were doing, as tags are labeled numerically and you don't have the option to give things your own more meaningful names.

For the occasional user, the biggest bugbear will be the cost. You have to be producing a lot of charts and PowerPoint presentations to make E-Tabs Enterprise a worthwhile investment. A single seat will set you back $25,000 a year and each additional named user license costs another $5,000 annually. Mindful of this, E-Tabs has recently introduced a slimmed-down version - which omits some of the power functions such as conditional selection and calculations, and only outputs to PDF - for around half the price.

A better way

Carrie McCracken, team leader of research support services at Millward Brown USA, Naperville, Ill., is currently implementing E-Tabs Enterprise to automate the production of repetitive reports and charts for delivery to clients. "We have 10 people in our department at various levels and, so far, everyone has been picking it up rather easily," she says. "We always thought there just had to be a better way - one that would be more efficient and allow us to focus more on those things that add value to the client."

Millward Brown already makes extensive use of E-Tabs, but it still left a gap to be plugged with manual intervention, so that, according to McCracken, "you would still have the concern that you have copied and pasted from the correct place; this gives you a higher degree of accuracy."

Another plus for Millward Brown is the software's support for Word tables, both as input and output.

McCracken is impressed: "I like the way E-Tabs Enterprise thinks beyond the strictest interpretation of pulling data out of tabs."

Very clever

Ken Brewster, head of data delivery at London research firm MORI has been using Enterprise to automate chart production. "Mainly into PowerPoint," he says, "but also Enterprise gives me the benefit of going into Word. I can use it to create marked-up questionnaires, and tuck the figures and toplines into the questionnaire in Word."

One feature that especially appealed to him is the way the program reveals the actual figures from the underlying tables when you define each tag. "It means you are certain you are pulling the right data from the table and that makes it hard to go wrong," he says. "The post-processing aspects are also very clever - you are be able to manipulate the data and combine columns of figures from entirely different sources. I think they have put a lot of effort into this. I have been impressed so far."

Brewster has successfully put Enterprise to use on a project where there was a need to create 40 individual, filtered reports containing context-specific summaries. It had the added twist that it needed to include data from a previous study two years ago, then benchmark all the filtered values against overall values. "I worked out that this would have required about 45 man-days to do the reporting, including the checking," he says. "I have estimated five days of my time to do it in Enterprise, plus two days checking by execs. It is the sort of job that would be mind-numbing without this, and of course, that is where the errors creep in." | Q

By Tina Pragoff

Involving kids in the creative process is the name of the game

There's a wonderful resource you've probably never even considered to help you solve your problems. One of the most valuable sources of creative energy that can help you develop ideas for new products and services is closer than you think. They may be small, but they have great big, wide-open minds - the perfect kind for innovative thinking.

What's the answer? Kids!

According to the 2000 U.S. Census, kids aged 18 years and younger make up 25.7 percent of the U.S. population. They spend billions of dollars a year on purchases and influence countless other decisions regarding the buying of products and services. Without a doubt kids are powerful consumers, but they are so much more.

Kids can create. Kids have a unique perspective in the way they see life and a willingness to free their inhibitions in the pursuit of creative endeavors. They dream, they explore and they question the world around them. They consider possibilities that grown-ups may be unable to see. They take creative chances that adults may feel too inhibited to allow themselves to experience. Kids can help uncover previously unseen solutions and help tackle more difficult tasks when they are provided the opportunity, the encouragement and a clear process to guide their efforts.

But with so many kids to potentially draw on for insight, how do you find the right one to help you with your task? While there is no formula for determining the perfect candidate, below are several traits that creative kids share and suggestions on how adult facilitators can best maximize these abilities.

Editor's note: Tina Pragoff is innovation project manager at Innovation Focus Inc., a Lancaster, Pa., consulting firm. She can be reached at 717-394-2500, ext. 15.

• Willingness to ask "Why?": Kids who are curious and like to explore new ways of looking at things can help shed light on valuable, new opportunities for you and your organization. They give you the benefit of fresh eyes and a renewed sense of wonderment about your situation. You should take note, however, that many more kids are creative than receive credit for it. Every kid has creative potential; some may just not know it yet. Most kids need a little encouragement and a few creative exercises to bring out their best.

• Commitment to cooperation: Kids who are comfortable working in teams can easily build on each other's ideas. It often takes many creative minds working in unison to craft an excellent solution. You should bring groups of like-aged kids together who are already friends, teammates or classmates so that they can take advantage of existing levels of

comfort.

• Desire to divulge: Kids who can share their thoughts, opinions, feelings and ideas with others, while also appreciating different points of view, can help make people in the group feel more at ease. You should be ready to protect kids' fragile ideas. Beginning ideas are usually half-baked, and typically need a little more time to be developed. Make sure all ideas are given this much-needed opportunity to become winning solutions.

• Ability to have focus and fun: Kids who can follow directions and focus on a task, while balancing the energy and enthusiasm of their youth, can bring both creativity and concentration to the problem-solving process. Adult facilitators can best serve kids by offering several breaks from the hard work of idea generation. In addition, you should remember that your behavior sets the tone for the rest of the group...so have fun yourself!

A little focus

Kids have amazing creative energy that can be harnessed for productive means. However, too often their energies are unappreciated because they are underutilized or misdirected. Kids often explore creativity in terms of self-discovery. They use their creativity to entertain themselves and learn about the world around them. However, their creativity has a potential far greater than this. With a little focus they can apply this wealth of unbridled creativity and energy toward a directed effort such as problem solving and idea generation around a specific task. In the end, they will not only have an opportunity to exercise their creative muscle, they will also achieve a sense of personal fulfillment from using their talents to connect to the world around them in a tangible way.

Kids need a process that can offer them a balance between the free flowing of their creative ideas and defined steps that can help lead them toward a solution. There are several important aspects to utilizing a structured creative process with kids to create solutions.

• Tailoring a task: It's important to clearly define a task in terms that kids can relate to. Kids can develop innovative solutions for even difficult tasks if the problem is framed appropriately for them. Use action words, or verbs, to define a clear goal. Select vocabulary that can be easily understood by the age group you are working with. The task is an important jumping-off point for creating ideas so be sure to explain a little background on the task before you get started to provide direction for the group.

• Plotting a process: Processes that utilize kids as idea generators should include opportunities for them to stretch far outside the

box through divergent thinking exercises, balanced with convergent thinking exercises that will direct their efforts back toward the task at hand. Fun can serve as an important driver for productivity. A good process for kids provides flexibility, structure and productive play.

• Rules for the room: It's imperative to have rules so that kids can better understand what is expected of them as members of the group. One suggestion is to have the group develop some rules of conduct so that they feel allegiance to them. Rules help to focus energy and effort towards any goal. Some examples may include: no idea is a bad idea, build on each other's ideas, etc.

• Creating the climate: When working with kids, a special climate needs to be set for the group. Encourage them to sit on the floor if they are more comfortable; have crayons and paper available so that they can draw their ideas if they are having trouble describing them; include energizing activities that give them a chance to tap into their huge reserves of energy – this will help them better focus when necessary.

Hundreds of ideas

Kids are extremely insightful. A few years ago, Innovation Focus was working with a manufacturer of children's arts and crafts supplies. During one activity, several package design prototypes were passed around the group for the children to view. While many of the comments revolved around the color and shapes on the containers, one child spied something even more interesting. "How come there are only girls on the cover of the box? Don't you want to sell it to boys too?" she inquired. Her investigation soon opened the door to other questions from the kids such as, "Why are all the kids in the pictures white?" Working together, the kids not only created hundreds of new ideas for products for this company, they also asked some intriguing questions that forced the company to reevaluate its packaging to speak to a greater market.

Kids certainly aren't limited to working on product and service ideas directed only at their particular age groups. At our firm, we often call on kids to act as "wildcard" idea generators at brainstorming sessions. We have used kids for helping develop product and service ideas for everything from financial investment companies to pharmaceutical manufacturers. While they may not be direct purchasers of many products in the market today, they can often introduce a necessary element of creativity and naïveté into any group by simply asking, "Why not?"

So the next time you know you'll be tackling a difficult task, why not call on a creative kid? | Q

> data use

By Andrew Jeavons

Darwinism and data

Market researchers usually use some form of data when they perform studies for clients. What constitutes data is an interesting question, and the nature of data and how we represent it has some insights into how we need to work in the future.

Data has a long history, and its history is linked to the development of writing. Research into the development of the first writing has been going on for some years, and it is an interesting fact that the first writing wasn't motivated by anything other than the needs of commerce. The motivation wasn't to record epic poems or laws or even history but the need to keep track of goods and livestock. Without business there would arguably have been little culture!

A book called *Archaic Bookkeeping* by Nissen, Damerow and Englund provides a fascinating insight into the origins of writing. The cradle of writing was Mesopotamia, the earliest items coming from Uruk in lower Babylonia, now Iraq.

Denise Schmandt-Besserat has written extensively on the earliest forms of data records, in around 8000-3000 B. C. Neolithic clay tokens, or bullae, seem to have been used as a commercial record-keeping system. The principles were very simple: six bullae meant you had six chickens (or were owed them or sold them). Different shapes (cones, ovoids, spheres) may have represented different measurements of grain or another commodity. The path of evolution was from simpler tokens to more complex ones differentiated by shape. Schmant-Besserat says that the appearance of the more complex token system seems to have correlated with urban formation. As people began to live in larger and larger settlements, trade became more complex, and the notation system evolved accordingly. She also believes that the more complex token system was driven by the development of an elite within society. (The implication is that they were managing resources for the larger population.) It is thought that from these clay tokens the first writing - cuneiform - developed. Data and the need to record it have had epic consequences.

One of the problems with bullae (and a lot of data sets we have now) is that you need metadata with them. Metadata is the data that describes the data - i.e., that 10 bullae means 10 cows. If you lose either the data or the metadata you have a problem. Matching a dataset to its correct metadata can still be an issue. Because of the way we have to work, we dissociate data from metadata, and that dissociation can be the cause of errors. For the Babylonians the solution was to develop a way of merging the bullae and the metadata to form a single document, getting rid of the bullae as distinct physical items over time.

Editor's note: Andrew Jeavons is president of MI Pro USA Inc., a Cincinnati-based software firm. He can be reached at 513-762-7650 or at andrew.jeavons@mipro-usa.com.


E-Tabs Enterprise
E-Tabs
Automated reporting
The Award winning software for instant charts and reports
The E-Tabs Enterprise software automates the production of charts, graphs, and summary reports directly from your existing research tabulations.
If you work with continuous tracking or ad-hoc projects spanning several brands or regions, you will be well aware of the effort required to generate reports. You'll know how much time it takes to extract data from multiple tables, collate, summarize and analyze the figures before importing them into PowerPoint, Excel or Word reports.
Having to reproduce these sets of slides for each market, region, brand or wave is time-consuming and error-prone, and diverts researchers to administrative tasks.
With E-Tabs Enterprise, you can automate all of this – and more. There is no need to sacrifice any special chart types: use your existing Microsoft Office templates without any modification, and generate entire reports and presentations in seconds – even package them up for automatic email to the client!
From tables to presentations in a flash. Set yourself free to concentrate on the real business of research, and let E-Tabs Enterprise take the reporting strain.
Contact E-Tabs on 1-888-823-8227 email info@e-tabs.com or visit our website at www.e-tabs.com/enterprise
E-Tabs
www.e-tabs.com
Winner of the UK 2004 MRS/ASC Award for Technology Effectiveness

We are evolving and recovering from our own era of bullae, the cards and columns that have been data recording's fundamental mechanism for decades. That isn't to say the concepts involved with cards and columns were not a revolution in their time, but that time has passed. In fact bullae were better than cards and columns - at least they could have a different shape! With cards and columns we again had the problem of dissociation; that is, that the metadata and paradata (information about how data was collected) was not an integral part of the data. We need to get them all closer to each other to make data management easier, quicker and less prone to errors.

Freed from the restraints

Developing a link to metadata is only one way that new data representations can help with market research. Being freed from the monodimensional restraints of cards and columns has other advantages.

Data is more than numeric information. One example is the concept of global codes across a questionnaire. A global code is a way of denoting that any question has a value such as "don't know/no answer" or "not asked" or even "missing" and having the same value represent that across all questions. If you use the card-and-column method of holding your data you may have a question which has 27 possible responses; usually other responses will be allocated a number such as 99 or 98 to "don't know/no answer." Having this discontinuous code range can cause problems. In many systems this will mean that you have to allocate space to hold 99 or 98 possible codes, even though there is no chance of the codes above 27 and below 99 or 98 will be used. This preallocation of space to hold possible values leads to what is termed the "sparse matrix" problem. You can end up with a potentially large data file which is mostly filled with space and very little real data.

If you have a question with 122 possible answers you will have to pick a value of 123 or 199 or 999 for "don't know/no answer." The point is that the value changes according to the code list or type of the question. We can't have the same "don't know/no answer" code for questions with 27 potential responses and questions with 127 responses and be efficient in our data storage.

It's far easier to have some non-numeric character to represent "don't know/no answer" across EVERY question. You can even start to represent really useful things like "not asked in this wave" or "not asked in this country" as some software does. Missing values can be represented as missing consistently across data sets. You can only do this if you don't use a strictly numeric way of representing your data.

Not flexible enough

The whole punched card thing is actually quite complex (see www.maxmon.com/punch1.htm for some history). But today we have vestigial cards and columns which are just not flexible enough. Some software uses global codes, some doesn't. It's usually the programs that are still tied in some way to the card-and-column concept that don't.

It's not just global codes that are useful. Hierarchical data can also benefit from non-numeric data items. Data hierarchies are those such as credit cards owned by people within a household, or items bought on a shopping trip. They can get quite complicated, with several "levels" to the hierarchy. Again it becomes a question of knowing more about your data. When you have a variable X it would often be very useful to be able to see that, as well as the value of X, there is some information that encodes the structure of the hierarchy within the data value that this value is derived from. One of the reasons for this is the problem of performing a mismatched analysis. With many software systems you can crosstabulate variables that are on a different level of the hierarchy and produce garbage - embarrassing garbage in at least one case that I know of. If the hierarchical structures are contained within the data this risk is reduced considerably; the analysis software can check that the data variables are at the right level. Card-and-column data simply does not have the richness to encode all the dimensions of data along with metadata about the structure of the data. We have database technologies which can organize data to a degree and provide this structural component, but encoding the data with information such as "question not asked" or "question skipped over due to program control" is a more complex problem.

Optimal way

Even when we have our dataset with non-numeric information there is still the question of organizing the data in an optimal way for analysis. Crosstabulation is still the dominant way of analyzing quantitative data in market research. Crosstabulation involves a "linear" pass through the data; each record is examined to see if it should be included in the crosstabulation. Retrieving data from a relational database for crosstabulation is very inefficient. Using a relational database to organize data when it is being collected and edited is a very efficient practice. So it is now common to invert data for analysis. That is, instead of storing the data in a respondent-ordered way it is inverted so all the responses for a question are stored together. You end up with a much more efficient data structure for analysis. This is an important factor in the current data climate. We are increasingly having access to huge amounts of data, and we need ways of representing them optimally for analysis. While there are many new, and very interesting, analytic tools coming into the marketplace, crosstabulation will be around for quite some time to come.

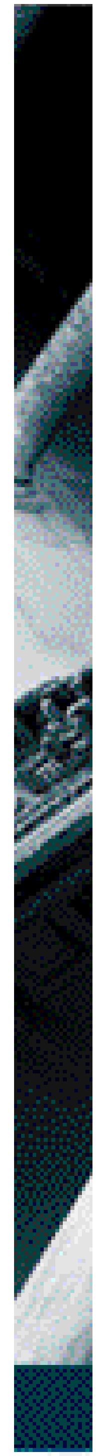
Change the nature

Because of tools such as XML we now have the potential to change the nature of the data we collect and allow it to become richer and more "dimensional." But we aren't yet at the ideal point. We do need to make sure that the potential for dissociation of data and metadata is minimized; what is a data point should be intimately encoded with its metadata. Increasing the dimensions of the data, with global codes for "no answer," codes for "not present in this wave," or "not asked" will make the task of analysis simpler and more efficient. We do have to face up to the fact that cards and columns can no longer provide us with the forms of data representations we need. It's time to evolve! | Q

> by the numbers

By David Haynes

Respondent goodwill is a cooperative activity



Editor's note: David Haynes is CEO of Western Wats, an Orem, Utah, research firm. He can be reached at dhaynes@westernwats.com or at 801-379-4002.

Survey researchers depend on a common resource: the respondent. This population is a common reserve used by researchers to meet their objectives. In this light, it is a resource with shared stewardship. On the whole, market researchers have done a commendable job sharing and managing this critical resource.

In a Utopian world, this resource is managed by thoughtful stewards interested in the long-term health of an irreplaceable input to the research process. Unfortunately, we do not live in a perfect world. The dynamic soiling this idealistic portrait can best be understood through a theory postulated by William Lloyd, a 19th century mathematician, known as the Tragedy of the Commons.

The Tragedy of the Commons is often illustrated in this way: Imagine an open range of lush grassland shared by a number of ranchers. Each rancher places his cattle out to pasture in the shared field to graze. The ranchers, being smart and ambitious, would like to maximize the value of their herd. In order to optimize their return they add cattle to the ranch. For every cow added, the ranchers are returned the full value of the animal at market. The cost is the additional grazing on the range, shared among all users of the grassland. The rancher seeking to maximize his personal gain will add one cow, and then another and another and yet another until over-grazing leads to famine.

Philosophers point out, "Freedom in a commons brings ruin to all." This concept can be demonstrated in a number of real-world examples, such as the over-fishing of some parts of the ocean, tossing trash out of a car window or e-mail spam. Thankfully this conundrum has a simple solution: temperance. Through mandated or voluntary restraint the tragedy can be avoided. Our industry has a wonderful record of self-regulation and cooperative behavior. With this heritage in mind, I would like to share my thoughts on how we can engage in enlightened cooperative behavior which will move us further from the Tragedy of the Commons.

Responsible predictive dialer use

Predictive dialers are tremendous productivity tools. They remove much of the idle time an interviewer would otherwise spend manually dialing numbers and recording call dispositions, such as no-answer and busy signals. By definition, predictive dialers dial phone numbers ahead of available interviewers, predicting when an interviewer will become available. Adjusting the pacing manually sets the aggressiveness of this dial-ahead

capability. Obviously, there is strong motivation for call-center managers to increase the pacing and minimize the time an interviewer spends between calls. However, this action has undesirable consequences because some respondents are contacted before an interviewer is available. In most cases, the dialer then places the respondent on hold or disconnects the call. Both actions decrease respondent goodwill.

The FTC has mandated through legislation governing the activities of telemarketers a number of metrics to assure responsible dialer use. It would be in the best interest of the research community for those who use dialers to voluntarily adopt these guidelines as a baseline. A comprehensive presentation of these regulations can be found in the FTC's Telemarketing Sales Rule. A brief summary is available online at www.ftc.gov/bcp/conline/pubs/buspubs/calling.htm.

<u>Survey length</u>
The marginal cost to increase the length of an Internet questionnaire is negligible. It is largely confined to some additional programming and hosting time. However, respondents are annoyed when the instrument runs on for an extended period of time. At the end of the survey, if they finish, these respondents may feel abused and exploited. As a guide, questionnaires with an average time longer than 15 minutes should be carefully examined. Many surveys can be condensed through careful editing or, if needed, bifurcated into separate efforts. Another solution involves increasing the incentive beyond the trivial sum too commonly offered by Internet panel providers.

<u>Respondent fatigue</u>
Due primarily to the availability of new technologies such as IVR and the Internet, there has been a proliferation of very low-cost survey activity. Some of this simple work is of value, thereby justifying the respondent's time. However, many pop surveys are of nominal value. Often the research design is performed by an uninitiated researcher and the results are of little value. For instance, the newscaster-announced toll-free number to collect responses to a quick survey touted to predict who would win the upcoming Presidential election, or another Web survey to determine the lifespan of Jennifer Lopez's latest romance. Too often, these quick-and-dirty efforts diminish respondent goodwill and harm the survey research industry.

<u>Better, more frequent incentives</u>
Everyone likes a hardy thank-you for his or her effort. What better way to extend gratitude in a sincere fashion than to offer respondents something tangible for their time? Not only does this action secure cooperation but it makes a deposit into the respondent's goodwill bank account. There are a number of creative means for offering an incentive to keep costs down and perceived value high. For instance, a number of forward-thinking companies have braided their customer satisfaction survey incentives into well-managed affinity programs.

Diminishing the welfare
The Tragedy of the Commons rests on the fact that when individuals use a public good they do not bear the full cost of their actions. This will lead some naive actors to over-exploit the shared resource, diminishing the welfare of all. Fortunately, the solution is simple: education, cooperation and restraint. In an industry dominated by thoughtful players interested in the long-term sustainability of our craft, I urge a revitalized look at how our practices effect respondent goodwill. I look forward to the thoughts and opinions of my colleagues on this important matter. | Q

special markets: seniors

By Marilyn Richards

Focus on their needs

How to make your groups senior-friendly

Not so long ago it was fairly routine for clients to specify that anyone over the age of 54 be screened out during the recruiting process. It used to be, "Well, thank you, those are all my questions," or the not-too-subtle, "Oh, I'm sorry, that quota has already been filled."

But you and I both know that those in that "dreaded" age range inferred: "Sorry, you're too old and out of the mainstream to participate in our study." Of course, we never meant to imply any such thing, but almost certainly this is the message that was sent and received.

Even today in these supposedly enlightened and politically correct times we sometimes slip into the old thought patterns of seniors being dreary icons of Medicare, Social Security, Depends and denture cleaner. But the senior lifestyle in 2005 tends to extend far beyond sitting in the fabled rocking chair or puttering around the yard or fine-tuning hearing aids.

My point is that traditional ways of thinking about senior focus groups just won't work anymore. There are simply too many varieties of 55-plus! They're living longer, living larger, and looking younger.

Editor's note: Marilyn Richards is president of Prybyl Group, Inc., an Arlington Heights, Ill., research firm. She can be reached at mjrichards@prybylgroup.com.

Although anecdotal, our experience listening to seniors has revealed:

• Seniors hunt and fish. They buy computers and take college courses.

• They work at Wal-Mart and run home-based businesses.

• Seniors go to church and some go to prison.

• They do scrapbooking, self-defense and yoga.

• They flock to Florida and steer their RVs to Branson, Mo.

• They drink beer and wine, watch TV and love their pets.

• They jog, mall walk, ride bides and go kayaking.

• Seniors date, get married and (gasp) have sex!

(Oh my gosh, they're almost like us, only...older!)

Leaf through any senior-oriented publication and, once you sort through the ads for prostate treatments, chair- and stair-lifts, walking aids, orthopedic gadgets, mobility scooters and Medicare information, you are likely to find articles and information on: travel, health, science, diet, wellness, stress management, fashion, recipes, nutrition, financial, business, sports, politics, legal, entertainment, fraud alerts, celebrity profiles, income opportunities, home décor, technology, and dealing with your boss and the opposite sex.

With the possible exception of skateboards, rap CDs and tattoo artists, I suspect that we'll find more and more products and services cross-marketed to the over-55 crowd.

Okay, then why are you NOT doing senior groups? Have you recently turned down a senior project? Perhaps you referred one away to an older moderator who you felt was more qualified. Or could it be that you've heard some horror stories and have concluded that it's just not worth the hassle?

While some others may steer clear of senior-oriented focus groups I haven't and I will tell you why I love working with them. For the most part, I have found that:

• Many seniors are earnest and less likely to try to get into focus groups under false pretenses.

• Typically, they are cooperative and listen intently when instructions are given.

• Generally, they don't mind telling you (in great detail) exactly what they're thinking.

• And seniors tend NOT to waste valuable discussion time by trying to fake it when they don't know something.

The following points are meant as guidelines, not hard-and-fast rules. I use them to help me keep my senior-oriented projects senior-friendly.

Selecting the senior-friendly facility

• Location and parking: Choose a facility that is very easy to find. No tricky hairpin turn-offs, confusing driveways or entries - and preferably one

in an area that is not likely to be excessively congested during rush hour. (Good luck on that one.)

• Directions: Provide good maps to your respondents - clear and accurate! (Moderators appreciate this too.)

• Safety: The facility building should have well-lighted ground-level parking immediately adjacent to the entrance. Many seniors (and some moderators) have concerns about their safety in enclosed or tiered parking garages with elevators and stairwells - even during daylight hours - but more so after business hours or at night when parking areas are relatively deserted.

• Conference room: Try to choose a facility with a quiet HVAC system that can be easily controlled, as some seniors tend to feel chilled. And a noisy system can cause problems for those who are a bit hard of hearing.

• Lighting: Be sure that the conference room is brightly lit. It's a good idea to personally inspect the light fixtures far enough in advance of your groups in order to allow sufficient time to replace any burnt-out fluorescent lamps. You do want your respondents to be able to read your handouts, don't you?

• Seating: Comfortable conference room chairs will go a long way toward making your group session a pleasant experience for those with back problems or arthritic conditions. Uncomfortable and fidgety individuals (of any age) make poor respondents.

• Food, snacks and meals: Okay, here's a cliché that's mostly true. "Offer a free meal and they will come." Be certain your recruiters mention food during the invitation part of the screening. (I personally know seniors who will drive 50 miles and burn $20 worth of gas to get their hands on a free $4.95 meal.) With that in mind, here's a thoughtful touch: Give your participants the opportunity to take home extra sandwiches or deserts after the group session. Provide them with carry-out containers and they will love you.

• Food sensitivities: Remember that many seniors have high blood pressure, diabetes or are on some kind of medication. Salt-free and sugar-free snacks are a must and it's always a good idea to verify with the facility that decaffeinated coffee and tea will be available along with the regular kind. Diet and regular-type beverages should be available as well. Most facilities already do this as a matter of course.

• Restrooms: For obvious reasons, restrooms should be easily accessible and easy to find. We don't want our senior respondents getting lost in a maze of hallways when they need to excuse themselves during the discussion.

• Cash versus checks: Seniors should receive incentives in cash and should be informed as such during the recruiting process. Mention that they will be asked to show an I.D., but not their Social Security number. We've been hearing seniors turn down focus group invitations because of fear that their benefits will be affected.

• Scheduling: Seniors who have trouble driving after dark should be recruited for morning or early afternoon groups unless they have other means of transportation. And increasingly, many seniors have busy calendars and it may become necessary to schedule additional groups in order to accommodate conflicts with previous plans, e.g., senior citizen center socials, lunches, doctor appointments, volunteer commitments, etc.

• Reading glasses: Seniors (and ALL respondents) should be reminded to bring their prescription glasses.

• Medical concerns: Prior to the focus group, participants should be encouraged to reveal any medical condition that could potentially cause a disruption, e.g., allergies, fainting spells, etc.

Once, during a group on death benefits, an elderly respondent suddenly tumbled to the floor! Even though I immediately halted the discussion, fellow participants seemed oblivious to her plight and continued deliberating the topic at hand. It took a bit of persuading to shut them down and remove them from the conference room before paramedics arrived. It was later learned that the victim suffered frequent fainting spells and she survived the episode. This taught me two lessons: 1) seniors are not easily distracted from their assigned mission, and 2) ask about medical conditions.

• Sensitive topics: If the discussion topic is of a potentially sensitive nature, it is a good idea to screen for any traumas, deaths, divorces, major illnesses, etc., that may have occurred during the previous six months. We don't wish to have anyone burst into tears during the discussion and, clearly, we should try to avoid stirring up painful memories.

• First-time senior participants: Sometimes qualified respondents cannot be recruited from a database. If your study requires first-time senior participants, recruiters will need to assure them of the legitimacy of the call. They should be able to assuage any fears that your focus group might really be an unscrupulous sales tactic or even a malevolent ruse to get them out of the house in order to facilitate a burglary. Don't be hesitant to offer these folks as much information as necessary in order to make them feel comfortable, e.g., your membership in the local chamber of commerce, a Web site URL, ethical agreements required for MRA or QRCA membership, etc. Always promise (in writing, if necessary) to respect their privacy and to not sell or distribute any personal information.

The senior-friendly focus group discussion

So how is a senior focus group different from a standard one? This may surprise a number of you, but the answer is: not much! A facilitator with excellent moderating skills will do extremely well.

Below are a handful of handy hints, reminders that help to keep me on track and my senior groups running smoothly. They are not earth-shattering revelations - just basic courtesy and common sense.

• Handouts should be printed in a 14-pt. serif font or larger.

• If practical, exhibits should be passed or walked around the table prior to placing them on a wall, shelf or easel. Try to plan for this.

• You might need to speak a little louder or slower than normal, but it should never be necessary to shout or talk in slow motion.

• Build at least one bathroom break into your discussion timeline if your group will be longer than an hour.

• Treat seniors with respect - never talk down to them.

• Allow a little extra time for your group to get up to speed and to wind down.

• As they exit the conference room always try to acknowledge each individual and thank them all for being a great group!

Some closing thoughts

Seniors love to talk - probably because some spend a lot of time alone. Prior to the actual group it is always a good idea to give them enough time together to get acquainted, mingle and let off a little steam. This will help keep things on track during the actual group discussion and you are less likely to have to shut somebody down.

It is also a nice gesture to allow them a few minutes after the group to chat with one another just before leaving. Naturally, you should always remind them to never talk in the vicinity of your next group of waiting respondents.

Senior show-rates tend to be high, so do not over-recruit excessively. You should try to seat everybody that shows up. Feelings can be easily hurt and we really don't want to disappoint a senior by merely paying them off and hustling them out the door, especially if they've gone to the trouble of rearranging their schedules and so forth.

And finally, seniors are not likely to agree to attend your group unless they have a genuine interest in the topic. Compare that mindset with the all-too-frequent indifference exhibited by some younger respondents. Seniors really do appreciate the opportunity to share their insight and opinions and I, as a focus group moderator, appreciate them for doing so.

Oh, did I mention that they are a joy to work with? After all, they are almost like us - only older! | Q

Make the process open to all

By Bill MacElroy

Everywhere you go in the U.S., one finds that buildings, stores and public places have changed significantly in the past 15 years. Since 1990, when the Americans with Disabilities Act was enacted, entryways, staircases, elevators and many other "barriers to access" have been redesigned and rebuilt to provide those with various types of mobility limitations easier entry into mainstream life. Lately the same goal is being extended to previously unthought-of areas where various disabilities may cause limited access to information, commerce and educational opportunities. One such area is the Web. Researchers utilizing the Web for data collection should begin understanding how changes in usability regulations may soon impact how we deliver surveys online.

In 1998, Congress amended the Rehabilitation Act to require federal agencies to make their electronic and information technology accessible to people with disabilities. Inaccessible technology interferes with an individual's ability to obtain and use information quickly and easily. Section 508 was enacted to eliminate barriers in information technology, to make available new opportunities for people with disabilities, and to encourage development of technologies that will help achieve these goals.

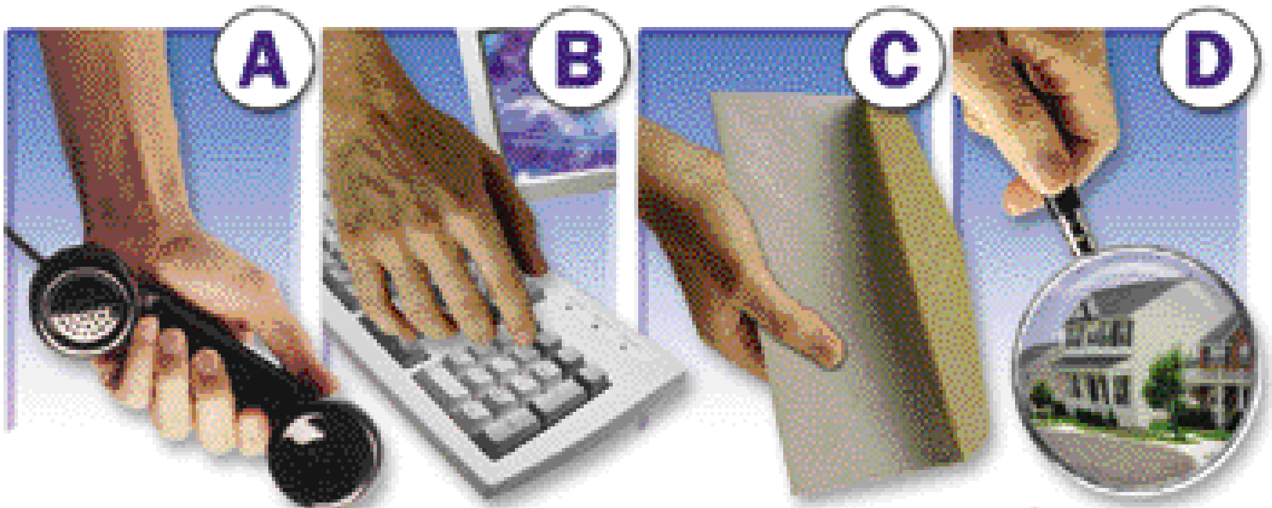
The law applies to all federal agencies when they develop, procure, maintain or use electronic and information technology. Under Section 508, agencies must give disabled employees and members of the public access to information that is comparable to the access available to others. And in a number of cases, those who do business with and/or have contracts to provide services to government employees are being required to provide the same sort of access.

Bringing Web surveys into compliance with the Americans with Disabilities Act

Although the law specifically limits the degree to which online systems must comply only to those Web services that are contractually provided to the federal government, lawsuits targeting large, "deep pocket" entities are causing companies to consider voluntary compliance. As more companies accept the challenge to create open and easy-to-use sites for everyone regardless of ability, this will likely become the norm.

In the world of online research, these requirements are beginning to

Editor's note: Bill MacElroy is president of Socratic Technologies, Inc., a San Francisco research firm. He can be reached at bill.macelroy@sotech.com.


A
B
C
D

surface more and more frequently – particularly when the research is being recruited from a corporate Web site, or is adopting a look and feel of the sponsor's site. But unlike systems that deliver mostly content and information, many modern online survey applications are designed to dynamically collect information. Most Web research applications do not employ static HTML, where each possible page is programmed ahead of time, but rather they create custom pages based on each respondent's individual answers. This is a challenge that requires an additional layer of programming to make the data collection systems capable of complying with Section 508 requirements.

The accessibility that is required falls into several categories associated with the usability of a Web-based system (and, by extension, Web surveys being conducted on or recruited from the site). Most of the relevant provisions for online applications pertain to accommodations for people with impaired vision. Two primary areas of concern for accessibility include "substitution for keyboard navigation" (for people with vision problems who cannot use a mouse or other on-screen tracking and pointing devices) and, secondly, "information display and delivery" methods.

Marketing researchers who work with visual exhibits and animated work are familiar with the requirement that certain physical abilities must be assessed before a respondent is "qualified" for a survey. For example, it is usually the case that people who are color blind would be screened out of a study on packaging design. But the requirements of the ADA are designed to move away from "screening out" people with various types of disabilities and toward allowing them to take part in mainstream decision-influencing activities (such as surveys).

Most people with visual impairments use a class of software called screen readers, which translate the visible text on a screen into spoken words. Others use physical devices which render the text portions of the screen into braille or other mechanical feedback. In each of these cases, the application producing the screen content must be compatible with these devices.

This means that many of the graphics used in standard survey work must have readable tags that either allow the text displayed to be read in a recognizable fashion and/or to describe the graphics being used so that the context of the question is not lost. From a research standpoint, "describing a graphic element" may not produce the same test result as the feedback from a sighted individual, but it does offer a partial means for including those whose opinions would otherwise be ignored.

If you stop and visualize a typical online survey from the standpoint of someone with vision or other physical disability, you will soon see that many of the items that are used to create engagement, ease-of-navigation or an appealing look and feel are often not readable in their native form. Therefore we need to "open up the hood" and add additional descriptions of what is going on.

Taking an inventory of graphic elements that are used to convey meaning (e.g., color-coded sections of questions; boxes and lines that convey task flow; icons or thumbnails that indicate previously presented information; or logos or pictures used as exhibits) identifies sight-centric communications that need to be "annotated" beneath the visual layer. This is usually done by employing meta tags, which are text-based messages used to describe what's going on within the page without relying on the graphic cues. This additional information doesn't show up on the screen, but is spoken or printed for the sight-impaired.

A similar set of standards takes into account that screen colors and layouts must be accessible not just for the blind but also for those with lesser degrees of vision impairment. This means that colors used on the screens must be of sufficient contrast to produce a legible read and that faint colors are not utilized for key text entries. Timing of elements that are animated must either be slow enough for study and interpretation or they must repeat (either automatically or on command). Although these may sound like burdensome requirements, in the broader sense, it's probably just good design usability.

Don't wait

My suggestion to researchers is to begin thinking about this challenge now, rather than waiting for it to become a regulatory or legislative mandate. Many of these requirements are not small fixes and it will take time, investment and training to come up to production in this mode. On the other hand, starting to gain expertise in alternative information delivery systems may actually apply to other forms of future technology as well. (Consider that a survey that combines both spoken and graphic content delivery might be more appropriate for devices with limited screen space - like cell phones and PDAs.)

Recognizing that this is an important trend, which could affect the entire online research industry, the Council for Marketing and Opinion Research (CMOR), in conjunction with the Marketing Research Association and the Interactive Marketing Research Organization, is working now to understand the practical implications of regulations and to create information sources for those interested in studying compliance. At the same time, CMOR will continue to represent the industry's interests before the relevant committees of Congress, and wherever possible, to distinguish the unique characteristics of survey research from simple site-content communication. | Q

Changing times?

By Bob Witeck
and Wesley Combs

Gay market trends and the 2004 election

As the election campaigns ended this past November, partisans and pundits almost instantly highlighted the pivotal role of gay issues in American politics as well as the 11 states that voted to adopt bans on same-sex marriage. In the days after November 2, many in the U.S. media ballyhooed the ascendancy of "moral values," giving overblown interpretation to exit poll questions that seem to suggest that an historic anti-gay backlash has occurred.

But has it really?

Gary Langer, director of polling for ABC News, for instance, made this point emphatically, as reported in the *New York Times* four days after the election: "A poorly devised exit poll question and a dose of spin are threatening to undermine our understanding of the 2004 presidential election. The reporting accurately represents the exit poll data, but not reality. While morals and values are critical in informing political judgments, they represent personal characteristics far more than a discrete political issue. Conflating the two distorts the story of Tuesday's election."

Putting aside the political snapshot for the moment, it is just as important for us to analyze the near- and long-term implications for the U.S. consumer market. We believe this analysis will offer critical new insights and supporting data to help guide business managers in understanding public opinion as a barometer on controversial social issues including gay civil rights and responsibilities.

Today, companies are smart to ask whether the gay marketplace will remain as promising in 2005 and the years ahead. Based on a deeper understanding of current opinion and market research, we believe the unqualified answer is yes.

First, how did American voters actually deal with gay issues in 2004? In a year when same-sex marriage became legal in Massachusetts, not surprisingly the movement to restrict or ban the recognition of marriage for gay couples found its way onto 11 state ballot measures in 2004. Opponents of these ballot questions said the measures were a strategy by Republicans to galvanize their conservative voter base and get them to the polls in greater numbers.

However, many analyses also report that during this unusually high-

Editor's note: Bob Witeck is CEO, and Wesley Combs is president, of Witeck-Combs Communications, Inc., Washington, D.C. They can be reached at bwiteck@witeckcombs.com, wcombs@witeckcombs.com or at 202-887-0500.


ithinkinc.com
i.think_inc.
Just who really is answering your online survey?
With 7 years of online panel experience, we know our ithinkers
> Our panel was built one person at a time — Never through webmaster referral programs, co-registrations or mass web-site intercepts
> Respondent survey answers are validated against stored demographic information for consistency and accuracy
> Security, privacy and double opt-in best practices are strictly enforced
> Approximately 1.4 million US household members
> Survey programming and hosting also available for start-to-finish fielding solutions
[i.think_inc.]
www.ithinkinc.com 2811 McKinney Ave., Suite 218 Dallas, TX 75204 (214) 855-3777

visibility election year, turnout would likely have been high with or without the referenda. One advocate in Oregon for the same-sex marriage ban was quoted thusly, "It's conceivable this measure might turn out some people of faith that are typically apolitical, but I think in the big scheme of things...this is going to be a large turnout and our measure doesn't have that big of a role in it."

On November 2, therefore, voters in Arkansas, Georgia, Kentucky, Michigan, Mississippi, Montana, Ohio, Oklahoma, Oregon, North Dakota and Utah passed measures limiting or banning the legal recognition of same-sex relationships. In addition, however, efforts now are underway to challenge several of those measures in state and federal courts.

What else happened?

The ballot measures were not the only word on gay issues and political candidates, however. On November 2, American voters also:

- voted in many races to elect and re-elect openly gay candidates throughout the nation;
- elected or re-elected all six openly gay candidates running for legislative offices in California;
- elected open lesbians to North Carolina's state senate, to the Idaho state house and to the Missouri state house;
- elected the first-ever open lesbian Latina as sheriff in Dallas County, Texas;
- re-elected every Massachusetts lawmaker on the ballot, Democrat and Republican, gay and straight, who supported same-sex marriage in that state; and
- voted to repeal a law in Cincinnati that prevented the city from passing legislation to protect gays and lesbians from discrimination - this progressive result in a state that also adopted a state constitutional ban on same-sex marriage.

What does public opinion research therefore reveal about American attitudes? Over the last year, numerous national and state surveys confirm that a majority of Americans oppose legal marriage for same-sex couples. It is not really surprising therefore that the referenda votes cast in November 2004 reflect this attitude.

When probed a bit more, however, we also learn that many Americans do not distinguish clearly between the matrimonial sacraments of marriage bestowed by churches, temples or mosques and the civil ceremony of marriage conferred by state law. Whether through tradition or faith, many Americans do not wish to confuse their long-held definitions of marriage by endorsing equal married status for gay couples.

But that is not all that voters believe. In many of the very same surveys, a majority of Americans favor establishing some forms of legal protections for gay and lesbian couples. This was also confirmed in the exit polls taken on November 2.

When asked specifically in the 2004 exit polls, 25 percent of voters favored legal marriage for same-sex couples, while 37 percent opposed any form of legal recognition.

Most important, over a third of all voters - 35 percent - stated they favor some form of legal relationship such as a civil union, but one not labeled or defined as a marriage. Therefore 60 percent or six out of 10 voters support some form of legal recognition for gay couples. In addition, 50 percent of all Republican voters also support legal recognition of same-sex relationships, with 20 percent favoring legal marriage and 30 percent favoring civil unions. (What the exit polls asked on November 2, 2004: "Which comes closest to your view of gay and lesbian couples?" 1. They should be allowed to legally marry [25 percent agreed]. 2. They should be allowed to legally form civil unions, but not marry [35 percent]. 3. There should be no legal recognition of their relationship [37 percent].)

Under normal circumstances in

American politics, a 60 percent to 37 percent margin would be considered highly decisive. This emerging consensus also is validated by survey research conducted in 2003 and replicated again in late 2004 by Witeck-Combs Communications and Harris Interactive when we queried over 2,000 adult Americans online about eligibility for workplace benefits. Employment benefits often mirror the same kinds of privileges and rights conferred by marital status, and are a valid way to examine social acceptance of gays and lesbians.

Specifically, when heterosexuals were asked whether certain benefits of employment now available to married spouses should be equally available to same-sex partners, in almost every instance, nearly two-thirds of heterosexuals agreed that equal treatment ought to be given to employees with same-sex partners.

The specific benefits included the taxability of health insurance benefits, adoption assistance, bereavement leave, relocation assistance for partners, family and medical leave emergencies, and COBRA health coverage. In fact, in each instance, support grew by at least 4 to 5 percent between 2003 and 2004, even after same-sex marriage became a reality in Massachusetts.

We conclude that although same-sex marriage remains a sensitive, sometimes politically-charged question, Americans not only are more aware of gays and lesbians in society but also increasingly fair-minded in terms of acceptance and treatment of their intimate relationships. Factors of age, education and gender also play roles in terms of acceptance; more welcoming attitudes are consistently associated with younger people, women and individuals with higher education.

Intriguingly, in an ABC News interview held within a week of the presidential election, President Bush echoed the sentiments of many of these Americans, and revealed that he also favored letting states decide whether to have civil unions or some form of legal recognition for same-sex couples. This is a position that closely mirrored the position of his Democratic challenger too.

Bush was reported to say, "I view the definition of marriage different from legal arrangements that enable people to have rights. And I strongly believe that marriage ought to be defined as between, a union between a man and a woman. Now, having said that, states ought to be able to have the right to pass...laws that enable people to you know, be able to have rights, like others."

The market and workplace trends continue to advance

At the end of 2003, as one key milestone, over 40 percent of Fortune 500 companies - and 68 percent of the Fortune 50 - now offer equal benefits for same-sex couples. Over 7,000 employers across the U.S. now provide health insurance coverage to employees' same-sex domestic partner, a trend that is currently growing at the rate of 18 percent more companies each year.

The trend towards recognition and equal treatment of gay couples in corporate America is based frequently on many corporations' desire to treat all employees and their families fairly and equally, as well as competitive pressures to recruit and retain the best qualified workers including gays and lesbians.

Interestingly, in 2004, two states and 66 cities and counties, according to the Human Rights Campaign, also provided domestic partner registries - another independent means to recognize same-sex couples. In 2007, the state of California will also join a trend started by San Francisco, Los Angeles, Minneapolis, Seattle and New York to require companies that do business with local or state government to offer equal benefits to gay couples that are currently available to heterosexual, married couples.

Equal treatment and basic fairness towards gays and lesbians remain clear trends in public policy decisions and employment practices from coast to coast. They frequently motivate employers and local communities to establish innovative approaches to respect gay couples and to offer some specific ways that married couples today benefit under the law to achieve a level of parity.

The road ahead

Elections often are snapshots of strong feelings and mixed motivations. Certainly this year's election cycle reflected America's very strong divisions and attitudes on tough social and global issues including gay civil rights. Voters reflect the political moment as well as deep-seated beliefs.

Without question, Americans express complex and sometimes even conflicted feelings about gays and lesbians, and do not quickly accept many forms of social change. However, they also increasingly see gays and lesbians as well as same-sex couples on the job and at their workplace, in the community, on television, in school and in their churches. When fairness is put to the question, they consistently appear to endorse policies that embrace fair-minded treatment and emerging forms of legal protections for gay and lesbian couples - though short of marriage.

Many more corporations have witnessed and confirm that this visibility and public acceptance are growing, and creating legitimate opportunities for marketing strategies and progressive employment policies that recognize diverse households. These trends continue to spread, giving little evidence or rationale that this electoral moment and the 11 ballot measures will have significant impact on mainstream attitudes and market forces even in the near-term.

In our immediate experience, none of our Fortune 500 clients are considering retreats from the gay, lesbian, bisexual and transgender market. In fact, we continue to hear from new companies exploring the best way to reach out to gay consumers and households. This market is visible more than ever before, with gay and lesbian consumers putting their $585 billion buying power into the hands of companies that market effectively to them. It is a market segment that companies can no longer afford to miss.

As the *New York Times* columnist on faith and religious beliefs, Peter Steinfels intelligently took the nation's temperature in his post-election column last November: "Voters' emphasis on moral values has prompted talk that the culture is undergoing a sharp conservative shift. A better case can be made that the cultural shifts of recent years have almost entirely continued in a liberal direction. On November 2 a significant part of the nation balked. Same-sex marriage has proved, at least for now, unacceptable. Meanwhile civil unions, which stirred shock and fury in Vermont only a few years ago, have almost reached the edge of being mainstream." | Q

special markets: boomers

Say hello to LOHAS

By Brent Green

Mark Joyous is athletic, personable, unfaltering and deeply committed to the natural environment. A former naval officer and national park ranger stationed in the Redwood National Forest, he understands and appreciates pristine wilderness and responsible land development better than most. He has made his living during the last 20 years as a Colorado real estate broker specializing in mountain properties, with an underpinning ethos of environmental responsibility, team collaboration and community development.

Joyous's primary mission in life is to help as many people as possible become aware of human interconnectivity across boundaries and around this precious planet, our blue orb's fragility, and the looming threat to stability should humanity fail to evolve beyond self-serving boundaries and short-sighted natural resource exploitation. Like so many of his Boomer peers, he is deeply concerned about the ability of the planet to provide sufficient and sustainable natural resources for his grandchildren and their grandchildren.

He discovered his purpose while working with children in the Redwood Forest, becoming entranced by their innate awe of nature and thirst to learn about its mysteries.

His goal today is to help more people, children and adults alike, embrace a whole-planet perspective. One way he's approaching this is through his philanthropic cause, EarthSeeds Project, a Johnny Appleseed-like approach for the new millennium. Several educational programs involve spreading "seeds" of a "healthy, harmonious, and sustainable living Earth." He is developing fun, celebratory, positive approaches to environmental awareness instead of the countercultural approach of the '60s that served to polarize as many people as it converted[1].

Growing market segment focuses on health and sustainability

As co-founder and executive director of GlobalView Foundation, a nonprofit organization which has grown quickly to become an international grassroots movement, Joyous is dedicated to high-impact education and empowerment by disseminating photographic representations of Earth as depicted on posters, flags, inflatable globes and other printed media. He believes that "to change the world, we must first change humanity's global view."

Joyous, an impassioned environmentalist, personifies a powerful marketing segment in the United States just uncovered since the beginning

Editor's note: Brent Green is president of Brent Green & Associates, Inc., a Denver marketing communications firm. He can be reached at 303-743-0140 or at brent@bgassociates.com. This article is excerpted his book Marketing to Leading-Edge Baby Boomers: Perceptions, Principles, Practices, Predictions.


Focus Group Recording Will Never be the Same.
VideoMarker
Includes VideoMarker™ Editor Software
Digital Focus Group Recording
Facility: TODAYS
Client: SESSION
Project: (TUES.)
Date:
Introducing VideoMarker™ by FocusVision
The last group articulates critical issues.
Edited the key clip and e-mailed it to Kevin.
Kevin presents our findings to the team.
Imagine leaving your next focus group session with the revolutionary new VideoMarker™ CD Recording instead of videotape. Imagine flipping open your laptop and being able to quickly and easily:
Create video bookmarks and notes while watching the live focus groups.
Review the sessions on your PC. No VHS cassettes. No VCRs. No TVs.
Jump right to your bookmarks at the click of a mouse. No more rewind and fast forward.
Instantly create video clips for PowerPoint™ e-mails, or a highlight reel.
Imagine saving time, money and headaches while creating powerful, persuasive presentations. Make it a reality. Ask your favorite focus facility for it instead of videotape—VideoMarker™ CD Recording. More than you imagined.
For a FREE demo and to learn more about VideoMarker™ call 1.800.433.8128, email videomarker@focusvision.com or visit www.videomarker.com.
FocusVision WORLDWIDE
Available at these facility networks: Schlesinger Associates, Focus Pointe, GroupNet Facility Members, Fieldwork, Inc. and Delve

of the new millennium. This consumer segment has been christened LOHAS, an acronym that stands for lifestyles of health and sustainability[2].

Although few people fully express and actively demonstrate Joyous's unquenchable passion for our planet, the LOHAS consumer is represented by an eyebrow-raising 27 percent of the U.S. population. This group includes people who are ardently concerned about personal health and emotional well-being plus protection of the environment.

These are not citizens simply possessed by idealistic, ethereal values; they are consumers who make purchasing decisions based on how effectively companies approach product manufacturing and distribution with a view toward responsible resource utilization and long-term planetary accountability. Many are also committed to broader social issues such as protecting women's, children's and workers' rights.

LOHAS consumers shop for energy-efficient electronics; green household products; organic and natural care personal products; organic and natural foods; hybrid automobiles; green building products; socially responsible investments; and alternative health care services.

Collectively, they purchase nearly $350 billion in goods and services annually, preferring products that meet their value-driven expectations for well-being, social justice, self-development and sustainable living. They are dedicated to the environment, systemic human health, spirituality and personal growth. They believe in the interconnectivity of all humankind on a macro scale and the integration of mind, body and spirit within the individual. Many envision themselves similar to a manifesto presented by Joyous's Web site: "…as unique, independent Crewmembers of a Global Family united by the responsibility to care for the planet and all living things."

The Natural Marketing Institute (NMI) originally quantified this new segment through research in 2001, initially by distributing a comprehensive survey to a statistically random and representative sample of Americans and then by analyzing survey data using sophisticated cluster analysis.

The firm's discovery process analyzed 16 variables with a multiple regression model to identify the LOHAS segmentation. In addition to the LOHAS segment, NMI researchers discovered three other broadly-defined, tangentially-related consumer segments called Nomadics, Centrists and Indifferents. Although these three additional consumer groups reveal specific business opportunities and marketing insights, especially the Nomadics, further discussion about segments other than the LOHAS consumer lies outside the focus of this article.

NMI completed the third annual update of its wide-ranging research program in March 2004, based on a survey completed by 2,060 U.S. adults, a representative sample from a U.S. consumer panel of seven million people. The conclusions of this survey can be projected to the U.S. adult population, with a 95 percent confidence level and a standard deviation of +/-2 percent.

Discovery and description of the LOHAS market, and its surprising magnitude, has quickly led to a business revolution among proponents of responsible businesses across many industries. The LOHAS segmentation demonstrates the interconnectedness of a wide cross section of U.S. adult consumers, bound by similar values, and spanning an extensive range of product and service categories. Exemplary companies targeting this segment sell resource-efficient and healthful products such as organic foods, personal care products, green cleaning products and eco-tourism - among many others.

Moreover, this segment subsumes 55 million American consumers, 47 percent of which are between the ages of 45 and 64. It therefore doesn't come as a surprise that many Americans who were still young adults during the inauguration of Earth Day in April 1970, and the modern environmental consciousness it propelled, correlate highly with the LOHAS segment. In raw numbers, over 26 million members of the LOHAS segment are also Boomers, born between 1946 and 1959, or members of the Silent Generation, born between 1940 and 1945.

Steve French, executive vice president and managing partner of NMI, emphasizes the sizable correlation between values identified in the LOHAS segmentation and those possessed by Americans 45+: "Our research findings substantiate what some companies and policy makers have assumed to be true for a long time. Many Americans reached adulthood in the 1960s and 1970s during the emergence of a global environmental awareness and greater focus on personal health, and they maintain those same values today, although they've become more sophisticated as consumers with the passage of time. The major difference today is that they have considerable financial resources and commitment to search for and buy products and services that serve their long-term environmental and health goals."

Strong opinions

This research project further demonstrates that members of the LOHAS segment possess strong opinions, and they have a greater influence on the direction of the marketplace than average consumers.

Marketers can also take comfort learning that these consumers are fervently committed to their beliefs for the long run, and most product development and marketing strategies will stand the test of time. How they feel today reflects how they'll feel tomorrow. Considering all four broad segments identified by NMI, LOHAS consumers are the most brand-loyal and the least price-sensitive.

Interestingly, of the 16 factors used to describe the LOHAS consumer segmentation, those willing to spend 20 percent or more for sustainably-made products earned a mean score of 4.1 on a five-point scale, with five being the strongest possible agreement level. This factor ranked third in importance of identifying the LOHAS consumer, led only by "choosing environmentally-friendly products" and "teaching family/friends the benefits of environmentally-friendly products." An astounding 85 percent of LOHAS consumers are willing to spend 20 percent more for products that are manufactured using environmentally-sensitive and sustainable methodologies.

LOHAS consumers are behaviorally driven. As mentioned earlier, they are not just typified by expressed attitudes; they transform their attitudes into action. They pay more for products meeting their criteria; influence friends and family members to do the same; and choose products from sustainable and environmentally-friendly sources. Products must appeal to more than beliefs; products must appeal to LOHAS lifestyles. Members of this segment seek companies that truly align corporate values with their own values, and they are quick to spot "greenwashers" - companies that create facades and make feeble but insincere attempts to line up with environmental values.

NMI's data analysis contradicts the widely accepted belief that younger people are more idealistic and therefore more likely to make consumption choices based on core values. Younger people are much more likely to choose products based on the lowest price.

The research once again dispels the myth that brand choices solidify with age. Clearly, older consumers are amenable to marketing communication approaches that address core values; strategically sound business approaches can and do influence brand switching.

More connected

As consumers grow older, they become more connected with values related to relevance, self-actualization, and legacies. Furthermore, as consumers age beyond 50, they tend to choose products and service providers that are environmentally-responsible and committed to human health; they buy from companies that share the same long-term values; and they choose products manufactured from sustainable resources.

Businesses interested in developing products and services to target adults 45+ have a significant business opportunity when targeting the Boomer/LOHAS consumer. Product development, marketing communication strategies and corporate goals can be aligned with values held by this vital lifestyle and attitudinal cluster, embracing their bedrock standards of health, self-development, environmental sustainability and social responsibility.

According to NMI researchers, LOHAS consumers are compelled by values to seek products and services that are health-promoting, environmentally-friendly and demonstrate a global social consciousness. A significant segment of leading-edge Boomers are equally compelled, having acquired and nurtured a sophisticated view of the planet - in a sense, the same panoramic view of Mark Joyous: an "astronaut's view of the Earth," a global family portrait. | Q

[1] Global View and EarthSeeds Project, co-founded by Mark Joyous and Robert Bogatin, as presented on the foundation's Web site: www.earthseeds.net.

[2] Understanding the LOHAS Consumer Report, published by the Natural Marketing Institute, Harleysville, Pa., www.nmisolutions.com. All references and discussion in this excerpt pertaining to the LOHAS consumer segment have been undertaken with permission from Natural Marketing Institute.

special markets: women

Capture the power of the purse

By Martha Barletta

How well do you understand your MVPs, your most valuable purchasers? I'm talking about women, of course. Women are the world's most powerful consumers, and they are the largest, fastest-growing market in the world. How well do you understand them? I don't just mean being able to rattle off the important target demographics or purchasing data. How do you quantify the effectiveness of your communications and interactions with them? How well does your brand resonate with women? Even brands and industries that have traditionally been the territory of men need to seriously dig into their data and make sure they are not alienating the "chief purchasing officers" - the ones actually controlling the checkbook - the women of the household.

Understanding the nuances of women's relationship with your brand is crucial for marketers - and almost no one can afford to ignore this segment.

Why concentrate on women? Women have tremendous financial power.

• American women by themselves are, in effect, the largest "national" economy on earth, larger than the entire (!) Japanese economy (*Marketing to Women*).

• Over the past three decades (1970-1998), men's median income barely budged (+0.6 percent after adjusting for inflation), while women's has soared +63 percent (*American Men and Women*).

Tailor your research to match women's requirements

• Women bring in half or more of the household income in the majority of the United States.

• Women control 51.3 percent of the private wealth in the United States (Federal Reserve, cited in PBS online, "To the Contrary, Hot Topics, Women & Philanthropy").

• Women control most of the spending in the household - about 80 percent.

The information above is just the tip of the iceberg. The largest wealth transfer in history is about to take place as the Baby Boomers inherit from their parents. In turn, because women generally outlive their husbands, the family assets will become concentrated in the hands of Boomer women.

Many companies don't seem to realize women are the primary buyers of their products. For instance, take a look at women's purchasing power in these historically male-dominated categories:

Editor's note: Martha Barletta is president of the Trendsight Group, a Chicago consulting firm. She can be reached at 888-831-0689 or at marti.barletta@trendsight.com.

FOR 25 YEARS, THE FOLKS BEHIND THE MIRROR HAVEN'T JUST LISTENED. THEY'VE TALKED.

SAVE 25% OFF OUR REGULAR ROOM RENTAL PRICE.

Ask anyone. No one delivers convenient access, spacious comfort and outstanding client service like we do. Now it's our 25th Anniversary. To celebrate, just mention this ad when you book a room with recruiting through March, 2005 and save 25% off our regular room rental rate. We'll even throw in a free Chicago-style pan pizza. No wonder everyone's talking about Chicago's premier focus group center, O'Hare in Focus.

- Just minutes from O'Hare International Airport
- Three spacious conference rooms
- Spacious viewing rooms with wall-to-wall, one-way mirrors
- High speed internet with wireless
- Professional video/audio equipment
- Member of Focus Vision Network
- Fully equipped test kitchen with freezer storage
- Experienced staff of in-house recruiters
- Highly qualified moderators available

O'HARE IN FOCUS
A division of Irwin Broh & Associates

1011 East Touhy Ave
Des Plaines, IL 60018-5808
847-299-6636 • Fax 847-824-3259
email: oifinfo@ohareinfocus.com
www.ohareinfocus.com

• 68 percent of new cars (J.D. Power, reported in "Olds Markets to Women," *Detroit News*, August 15, 1999).

• 66 percent of computers (CondeNast/Intelliquest Survey, as quoted in *Ad Age*, 1997).

• 60 percent of home improvement buyers (Lowe's, per CEO Robert Tillman, cited on Forbes.com and quoted in Tom Peters presentation, June 1, 2003).

• 53 percent of investment decisions (Securities Industry Association, 1998).

• 51 percent of consumer electronics (*Fast Company*, 2002).

Companies in these industries are missing huge opportunities to grow their share and beat the competition.

What to keep in mind when designing research on women

Sociological studies show that women notice finer details than men. They will bring up things that men don't find worth mentioning. This is important because in most categories the top competitors share the same basic characteristics. Differentiation lies in the details. Here are some ways to uncover those precious details.

• Women respond better in all-female focus groups. Mixed-gender groups often default to male patterns of conversation and interaction. Women are less likely to interrupt or insist on their opinions, and they don't offer as much information. In women-only groups, there's often an unspoken "equal talk time" rule - they are more conscious of who is remaining silent and often encourage each other to speak. In women-only groups, women respond to truly free interaction with each other and "multi-talk."

• Women are very comfortable talking about personal things with virtual strangers. Get them talking with one another, instead of with the moderator. Encourage them to laugh and build on one another's thoughts and you won't be able to get them to stop giving you insights.

• A non-traditional focus group approach I like is girlfriend groups, where acquaintances meet with the researcher at the home of one of the participants. The familiar environment and people make women comfortable to be themselves. In addition, it often places them closer to the point of product usage, which allows them to easily relay details that make a difference. And familiarity with each other keeps each of them honest.

• Another qualitative favorite is the brand champion group, a mix of women who love your product along with some who are either unfamiliar with it or predisposed against it. Given time to get to know one another, brand champions will "sell" your product by answering questions from the prospects. Observing the phenomenon of word of mouth will essentially tell you how to overcome resistance to your product.

• Online chat rooms where experts on a topic related to your product transform the session into an informal focus group by capturing the transcripts and interpreting them later are another way to observe the word-of-mouth phenomenon.

What about quantitative research?

Quantitative marketing research recruitment can be fairly easy with women. Many women love surveys and quizzes. Magazines are filled with them. Surveys help women learn about themselves and see how they compare with others in the results. Often, this learning is the only necessary incentive. Run a survey via e-mail or online, quickly tabulate the results, and share them with the participants. It's cheap and simple.

But my big word of caution to designers of quantitative marketing research is to critically evaluate all questions included. Many researchers don't even know women shop and buy differently than men, so I find questionnaires to be replete with errors and oversights that may look unimportant but can drastically affect the validity of the response.

For example, a phone surveyor called me once on behalf of an apparel retailer. The questions were laughable, things like "Please rate the relative importance of quality, price, selection and fit in deciding where you shop" or likewise for "what you buy." All of those are important, and one is never "more important" than another - not always, nor even as a general rule. It's the trade-offs among these factors that determine value and drive what she buys.

For example, what does it mean when I respond that while I crave the quality of an Armani suit, I'm still not willing to pay Armani prices? Is "quality" important to me or not? Suppose I'm willing to pay for an Armani if I score a one-of-a-kind bargain at Loehmann's - does that mean I don't care about selection when I shop at Nordstrom? Absurd.

You could reasonably point out that these objections apply equally well to men as to women - and indeed, you would be right. (Which makes you wonder why you ever see silly questions like the above on any questionnaire!) The difference is that they apply to a considerably greater degree with women. Men's thought processes tend to be more linear, single-track and directed toward efficiently finding a solution to a problem. As they are proceeding down a decision path, they use criteria like the above to screen out options, until they come to one that provides an acceptable value.

Women's decision-making tends to be more multi-minded and integrative. They tend to view shopping as more of a learning process, educating themselves on what options they have, and typically adding on criteria as they learn more. It is not unusual for a woman to shift back to an earlier stage of the decision process as she learns something later on that might cause her to even change categories.

For example, she may have decided to buy an SUV because her friends all love theirs and she likes the looks of the new models. However, once on the showroom floor, she may see a new minivan that has some great storage solutions and fuel mileage. Suddenly, she's including minivans in her consideration set, and has added two new criteria to the qualifying list.

Most men are uncomfortable with that kind of change in direction, they see it as a disruptive shift in strategy.

So while men shop through a process of elimination, looking for "a good solution," women add and balance criteria, looking for "the perfect answer." Therefore, the "forced choice" methodology so popular with quantitative surveys obscures women's real responses because female decision-making is more integrative and contextual than men's. Unless your question is presented relative to a specific purchase, her real answer (not that most questionnaires give her this option) is "it depends."

A better use of quantitative research is to dig deeper on "why." Rather than asking her to rate the importance of quality, ask her how she assesses quality - by fabric, details, designer name, etc. Yes, it makes the research more complex, costly and difficult to interpret. But unless your research reaps useful information, what's the point of doing it at all?

In written or online questionnaires, it's better to leave some room for write-in answers. Give your consumers a chance to tell you something you didn't know. If you've pre-programmed all the answers and limited her ability to give you input, how can she help you identify the details that would cause her to choose your brand over your competitor's? Very few researchers provide women with open-ended questions, and I think it's a mistake.

Implications

Marketing to women is not rocket science. Yes, women are more complicated, but improving your female marketing effectiveness is not difficult or more expensive. Companies do not need to worry about creating two research initiatives, one for women and one for men. That's ineffective and costly - just dig into the person who's doing most of the buying...you know who she is! Many companies have found that when you improve your marketing to women, customer satisfaction among men rises as well. That's because when you meet women's more demanding expectations, you're generally exceeding the expectations of men.

Ask yourself, how can you help your company be more effective at reaching the chief purchasing officer of your product? How well do your communications work against this CPO? Do you have information on how women seek out and investigate your brand? Do you quantify the impact of the various marketing elements on women, noticing what particular messages and channels combine for stronger results?

Women make the majority of decisions about spending for their households. According to one estimate, they spend over $7 trillion a year in the United States alone. It is imperative for all businesses to examine their feminine side. Marketers who communicate effectively to women will see their businesses prosper, and those who don't will be left behind. | Q special markets: teens

Kid-tested, mother-approved

By Ted Mininni

Food marketing to tweens and teens

Today's kids are very savvy. They are brand-conscious from a young age. Kids are growing up in a fast-paced, ever-changing, tech-driven world. Many of their lives are so full of activities that our kids are already over-scheduled, just as their parents are!

How do global corporations face the challenges of positioning food and beverages for these vital demographic groups? How do they brand and package these products with confidence? How do they keep their brands and packaging vital in this day and age? One of our corporate clients, a global food company, commissioned my consultancy to research and compile a study. This article is based on findings from the study, titled Kids Rule: Marketing to Tweens and Teens.

Given the shorter and shorter lifespan of product vitality, not to mention the saturation of products in every category, corporations have to continually revitalize their brands. Especially for the teens/tweens demographic, which is continually restless for the newest and coolest brands on the horizon!

The target mindset of each group, tweens (ages 9-13) and teens (ages 14-19) are critically different, and a challenge to marketers. Tweens want food that is just for them and they want control of their food choices. They are seeking empowerment at this stage in their development. While tweens are still interested in "fun foods," they are also becoming more accepting and experimental.

Tweens respond to the "aging down" of adult foods. They respond to foods that are packaged in their portions, and foods that can be prepped by them, not only by mom. Fun attributes like handles that make packages portable, games, and promotions inside or outside of packages are seen as "just for me." Tween choices are also generally mom-approved. Tweens are teen wanna-bes and generally see themselves as older than they actually are. Food products for this demographic are generally tween-demanded/mom-approved.

Teens, on the other hand, make their own food choices, often without mom, and want food on their own terms. They are flavor experimenters and are now ready to eat Mexican, Italian, Asian, etc. Teens' tastes are maturing, and they are beginning to develop an adult palate that tempts them to be flavor experimenters. Teens are consumers of the ubiquitous fourth meal! Teenaged boys, in particular, want to be filled up, and are quite serious about their food. They want their food fast so they can eat when they get home from school and get online or hang out with their

Editor's note: Ted Mininni is president of Design Force Inc., a New York consulting firm. He can be reached at 856-810-2277.

friends. Teen girls are conscious of portion sizes and fat and avoid messy-looking food visuals on packaging.

This group will prep their own foods. Teens respond to satisfying portions and packaging that speaks to them of portability. "Grab and go" fits the demands of their busy lives. Teens make their own choices, and long to exercise more and more control of their choices, but most of these choices are still purchased by mom.

Mom's the word

Enter in mom, the ultimate decision-maker and gatekeeper. Moms today feel guilty when they aren't there to select and prepare food for their kids. Moms want their teens' food choices to conform to their own "real food" values. They are concerned about their teens' consumption of unhealthy, bad foods. These moms seek foods from trusted brands and convenience with quality and good taste. Safe, easy preparation and fast solutions are also high on moms' lists.

Many moms are very concerned about their teens' and tweens' proclivity for snacking. School snack bar and cafeteria offerings have been of huge concern to parents for some time. For good reason. "Kids, just like adults, prefer the taste of sweets and fat," says Karen Cullen, a Children's Nutrition Research Center (CNRC) behavioral nutrition researcher and assistant professor of pediatrics at Baylor College of Medicine. "Knowing how to balance highly desirable but low-nutrition foods with more healthy ones is learned and takes maturity." Cullen tracked 594 fourth and fifth graders for a two-year period to study how the transition to middle school affected tweens' food consumption.

In an April 2004 article for the CNRC *Nutrition & Your Child* newsletter entitled "Snack-Bar Temptations Derailing Kids' Diets," Cullen reported some startling statistics. After making the transition to middle school, tweens' consumption of healthy foods, including fruits, vegetables and milk, dropped by at least one-third. At the same time, tweens' consumption of fatty foods like french fries and chips rose by 68 percent. Soft drink consumption increased by 62 percent. School systems are responding to the increase in childhood obesity and pressure from parental and medical groups to change the food choices they offer to school children of all ages. Tweens, then, are at a critical developmental stage when it comes to nutrition.

How foods are packaged and the brand communications and visuals expressed has a great deal to do with consumer perception - for moms as well as the teens/tweens demographic groups. Moms, as mature adults, obviously want to see honest, realistic food imagery and nutritional information on food packaging. Clear communication of nutritional benefits is very important to moms. They are concerned about fat, artificial ingredients, too much salt and sugar, etc. Brand trust is built over time with moms, and this is a significant factor in their food choices for their families. In families where there are two or more teens present (including friends), quality at the right price becomes a determining factor.

Moms have the added challenge of finding solutions for their teens' and tweens' school lunches, snacks, after-school snacks and camp needs. They are also concerned about their kids' food choices when they are home alone. They are looking for help and support in assisting their kids in making sound choices. The federal government, universities and physicians' groups offer moms sound advice as they struggle with the nutritional needs and food choices of their kids.

Taking up the challenge

Food and beverage companies are responding to moms' nutritional concerns for their kids. General Mills Corporation, for example, has announced that while 60 percent of its ready-to-eat cereal line is whole grain, the remaining 40 percent of the line will be converted over the next few months. The low-carb craze has succeeded in convincing food and beverage companies to cut down on sugars, refined carbohydrates and trans fats in their products. Frito-Lay began manufacturing with corn oil, from the less-than-healthy partially hydrogenated oils it was using, in all of its snack foods last year. Nabisco is now marketing new 100 Calorie Pack Thin Crisps - lower-calorie, lower-fat versions, with no trans fats - of some of the most popular cookies and crackers on the market: including Oreo and Chips Ahoy. These are just a few examples of nutrition-oriented initiatives being taken by corporate food giants that teens and tweens won't notice, and moms will endorse.

In a *Nutrition & Your Child* article entitled "Kitchen Makeover Makes Healthy Eating Hassle-Free," published in the Summer 2000 newsletter, there are some great tips for moms dealing with a growing family's needs. In this article, Janice Baranowski, a research dietitian with the CNRC's Behavioral Nutrition section, stated that: "Individual portions are most attractive to the 'eat-it-now' crowd."

Suggestions of portable foods that appeal to our demographic groups include: "grab-and-go" bottles of low-fat milk and water, 100-percent fruit juice, yogurt in tubes, low-fat string cheese and snack bags of veggies with low-fat dip.

By switching from juice drinks to 100-percent fruit juices, whole grain breads and cereals and low-fat dairy products, moms can make big-impact changes very subtly. Adding nuts, seeds, pre-cut fruits and ready-to-eat veggies in snack-sized plastic bags fills the need for quick, grab-and-go food. Helping teens and tweens by buying smaller snack packages of their favorite snack foods also enables moms to control portions. Again, moms might re-portion snacks that come in larger, family-sized bags into smaller plastic bags. As the CNRC's Janice Baranowski said in her article: "Snacks need to be quick, easy-to-find and easy-to-eat."

Teens and tweens respond to exciting, colorful food and beverage package design: specific imagery, bright colors and colors that meet their frames of reference. Both groups respond to graphics that are not for "kids." Realistic, appetizing product representations have great appeal to these groups. Bold, exciting imagery is good, but busy packaging is bad. Teens and tweens are interested in ingredients and flavors but don't want too much description on packaging. They want brand communication that speaks to their moms, too, since moms have to be "convinced" that the foods their teens and tweens desire are good choices. Package communications have to convince moms of this and not turn them off.

On the rise

Segmentation of this market is on the rise. Savvy food and beverage corporations seek to create products and brand, name and package these products as offerings just for teens and tweens. Great opportunities exist in the marketplace for such food products. For tweens, food product names have to be cool. Tweens respond to portions sized for them, fun flavors and names that target their demographic. Teens respond to cool packaging on their terms. They like satisfying, adult portions (teen boys) and portability; no utensils required. Teens do not like cute product names. Bright exciting packaging that doesn't try to impose cool gets a positive response from this demographic!

A brand perception that a product has been created just for teens and tweens can yield great dividends for food companies. This is a way to use brand heritage to build the next generation of consumers. By innovating and customizing products and product packaging, food corporations can build their brands with this very significant demographic. How brand managers choose to manage their brand communications in their packaging has a lot to do with creating leading brands and brand loyalty for a new generation of consumers. | Q

Decide and buy

By Michael Richarme

How do consumers make decisions? This question is at the core of much of marketing examination over the past 60 or 70 years. As marketers manipulate the various principles of marketing, so do the consumers they seek to reach - choosing which products and services to buy, and which not to buy, choosing which brands to use, and which brands to ignore. The focus of this article is to examine the major decision-making models, strategies and theories that underlie the decision processes used by consumers and to provide some clarity for marketing executives attempting to find the right mix of variables for their products and services.

Three decision-making models

Early economists, led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern, puzzled over this question. Beginning about 300 years ago, Bernoulli developed the first formal explanation of consumer decision-making. It was later extended by von Neumann and Morgenstern and called utility theory. This theory proposed that consumers make decisions based on the expected outcomes of their decisions. In this model, consumers were viewed as rational actors who were able to estimate the probabilistic outcomes of uncertain decisions and select the outcome that maximized their well-being.

However, as one might expect, consumers are typically not completely rational, or consistent, or even aware of the various elements that enter into their decision-making. In addition, though consumers are good at estimating relative frequencies of events, they typically have difficulty translating these frequencies into probabilities. This utility model, even though it was viewed as the dominant decision-making paradigm, had serious shortcomings that could not be explained by the model.

Consumer decision-making models, strategies and theories, oh my!

Nobel Laureate Herbert Simon proposed an alternative, simpler model in the mid-1950s. This model was called satisficing, in which consumers got approximately where they wanted to go and then stopped the decision-making process. An example of this would be in the search for a new apartment. Under utility theory, consumers would evaluate every apartment in a market, and form a linear equation based on all the pertinent variables, then select the apartment that had the highest overall utili-

Editor's note: Michael Richarme is vice president of Decision Analyst, Inc., an Arlington, Texas research firm. He can be reached at 817-640-6166 or at mrichar@decisionanalyst.com. Daniel Levine, professor of psychology at the University of Texas at Arlington, contributed information for this article.

WinCross WinQuery

The Analytical Group, Inc.
800.946.2767
www.analyticalgroup.com

The Analytical Group Inc.

ty score. With satisficing, however, consumers might just evaluate apartments within a certain distance to their desired location, stopping when they found one that was "good enough." This theory, though robust enough to encompass many of the shortcomings of utility theory, still left significant room for improvement in the area of prediction. After all, if a marketing executive can't predict consumer behavior, then what use is a decision-making paradigm? Simon and others have extended this area in the investigation of the field of bounded rationality.

Following Simon, additional efforts were made to develop better understandings of consumer decision-making, extending beyond the mathematical optimization of utility theory and the somewhat unsatisfying satisficing theory. In the late 1970s, two leading psychologists, Daniel Kahneman and Amos Tversky, developed prospect theory, which expanded upon both the utility and satisficing theories to develop a new theory that encompassed the best aspects of each, while solving many of the problems that each presented.

Two major elements that were added by Kahneman and Tversky were the concepts of value, replacing the utility found in utility theory, and endowment, in which an item is more precious if one owns it than if someone else owns it. Value provided a reference point, and evaluated both gains and losses from that reference point. Additionally, gains and losses have a marginally decreasing increase from the reference point. For example, there is a much greater value for the first incremental gain from the reference point than for subsequent gains.

Seven decision-making strategies

What this all led to was the development and exploration of a series of useful consumer decision-making strategies that can be exploited by marketers. For each product, marketers need to understand the specific decision-making strategy utilized by each consumer segment acquiring that product. If this is done, marketers can position their product in such a manner that the decision-making strategy leads consumers to select their product.

The first two strategies are called compensatory strategies. In these strategies, consumers allow a higher value of one attribute to compensate for a lesser value of another attribute. For example, if a consumer is looking at automobiles, a high value in gas mileage might compensate for a lower value in seating space. The attributes might have equal weight (equal weight strategy) or have different weights for the attributes (weighted additive strategy). An example of the latter might be to place twice as much importance on gas mileage than seating space.

The next three strategies are called non-compensatory strategies. In these strategies, each attribute of a specific product is evaluated without respect to the other attributes, and even though a product may have a very high value on one attribute, if it fails another attribute, it is eliminated from consideration. From Simon, the first of these is satisficing, in which the first product evaluated to meet cutoff values for all attributes is chosen, even if it is not the best. The second of these strategies, elimination by aspects, sets a cutoff value for the most important attribute, and allows all competing products that meet that cutoff value to go to the next attribute and its cutoff value. The third strategy, lexicographic, evaluates the most important attribute, and if a product is clearly superior to others, stops the decision process and selects that product, otherwise continues to the next most important attribute.

The next two strategies are called partially compensatory strategies, in that strategies are evaluated against each other in serial fashion and higher values for attributes are considered. The first of these strategies is called majority of conforming dimensions, in which the first two competing products are evaluated across all attributes, and the one that has higher values across more dimensions, or attributes, is retained. This winner is then evaluated against the next competitor, and the one that has higher values across more dimensions is again retained. The second partially compensatory strategy is called frequency of good and bad features, in which all products are simultaneously compared to the cutoff values for each of their relevant attributes, and the product that has the most "good" features that exceed the cutoff values is the winner.

There are other expansions upon these seven basic consumer decision-making strategies, but they are generally captured as shown above. However, two major areas of marketing theory also help to provide additional explanatory power to these strategies.

Two marketing theories

The first marketing theory is called consideration. In this theory, consumers form a subset of brands from which the decision-making strategies are applied. For example, if asked to enumerate all the restaurants that one could recall, the list might be quite extensive for most consumers.

However, when a consumer first addresses the question of where to dine that evening, a short list of restaurants that are actively considered is utilized for the decision-making process. Multi-stage decision-making models were summarized by Allan Shocker, in which the increasing complexity of a decision produces more steps in the decision process. In essence, more cognitive effort would be expended in evaluating members of the consideration set and reducing that number to an eventual choice.

The second marketing theory is called involvement, in which the amount of cognitive effort applied to the decision-making process is directly related to the level of importance that the consumer places on acquisition of the specific product. For example, there is rarely a significant amount of decision-making applied to the selection of a pack of chewing gum at the grocery store checkout counter, but there is a much greater amount of decision-making effort applied to the purchase of a new cell phone. This degree of involvement is not necessarily a function of the price, but is more related to the perceived impact on the quality of life of the consumer. The quality of life can come directly from the benefits supplied by the product, or can come indirectly from the social accolades or sanctions provided by members of the peer group.

Complex decisions

Application of the three decision-making models, the seven decision-making strategies, and the two marketing theories can be seen in current efforts by marketing practitioners and academicians to tease apart the complex decisions made by consumers. For example, choice models and conjoint models are multivariate analysis techniques based on these understandings. Consumers are presented with choices in controlled environments that, hopefully, control for other confounding variables, and then the choices are decomposed to understand both the conscious and unconscious elements driving the consumer's choices.

One caveat for practitioners is important to address at this point. When one is attempting to manipulate marketing variables such as price or promotion, or even conduct research into consumer decision-making, it is critical that a solid theoretical base be used. Without this base, the surveys have the potential of producing contradictory or misleading answers, and the attempts to manipulate the variables at hand may produce less than satisfying results.

In summary, this area of investigation is complex and uncertain, though extremely promising. The fields of economics, psychology, sociology and marketing are all deeply involved in trying to move this research forward, with often-conflicting research streams and terminology. However, the end result - gaining a better understanding of how consumers make decisions - is of great theoretical and practical value to all involved. As such, it will continue to be a major research area in all the above fields. |Q

Survey Monitor

continued from page 8

conducted by Meyers Research Center, New York.

The online poll of more than 400 consumers asked shoppers to rate factors most important to them in choosing locations to purchase a wide variety of products. Factors ranged from pricing to customer service and convenient store locations, the influence of special promotions, offering quality brands and being among the first to offer new products.

The study, conducted in August 2004, sought to explore consumer frequency by retail format; how consumers choose format based on shopping occasion and consumer ratings of formats across key attributes such as pricing, fast checkout, shopability, convenience, good deals, etc.

"Shoppers overall told us that everyday low pricing, good customer service, products that are in-stock and stores that are well-organized and easy to shop are their favorites," says Jeff Friedlaender, vice president of Meyers Research Center. "Those factors outweigh such considerations as special promotions, and being first on the block to offer new products."

Consumers rated dollar stores, today's fastest-growing retail format, as the best place to find everyday low pricing and convenience stores as the worst place for good pricing. But in some cases, a good deal on price has its own price to pay: good customer service. Dollar stores were rated the worst for customer service, while supermarkets and office supply stores gained high marks.

Dollar stores also scored low on the remaining of the top five factors that drive consumers to a particular channel: in-stock products and stores being easy to shop. Supermarkets were rated highest on both those attributes.

Price never drops out of the equation of top factors, regardless of consumer need state when shopping, whether it be stocking up for the household, one or two desperately needed items or wanted/rewarded items.

Sixty-nine percent of consumers surveyed said there was a specific retailer they "could not live without." Among those consumers who expressed an opinion, Wal-Mart led the pack as the number one retailer they could not live without (31 percent), followed by club store Costco (17 percent) and Target (13 percent). Warehouse club BJ's (11 percent) and supermarkets Kroger and Albertson's tied for the fifth spot (9 percent). Trailing the pack of 14 retailers cited by consumers was mass merchant Kmart and drug store Rite Aid, each with 2 percent.

Consumers interviewed cited Wal-Mart's wide variety, low pricing and the convenience of multiple categories at one location as factors in their number one ranking. Consumers who selected Target and Costco as their favorites said the stores were fun to shop - from in-store food samples at Costco to good organization and a sense of fashion at Target. For more information visit www.meyersresearch.com.

Study reveals seniors' car-buying clout

They hold a household net worth of $19 trillion, nearly twice the U.S. average. Their population totals 76.8 million, one-third of the entire U.S. population. They are the wealthiest Americans. They spent more than $400 billion in 2003. They buy 56 percent of all new cars and spend more per capita on travel and leisure than any other age group. They spend $7 billion online each year and are the fastest-growing user segment on the Internet. They are active grandparents, aunts, uncles, singles and parents. They are mature Americans, age 50 and older.

A survey of 32,498 senior community newspaper readers across the country revealed the top 10 senior shopping priorities included automobiles, gifts for grandkids, travel and insurance. Each category delivers a multi-billion-dollar annual market.

SPMG (Senior Publishers Media Group) audited and conducted a readership survey of its top 80 community newspapers nationwide, gaining insight into demographics, spending patterns, issues and interests for mature audiences. The SPMG newspaper network has a combined readership of over 5.8 million.

One-fifth of all seniors surveyed planned to buy automobiles in the next year.

According to *Newsweek*'s New Car Buyers Report, younger persons bought most new cars priced under $10,000 (only 17 percent of mature adults bought these low-cost models). More than half of 55+ mature adults (53 percent) bought cars priced between $10,000 and $14,999 and 30 percent bought cars priced over $15,000. Seventy-six percent of mature adults bought American made automobiles.

The average luxury-car buyer is age 60. Mature adults age 50 and older buy 56 percent of all new cars and most purchases are made for cash. They buy cars that are more expensive than younger Americans. The average age for new Corvette buyers, for example, is the early 50s.

The SPMG senior audience skewed younger. One-fourth of the readership is younger than 55, almost double the 75+ audience; one third is 55-64 and another 29 percent are 65 or older.

The Baby Boomer generation is coming of age - each year, another four million Americans reach age 50. Combined with increased longevity, trends show the 50+ market growing beyond 106 million by 2015, or 45 percent of the U.S. adult population.

The SPMG readership study was conducted by Certification Verification Council (CVC). Survey results were cross-checked and included in-depth interviews of 32,498 regular readers of the audited publications. The CVC audit confirmed circulation and studied demographics of the top 80 SPMG senior publications. With a circulation of 2,836,877 and an average of 2.05 readers per copy, the total readership of these papers was 5,815,598 seniors. For more information visit www.spmg.com.

African-American tweens are market-savvy and ready to spend

Tweens, defined as young people ages 9 to 14 years old, are market-savvy and influential consumers who demand attention. There were 4.1 million African-American tweens in 2002, a 16 percent increase from 1997, and they represent 16.5 percent of all U.S. tweens. Black tweens are primarily urban dwellers who come from non-traditional households. They are brand-conscious trendsetters who have several billion dollars of discretionary income from allowances, monetary gifts and jobs to spend on various goods and services. Furthermore, black tweens exert considerable influence on the $723 billion African-American market since they frequently have input on household buying decisions, using "pester power" and their knowledge of the latest technologies and trends. In addition, African-American tweens have significant influence on the total $40 billion U.S. tween market as the trends adopted by them are often considered cool and, therefore, are emulated by other races. Marketers who appropriately target this group will realize significant opportunities with the powerful African-American market as well as with the tween segment, according to a multi-source study by Chicago research firm The Hunter-Miller Group.

Demographically, African-American tweens were 4.1 million strong in 2002, representing 16.5 percent of the 25.2 million U.S. tweens and 11.3 percent of the total black population, per the U.S. Census Bureau; 50.3 percent were male and 49.7 percent were female. Their population has grown at more than twice the rate of white tweens (16 percent versus 7.4 percent) from 1997 to 2002.

They are more likely to be urban dwellers as 51.6 percent lived in central cities in 2002 compared to 23.1 percent of white tweens, according to the Census Bureau; 35.9 percent lived in suburban areas compared to 57.2 percent of white peers. Only 12.6 percent lived in nonmetropolitan areas versus 19.7 percent of white tweens.

They are more likely to reside in single-parent households (52 percent) compared to white tweens (23 percent) and the households are usually headed by their mothers (47.4 percent), per the Census Bureau; 38.9 percent lived with both parents in 2002 compared to 73.0 percent of white tweens.

Nine percent (compared to 3 percent of whites) lived with neither parent and usually resided with grandparents (54.5 percent) or some other relative (29.5 percent).

Most (98 percent, comparable to

whites) are enrolled in school and recognize the importance of education as it has been a means for African-American advancement.

Nearly half (48 percent) of younger black tweens (9-11 years old) receive a regular allowance, according to Children's Market Services. Many have odd jobs, with babysitting and yard work being the most common; 43.3 percent of 14-year-olds and 36.2 percent of 12-year-olds held some job, per a Bureau of Labor Statistics study.

Psychographically, African-American tweens are interested in fashion, music, electronics and other items which put them on the cutting edge. They often inform their households about the "latest and greatest" technologies and trends, then use "pester power" to influence product and service purchases, such as for vehicles, cellular telephones, electronics, groceries and vacations.

They are more likely to shop for themselves and want the best so they are brand conscious as it helps with purchasing decisions and serves as a badge of coolness or status. They are aware of advertisers' efforts, and are more likely to be responsive if an ad is in their "language" and appeals to their aspirations, including to be older than they really are and to stand out from the crowd.

They serve as the cool and hip models for peers as their fashions (baggy jeans, baseball caps and oversized shirts), hair styles (cornrows/braids), musical tastes (rap/hip-hop) and other preferences have been adopted by tweens of other races. For example, black rapper Nelly was voted favorite male singer at the Nickelodeon Kids Choice Awards 2004 and it's asserted that cornrows/braids will gain the same popularity that the ponytail once enjoyed.

Black tweens are knowledgeable about and avid users of TV, radio, computers, video games and other electronics. They watch more TV compared to white tweens: seven hours and 37 minutes of prime-time TV (8-11 p.m. daily) per week versus five hours and 26 minutes per week respectively, according to RealVision. There is 90 percent+ radio penetration among black tweens; older tweens (12-14-year-olds) tune in 16-19 hours per week and rhythmic contemporary hits (which includes R&B, rap/hip-hop and dance/club music) is the most popular format. Over 80 percent have access to a computer, including 44.6 percent who have access to a computer at home, and they are increasingly going online to send/read e-mail, to download or listen to music, and for information. For more information visit www.huntermillergroup.com.

Parents buy more office products

A study by Baltimore marketing firm Vertis reveals that parents are more likely to buy office supply products compared to other adults. According to the study, Customer Focus 2004: Office Supply, 74 percent of total adults with children spent up to $500 on office products, not including computer and office furniture, within the last 12 months, compared to 58 percent of adults with no children. "The purchase of office supply products is greater among adults with children, specifically those with children between 6 and 17 years old, due to their constant need to buy school supplies," says Thérèse Mulvey, vice president, marketing research, at Vertis. "Marketers and advertisers should pay close attention to the price point these consumers are looking for, as well as the media that drives their purchase decision because both factors are critical in capturing this audience."

For example, according to the study, 35 percent of adults with children turn to ad inserts first to help them with their purchasing decisions, 19 percent use the Internet, and 8 percent turn to the television.

Of the total adults surveyed, 53 percent of Baby Boomer (1946-1964) women with two or more children spent between $101-$500 in office products excluding computer and office furniture, compared to 32 percent of total adults.

According to the study, 17 percent of younger Baby Boomer (1956-1964) adults with children 12 to 17 years old spent $501 or more in office products, compared to 10 percent of total adults surveyed.

Forty percent of older Baby Boomers (1946-1955) with children 12-17 years old said they plan on purchasing office technology, such as printers or scanners, within the next 12 months, compared to 22 percent of total adults.

Of the married adults surveyed who have children, 33 percent said ad inserts most influence their buying decision, compared to 20 percent of adults in the same category who said television influences their decision. Fifty-one percent of ad insert readers with a household income of $75,000+ who have children said they use ad inserts or circulars to decide where to shop for office supplies, compared to 34 percent of total adults. Furthermore, 52 percent of ad insert readers who spent $501+ on office supplies use advertising inserts or circulars to decide where to shop.

Of the total adults surveyed who spent $501 or more on office supplies, 41 percent have a household income of $75,000+, while 19 percent have a household income of less than $30,000. Sixty-two percent of the adults who spent between $1-$100 on office supplies do not have any children under the age of 18 in the home compared to 38 percent who have children. Fifty-four percent of the adults who spent $501+ on office supplies have children in the home compared to 46 percent of adults who have no children.

Of the total adults who spent $501+ on office supplies, 57 percent are men and 43 percent are women. In contrast, of those who spent between $1-$100 on office supplies, 57 percent were women and 43 percent were men. For more information visit www.vertisinc.com.

Product and Service Update

continued from page 12

Market, now in its fourth edition, provides analysis of the demographic profiles, consumer behaviors, and purchasing power of the estimated 15 million adult gay men and lesbians in the United States. Characteristics profiled include age, income and family structure. Key market opportunities and buying power projections are included through 2008. For more information visit www.packagedfacts.com/pub/952768.html or www.marketresearch.com.

WebSurveyor 5.0 now available

Herndon, Va.-based WebSurveyor Corporation has released WebSurveyor 5.0, the latest version of its online survey tool. This latest version is designed to offer greater control through a survey dashboard, along with a new user interface.

The survey dashboard provides users with centralized control over the survey process. It displays an integrated view of survey activity, presenting the top five most recent surveys, response rates, number of responses and more. It also allows users to manage mailing lists, set preferences for surveys and manage their account, as well as filter and sort relevant data.

Along with a new look and feel, other new features include an enhanced invitation management system that allows users to conduct multiple e-mail campaigns, customize messages, and track e-mail messages sent, surveys viewed and surveys completed. New gateway page functionality allows users to restrict access to a survey through a custom login process. A survey checklist guides new users through the entire online survey process, from designing questions to analyzing results. Survey detail reports provide a concise overview of a survey including questions, question styles, export values, navigation and translations. Date controls allow users to schedule the date at which a survey will stop accepting responses. Improved branching lets users conduct complex surveys by utilizing conditional branching and skipping, data piping, data validation and response randomization. For more information visit www.websurveyor.com/ws5.

Hispanic Cohorts from Simmons

New York-based Simmons has released Hispanic Cohorts, a household-based segmentation system. Hispanic Cohorts identifies 19 consumer segments within the American Hispanic community. Similar to the general-market Cohorts, Hispanic Cohorts identifies clusters of consumers based on specific characteristics. For instance, descriptions include: Luis y Maria, families with a median age of 38 who have teenagers, a median household income of $35,000 and who make up approximately 9.1 percent of the Hispanic population; Andrea, educated career-oriented moms whose median age is 31, median household income is $52,000 and represent over 6 percent of the Hispanic population. For more information visit www.smrb.com.

Briefly

U.K.-based research agency mmr has announced a new positioning, a new Web site and a new interactive approach to create a fresh image for its services. The new positioning – "making more of research" – is designed to emphasize mmr's research capability and client service approachability. For more information visit www.mmr-research.com.

New York research firm Ipsos-Insight has announced enhancements to its Ipsos BookTrends syndicated service, including improved data delivery, expanded reporting capabilities and increased reporting frequency. For more information visit www.ipsos-insight.com/consumer/publications/books.

The Ipsos-Reid Online Omnibus will now be offered once a week in Canada. Questions received by 1 p.m. on Tuesday will have results the following Tuesday. The Canadian Online Omnibus delivers a representative national sample of 1,000 online Canadians every week. Omni respondents are recruited randomly from the 72,000 Canadians on Ipsos-Reid's Online Panel. The panel includes both English- and French-speaking participants, and surveys can be conducted in one or both official languages. For more information visit www.ipsos.ca/pa/.

continued from page 14

pricing practices or discounts were illegal or anti-competitive unless IRI can prove they involved prices below short-run average variable cost, which must be calculated without the inclusion of certain costs designated by ACNielsen as "fixed operations" costs.

The court also ruled that the same standard applies in determining the legality of bundled discounts, with discounts offered in noncompetitive markets subtracted from ACNielsen's prices in the competitive markets. The analysis relied on by IRI to support the claims of below-cost pricing and bundling impermissibly included fixed operations costs as part of the relevant cost structure.

While there will be further proceedings on this and other issues in the case, VNU stated in a press release that it believes that the court's rejection of IRI's arguments seriously impairs IRI's antitrust claims. VNU believes that IRI's claims are wholly without merit.

Fifteen U.S. Yellow Pages publishers have joined with research firm **Knowledge Networks/SRI**, Menlo Park, Calif., to sponsor and develop a syndicated Yellow Pages measurement in early 2005. The service will initially cover over 200 directory distribution areas in more than 90 DMAs, with other markets likely to be added in the future. Interviewing will begin in early 2005, and initial annual measurement of usage and directory share will be delivered in early 2006.

Chicago-based **Information Resources, Inc.** has established a new analytics advisory board. The board's focus will be on furthering analytics innovation, specifically identifying the existing and emerging analytics applications required to understand and forecast the economics driving CPG and retail businesses. Board members include: Robert C. Blattberg, Polk Brothers Distinguished Professor in Retailing and executive director of the Center for Retail Management, J.L. Kellogg Graduate School of Management, Northwestern University; Pradeep K. Chintagunta, Robert Law Professor of Marketing, the University of Chicago Graduate School of Business, University of Chicago; Sunil Gupta, Meyer Feldberg Professor of Business, Columbia Business School, Columbia University; Leonard M. Lodish, Samuel R. Harrell Professor, professor of marketing and vice dean, Wharton West, leader of the global consulting practicum, the Wharton School of Business, University of Pennsylvania; and Carl F. Mela, associate professor marketing, the Fuqua School of Business, Duke University.

Acquisitions

Survey Sampling International (SSI), Fairfield, Conn., has acquired online sampling firm **Bloomerce Access Panels Europe bv**. Based in the Netherlands, Bloomerce has more than one million panel members in Europe. "The time is right for expansion in Europe, with the increasing acceptance of Internet research among the European research industry," said Terry Coen, SSI vice president and director of sales and marketing. "Use of the Internet for research in the U.K. alone is expected to double in the next 18 months."

Alliances/strategic partnerships

Atlanta mystery shopping firm **Shop'n Chek, Inc.** has expanded its worldwide coverage by signing licensing agreements for Canada, Brazil, Japan, Australia and New Zealand. The new licensees are Toronto-based Service Metrics Inc. (dba Shop'n Chek Canada); ABACO Marketing Research (dba Shop'n Chek Brazil), Sao Paulo; Service Integrity Pty. Ltd. (dba Shop'n Chek Australia), Sydney; and Tokyo-based Shop'n Chek Japan, K.K.

Wilton, Conn.-based **Greenfield Online, Inc.** reported that GfK Custom Research Inc., Minneapolis, has signed a new agreement appointing Greenfield Online as its exclusive supplier of full-service Internet survey research services and sample research data, subject to certain limited exceptions. The companies have worked together since 2001. The agreement with GfK-CRI has an initial term ending on December 31, 2005 and it will automatically renew for successive one-year periods unless cancelled by either party prior to the expiration of the current term. During the term, Greenfield Online will provide GfK-CRI with Internet-based survey services, which include the programming and hosting of surveys, as well as survey respondents from its panel of survey takers. As a client partner, Greenfield Online will also provide to GfK-CRI a dedicated project team and customized sales and marketing support services to enhance customer service.

Association/organization news

The **ESOMAR** Council for 2005 to 2006 has been elected. José Wert Ortega, corporate affairs director of Grupo BBVA in Spain, is the new ESOMAR president until December 31, 2006. Frits Spangenberg, managing director of Motivaction International in The Netherlands, is ESOMAR's new vice president. Both were elected unopposed. In addition, following a ballot of all ESOMAR members worldwide, the following eight council members were elected: Paulo Pinheiro de Andrade (Brazil); Laurent Flores (France); Siegfried Högl (Germany); Clara Origlia (Italy); Wlodek Daab (Poland); Ann Margreth Hellberg (Sweden); Sue Nosworthy (U.K.); Gunilla Broadbent (U.S.). Outgoing President Fredrik Nauckhoff will remain on the council in an ex-officio capacity for the subsequent two-year term. Outgoing council members are Jacqueline Aglietta, Eugênia Paesani, Adam Phillips and John Kelly (ex-officio).

Awards/rankings

Winston-Salem, N.C.-based **AllPoints Research** has been awarded a Fast 50 award by *The Business Journal*. The award was given based on the 40 percent revenue growth that AllPoints has achieved over the past year.

New accounts/projects

Arbitron Inc., New York, has signed a four-year license agreement with Clear Channel Radio to provide the company with radio ratings and software services through the fall 2008 survey. The agreement also renews existing contracts for Scarborough and other local market consumer information services. Clear Channel also renewed its agreements with Arbitron for Premiere Radio Networks, KMG Consolidated Radio Sales and Clear Channel Traffic. Clear Channel is Arbitron's largest radio ratings subscriber and represented approximately 21 percent of Arbitron's revenue in 2003.

Research firm **TNS** has been awarded a three-year contract to monitor and evaluate the communications performance and brand health in Tourism Australia's key source markets across America, Europe and Asia Pacific. This followed a competitive tender among four global research groups. The purpose of the program is to support Tourism Australia in its key role in increasing consideration of Australia as an international tourist destination.

Heavy-equipment maker **Caterpillar** has chosen **Perseus SurveySolutions/EFM** as its enterprise software solution for feedback management.

BBC Audience & Consumer Research awarded a new contract for measuring audience reaction for Television and Radio programs to **GfK Group** in the U.K. The new three-year contract runs from April 2005 and will deliver a faster system of measuring audience response to television programs on all terrestrial TV, selected non-terrestrial TV programs and selected radio programs. Key elements of the new service are: replacing the current paper-and-pencil postal method with an online method that allows respondents to log on either at work or home and rate the previous night's programs on not only appreciation but also other key criteria; data for each program will be available 36 hours after broadcast, an improvement on the 16-day turnaround under the current system; an increase in panel size from the current 3,000 to 15,000 adults, and a separate panel of 1,500 children.

Redlands, Calif.-based **ESRI** and **Shell International Exploration and Production B.V**. have agreed to expand their relationship and implement a comprehensive agreement under which Shell and all its affiliates worldwide can access all of ESRI's software products. The global agreement allows Shell to deploy and support ESRI software throughout its organization. The enterprise solution comprises ESRI's full line of software including the ArcGIS family of desktop and server products.

The Federated Group, an Arlington Heights, Ill., sales and marketing agency serving the private brand grocery industry, has selected Chicago-based **Information Resources, Inc.** as its preferred syndicated marketplace insights provider.

Castrol has commissioned U.K.-based research firm **ESA** to conduct a national point of sale and promotions audit in stores of U.K. retailer Halfords. ESA's researchers will visit 100 Halfords stores across the U.K. to carry out an audit of Castrol display points in-store. The aim of the research will be to establish whether Castrol products are correctly displayed, as well as whether the specified point-of-sale and promotional material is present.

New companies/new divisions/relocations/expansions

Rochester, N.Y.-based research firm **Harris Interactive Inc.** has added the Harris Interactive Marine Industry Research program, a division of the automotive and transportation research group, which will provide insight into customer preferences and buying behaviors for bass boat, small and large runabout, cruiser, coastal fishing, pontoon, ski and wakeboard boat and personal watercraft manufacturers.

Millward Brown has launched a new global unit - Millward Brown Optimor - focusing on maximizing the total returns from brand and marketing investment. The unit is led by newly-appointed executive vice president Joanna Seddon.

Leon Tyler Marketing Research has moved to a different suite in the same building. The firm's address is now 4501 Park Glen Rd., Suite 303, St. Louis Park, Minn., 55416-4875. Phone and fax numbers and e-mail address remain the same.

Names of Note

continued from page 10

vice president and chief marketing officer of the Wendy's brand.

Evanston, Ill.-based information firm *Solucient* has named **Cynthia Kujawa** vice president, human resources. In addition, **Mark Chealander** has been named vice president, product development.

Research firm *TNS* has named **Stephen Jenke** regional director of Australia and New Zealand. He replaces **Trevor Richards**, who has returned to the U.K. to take on a new role and responsibility at the TNS head office in London. Jenke is based in Sydney.

Arbitron Inc., New York, has appointed **Julian Davis** to the new position of director, urban media services. In addition, **Pierre Bouvard** has been named president, Portable People Meters and international, and has been given the overall responsibility for the introduction of the Portable People Meter local market ratings services in the U.S. And **Bill Rose** has been named senior vice president, marketing, U.S. media services.

New York-based *Nielsen Media Research* has named **Sara Erichson** general manager, national services. **Dave Thomas** has been named senior vice president, strategy and business development. And **Scott Springer** has been named general manager, operations, based in the firm's office in Brooker Creek, Fla.

Survey Sampling International, Fairfield, Conn., has established an office in Japan and tapped **Larry Greenberg** of Tokyo-based Urban Connections to head the new location.

Framingham, Mass., research firm *IDC* has appointed **Rick Nicholson** vice president of energy insights.

Beta Research Corporation, Syosset, N.Y., has named **Jerry Kossoff** chairman. Replacing him as CEO is **Jason Gorelkin**.

Dennis R. Israel has joined *GlobeScan Incorporated*, a Toronto research firm, as vice president.

London-based *NOP World Health* announced its new European senior management team following the integration and restructuring last year of the company's three global health care businesses (Market Measures/Cozint, NOP Healthcare, Strategic Marketing Corporation) into a single agency. **David Bayton** has returned to NOP World Health as European head of research. **Christine Corner** has been named European head of sales and business development. **Ian Pike** has been named European business development director and **Charles Chaine** has been added as a director.

Shelli Field has been named president of the *TVG Marketing Research & Consulting* business unit of PDI, Inc., Saddle River, N.J.

moderator marketplace™

Listed below are names of companies specializing in qualitative research moderating. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for listing rates: Quirk's Marketing Research Review, P. O. Box 23536, Minneapolis, MN 55423. Phone 952-854-5101. Fax 952-854-8191. Or visit www.quirks.com/media/moderator.asp.

Jeff Anderson Consulting, Inc.
P.O. Box 1744
La Jolla, CA 92038
Ph. 858-456-4898
Fax 858-454-4859
E-mail: jeff@jeffandersonconsulting.com
Contact: Jeff Anderson, CPCM, MBA
"Blending Art With Science."
Member QRCA/AMA.

AutoPacific, Inc.
2991 Dow Ave.
Tustin, CA 92780
Ph. 714-838-4234
Fax 714-838-4260
E-mail: dhall@autopacific.com
www.autopacific.com
Contact: Daniel Hall
Auto Marketing & Product Experts.
2,000 Groups Moderate & Recruit.

C&R 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
www.cr-research.com
Contact: Megan Burdick
Leading Supplier Of Qual. Rsch. In The U.S. With Over 40 Yrs. of Experience. Latino/Gen. Consumer/Kids/50+ Age Segment/B2B.

C.L. Gailey Research
347 La Mesa Avenue
Encinitas, CA 92024
Ph. 760-436-1462
Fax 760-436-5384
E-mail: clgailey@cox.net
Contact: Carol Gailey
Full-Service Qualitative and Quntitative Research.

Cambridge Associates, Ltd.
2315 Fairway Ln.
Greeley, CO 80634
Ph. 800-934-8125
Fax 970-339-8313
E-mail: walt@postslot.com
www.focusgroupguru.com
Contact: Walt Kendall
Focus Groups, Conjoint Analysis, Surveys. Call To Discover The Difference.

Cambridge Research, Inc.
3521 W. 24th St.
Minneapolis, MN 55416
Ph. 612-929-8450
Fax 612-929-8460
E-mail: dalelongfellow@cambridgeresearch.com
www.cambridgeresearch.com
Contact: Dale Longfellow
High Tech, Executives, Bus.-To-Bus., Ag., Specifying Engineers.

Cheskin
255 Shoreline Dr., Suite 350
Redwood Shores, CA 94065
Ph. 650-802-2100
Fax 650-593-1125
E-mail: info@cheskin.com
www.cheskin.com
Contact: Jennifer Gray
Strategic Rsch. Consultants Specializing in Tech & Consumer Goods in General, B2B, Youth, Hispanic & Asian Markets.

Consumer Focus LLC
660 Preston Forest Center, #197
Dallas, TX 75230-2718
Ph. 214-542-8787
Fax 214-691-6021
E-mail: sstewart@consumerfocusco.com
www.consumerfocusco.com
Contact: Sue Stewart
Over 20 Years of Experience in Consumer Marketing.

The Consumer Network, Inc.
P.O. Box 42753
Philadelphia, PA 19101
Ph. 215-235-2400
Fax 215-235-6967
E-mail: mona@consumernetwork.org
Contact: Mona Doyle
Mona Uses Anthropology, Consumer Advocacy, and Marketing Skills To Get To Changes That Grow Sales.

Daniel Associates
49 Hill Rd., Ste. 4
Belmont, MA 02478
Ph. 617-484-6225
Fax 800-243-3493
E-mail: sdaniel@earthlink.net
http://home.earthlink.net/~sdaniel/
Contact: Stephen Daniel
FOCUS/IT Understanding Technology Buying Processes.

Decision Drivers
197 Macy Rd.
Briarcliff, NY 10510-1017
Ph. 914-923-0266
Fax 914-923-3699
Contact: Sharon Driver
Actionable Results To Drive Your Market Decisions.

Dolobowsky Qualitative Services
94 Lincoln St.
Waltham, MA 02451
Ph. 781-647-0872
Fax 781-647-0264
E-mail: reva@doloqual.com
www.doloqual.com
Contact: Reva Dolobowsky
Experts In Ideation & Focus Groups. For 20+ Years.

Doyle Research Associates, Inc.
400 N. Michigan Ave., Suite 800
Chicago, IL 60611
Ph. 312-863-7600
Fax 312-863-7601
E-mail: info@doyleresearch.com
www.doyleresearch.com
Contact: Kathy Doyle
Est. 1986; 6 Moderators; Full-time Field Staff. Focus Grps. (Face-to-Face/Phone/Online), Ethnographic/ Observational Rsch./Idea Generation/ Rsch./Ideation with Kids/Teens; New Prod. Dev., Adv.

D/R/S Health Care Consultants
121 Greenwich Rd., Ste. 209
Charlotte, NC 28211
Ph. 704-362-5211
Fax 704-362-5216
E-mail: drsimon@mindspring.com
Contact: Dr. Murray Simon
Qualitative Market Research By A Former Provider.

Erlich Transcultural Consultants
11430 Burbank Blvd.
North Hollywood, CA 91601
Ph. 818-623-2425
Fax 818-623-2429
E-mail: info@etcethnic.com
www.etcethnic.com
Contact: Andrew Erlich, Ph.D.
Full Svc. Latino, Asian, African-Amer., Amer. Indian Mktg. Rsch.

First Insights
350 Seventh Ave. S., #1503
New York, NY 10001
Ph. 212-926-3700
E-mail: info@firstinsights.com
www.firstinsights.com
Contact: Lon Taylor
Usability Testing, Contextual Interviews & Ethnographic Research for Web Sites & Intranets.

Flake-Wilkerson Market Insights, LLC
333 Executive Court, Suite 100
Little Rock, AR 72205
Ph. 501-221-3303
Fax 501-221-2254
E-mail: kflake@mktinsights.com
www.mktinsights.com
Contact: Karen Flake
Intuitive, Creative & Detailed. 15 Years of Experience.

Focus Latino
1617 Cabinwood Cove
Austin, TX 78746
Ph. 512-306-7393
Fax 512-328-6844
E-mail: gcafocuslatino@austin.rr.com
Contact: Guy Antonioli
Contact: Beatriz Noriega
Established 1996. Specialize in Qualitative Hispanic Consumer Research. Bilingual & Bicultural, Moderate in Spanish & English.

FOCUSED Marketing Research, Inc.
P.O. Box 290
Bedminster, PA 18910-0290
Ph. 215-795-0900
Fax 215-795-0909
E-mail: infor@focusedmr.com
www.focusedmr.com
Contact: Vern Dougherty
Insightful Analysis & Actionable Reports. Consumer, B-to-B, Internet, Rx & Pet Products. Call Us Today!

Galloway Research Service
4751 Hamilton Wolfe
San Antonio, TX 78229
Ph. 210-734-4346
Fax 210-732-4545
E-mail: grs@gallowayresearch.com
www.gallowayresearch.com
Contact: J. Patrick Galloway
Creative/Energetic/Experienced. State-of-the-Art Facility with Larege Viewing Rooms/Client Lounges/ Offices/Restrooms w/ Showers. T-1/Videostreaming/On-site Personnel.

Harris Interactive
135 Corporate Woods
Rochester, NY 14623
Ph. 800-866-7655
Fax 585-272-8680
E-mail: info@harrisinteractive.com
www.harrisinteractive.com
Contact: Jim Longo
Offering Online & In-Person Qualitative Research.

Herrera Communications
28751 Rancho California Road
Suite 206
Temecula, CA 92590
Ph. 951-676-2088
Fax 951-676-2996
E-mail: info@herrera-communications.com
www.herrera-communications.com
Contact: Dolores Herrera
Bilingual Moderators. Nationwide Latino Recruitment.

Hispanic Research Inc.
1 Springfield Rd.
East Brunswick, NJ 08816
Ph. 732-613-0060
Fax 732-613-8612
E-mail: info@hispanic-research.com
www.hispanic-research.com
Contact: Ricardo A. Lopez
Consulting Firm Specializing In U.S. Hispanic Market. Serving Firms Targeting U.S. Latino Market. Offices: Miami/New York.

IMR-Innovative Media Research
2 Hudson Place, 3rd floor
Hoboken, NJ 07030
Ph. 201-356-1900
Fax201-356-1910
E-mail: franyoung@imresearch.com
www.imresearch.com
Contact: Frances Young
Moderating Specialists in Healthcare Research.

In-Depth: Technology Market Rsch.
2090 Vistazo East
Tiburon, CA 94920
Ph. 415-789-1042
Fax 415-789-0366
E-mail: jacob@in-depthresearch.com
www.in-depthresearch.com
Contact: Jacob Brown
Premier Provider of Custom Market Research to Technology Companies. Focus Groups, Online Surveys, Web Site Usabilities, International Capabilities.

innovation Management
125 Timberhill Place
Chapel Hill, NC 27514
Ph. 919-933-4676
Fax 919-933-7115
info@innovationmanagement.com
www.innovationmanagement.com
Contact: Kevin Leibel
Insightful Qualitative Services from a Preferred Vendor of Coca-Cola, Quaker, Frito-Lay, Sunbeam. Food, Beverage, Packaging, Kids, Seniors.

Insight Research Associates
313 W. Superior St.
Chicago, IL 60610
Ph. 312-595-9500
E-mail: insight@insightresearch.net
www.insightresearch.net
Contact: Mark Ingwer, President
Full-Service Qualitative Research. B2B, Kids/Teens, Financial, Healthcare, Technology, Niche & Media.

The Insight Works, Inc.
1123 Broadway, Suite 1007
New York, NY 10010
Ph. 212-929-9072
Fax 212-929-9174
E-mail: mark@theinsightworks.net
www.theinsightworks.net
Contact: Mark Cooper
Specialists in Video-Based Qualitative Consumer Research with Visual Ethnography and Ideation.

Insights Marketing Group, Inc.
2512 Swanson Ave.
Miami, FL 33133
Ph. 305-854-2121
Fax 305-854-2130
E-mail: belkist@insights-marketing.com
www.insights-marketing.com
Contact: Belkist E. Padilla, Pres.
Contact: Gloria Cantens, Dir. Qual. Rsch.
Full-Service Qualitative Research. Experienced in Multicultural. Better Thinking, Better Qualitative.

Just The Facts, Inc.
P.O. Box 365
Mt. Prospect, IL 60056
Ph. 847-506-0033
Fax 847-506-0018
E-mail: facts2@interaccess.com
www.justthefacts.com
Contact: Bruce Tincknell
Highly Skilled; Well Organized; Maintains Control While Enabling Creative Flow; Strategic Moderating; Actionable Results; 25 Years Experience.

Karchner Marketing Research, LLC
202 Paperbirch Drive
Collegeville, PA 19426
Ph. 610-489-0509
Fax 610-489-6939
E-mail: mike@kmrinsights.com
www.kmrinsights.com
Contact: Mike Karchner
Consumer, Business & Medical Audiences. Specializing in Retail, Pharmaceutical & Financial Services.

Knowledge Systems & Research, Inc.
500 South Salina St., Ste. 900
Syracuse, NY 13202
Ph. 315-470-1350
Fax 315-471-0115
E-mail: HQ@krsinc.com
www.krsinc.com
Contact: Lynne Van Dyke
Full-Svc./All Expertise In-House/ Strategic Focus/B2B.

Loretta Marketing Group
13935 S.W. 102 Court
Miami, FL 33176
Ph. 305-232-5002
Fax 305-232-8010
E-mail: lmg8010@bellsouth.net
Contact: Jim Loretta
U.S. Hispanic/Latin Amer. Consumer Rsch. 25 Yrs. Exp. Bilingual/Bicultural. Born in Mexico/Educated in the U.S.

Market Navigation, Inc.
60 Dutch Hill Rd.
Orangeburg, NY 10962
Ph. 845-365-1391 ext. 228
Fax 845-365-1022
E-mail: eve@mnav.com
E-mail: grs@mnav.com
www.mnav.com
Contact: Eve Zukergood, CEO
Contact: George Silverman
A Diverse Qual. & Mktg. Company Specializing In The Customer Decision Process, Optimizing Word-of-Mouth, & Practical Innovation at Low Cost.

Market Resource Associates, Inc.
15 S. 5th St., 8th floor
Minneapolis, MN 55402
Ph. 800-795-3056
Fax 612-334-3056
E-mail: john.cashmore@mraonline.com
www.mraonline.com
Contact: John Cashmore
Cons. & Pros., Bldg. Materials, Home Imp., Const., Auto, Lawn & Garden, Tools. Full-Svc. Qual. - North Amer. - 14 Yrs. Exp., QRCA.

Marketing Matrix International, Inc.
2566 Overland Ave., Ste. 675
Los Angeles, CA 90064
Ph. 310-842-8312
Fax 310-842-7212
E-mail: selz@markmatrix.com
Contact: Marcia Selz, Ph.D.
Foc. Grps., In-Depth Intvs. & Telephone, Mailback & Online Surveys For Financial Svce. Companies.

Markets in Motion
215 Eagles Circle
Alpharetta, GA 30004
Ph. 678-908-1913
E-mail: sally.markham@comcast.net
Contact: Sally Markham
Prod. Dev., Cust. Sat., Comm. Test, 20+ Yrs. Pkged Goods, Healthcare, Homebldrs, B2B, Drs., SRS, Realtors, HOH.

MCC Qualitative Consulting
100 Plaza Dr.
Secaucus, NJ 07094
Ph. 201-865-4900 or 800-998-4777
Fax 201-865-0408
E-mail: andrea@meadowcc.com
www.meadowcc.com
Contact: Andrea C. Schrager
Insightful, Innovative, Impactful, Action-Oriented Team Approach.

(Also see listing on p. 338)

GEOGRAPHIC CROSS INDEX OF MODERATORS

Refer to preceding pages for address, phone number and contact name.

SPECIALTY CROSS INDEX OF MODERATORS

Refer to preceding pages for address, phone number and contact name.

The Insight Works, Inc.
Market Resource Associates, Inc.
Tracy & Co. Market Research

BIO-TECH
Market Navigation, Inc.
MedProbe, Inc.

BRAND/CORPORATE IDENTITY
Perception Research Services
Primary Insights, Inc.

BUILDING PRODUCTS
Marketing Advantage Rsch. Cnslts.

BUS.-TO-BUS.
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Cambridge Research, Inc.
FOCUSED Marketing Research, Inc.
Just The Facts, Inc.
Knowledge Systems & Research, Inc.
Market Navigation, Inc.
Market Resource Associates, Inc.
MCC Qualitative Consulting
Millennium Research, Inc.
PRYBYL Group, Inc.
QSA Research & Strategy
Jay L. Roth & Associates, Inc.
Strategic Directions Group, Inc.
Synovate
Tracy & Co. Market Research

CABLE
C&R Research Services, Inc.

CHILDREN
C&R Research Services, Inc.
Doyle Research Associates, Inc.
FOCUSED Marketing Research, Inc.
The Insight Works, Inc.
Just The Facts, Inc.
Market Navigation, Inc.

COMMUNICATIONS RSCH.
Cambridge Associates, Ltd.
IMR-Innovative Media Research
The Insight Works, Inc.
PRYBYL Group, Inc.
QSA Research & Strategy
Jay L. Roth & Associates, Inc.

COMPUTERS/HARDWARE
In-Depth: Technology Market Rsch.

COMPUTERS/MIS
Daniel Associates
In-Depth: Technology Market Rsch.
Marketing Advantage Rsch. Cnslts.

CONSUMERS
C&R Research Services, Inc.
Consumer Focus LLC
The Consumer Network, Inc.
Decision Drivers
Fader & Associates
The Insight Works, Inc.
Just The Facts, Inc.
Knowledge Systems & Research, Inc.
Market Resource Associates, Inc.
PRYBYL Group, Inc.
Jay L. Roth & Associates, Inc.
Strategic Directions Group, Inc.

CUSTOMER SATISFACTION
Market Resource Associates, Inc.
Marketing Advantage Rsch. Cnslts.
Synovate

DIRECT MARKETING
Consumer Focus LLC
Synovate

DIVERSIFIED
View-Finders Market Research

E-COMMERCE
Media-Screen

EDUCATION
The Insight Works, Inc.
Just The Facts, Inc.
Market Navigation, Inc.
PRYBYL Group, Inc.

ELECTRONICS
PRYBYL Group, Inc.

EMPLOYEES
Jay L. Roth & Associates, Inc.

ETHNIC/MULTICULTURAL RESEARCH
Cheskin
The Insight Works, Inc.

ETHNOGRAPHIC RSCH.
C&R Research Services, Inc.
Cheskin
Doyle Research Associates, Inc.
Focus Latino
The Insight Works, Inc.
Insights Marketing Group, Inc.
Primary Insights, Inc.
Synovate

EXECUTIVES
C&R Research Services, Inc.
Decision Drivers
Market Navigation, Inc.
QSA Research & Strategy
Roller Marketing Research

Jay L. Roth & Associates, Inc.
Strategic Directions Group, Inc.
Synovate

FINANCIAL SERVICES
Jeff Anderson Consulting, Inc.
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Cambridge Research, Inc.
Consumer Focus LLC
Focus Latino
FOCUSED Marketing Research, Inc.
The Insight Works, Inc.
Insights Marketing Group, Inc.
Marketing Matrix International, Inc.
MCC Qualitative Consulting
Primary Insights, Inc.
Jay L. Roth & Associates, Inc.
Strategic Directions Group, Inc.
Synovate
Tracy & Co. Market Research

FOOD PRODUCTS/ NUTRITION
C&R Research Services, Inc.
Cambridge Associates, Ltd.
The Insight Works, Inc.
Just The Facts, Inc.
Outsmart Marketing
Jay L. Roth & Associates, Inc.
Strategic Directions Group, Inc.
Synovate

HEALTH & BEAUTY PRODUCTS
C&R Research Services, Inc.
Focus Latino
The Insight Works, Inc.
PRYBYL Group, Inc.
Synovate

HEALTH CARE
Jeff Anderson Consulting, Inc.
D/R/S Health Care Consultants
Erlich Transcultural Consultants
Fader & Associates
Focus Latino
The Insight Works, Inc.
Knowledge Systems & Research, Inc.
MedProbe™ Inc.
Synovate
Ten People Talking

HIGH-TECH
Jeff Anderson Consulting, Inc.
Cheskin
In-Depth: Technology Market Rsch.
Media-Screen
PRYBYL Group, Inc.
Jay L. Roth & Associates, Inc.
Synovate

HISPANIC
C&R Research Services, Inc.
Cheskin
Erlich Transcultural Consultants
Focus Latino
Herrera Communications
Hispanic Research Inc.
The Insight Works, Inc.
Insights Marketing Group, Inc.
Loretta Marketing Group
Utilis Hispanic

HOUSEHOLD PRODUCTS/CHORES
C&R Research Services, Inc.
Market Resource Associates, Inc.

HUMAN RESOURCES ORGANIZATIONAL DEV.
Primary Insights, Inc.

IDEA GENERATION
Doyle Research Associates, Inc.
Just The Facts, Inc.
Market Resource Associates, Inc.
Primary Insights, Inc.
Synovate

IMAGE STUDIES
Cambridge Associates, Ltd.
QSA Research & Strategy
Tracy & Co. Market Research

INSURANCE
Consumer Focus LLC
First Insights
Strategic Directions Group, Inc.
Ten People Talking

INTERNATIONAL
Fader & Associates

INTERACTIVE PRODUCTS & SERVICES
Media-Screen

INTERNET
C&R Research Services, Inc.
Fader & Associates
First Insights
In-Depth: Technology Market Rsch.
Knowledge Systems & Research, Inc.
MCC Qualitative Consulting
Media-Screen
Synovate

INTERNET SITE CONTENT/DESIGN
FOCUSED Marketing Research, Inc.
Media-Screen
Jay L. Roth & Associates, Inc.

INVESTMENTS
Strategic Directions Group, Inc.

LATIN AMERICA
C&R Research Services, Inc.
The Insight Works, Inc.
Insights Marketing Group, Inc.
Loretta Marketing Group

MEDICAL PROFESSION
Cambridge Associates, Ltd.
D/R/S Health Care Consultants
In-Depth: Technology Market Rsch.
Market Navigation, Inc.
MedProbe™ Inc.
Schneller Qualitative LLC
Strategic Directions Group, Inc.
Ten People Talking

MODERATOR TRAINING
Market Navigation, Inc.

NEW PRODUCT DEV.
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Cheskin
Doyle Research Associates, Inc.
The Insight Works, Inc.
Just The Facts, Inc.
Market Navigation, Inc.
Market Resource Associates, Inc.
Millennium Research, Inc.
Outsmart Marketing
PRYBYL Group, Inc.
Jay L. Roth & Associates, Inc.
Synovate

NON-PROFIT
Roller Marketing Research

OBSERVATIONAL RSCH.
Doyle Research Associates, Inc.
The Insight Works, Inc.
Primary Insights, Inc.

ONLINE FOCUS GROUPS
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Doyle Research Associates, Inc.
Insights Marketing Group, Inc.
Media-Screen

PACKAGE DESIGN RSCH.
C&R Research Services, Inc.
The Consumer Network, Inc.
Primary Insights, Inc.

PACKAGED GOODS
C&R Research Services, Inc.
Cheskin
Doyle Research Associates, Inc.
Focus Latino
FOCUSED Marketing Research, Inc.
Insights Marketing Group, Inc.
Just The Facts, Inc.
Jay L. Roth & Associates, Inc.
Synovate
Tracy & Co. Market Research

PARENTS
Market Navigation, Inc.

PET PRODUCTS
C&R Research Services, Inc.
Cambridge Research, Inc.
FOCUSED Marketing Research, Inc.
IMR-Innovative Media Research
PRYBYL Group, Inc.

PHARMACEUTICALS
C&R Research Services, Inc.
Cambridge Associates, Ltd.
D/R/S Health Care Consultants
Fader & Associates
First Insights
Focus Latino
FOCUSED Marketing Research, Inc.
IMR-Innovative Media Research
In-Depth: Technology Market Rsch.
Market Navigation, Inc.
MCC Qualitative Consulting
MedProbe™ Inc.
Primary Insights, Inc.
Strategic Directions Group, Inc.
Synovate
Ten People Talking
Tracy & Co. Market Research

POLITICAL/SOCIAL RSCH.
Cambridge Associates, Ltd.
Market Navigation, Inc.
View-Finders Market Research

POSITIONING RESEARCH
Outsmart Marketing
Jay L. Roth & Associates, Inc.

PUBLIC POLICY RSCH.
Cambridge Associates, Ltd.
QSA Research & Strategy

PUBLISHING
Cambridge Associates, Ltd.
Market Navigation, Inc.

QUALITATIVE END-USER TRAINING
Primary Insights, Inc.

RETAIL
The Insight Works, Inc.
Knowledge Systems & Research, Inc.
MCC Qualitative Consulting
Synovate

SENIORS
C&R Research Services, Inc.
The Consumer Network, Inc.
The Insight Works, Inc.
Primary Insights, Inc.
QSA Research & Strategy
Strategic Directions Group, Inc.

SMALL BUSINESS/ ENTREPRENEURS
FOCUSED Marketing Research, Inc.
Strategic Directions Group, Inc.

SOFT DRINKS, BEER, WINE
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Focus Latino
FOCUSED Marketing Research, Inc.
The Insight Works, Inc.
Jay L. Roth & Associates, Inc.

SPORTS
FOCUSED Marketing Research, Inc.

STRATEGY DEVELOPMENT
Primary Insights, Inc.
Strategic Directions Group, Inc.

TEACHERS
The Insight Works, Inc.
Market Navigation, Inc.
PRYBYL Group, Inc.

TEENAGERS
C&R Research Services, Inc.
Doyle Research Associates, Inc.
Focus Latino
The Insight Works, Inc.
Tracy & Co. Market Research

TELECOMMUNICATIONS
Daniel Associates
Focus Latino
In-Depth: Technology Market Rsch.
The Insight Works, Inc.
Knowledge Systems & Research, Inc.
MCC Qualitative Consulting
Jay L. Roth & Associates, Inc.
Synovate

TELECONFERENCING
Cambridge Research, Inc.

TELEPHONE FOCUS GROUPS
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Doyle Research Associates, Inc.
Market Navigation, Inc.
MedProbe, Inc.
Millennium Research, Inc.

TELEVISION
Media-Screen

TOURISM/HOSPITALITY
The Insight Works, Inc.
Jay L. Roth & Associates, Inc.

TOYS/GAMES
C&R Research Services, Inc.
PRYBYL Group, Inc.

TRAVEL
Cambridge Associates, Ltd.
First Insights
FOCUSED Marketing Research, Inc.
The Insight Works, Inc.
PRYBYL Group, Inc.
Strategic Directions Group, Inc.

USABILITY TESTING
First Insights
Media-Screen

UTILITIES
Cambridge Associates, Ltd.
Knowledge Systems & Research, Inc.
Roller Marketing Research
Jay L. Roth & Associates, Inc.
Strategic Directions Group, Inc.
Tracy & Co. Market Research

VETERINARY MEDICINE
FOCUSED Marketing Research, Inc.
IMR-Innovative Media Research

WEALTHY
The Insight Works, Inc.
QSA Research & Strategy
Strategic Directions Group, Inc.

YOUTH
C&R Research Services, Inc.
The Insight Works, Inc.
Tracy & Co. Market Research
Zebra Strategies

2005

Marketing Research

Software Directory

>>>

The 2005 Directory of Marketing Research Software was compiled by sending listing forms to companies we identified as producers/vendors of marketing research-related software. This year's directory lists over 150 firms and over 350 software titles. The software firms are arranged alphabetically. Along with the company's vital information, we've also included the title(s) of the software they sell.

To make finding software easier, we have added cross-reference tables grouping the various software packages by capability (tabulation, integrated interviewing, CAPI/CASI, CATI, Web interviewing, paper/scan, and miscellaneous software). The tables show a list of each product's features and capabilities, allowing you to compare and contrast several products at a glance. Once you locate a package that interests you, simply refer to the company's listing in the alphabetical section for more information.

The company alphabetic section begins on page 78
The software cross-reference tables begin on page 100

Able Software Corp.
5 Appletree Lane
Lexington, MA 02420-2406
Ph. 781-862-2804
Fax 781-862-2640
info@ablesw.com
www.ablesw.com
Software:
RV2

Advanced Data Research, Inc.
1765 Star Batt Dr.
Rochester Hills, MI 48309
Ph. 248-299-5300
Fax 248-299-5319
david@adrsoft.com
www.adrsoft.com
Software:
Abase

Alta Plana Corporation
7300 Willow Ave.
Takoma Park, MD 20912
Ph. 301-270-0795
info@altaplana.com
www.altaplana.com
Software:
SuperCROSS
SuperSTAR
SuperWeb

AmSoft Systems
12 Deer Lane
Greenwich, CT 06830
Ph. 203-622-4449
Fax 203-622-6668
pulse@amsoft.net
www.amsoft.net
Raj K. Nooyi
Software:
PULSE

The Analytical Group, Inc.
8687 E. Via de Ventura
Scottsdale, AZ 85258
Ph. 480-483-2700
Fax 480-905-1416
jack.pollack@analyticalgroup.com
www.analyticalgroup.com
Jack Pollack, President
Branch office:
640 N. LaSalle Dr.
Chicago, IL 60610
Ph. 312-751-2915
Fax 312-337-2551
jerry.madansky@analyticalgroup.com
www.analyticalgroup.com
Jerry Madansky, CEO
Software:
Arthur
M-Link
Q-Leap
QueryWeb
Sp-Link
WinCross
WinLink
WinQuery

WinQuery, Windows-based computer-aided interviewing system featuring easy questionnaire set-up, sample management, quota control, interviewing productivity and disposition reports. WinCross, a Windows-based crosstabulations system. WinCross features include a wide array of statistical testing, unlimited tables and respondents, weighting, netting, sample balancing, factor analysis module and data entry module. QueryWeb, for Web-based interviewing on the Internet.
(See advertisement on p. 67)

Anyware Mobile Solutions
5800 E. Skelly Dr., Suite 300
Tulsa, OK 74135
Ph. 918-280-8693
Fax 918-280-0159
info@goanyware.com
www.goanyware.com
Software:
Reform

Apian Software
400 N. 34th St., Suite 310
Seattle, WA 98103
Ph. 800-237-4565
sales@apian.com
www.apian.com
Software:
DecisionPad
SurveyPro

SurveyPro helps you quickly and easily design questionnaires for Web, paper, phone and kiosk interviewing. Create polished reports with point-and-click tables, crosstabulations, 3-D pie charts, graphs. Full-service Web survey hosting also available. Let our SurveyHost staff of experienced Web survey designers handle the layout and technical aspects of your online survey so you can concentrate on results.
(See advertisement on p. 78)

ARCS® IVR Systems
565 Virginia Dr.
Fort Washington, PA 19034-2706
Ph. 540-576-1419
Fax 215-653-7115
bmueller@m-s-g.com
www.arcsivr.com
Bruce Mueller, Sr. Vice President
Software:
ARCS®

ARCS® IVR Systems provide a unique set of fully integrated capabilities - simultaneous inbound/outbound IVR options, panel management/scheduling, concurrent Web/IVR survey capabilities and multiple project support. Based on Microsoft Windows, Transaction Services (MTS) and SQL Server, the ARCS system is efficient, flexible and highly scalable. All data stored in SQL databases.

ARL-Products
Haringvliet 401
3011 ZP Rotterdam
Netherlands
Ph. 31-10-282-74-44
rb@arl-consulting.com
www.arl-retail.com
Software:
Mystery Shopping Software

ASDE Survey Sampler
729 St. Joseph, Suite 201
Gatineau, PQ J8Y 4B6
Canada
Ph. 819-770-3651 or 888-323-3651
Fax 819-770-3688
info@surveysampler.com
www.surveysampler.com
Randa Bell
Software:
ASDE Survey Sampler - Canada
ASDE Survey Sampler - USA

ASDE provides methodologically sound and statistically accurate general population phone samples for the USA and Canada. We continue to develop and improve North American telephone sampling technology. In-house Survey Sampler software for unlimited sampling, list cleaning services, list matching services and IVR services. ASDE is ISO 9001-2000 certified for sampling and related services for survey professionals.
(See advertisement on p. 79)

ASKIA
25 rue d'Hauteville
75010 Paris
France
Ph. 33-1-44-83-68-32
Fax 33-1-44-83-68-37
ask@askia.com
www.askia.com
Software:
Askia
Askia Analyse
Askia Design
Askia Face
Askia Vista
Askia Voice
Askia Web

ATP Canada
10 W. Pearce St, Unit #10
Richmond Hill, ON L4B 1B4
Canada
Ph. 905-889-8783
Fax 905-889-9023
info@atpcan.com
www.atpcan.com
Software:
Power Tabs

Austin NameStormers
2811 Declaration Cir.
Lago Vista, TX 78645-7523
Ph. 512-267-1814 or 512-917-6923
Fax 512-267-9723
mike@namestormers.com
www.namestormers.com
Michael L. Carr, Director
Software:
Headliner
NamePro

AutoData Systems
6111 Blue Circle Dr.
Minneapolis, MN 55343
Ph. 952-938-4710 or 800-662-2192
Fax 952-938-4693
sales@autodata.com
www.autodata.com
Software:
ExpertScan
Scannable Office
Survey Plus 2000

BayaSoft LLC
285 Central St., Suite 206A
Leominster, MA 01453
Ph. 800-698-BAYA or 978-537-5510
quotes@bayasoft.com
www.bayasoft.com
Software:
BayaSoft Custom Development
BayaSoft RTD - Real Time Data
BayaSoft RTR - Real Time Reporting
BayaSoft SMS - Sample Management Service

BayaSoft provides custom software services and products to market research companies. We program and host Web surveys. Our capabilities include real-time date-searchable reports, banners and data; data output to SPSS, Excel, CSV, ASCII; discrete logic and conjoint implementations. We offer panel management services. Multi-language surveys are a specialty. We also develop custom tools for use by market research companies. Software titles: BayaSoft Custom Development; BayaSoft RTR - Real Time Reporting; BayaSoft RTD - Real Time Data; BayaSoft SMS - Sample Management Service.
(See advertisement on p. 81)

Beach Tech Corporation
4131 Vincent Ave. S.
Minneapolis, MN 55410
Ph. 612-924-9193 ext. 521
Fax 612-926-1145
sales@beachtech.com
www.beachtech.com
Software:
Eform

Bruce Bell & Associates, Inc.
603 Main St.
Canon City, CO 81212
Ph. 719-275-1661
Fax 719-275-1664
sales@surview.com
www.surview.com
Software:
Surview Sales Development

Business Forecast Systems
68 Leonard St.
Belmont, MA 02478
Ph. 617-484-5050
Fax 617-484-9219
info@forecastpro.com
www.forecastpro.com
Software:
Forecast Pro
Forecast Pro Unlimited
Forecast Pro XE

Caliper Corporation
1172 Beacon St.
Newton, MA 02461
Ph. 617-527-4700
Fax 617-527-5113
info@caliper.com
www.caliper.com
Contact: Sales
Software:
Maptitude
Maptitude for Redistricting
Maptitude for the Web
TransCAD

CAMO
1480 Route 9 N., #209
Woodbridge, NJ 07095
Ph. 732-602-8886
Fax 732-602-8887
camous@camo.com
www.camo.com
Software:
The Designer
The Unscrambler

CfMC
Computers for Marketing Corp.
547 Howard St.
San Francisco, CA 94105
Ph. 415-777-0470
Fax 415-777-3128
cfmc@cfmc.com
www.cfmc.com
Richard Rands, President
Software:
COSI
MENTOR
SURVENT
WebSURVENT

CfMC offers a full-featured Web interviewing system, unequalled phone number management system, exceptional support staff, product R&D, custom programming, and service bureau services. Software products include SURVENT and Web-SURVENT (for interviewing), MENTOR and COSI (for data analysis) and Script Composer (a Windows-based system for composing questionnaires).
(See advertisement on p. 83)

Claritas Inc.
5375 Mira Sorrento Pl., #400
San Diego, CA 92121
Ph. 800-234-5973 or 800-866-6520
Fax 858-550-5800
info@claritas.com
www.claritas.com
Sandra Settle, Sr. Marketing Manager
Software:
ConsumerPoint
iMARK
iMARK Online
iXPRESS

Cobalt Sky Limited
116 W. 23rd St., Suite 500
New York, NY 10011
Ph. 1-212-851-8405
l.smith@cobalt-sky.com
www.cobalt-sky.com
Lou Smith, General Manager
Software:
Vector

COMCON - Media
Masterkova Str., Building 4
Moscow 115280
Russia
Ph. 7-095-502-9898
Fax 7-095-502-9899
datafriendsoft@comcon-2.com
www.datafriend.net
Software:
DataFriend

Comstat Research Corporation
17 John Alexander Dr.
Cortlandt Manor, NY 10567
Ph. 914-739-6800
Fax 914-739-1671
comstat@cstat.com
www.cstat.com
Software:
Interview & Analysis Program
Text Analysis Program-TAP

CONVERSOFT (Axiom Software)
130 Boulevard Camelinat
92240 Malakoff
France
Ph. 33-1-40-84-84-04
Fax 33-1-40-84-84-00
info@conversoft.com
www.conversoft.com
Software:
CONVERSO CAPI
CONVERSO CASI
CONVERSO CATI
CONVERSO CAWI
CONVERSO Pocket

Creative Research Systems
411 B St., Suite 2
Petaluma, CA 94952
Ph. 707-765-1001
Fax 707-765-1068
info@surveysystem.com
www.surveysystem.com
Bill Eaton-Up, V.P. Sales
Software:
The Survey System
The Survey System - CATI
The Survey System - Web

Cybernetic Solutions - The Survey Software
3251 W. 6610 S.
West Jordan, UT 84084-6902
Ph. 801-966-0999 or 888-966-0999
Fax 801-966-9417
cyberman@xmission.com
www.cneticsolutions.com
R. Kent Francis, President
Software:
The Survey

Cytel Software
675 Massachusetts Ave.
Cambridge, MA 02139
Ph. 617-661-2011
Fax 617-661-4405
sales@cytel.com
www.cytel.com
Sean McIntosh
Software:
East 3.0
LogXact
StatXact
StatXact Procs for SAS Users

Data Vision Research, Inc.
Web Services: SurvCity.com
114 W. Franklin Ave., Bldg K19-3
Pennington, NJ 08543
Ph. 609-818-1944
ronv@dvrinc.com
www.dvrinc.net
Ron Vangi, President
Software:
StatCheck Stat Checking
WinPrin

Database Sciences, Inc.
140 Rte. 17 North
Paramus, NJ 07652
Ph. 201-262-8500 ext. 12
Fax 201-262-8285
info@databasesciences.com
www.databasesciences.com
Richard Raffel, Director Business Development
Software:
surveyNgine.com

Databeacon Inc.
1565 Carling Ave., Suite 300
Ottawa, ON K1Z 8R1
Canada
Ph. 613-729-4480 or 888-921-8360
Fax 613-729-6711
info@databeacon.com
www.databeacon.com
Software:
Databeacon

DATAN, Inc.
Skylands/Poconos Office
96 Angen Road
Washington, NJ 07882
Ph. 908-689-4060
Fax 609-921-6731
merlin@datan.com
www.datan.com
Michael C. Stentz, Ph.D., President
Software:
FASTAB Ad Hoc Tabulation
MERLIN Tabulation System
MERLINPlus (plus menus)
MPE Data Entry & Editing

Dataxiom Software, Inc.
3700 Wilshire Blvd., Suite 1000
Los Angeles, CA 90010
Ph. 213-383-9973
Fax 213-383-3542
sales@dataxiom.com
www.dataxiom.com
Software:
NCSS
PASS
Power & Precision
SOLAS
StatMost
XPro

Decision Analyst, Inc.
604 Avenue H East
Arlington, TX 76011-3100
Ph. 817-640-6166 or 800-262-5974
Fax 817-640-6567
jthomas@decisionanalyst.com
www.decisionanalyst.com
Jerry W. Thomas
Software:
STATS

STATS™ 2000 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. 5)

Decision Suppoprt Sciences
950 Rosewood Dr.
West Chicago, IL 60185
Ph. 630-876-4616
Fax 630-729-3183
info@decisionsupportsciences.com
www.decisionsupportsciences.com
Software:
MiningSolv
PrefSolv
SegmentSolv

Delphus, Inc.
152 Speedwell Ave.
Morristown, NJ 07960
Ph. 973-267-9269
Fax 973-285-9248
hlevenbach@delphus.com
www.delphus.com
H. Levenbach, President
Software:
PEER Forecaster
PEER Planner for Windows

digivey™

Diatouch, Inc.
8222 S. 48th St., Suite 205
Phoenix, AZ 85044-5303
Ph. 602-431-9443
Fax 602-431-2454
sales@digivey.com
www.digivey.com
Elisabeth Scherer, V.P. Marketing
Software:
Digivey Survey Suite™

The incredibly versatile Digivey Survey Suite combines marketing research with today's fastest, most user-friendly data collection method - touchscreen technology. Digivey supports multilingual questionnaires; pictures, videos, sound; interactive branching and skip patterns; randomization; incentive coupon printing; information screens; input from card readers; in real-time reporting; location/date filtering. For use in on-site surveys with tablet PC's, touchscreen PC's and touchscreen kiosks. (See Web ad at www.quirks.com/software)

Digisoft Computers, Inc.
9 East 40th St.
New York, NY 10016
Ph. 212-687-1810
Fax 212-687-1781
sales@digisoft.com
www.digisoft.com
Andrew Davidson, Marketing Director
Software:
eTelescipt
Telescript 5.5

Drago Consulting Inc.
131 D.W. Hwy., #233
Nashua, NH 03060
Ph. 603-483-2981
Fax 603-483-2981
service@dragoweb.com
www.dragoconsulting.com
Software:
Survey Stats

Easy Analytic Software, Inc.
541 Benigno Blvd.
Bellmawr, NJ 08099
Ph. 856-931-5780 or 888-345-4271
Fax 856-931-4115
howeasi@nyc.rr.com
www.easidemographics.com
Software:
The Rite Site

ESRI Business Information Solutions
8620 Westwood Center Dr.
Vienna, VA 22182
Ph. 800-292-2224
Fax 703-917-9061
info@esribis.com
www.esribis.com
David Huffman, Managing Director
Software:
ARC GIS9 Business Analyst
Community Coder

E-Tabs
www.e-tabs.com

E-Tabs
927 Suzy St.
Sandwich, IL 60548
Ph. 888-823-8227
Fax 888-680-9009
info@e-tabs.com
www.e-tabs.com
Benjamin Rietti
Software:
E-Tabs Enterprise
E-Tabs Interactive
E-Tabs Lite Reader
E-Tabs Professional Reader
E-Tabs Web
E-Tabs Writer

E-Tabs provides specialist software solutions for market research suppliers and buyers. E-Tabs software covers the electronic delivery, reporting and analysis of survey tables and automation of report presentations. Automate charts, graphs, reports and presentations with The Award Winning E-Tabs Enterprise. Deliver and browse tables electronically with E-Tabs Reader. Analyse project data online with E-Tabs Interactive. See www.e-tabs.com/products. (See advertisement on p. 27)

Finjan Software
2025 Gateway Place, Suite 180
San Jose, CA 95110
Ph. 408-452-9700
Fax 408-452-9701
sales@finjan.com
www.finjan.com
Software:
Vital Security

FIRM INC.
Future Information Research Management Inc.
424 W. 33rd St., Suite 520
New York, NY 10001
Ph. 646-756-2600
Fax 646-756-2587
info@confirmit.com
www.confirmit.com
Software:
Confirmit
(See Web ad at www.quirks.com)

Fleetwood Group, Inc.
P.O. Box 1259
Holland, MI 49422-1259
Ph. 616-396-1142 or 800-257-6390
Fax 616-820-8301
sales@fleetwoodgroup.com
www.replysystems.com
Heather Brunson or Pat Moody
Software:
Reply

GENESYS Sampling Systems
565 Virginia Dr.
Fort Washington, PA 19034-2706
Ph. 800-336-7674 or 215-653-7100
Fax 215-653-7115
info@m-s-g.com
www.genesys-sampling.com
Gregg Kennedy, Vice President
Software:
GENESYS Sampling Systems
GENESYS-Plus

GENESYS allows you to design and generate random digit dialing (RDD) sample - completely on your computer. 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. Hardware/software/database systems for identifying and purging non-household/non-productive numbers from RDD samples.
(See advertisement on p. 39)

Geographic Data Technology, Inc.
11 Lafayette St.
Lebanon, NH 03766
Ph. 800-331-7881
Fax 603-643-6808
sales@gdt1.com
www.geographic.com
Software:
DynaMap/Census

Global Market Insite, Inc. (GMI)
2835 82nd Ave. S.E., Suite S100
Mercer Island, WA 98040
Ph. 206-315-9300
Fax 206-315-9301
infoQ@gmi-mr.com
www.gmi-mr.com
Mark Houston
Software:
Net-ACA
NET-CAPI
NET-CATI
Net-DB
NET-Focus
NET-MR Suite
NET-MR Tabulation
Net-Panel
Net-Paper
NET-Survey

GMI (Global Market Insite) provides e-business solutions for market research. Our advanced software, global panels, and service bureau capabilities are built around a deep competence in conducting multi-country research using a Net-centric approach to data collection. With operations on four continents, GMI is the partner of choice for conducting global market research at the speed of the Internet.
(See advertisement on p. 85)

Halogen Software Inc.
17 Auriga Dr.
Ottawa, ON K2E 7T9
Canada
Ph. 866-566-7778 or 613-744-2254
Fax 613-744-4001
sales@halogensoftware.com
www.halogensoftware.com
Software:
eSurveyor 4.0 Open
eSurveyor 5.0 Domino

Hamilton-Locke, Inc.
1902 N. Canyon Rd., Suite 120
Provo, UT 84604
Ph. 970-461-1361
Fax 801-226-2971
jneubert@hamiltonlocke.com
www.hamiltonlocke.com
Software:
WordCruncher

Hostedware
16 Technology Dr.
Irvine, CA 92618
Ph. 949-585-1500 or 800-211-6967
Fax 949-585-0050
sales@hostedware.com
www.hostedware.com
Software:
Hosted Poll
Hosted Survey
Hosted Test
Hosterd Survey Lite

Information Tools Ltd.
920 Courtland
Park Ridge, IL 60068
Ph. 847-384-1080
Fax 847-384-1073
usamail@infotool.com
www.infotool.com
Software:
ESPRI
HARMONI

Inquisite Inc.
3001 Bee Caves Rd., Suite 300
Austin, TX 78746
Ph. 512-225-6800 or 800-581-7354 (sales)
Fax 512-225-6690
info@inquisite.com
www.inquisite.com?rp+quirks
Jennifer Atkins
Software:
Inquisite Web Survey System

Insight Marketing Systems Pty. Ltd.
12/171 Fitzroy Street
St. Kilda, VIC 3182
Australia
Ph. 61-3-9534-5699
Fax 61-3-9534-8311
daryl.maloney@insightmarketing.com.au
www.researchreporter.com
Software:
Research Reporter

InsightExpress, LLC
1351 Washington Blvd.
Stamford, CT 06902
Ph. 877-329-1552 or 203-359-4174
Fax 203-359-4718
dadams@insightexpress.com
www.insightexpress.com
Doug Adams
Software:
Conjoint Analysis
InsightExpress
InsightPanels
SatisfactionExpress

InsightExpress is the world's leading provider of fully automated market research. Our proven methodology successfully leverages the power of the Internet to deliver timely, affordable and reliable research conducted among targeted audiences, customers and employees. With the 55-year heritage of the largest custom market research firm in North America behind us, we offer our clients a wealth of experience and expertise that spans the entire range of research methodologies and techniques.
(See advertisement on p. 87)

Intellisurvey, Inc.
111 Corporate Dr., Suite 170
Ladera Ranch, CA 92694
Ph. 949-298-4400
Fax 949-203-2139
info@intellisurvey.com
www.intellisurvey.com
Jonathan Ephraim, Managing Director
Software:
Intellisurvey

Interview Technology
Raadhuisstraat 46
1016 DG Amsterdam
Netherlands
Ph. 31-20-620-15-89
Fax 31-20-638-72-99
itsales@interviewtechnology.com
www.interviewtechnology.com
Andre Smit
Software:
IT CATI/CAPI/Web


What do Forrester, Gartner, IDC
and 14 of the top 25
global research firms have in common?
GMI!
GMI Net-MR™ Software
The "Office Suite" for market research.
GMI Net-MR is the only fully integrated, comprehensive solution for managing and automating market research. Net-MR makes the research process faster, easier, and more accurate.
GMI Global Panels
The world's premier address for global sample.
With one of the largest, actively managed global panels, we can offer you sample in 200 countries, at very competitive prices. Extensive profiling allows us to select highly targeted audiences.
GMI Service Bureau
Open 24 hours a day, 7 days a week.
It's four o'clock on Thursday, you need a questionnaire programmed and ready to launch Friday. No problem. With nearly a hundred skilled professionals at the GMI Service Bureau, we are ready to support you with cost-effective services 24x7x365.
GMI is hiring:
Visit our website for the latest career opportunities.
Integrated solutions for market research
GMI
www.gmi-mr.com
info@gmi-mr.com
+1-206-315-9300
Boston Budapest Chicago London Madrid Minneapolis Sao Paulo Seattle Shanghai Singapore Sofia Stockholm Sydney Tokyo Vancouver

Itracks
150 - 820 51st Street E.
Saskatoon, SK S7K 0X8
Canada
Ph. 306-665-5026 or 888-525-5026
Fax 306-665-2045
info@itracks.com
www.itracks.com
Software:
  Bulletin Board Focus Groups
  Cutom Panel Building
  Itracks Online CATI
  Itracks Online Surveys
  Online Focus Groups

Kantar Media Group (KMR)
230 Park Ave. S., 5th floor
New York, NY 10003
Ph. 212-598-5500
Fax 212-598-5501
caryn.cherlin@us.kantarmedia.com
www.kmr-group.com
Caryn Cherlin
Software:
  KMRQuest
  Spider
  XPert and ViewGraphic Suite™

Keynote Systems, Inc.
(Formerly NetRaker)
777 Mariners Island Blvd.
San Mateo, CA 94404
Ph. 650-403-2400
Fax 650-403-5500
info@keynote.com
www.keynote.com
Software:
  Keynote eXperience Management Sys.
  Keynote eXpress
  Real User Observer

MapInfo Corporation
One Global View
Troy, NY 12180
Ph. 518-285-6000 or 800-551-6277
Fax 518-285-6060
sales@mapinfo.com
www.mapinfo.com
Software:
  MapInfo Professional/MapX

Marketing and Research Data Consultants
MRDC Ltd.
14 Tonbridge Chambers
Pembury Road
Tonbridge, Kent TN9 2HZ
United Kingdom
Ph. 44-1732-350035
Fax 44-1732-351135
info@mrdcsoftware.com
www.mrdcsoftware.com
Phil Hearn
Software:
  MRDCL
  MrHUB
  OnTraq
  Report Direct

Marketing Masters
5782 Gold Dust Dr.
De Pere, WI 54115
Ph. 920-737-7676
sales@surveysaid.com
www.surveysaid.com
Software:
  Internet Survey Machine
  Survey Said for the Web
  Survey Said for Windows

Marketing Systems Group

Marketing Systems Group
565 Virginia Dr.
Fort Washington, PA 19034-2706
Ph. 800-336-7674 or 215-653-7100
Fax 215-653-7115
info@m-s-g.com
www.m-s-g.com
Dale W. Kulp, President

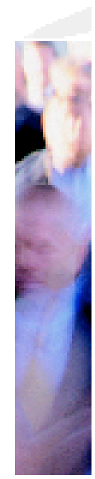
GENESYS Sampling Systems: See GENESYS Sampling Systems listing.
GENESYS-PLUS: Hardware/software/database systems for identifying and purging non-household/ non-productive numbers from RDD samples.
PRO-T-S Telephony Systems: See PRO-T-S Telephony Systems listing.
ARCS®: See ARCS® IVR Systems listing.
Survey Database Management Systems: A Web-based storage/browser system for market research tabulations. Point-and-click to tables or spreadsheets for further analysis.
(See advertisement on pp. 39, 91)

MarketMiner, Inc.
P.O. Box 7927
Charlottesville, VA 22911
Ph. 434-977-0686
Fax 434-977-9615
info@marketminer.com
www.marketminer.com
Software:
  MarketMiner

MDSS
Marketing Decision Support Systems, Inc.

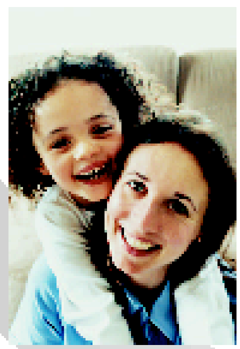
MDSS
Marketing Decision Support Systems, Inc.
7098 N. Shadeland Ave., Suite H
Indianapolis, IN 46220
Ph. 800-870-MDSS or 317-594-3150
Fax 317-594-3155
kathy@mdssworld.com
www.mdssworld.com
Kathy Pellman, Vice President
Software:
  Data Tailor
  Research Tracker II
  Research Tracker II for Medical Respondents

Research Tracker® II is the industry leader in database management systems for qualitative research. It features easy point-and-click querying by demographics, past participation or any of 100 user-defined fields. Research Tracker® II increases productivity by creating recruiting lists, electronic files, profile sheets, sign-in-sheets, confirmation letters, and invoices. Research Tracker® II for Medical Respondents adds customized fields and query options unique to physicians and other medical respondents. DataTailor is a suite of applications that can be used alone or in combination for database conversion, address hygiene, de-duping, and respondent validation.
(See advertisement on p. 86)



Know. Now.

Obtain concept testing results in less than 24 hours—from expert market researchers you can trust.



Reach the only people who can tell you if your latest *idea* is your next best *product.*

Only InsightExpress® can deliver concept screening, testing, and attitude & opinion research you need in 24 hours from need identification to results delivery. Our unique recruitment methodology provides leading CPG firms with access to more than 100 million individuals.

InsightExpress' patented and award winning solutions empower you to make the right business decisions about your ideas in real time. It's concept testing without breaking your budget, at a speed that won't impact your momentum.

Leading consumer package companies turn to InsightExpress' market research expertise for all of their research needs. See why by calling InsightExpress' research experts at 877-329-1552.

Visit www.insightexpress.com/concepttest to learn more about InsightExpress and for a white paper detailing how to successfully migrate traditional testing online.

insightexpress
Research for the Right Decision®

877-329-1552 • info@insightexpress.com
www.insightexpress.com

Memphis International
The Octagon
Exchange Tower
London E14 9GE
United Kingdom
Ph. 44-20-7345-1322
Fax 44-20-7345-1320
post@memphissoftware.com
www.memphissoftware.com
Software:
Survey Explorer
Survey Viewer

MI Pro

MI Pro USA, Inc.
1600 Scripps Center
312 Walnut St.
Cincinnati, OH 45202
Ph. 513-762-7650
Fax 413-431-1371
info@mipro-usa.com
www.mipro-usa.com
Software:
MI Pro Research Studio

MI Pro Research Studio ushers in a new age of software for market research. No more duplication of effort. No more excuses about how difficult everything is. No more waiting to see results. MI Pro Research Studio gives professional researchers the platform they need to move them up to the next level of productivity, innovation and responsiveness.
(See advertisement on pp 58, 62, 88, 89)

MICROTAB®

Microtab, Inc.
500 Sun Valley Dr., Unit D-2
Roswell, GA 30076
Ph. 866-MICROTAB or 770-552-7856
Fax 770-552-7719
info@microtab.com
www.microtab.com
Larry Hills, Managing Director
Software:
Microtab XP 2005 - Charting Add-on Module
Microtab XP 2005 - Professional Edition
Microtab XP 2005 - Standard Edition
Microtab XP 2005 SPSS Add-on Module

Microtab® XP 2005 - Crosstab Software for Windows. Microtab® operates under any Windows platform (95 or later). Our two crosstab software offerings have one-time costs of $995 and $1,795. The optional SPSS and Charting add-on modules cost $595 each. Microtab also offers complete data processing services - data entry and coding, presentation quality tables, charting and comprehensive statistical testing.
(See advertisement on p. 88)

Mobile Memoir, LLC
16200 Dallas Pkwy., Suite 140
Dallas, TX 75248-2684
Ph. 512-342-2330
Fax 518-857-0918
info@mobilememior.com
www.mobilememoir.com
Leslie Townsend
Software:
Mobile Memoir

Modern Survey, Inc.
701 N. 3rd St., Suite 202
Minneapolis, MN 55401
Ph. 612-399-3837
Fax 612-399-0754
info@modernsurvey.com
www.modernsurvey.com
Software:
i-measure

Moskowitz Jacobs Inc.
1025 Westchester Ave.
White Plains, NY 10604
Ph. 914-421-7400
Fax 914-428-8364
mji@mji-designlab.com
www.mji-designlab.com
Software:
IdeaMap®.Net
StyleMap™.Net

MSInteractive - Perception Analyzer
111 S.W. 5th Ave., Suite 1850
Portland, OR 97204
Ph. 503-225-8418 or 800-769-0906
Fax 503-225-8400
analyzer@perceptionanalyzer.com
www.perceptionanalyzer.com
David Paull, Sales Manager
Software:
Perception Analyzer

Multivariate Software, Inc.
15720 Ventura Blvd., Suite 306
Encino, CA 91436-2989
Ph. 818-906-0740 or 800-301-4456
Fax 818-906-8205
sales@mvsoft.com
www.mvsoft.com
Software:
EQS Structural Equations Modeling

NCSS
329 N. 1000 E.
Kaysville, UT 84037
Ph. 801-546-0445
Fax 801-546-3907
sales@ncss.com
www.ncss.com
Jerry Hintze
Software:
NCSS

NEBU b.v.
Assum 16a
1911 ML Uitgeest
Netherlands
Ph. 31-25-131-14-13
Fax 31-25-131-61-00
info@nebu.com
www.nebu.com
Software:
  Dub InterViewer
  Dub Knowledge
  Dub Panel Man
  Nebu Office Suite

NetReflector, Inc.
2200 Sixth Ave., Suite 425
Seattle, WA 98121-1845
Ph. 206-973-5448 or 206-448-2690 ext. 139
Fax 206-448-2693
info@netreflector.com
www.netreflector.com
Villette Nolon, President/CEO
Software:
  InstantSurvey

New Age Media Systems, Inc.
1350 Broadway, Suite 2215
New York, NY 10018
Ph. 212-695-1590
Fax 212-695-6278
steve@crosstab.com
www.crosstab.com
Steve Molkenthin
Software:
  EZ Media Plan

New Age Media Systems, Inc. (NAMSI) is a service and consulting company providing data access tools to the media, market research and advertising industry. Our software offers access to proprietary studies as well as all major media syndicated surveys. NAMSI is a leading provider of crosstabulations and reach and frequency projections for national print media, radio, television and mixed media. (See advertisement on p. 89)

NIPO Software
P.O. Box 247
Grote Bickersstraat 74
1000 AE Amsterdam
Netherlands
Ph. 31-20-522-59-89
Fax 31-20-522-53-33
sales@niposoftware.com
www.niposoftware.com
Jeroen Noordman
Software:
  NIPO CAPI System
  NIPO CATI System
  NIPO DIANA
  NIPO Interview System
  NIPO Web Interview System

Oakdale Engineering
23 Tomey Rd.
Oakdale, PA 15071
Ph. 724-693-0320
Fax 724-693-9201
sales@curvefitting.com
www.curvefitting.com
Software:
  DataFit/DataFit X

ObjectPlanet AS
Ovre Slottsgate 5
0157 Oslo
Norway
Ph. 47-22-33-33-60
Fax 47-22-33-33-61
torgeir@objectplanet.com
www.objectplanet.com
Software:
  Opinio

Optimum Solutions Corp.
266 Merrick Rd.
Lynbrook, NY 11563
Ph. 516-247-5300
Fax 516-247-5301
ira.sadowsky@oscworld.com
www.oscworld.com
Ira Sadowsky, Exec. Vice President
Software:
  FAQSS

PAI-Productive Access, Inc.
19851 Yorba Linda Blvd., Suite 203
Yorba Linda, CA 92686
Ph. 800-693-3111 or 714-693-3110
Fax 714-693-8747
bhontz@paiwhq.com
www.paiwhq.com
Brad Hontz, Director
Software:
  mTAB Research Analysis System

PAI's mTAB™ service is a uniquely powerful tool for the analysis of survey research data. Now in use for over 10 years at many of the world's largest consumer product companies, mTAB enables our customers' "knowledge workers" to quickly and easily link and mine even the largest survey research data sets. (See advertisement on p. 90)

Pattern Discovery, Inc.
1212 Punahou Street, #1906
Honolulu, HI 96826
Ph. 808-942-1600
Fax 808-955-2513
patterndiscoveryinc@verizon.net
www.patterndiscovery.us
Software:
Impact! Analysis

PDPC, Ltd.
172 Monce Rd.
Burlington, CT 06013
Ph. 860-673-9278 or 860-675-9026
charles_s_patridge@prodigy.net
www.sconsig.com
Charles Patridge
Software:
E-Scrub

Perseus Development Corporation
50 Braintree Hill Park, Suite 308
Braintree, MA 02184
Ph. 781-848-8100
Fax 781-848-1978
info@perseus.com
www.perseus.com
Software:
SurveySolutions

Pine Company
10559 Jefferson Blvd.
Culver City, CA 90232
Ph. 800-969-PINE (7463) or 310-815-5700
Fax 310-815-5799
infomail@pinedata.com
www.pinedata.com
Ben Alley, Sales Director
Software:
Custom Software Packages

Prezza Technologies, Inc.
45 Dunster St.
Cambridge, MA 02138
Ph. 617-715-3050 or 866-430-8274
Fax 617-876-1279
info@prezzatech.com
www.prezzatech.com
Software:
Ultimate Survey

Principia Products
301 Lindenwood Dr., Suite 100
Malvern, PA 19355
Ph. 800-858-0860 or 610-647-7850
Fax 610-647-8771
sales@PrincipiaProducts.com
www.PrincipiaProducts.com
Sales Department
Software:
Remark Classic OMR
Remark Office OMR
Remark Web Survey Professional
Remark Web Survey Standard

PRO-T-S Telephony Systems
565 Virginia Dr.
Fort Washington, PA 19034-2706
Ph. 800-336-7674 or 215-653-7100
Fax 215-653-7115
dbernard@m-s-g.com
www.pro-t-s.com
Dan Bernard, Vice President
Software:
PRO-T-S Telephony Systems

PRO-T-S is the first researchPredictive dialing and interviewer management system and global leader in research seats. PRO-T-S significantly improves interviewer productivity and accuracy without sacrificing survey and sample management standards. PRO-T-S add-on modules include researchPredictive Dialing. remote audio monitoring, remote interviewer module, digital voice recording, playback and retrieval, IVR integration, ACD and inbound/outbound call blending and simultaneous multiple CATI system interfaces.
(See advertisement on p. 91)

P-STAT, Inc.
230 Lambertville-Hopewell Rd.
Hopewell, NJ 08525-2809
Ph. 609-466-9200
Fax 609-466-1688
sales@pstat.com
www.pstat.com
Sebbie Buhler
Software:
P-STAT

Pulse Train Ltd.
631 US Hwy. 1, Suite 406
North Palm Beach, FL 33408
Ph. 561-842-4000
Fax 561-842-7280
sales@pttsystems.com
www.pttsystems.com
Henry A. Copeland, President
Software:
Bellview CAPI
Bellview CATI
Bellview Fusion
Bellview Scan
Bellview Web
Pulsar/Pulsar Web
Star

High-quality software and services for survey research professionals, offering integrated software covering the entire survey research process. Bellview CATI, CAPI, SCAN and WEB are the most advanced ways possible of collecting data via the telephone, in-person, on paper or over the Internet. Star, Pulsar and Pulsar Web offer analysis packages designed for powerful batch tabulations, desktop analysis and real-time reporting.
(See advertisement on p. 92)

Have You Heard

what researchers are saying about PRO▿T▿S *research*Predictive dialers?

To hear more about how PRO▿T▿S *research*Predictive dialing systems can significantly increase the speed and accuracy of your data collection efforts, integrate smoothly with your operation's CATI systems and telephony configurations, and reduce your costs, call or visit...

800.336.7674 • www.pro-t-s.com

Marketing Systems Group

Leadership Through Innovation

Philadelphia, PA • Research Triangle, NC
Lincoln, NE • St. Louis, MO • Los Angeles, CA

TELEPHONY
PRO▿T▿S
SYSTEMS

QPSMR Limited
Thames Park, Lester Way
Hithercroft, Wallingford
Oxon OX10 9TA
United Kingdom
Ph. 44-1491-825644
Fax 44-1491-832376
info@qpsmr.ltd.uk
www.qpsmr.ltd.uk
Ros Biggs, Director
Software:
QPSMR CATI
QPSMR INPUT
QPSMR INSIGHT
QPSMR REFLECT
QPSMR SOLO

QQQ Software, Inc.
302 N. Irving St.
Arlington, VA 22201
Ph. 703-528-1288
Fax 703-528-1289
info@qqqsoftware.com
www.qqqsoftware.com
Paul Weeks, V.P. Sales
Software:
TPL Tables

QSR International
QSR International Pty Ltd
50 Hudson Place
Cambridge, MA 02138
Ph. 617-876-8111
Fax 617-876-4211
info@qsr.com.au
www.qsrinternational.com
Software:
N6 (formerly NUD*IST 6)
NVIVO
Xsight

QuestionPro.com
24206 S.E. 36th Place
Issaquah, WA 98029
Ph. 206-686-7070
Fax 206-686-7070
kevin@questionpro.com
www.questionpro.com
Software:
QuestionPro
Survey Console

QuestionPro.com offers market research software for the creation, distribution and analysis of electronic surveys. QuestionPro offers the most advanced survey design and development capabilities possible via the Internet. Hundreds of market-leading companies have utilized QuestionPro's Web-based survey software for their market research initiatives. QuestionPro Survey Software has an impressive list of features targeted towards the online market research industry, like piping, extraction, looping, conjoint analysis, TURF analysis and trend analysis.
(See Web ad at www.quirks.com/software)

Quick Tally Audience Response Systems, Inc.
8444 Wilshire Blvd.
Beverly Hills, CA 90211
Ph. 800-241-6963
Fax 323-653-5303
sales@qtis.com
www.quicktally.com
Software:
Quick Tally

Raosoft, Inc.
3513 N.E. 45th St., Suite 3W
Seattle, WA 98105
Ph. 206-525-4025
Fax 206-525-4947
raosoft@raosoft.com
www.raosoft.com
Catherine McDole Rao, Vice President
Software:
Raosoft EZReport
Raosoft EZSurvey
Raosoft InterForm
Raosoft SurveyWin

ReadSoft, Inc.
3838 N. Causeway Blvd, Suite 2620
Metairie, LA 70002
Ph. 504-841-0100 or 888-READSOFT
Fax 504-841-0144
info-us@readsoft.com
www.readsoft.net
Bob Fresneda
Software:
Documents for Forms

RelevantView, LLC
164 Kings Hwy. N.
Westport, CT 06492
Ph. 203-221-1310
Fax 203-221-1330
info@relevantview.com
www.relevantview.com
Software:
RelevantView

Research.Net, Inc.
704 N. Jefferson St.
Shelbyville, TN 37160
Ph. 931-680-5700
Fax 931-680-4474
bahlhauser@research.net
www.research.net
Bill Ahlhauser, Exec. Vice President
Software:
Inet-On-Line

Rogator AG
Pilotystr. 3
90408 Nuremberg
Germany
Ph. 49-911-81-055-50
Fax 49-911-80-055-70
info@rogator.de
www.internet-rogator.com
Software:
Rog Panel
Rogator 6.3

RONIN Corporation
2 Research Way
Princeton, NJ 08540
Ph. 609-452-0060
Fax 609-452-0091
info@ronin.com
www.ronin.com
Software:
Results for Research 6.0

Salford Systems
8880 Rio San Diego Dr., Suite 1045
San Diego, CA 92108
Ph. 619-543-8880
Fax 619-543-8888
info@salford-systems.com
www.salford-systems.com
Software:
CART
MARS
TreeNet

Sammamish Data Systems, Inc.
P.O. Box 70382
Bellevue, WA 98005-0382
Ph. 425-867-1485 ext. 2
Fax 425-861-0184
sales@sammdata.com
www.sammdata.com
T.J. Monforte
Software:
GeoSight
Postal Carrier Route Polygons

SAS Institute
100 SAS Campus Dr.
Cary, NC 27513-2414
Ph. 919-677-8000 or 800-727-0025
Fax 919-677-4444
software@sas.com
www.sas.com
Software:
SAS System

Sawtooth Software, Inc.
530 W. Fir St.
Sequim, WA 98382-3209
Ph. 360-681-2300
Fax 360-681-2400
info@sawtoothsoftware.com
www.sawtoothsoftware.com
Aaron Hill, Customer Support Consultant
Software:
ACA System
CBC System
CCA System
Ci3 System
CPM System
CVA System
SSI Web

Sawtooth Software creates tools for online interviewing, conjoint/choice analysis, hierarchical Bayes (HB), perceptual mapping and cluster analysis. SSI Web is our platform for Web interviewing. We have three conjoint analysis packages: ACA (Adaptive Conjoint Analysis), CBC (Choice-Based Conjoint), and CVA (Traditional Conjoint). Our HB modules are suitable for ACA, CBC or general regression problems.
(See advertisement on p. 93)

Sawtooth Technologies, Inc.
1500 Skokie Blvd., Suite 510
Northbrook, IL 60062
Ph. 847-239-7300
Fax 847-239-7301
info@sawtooth.com
www.sawtooth.com
Rob Sheppard, Director of Sales
Software:
Sensus Web
WinCati 4.2
WinCATI 4.2 Mixed Mode

Our world-class interviewing software includes computer-assisted telephone interviewing (CATI) systems, computer-assisted personal interviewing (CAPI) systems, Web interviewing, and WinCATI 4.2 Mixed Mode, our breakthrough Web/CATI system that offers true integration. Our software incorporates our many years of experience and feedback from hundreds of users. It functions like a best-practice researcher, bringing you rigor and efficiency at a reasonable price.
(See advertisement on p. 94)

Scantron
34 Parker
Irvine, CA 92618
Ph. 949-639-7777 or 800-722-6876
Fax 949-639-7710
marketing.administrator@scantron.com
www.scantron.com
Software:
eListen
FLIPS
TELEform

Senecio Software, Inc.
125 N. Main St.
Bowling Green, OH 43402
Ph. 419-352-4371
Fax 419-354-7512
info@senecio.com
www.senecio.com
Jerry Wicks, President
Software:
AskAnywhere
Flo - Stat
IPSS

SensoMotoric Instruments
97 Chapel Street
Needham, MA 02492
Ph. 781-453-1377
Fax 781-453-1378
info@smiusa.com
www.smiusa.com
Software:
2D VOG
3D VOG
iViewX

Sinclair Service Assessments, Inc.
900 Isom, #110
San Antonio, TX 78216
Ph. 800-600-3871 or 210-979-6000
Fax 800-600-3851
info@ssanet.com
www.ssanet.com
Software:
Customer Connect 360

Smart Software, Inc.
Four Hill Rd., Suite 2
Belmont, MA 02478-4349
Ph. 617-489-2743
Fax 617-489-2748
info@smartcorp.com
www.smartcorp.com
Software:
Smart Forecasts

Snap Software
A Service of SQAD Inc.
303 S. Broadway, Suite 108
Tarrytown, NY 10591
Ph. 914-703-6815
Fax 914-524-7650
rtaffner@sqad.com
www.snapsoftware.com
Rob Taffner, Director, Bus. Dev.
Software:
- Snap Express
- Snap3
- Snapline
- Snaptrac

Snap Survey Software
Div. of Mercator Corporation
Pease International Tradepoint
One New Hampshire Ave., Suite 230
Portsmouth, NH 03801
Ph. 603-610-8700 or 800-997-7627
sales@snapsurveys.com
www.snapsurveys.com
Software:
- SNAP Internet
- SNAP Professional
- SNAP Results
- SNAP Scanning

We are a recognized leader in the survey industry, and have been helping researchers and educators in more than 50 countries worldwide for over 20 years. Meeting all of your survey needs, Snap offers fully integrated survey software with on-screen questionnaire design, data collection and analysis for all types of surveys: paper, scanning, e-mail, intranet, Internet, PDA, CATI. Expanding Snap is easy and simply entails purchasing the additional module needed. Snap stores your data in an ASCII file making importing and exporting to any application software or database package that supports comma-separated, tab-separated, triple S and SPSS file formats easy. Snap is intuitive, fully integrated and very affordable.
(See Web ad at www.quirks.com/software)

Spectra Marketing Systems, Inc.
200 W. Jackson Blvd., Suite 2800
Chicago, IL 60606
Ph. 312-583-5100
Fax 312-583-5101
webmaster@spectramarketing.com
www.spectramarketing.com
Software:
- Spectra Advantage
- Spectra Enlighten
- VRPS

Spring Systems
P.O. Box 7471
Westchester, IL 60154
Ph. 708-865-8523
springsys@worldnet.att.net
www.geocities.com/wallstreet/3960/
John Pavasars, President
Software:
- ARGUS Perceptual Mapper
- MktSIM
- Trial Map
- Turbo Spring-Stat

SPSS Inc.
233 S. Wacker Dr., 11th Fl.
Chicago, IL 60606
Ph. 646-536-8500
Fax 646-536-8599
sales@spss.com
www.spss.com
Branch office:
- 350 Fifth Ave., Suite 320
- New York, NY 10118
- Ph. 646-536-8500
- Fax 646-536-8599
- sales@spss.com
- www.spss.com

Software:
- Answer Tree
- Clementine
- Entryware
- MR Interview
- MR Paper
- MR Scan/MR Paper
- mr Studio
- mr Tables
- MR Translate
- Quancept CATI
- Quanquest
- Quantum
- Quanvert
- SPSS 13.0
- SPSS Text Analysis for Surveys
- Verbastat

Statistical Innovations, Inc.
375 Concord Ave.
Belmont, MA 02478
Ph. 617-489-4490
Fax 617-489-4499
michael@statisticalinnovations.com
www.statisticalinnovations.com
Software:
- Goldminer
- Latent Gold
- Latent Gold Choice
- Si-Chaid

StatPac, Inc.
1200 First Street
Pepin, WI 54759
Ph. 715-442-2261
Fax 715-442-2262
info@statpac.com
www.statpac.com
David Walonick, President
Software:
- Statistics Calculator
- StatPac for Windows

StatPoint, LLC
P.O. Box 208
Orlean, VA 20128
Ph. 201-585-8581 or 800-232-STAT
Fax 800-896-1003
info@statpoint.com
www.statpoint.com
Software:
- STATBEANS
- Statgraphics Plus
- STATLETS


SPOT the People You Want to Reach
SSI offers scores of online sampling capabilities through its SurveySpot panel
At SSI, sampling is our only business. Over 32 million completed interviews were provided to the research community last year alone. Business or consumer, foreign or domestic, online or telephone, SSI is the source for all your sampling needs. Call 1.203.255.4200 for a complimentary consultation.
Consumer
Affluence
Automobile Ownership
Ethnicity/Race
Financial
Hobbies/Interests
Life Styles
Magazine Readership
Medical/Rx Drugs
Mothers/Children/Teens
Shopping Preferences
Travelers
Business–to–Business
IT Professionals (Decision Makers, Skills, Titles)
Areas of Responsibility
Decision Making Authority
Industry Segment
Job Title
Number of Employees
Number of PCs
Sales Revenue
Small Business Owners
And many more…
surveyspot
E-Mail: info@surveysampling.com | Web: www.surveysampling.com

StatSoft, Inc.
2300 E. 14th St.
Tulsa, OK 74104
Ph. 918-749-1119
Fax 918-749-2217
info@statsoft.com
www.statsoft.com
Sarah Beaumont
Software:
STATISTICA 6
STATISTICA 7

William Steinberg Consultants, Inc.
P.O. Box 1754
Champlain, NY 12919
Ph. 888-725-9392
Fax 514-483-6660
info@notjustsurveys.com
www.notjustsurveys.com
William Steinberg, Ph.D., President
Software:
Survey Genie
Survey Genie - Gold
Survey Tools For Windows

SumQuest Survey Software
398 Eglinton Ave. E., Unit PH11
Toronto, ON M4P 3H8
Canada
Ph. 800-779-7528
Fax 416-482-4480
rmacnaughton@sumquest.com
www.sumquest.com
Ross Macnaughton, President
Software:
SumQuest

Survey Sampling International
One Post Rd.
Fairfield, CT 06824
Ph. 203-255-4200
Fax 203-254-0372
info@surveysampling.com
www.surveysampling.com
Christopher De Angelis, V.P. National Sales
Software:
SSI - SNAP

Place sample orders online with SSI-SNAP, combining time and cost savings of in-house sample production with SSI's 27 years of experience. Orders can be placed anytime of the day. Random digit (RDD), listed household, epsem, age, income, race/ethnic group, and samples from 18 countries are available. The most up-to-date SNAP software and geography files can be downloaded.
(See advertisement on p. 95)

SurveyConnect, Inc.
1711 Pearl St., Suite 300
Boulder, CO 80302
Ph. 303-449-2969
Fax 303-938-4015
info@surveyconnect.com
www.surveyconnect.com
Marcie Levine
Software:
Survey Select Expert

SurveySite Market Research
90 Sheppard Ave. E., Suite 100
Toronto, ON M2N 3A1
Canada
Ph. 416-642-1002
Fax 416-642-1007
sales@surveysite.com
www.surveysite.com
Software:
Pop-Up Survey Software

SurveyWriter®
3717 N. Ravenswood Ave., #236
Chicago, IL 60625
Ph. 773-281-8490
Fax 773-281-8495
info@surveywriter.com
www.surveywriter.com
Software:
SurveyWriter

SySurvey
13 Brenchley Gardens
London SE23 3RD
United Kingdom
Ph. 44-870-086-1773
info@sysurvey.com
www.sysurvey.com
Ethan Roberts, Sr. Analyst
Software:
Sysurvey.com

Tactician Corporation
305 N. Main St.
Andover, MA 01810
Ph. 800-927-7666
Fax 978-475-2136
rreading@tactician.com
www.tactician.com
Software:
Tactician Online

Techneos Systems Inc.
Suite 209, 788 Beatty St.
Vancouver, BC V6B 2M1
Canada
Ph. 604-435-6007 or 888-282-0641
Fax 604-435-6037
info@techneos.com
www.techneos.com
Software:
Entryware

TelAthena Systems LLC
96 Morton St., ground floor
New York, NY 10014
Ph. 888-777-7565
Fax 212-206-1963
sales@telathena.com
www.telathena.com
Software:
TelAthena

TeleSage, Inc.
PO Box 750
Chapel Hill, NC 27514
Ph. 866-942-8849 or 919-942-8849
Fax 919-942-0036
info@telesage.com
www.telesage.com
Howard Surette
Software:
DialQ
iQ
SendQ
SmartQ

Tetrad Computer Applications, Inc.
3873 Airport Way
P.O. Box 9754
Bellingham, WA 98227-9754
Ph. 800-663-1334 or 360-734-3318
Fax 360-734-4005
info@tetrad.com
www.tetrad.com
Wilson Baker, President
Software:
MapInfo
MapPoint
PCensus
Vertical Mapper

Touchview Survey Solutions
(Formerly Touchpoll Survey Solutions)
1722 Selig Lane
Los Altos, CA 94024
Ph. 650-968-0405
Fax 208-493-7449
info@touchviewsurvey.com
www.touchviewsurvey.com
Software:
Touchview Survey Solution

Tragon
365 Convention Way
Redwood City, CA 94063-1402
Ph. 800-841-1177 or 650-365-1833
Fax 650-365-3737
info@tragon.com
www.tragon.com
Joseph Salerno, Director
Software:
DDES 7.0
QDA Data Analysis Software

20/20 Research - Online
2303 21st Ave. S.
Nashville, TN 37212
Ph. 800-737-2020 or 615-777-2020
Fax 615-777-8706
rachaelk@2020research.com
www.2020research.com
Rachael Guess
Software:
  Qualboard

The Uncle Group, Inc.
3490 U.S. Rte. 1
Princeton, NJ 08540
Ph. 800-229-6287
Fax 609-452-8644
info@unclegroup.com
www.unclegroup.com
Thomas Reeder, Vice President
Software:
  UNCLE Professional
  Uncle Reports
  UNCLE Standard
  USORT

Verity, Inc.
(Formerly Cardiff Software)
894 Ross Dr.
Sunnyvale, CA 94089
Ph. 408-541-1500
Fax 408-541-1600
info@verity.com
www.verity.com
Software:
  Teleform

Viking Software Solutions
A Div. of Phoenix Software International
6804 S. Canton Ave., Suite 900
Tulsa, OK 74136-4959
Ph. 800-324-0595 or 918-491-6144
Fax 918-494-2701
sales@vikingsoft.com
www.vikingsoft.com
Software:
  ImagEntry
  VDE
  VDE+Images

VOXCO
1134 St. Catherine West #600
Montreal, PQ H3B 1H4
Canada
Ph. 514-861-9255
Fax 514-861-9209
montreal@voxco.com
www.voxco.com
Software:
  CAPI Manager
  Interviewer
  Interviewer CAPI
  Interviewer CATI
  Interviewer VCC (Virtual Call Ctr.)
  Interviewer Web
  Pronto Telephony Solutions
  STAT XP

Walker Information
3939 Priority Way South Dr.
Indianapolis, IN 46240
Ph. 800-334-3939
Fax 317-843-8548
solutions@walkerinfo.com
www.walkerinfo.com
Michael Desanto, V.P. Marketing Comm.
Software:
  Walker Smart Loyalty® System

WebSurveyor Corporation
505 Huntmar Park Dr., Suite 225
Herndon, VA 20170
Ph. 800-787-8755
Fax 703-783-0069
sales@websurveyor.com
www.websurveyor.com
Software:
  WebSurveyor 5.0

Weeks Computing Services
6 Langley Street, Covent Garden
London WC2H 9JA
United Kingdom
Ph. 44-20-7379-3548
Fax 44-20-7240-8870
info@weekscomputing.com
www.weekscomputing.com
Tony Weeks, Partner
Software:
FlexiQuest
U-Tab

Jan Werner Data Processing
34 Williams St.
Pittsfield, MA 01201
Ph. 413-442-0416
jwerner@jwdp.com
www.jwdp.com
Jan Werner, Principal
Software:
QBAL
QGEN
QTAB

Westat
1650 Research Blvd.
Rockville, MD 20850
Ph. 301-251-1500
Fax 301-294-2040

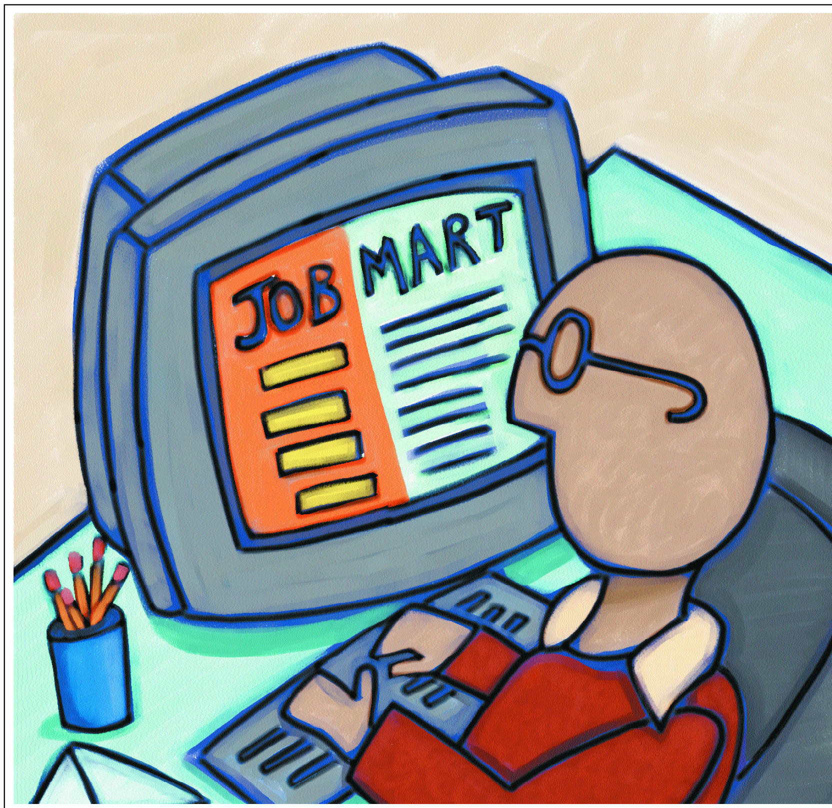
WRC Research Systems, Inc.
219 3rd Street
Downers Grove, IL 60515
Ph. 630-969-4374
Fax 630-969-4374
sales@wrcresearch.com
www.wrcresearch.com
William Cantrall
Software:
BrandMap
BrandProfiler
BrandTrend

BrandMap® is the choice of professional researchers worldwide for production of presentation-ready biplots, correspondence, and mdpref maps directly from highlighted Excel tables. The exclusive Brand ProjectorII™ allows a researcher to interactively change an attribute while watching the brand move on the map. Check our Web site for announcements concerning BrandTrend™, our new trend charting/media display/client deliverable product.
(See advertisement on p. 97)

Xionetic Technologies, Inc.
85 W. Kagy Blvd.
Bozeman, MT 59715
Ph. 406-556-0212
Fax 406-556-0214
www.xionetic.com
Dan Inabnit
Software:
Zipfind

Xorbix Technologies, Inc.
759 N. Milwaukee St., Suite 322
Milwaukee, WI 53202
Ph. 866-ixopher (469-7437)
Fax 414-277-5046
info@xorbix.com
www.ioxphere.com
Software:
Ioxphere

Your Perceptions
655 Broadway, Suite 600
Denver, CO 80203
Ph. 303-534-3044
Fax 303-623-5426
info@yourperceptions.com
www.yourperceptions.com
Jim Zigarelli, President
Software:
Eval Builder
QWRITERII for Windows



Tabulation Software	Operating System					Tabulation Features							Significance Tests				Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Maximum Variables	Maximum Tables	Filtering	Weighting	Visual Tools	HTML Output	Chi-Square	F-Test	T-Test	Z-Test	Buy or Lease	Price Range
Answer Tree SPSS Inc. p. 94	●				●	Both	Var			●	●						Buy	$$
ARGUS Perceptual Mapper Spring Systems p. 94	●										●							
Askia Analyse ASKIA p. 80	●					GUI	Unltd	Unltd	●	●	●		●		●			
CART Salford Systems p. 92	●		●	●		Both	200,000		●	●	●						Buy	$$
CCA System Sawtooth Software, Inc. p. 93	●					GUI	300							●				
Clementine SPSS Inc. p. 94	●		●		●	Both	Unltd		●	●			●	●	●	●	Buy	$$$$
Confirmit FIRM INC. p. 83					●	GUI			●	●	●	●						
Conjoint Analysis InsightExpress, LLC p. 84					●	Both	Unltd	Unltd	●	●	●	●		●	●			
COSI CfMC p. 80	●					GUI	750	Unltd	●	●	●		●	●	●		Lease	
CPM System Sawtooth Software, Inc. p. 93						GUI			●	●	●							
Databeacon Databeacon Inc. p. 82					●	GUI												
DataFriend COMCON - Media p. 80	●					GUI			●	●	●		●	●		●	Lease	$$
Dub InterViewer NEBU b.v. p. 89					●	Both	Unltd	Unltd	●	●	●	●	●				Lease	
Eform Beach Tech Corporation p. 80	●				●	Both	Unltd	Unltd	●	●	●	●		●	●	●	Either	
eListen Scantron p. 93	●				●	GUI	Unltd	Unltd	●	●	●							
EQS Structural Equations Modeling Multivariate Software, Inc. p. 88	●		●	●		GUI			●	●	●		●	●	●	●	Either	$$
ESPRI Information Tools Ltd. p. 84	●					GUI	Unltd	Unltd	●	●	●	●	●		●		Buy	$$
E-Tabs Interactive E-Tabs p. 83	●	●			●	GUI			●	●	●	●				●	Lease	$$
E-Tabs Lite Reader E-Tabs p. 83	●					GUI												
E-Tabs Web E-Tabs p. 83	●		●			Both						●					Lease	$$$$
E-Tabs Writer E-Tabs p. 83	●		●			GUI											Lease	$$$
EzMedia Plan New Age Media Systems, Inc. p. 89					●	GUI	Unltd	Unltd	●	●	●	●					Lease	$$$$
FASTAB Ad Hoc Tabulation DATAN, Inc. p. 82	●					Syntax	5,000	Unltd	●	●	●						Lease	$
Flo - Stat Senecio Software, Inc. p. 93		●																

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Tabulation Software Software Title/ Company/Listing page#	Operating System: Win	Mac	Unix	Linux	Web	Tabulation Features: Graphic user Interface or script	Maximum Variables	Maximum Tables	Filtering	Weighting	Visual Tools	HTML Output	Significance Tests: Chi-Square	F-Test	T-Test	Z-Test	Purchasing: Buy or Lease	Price Range
Forecast Pro Business Forecast Systems p. 80	●					GUI	10	1	●		●						Buy	$
Forecast Pro Unlimited Business Forecast Systems p. 80	●					Both	Unltd	Unltd	●	●	●		●		●		Buy	$$$$
Forecast Pro XE Business Forecast Systems p. 80	●					GUI	100	1	●	●	●		●		●		Buy	$$$
GeoSight Sammamish Data Systems, Inc. p. 93	●					GUI	Unltd	Unltd	●	●	●						Buy	$
Goldminer Statistical Innovations, Inc. p. 94						GUI				●	●	●	●	●	●	●	Buy	$$
HARMONI Information Tools Ltd. p. 84	●					GUI	Unltd	Unltd	●	●	●	●	●		●		Buy	$$$
Hosted Survey Hostedware p. 84					●	Both	Unltd	Unltd	●	●	●	●	●	●	●	●	Either	
IdeaMap®.Net Moskowitz Jacobs Inc. p. 88					●						●							
ImagEntry Viking Software Solutions p. 97	●		●	●		GUI	32,000	32,000									Buy	$$
i-measure Modern Survey, Inc. p. 88					●	GUI	Unltd	Unltd			●	●					Lease	$$$$
Impact! Analysis Pattern Discovery, Inc. p. 90																	Lease	
InsightExpress InsightExpress, LLC p. 84					●	Both	Unltd	Unltd	●	●	●	●		●	●		Lease	
InsightPanels InsightExpress, LLC p. 84					●	Both	Unltd	Unltd	●	●	●	●		●	●		Lease	
Internet Survey Machine Marketing Masters p. 86	●	●	●	●	●		32,000	Unltd									Buy	$$$$
Interview & Analysis Program Comstat Research Corporation p. 82																		
Ioxphere Xorbix Technologies, Inc. p. 98	●	●			●	GUI	Unltd	Unltd	●		●						Either	
KMRQuest Kantar Media Group (KMR) p. 86	●												●				Lease	
Latent Gold Statistical Innovations, Inc. p. 94						GUI	Unltd	Unltd		●	●		●	●	●	●	Lease	$$
Latent Gold Choice Statistical Innovations, Inc. p. 94						GUI	Unltd	Unltd		●	●		●	●	●	●	Lease	$$$
MARS Salford Systems p. 92	●		●	●			8,192		●	●	●						Buy	$$$$
MENTOR CfMC p. 80	●		●	●		Syntax	Unltd	Unltd	●	●	●	●	●		●	●	Lease	
MERLIN Tabulation System DATAN, Inc. p. 82	●		●	●		Syntax	32,000	100,000	●	●			●	●	●	●	Lease	$$$
MERLINPlus (plus menus) DATAN, Inc. p. 82	●		●	●		Syntax	32,000	100,000	●	●			●	●	●	●	Lease	$
MI Pro Research Studio MI Pro USA, Inc. p. 88	●					Both	Unltd	Unltd	●	●		●	●			●	Either	

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Tabulation Software	Operating System					Tabulation Features							Significance Tests				Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Maximum Variables	Maximum Tables	Filtering	Weighting	Visual Tools	HTML Output	Chi-Square	F-Test	T-Test	Z-Test	Buy or Lease	Price Range
Microtab XP 2005 - Charting Module Microtab, Inc. p. 88	●					GUI	Unltd	Unltd	●	●		●	●	●	●	●	Buy	$$
Microtab XP 2005 - Professional Edition Microtab, Inc. p. 88	●					GUI	Unltd	Unltd	●	●		●	●	●	●	●	Buy	
Microtab XP 2005 - Standard Edition Microtab, Inc. p. 88	●					GUI	Unltd	Unltd	●			●					Buy	$$
Microtab XP 2005 SPSS Module Microtab, Inc. p. 88	●					GUI	Unltd	Unltd	●	●		●	●	●	●	●	Buy	$$
MktSIM Spring Systems p. 94	●										●							
mr Studio SPSS Inc. p. 94	●					Both			●	●		●					Either	$$
mr Tables SPSS Inc. p. 94	●				●	Both				●		●	●		●		Buy	$$$$
MRDCL Marketing & Research Data Consultants p. 86	●					Both	Unltd	Unltd	●	●			●	●	●	●	Lease	$$$$
mTAB Research Analysis System PAI-Productive Access, Inc. p. 89	●				●	GUI	Unltd	Unltd	●	●		●	●		●	●	Buy	$$$$
NCSS NCSS p. 88	●					GUI	1,000	Unltd	●		●		●	●	●	●	Buy	$
NCSS Dataxiom Software, Inc. p. 82	●					GUI	250	Var	●	●	●		●	●	●	●	Buy	$
NET-MR Tabulation Global Market Insite, Inc. (GMI) p. 84	●		●	●	●	GUI	Unltd	Unltd	●	●	●		●	●	●			
NIPO DIANA NIPO Software p. 89	●					Both	Unltd	Unltd	●	●	●	●	●	●	●	●	Lease	$$$
OnTraq Marketing & Research Data Consultants p. 86	●					Both	Unltd	Unltd	●	●			●	●	●	●	Lease	$$
PASS Dataxiom Software, Inc. p. 82	●					GUI											Buy	
PEER Forecaster Delphus, Inc. p. 82	●					GUI			●					●	●		Either	$
PEER Planner for Windows Delphus, Inc. p. 82	●					GUI											Either	$$$$
Postal Carrier Route Polygons Sammamish Data Systems, Inc. p. 93	●						Unltd	Unltd	●	●	●						Buy	
Power & Precision Dataxiom Software, Inc. p. 82	●					GUI											Buy	$$
P-STAT P-STAT, Inc. p. 90	●		●	●		Both	250,000	Unltd	●	●			●	●	●		Buy	$$
Pulsar/Pulsar Web Pulse Train Ltd. p. 90	●					GUI	Unltd	Unltd	●	●	●						Either	
QDA Data Analysis Software Tragon p. 96	●					GUI	100				●			●				
QPSMR INSIGHT QPSMR Limited p. 92	●					Both	30,000	30,000	●	●			●	●	●	●	Lease	$$
QPSMR REFLECT QPSMR Limited p. 92	●					Both	30,000	30,000	●	●			●	●	●			

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Tabulation Software	Operating System					Tabulation Features							Significance Tests				Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Maximum Variables	Maximum Tables	Filtering	Weighting	Visual Tools	HTML Output	Chi-Square	F-Test	T-Test	Z-Test	Buy or Lease	Price Range
QPSMR SOLO QPSMR Limited p. 92	●					GUI	30,000	30,000	●				●	●	●		Buy	$$
QTAB Jan Werner Data Processing p. 98	●			●		Syntax	Unltd	Unltd	●	●			●	●	●	●	Either	$$$
Quantum SPSS Inc. p. 94							Unltd	Unltd	●	●			●		●	●	Buy	$$$$
Quanvert SPSS Inc. p. 94	●					GUI		Var	●	●					●		Buy	$$
QuestionPro QuestionPro.com p. 92					●	GUI	Unltd	Unltd	●			●	●		●		Either	$$
QWRITERII for Windows Your Perceptions p. 98	●					GUI	2,000	200			●						Lease	$
Raosoft EZReport Raosoft, Inc. p. 92	●					GUI	Unltd	Unltd	●	●	●		●	●	●	●	Buy	$
Raosoft SurveyWin Raosoft, Inc. p. 92	●						Unltd	Unltd	●	●			●	●	●	●	Buy	$
SatisfactionExpress InsightExpress, LLC p. 84					●	Both	Unltd	Unltd	●	●	●	●		●	●		Lease	$$$$
Sensus Web Sawtooth Technologies, Inc. p. 93	●					Both	Unltd	Unltd	●			●					Buy	
Si-Chaid Statistical Innovations, Inc. p. 94						GUI	Unltd	Unltd		●	●	●	●				Lease	$$
Smart Forecasts Smart Software, Inc. p. 93	●																Either	
SNAP Internet Snap Survey Software p. 94	●								●	●		●			●	●	Buy	
SNAP Professional Snap Survey Software p. 94	●					GUI			●	●	●	●	●		●	●	Buy	
SNAP Results Snap Survey Software p. 94	●					Both	Unltd	Unltd	●	●	●	●	●		●	●		
SNAP Scanning Snap Survey Software p. 94	●										●				●		Buy	
SOLAS Dataxiom Software, Inc. p. 82	●					GUI												
SPSS 13.0 SPSS Inc. p. 94	●	●	●		●	Both	Unltd	Unltd	●	●	●	●	●	●	●	●	Buy	$$
SPSS Text Analysis for Surveys SPSS Inc. p. 94	●					GUI											Buy	$$
Star Pulse Train Ltd. p. 90	●					Both	Unltd	Unltd	●	●					●	●	Either	
STAT XP VOXCO p. 97	●					Both	10,000	Unltd	●	●	●	●	●		●	●	Buy	$$$$
STATBEANS StatPoint, LLC p. 94	●	●	●	●		Syntax	Unltd	Unltd	●	●	●		●	●	●	●		
StatCheck Stat Checking Data Vision Research, Inc. p. 82															●		Buy	$
Statgraphics Plus StatPoint, LLC p. 94	●					GUI	Unltd	Unltd	●	●	●		●	●	●	●		

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Tabulation Software	Operating System					Tabulation Features							Significance Tests				Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Maximum Variables	Maximum Tables	Filtering	Weighting	Visual Tools	HTML Output	Chi-Square	F-Test	T-Test	Z-Test	Buy or Lease	Price Range
STATISTICA 6 StatSoft, Inc. p. 96	●				●	Both	Var	Var	●	●	●		●	●	●	●	Buy	
STATISTICA 7 StatSoft, Inc. p. 96	●					Both	Var	Var	●	●	●		●	●	●	●	Buy	
STATLETS StatPoint, LLC p. 94					●	GUI	Unltd	Unltd	●	●	●		●	●	●	●		
StatMost Dataxiom Software, Inc. p. 82	●					GUI	250	Var	●		●		●	●	●	●	Buy	$
StatPac for Windows StatPac, Inc. p. 94	●					Syntax	2,000	Unltd	●	●	●		●	●	●	●	Buy	$$
STATS Decision Analyst, Inc. p. 82	●					GUI				●			●					
StyleMap™.Net Moskowitz Jacobs Inc. p. 88					●						●							
SumQuest SumQuest Survey Software p. 96	●					GUI	250	Unltd	●	●	●	●	●				Buy	$
SuperCROSS Alta Plana Corporation p. 78	●					GUI	Unltd	Unltd	●	●	●	●	●					
SuperSTAR Alta Plana Corporation p. 78	●		●	●		Both	Unltd	Unltd	●	●	●	●					Either	
Survey Explorer Memphis International p. 88	●					GUI	Unltd	Unltd	●	●			●					
Survey Said for the Web Marketing Masters p. 86	●																	
Survey Said for Windows Marketing Masters p. 86	●																	
Survey Select Expert SurveyConnect, Inc. p. 96	●					GUI	Unltd	Unltd			●	●					Buy	$$
Survey Stats Drago Consulting Inc. p. 83																		
Survey Viewer Memphis International p. 88	●					GUI	Unltd		●	●	●		●					
SurveyPro Apian Software p. 79	●					GUI	3,000	3,000	●	●	●	●	●				Buy	$$
SurveySolutions Perseus Development Corporation p. 90	●					GUI	Unltd	Unltd	●		●							
Sysurvey.com SySurvey p. 96					●	GUI			●		●	●					Lease	
The Designer CAMO p. 80	●					GUI	Unltd	Unltd	●	●	●			●	●	●		
The Survey Cybernetic Solutions p. 82	●					GUI	1,000	32,000	●	●	●		●	●	●	●		
The Survey System Creative Research Systems p. 82	●					GUI	32,000	5,000	●	●		●	●	●	●	●		
The Unscrambler CAMO p. 80	●					GUI	Unltd	Unltd	●	●	●			●	●	●		
TPL Tables QQQ Software, Inc. p. 92	●		●			Both	Unltd	Unltd	●	●		●					Buy	$$

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Tabulation Software	Operating System					Tabulation Features							Significance Tests				Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Maximum Variables	Maximum Tables	Filtering	Weighting	Visual Tools	HTML Output	Chi-Square	F-Test	T-Test	Z-Test	Buy or Lease	Price Range
TreeNet Salford Systems p. 92	●		●	●		Both	200,000		●	●	●						Buy	$$$$
Trial Map Spring Systems p. 94	●										●							
Turbo Spring-Stat Spring Systems p. 94	●										●		●	●	●	●		
UNCLE Professional The Uncle Group, Inc. p. 97	●					Both	65,534	9,999	●	●	●		●		●		Buy	$$$$
Uncle Reports The Uncle Group, Inc. p. 97	●					GUI	9,999		●	●								$
UNCLE Standard The Uncle Group, Inc. p. 97	●					Both	65,534	9,999	●	●	●		●		●		Buy	$$$$
U-Tab Weeks Computing Services p. 98	●					GUI	Unltd	Unltd	●	●	●	●			●		Buy	$
VDE Viking Software Solutions p. 97	●		●	●		GUI	32,000	32,000									Either	$$
VDE+Images Viking Software Solutions p. 97	●		●	●		GUI	32,000	32,000									Buy	$$
Vector Cobalt Sky Limited p. 80					●	GUI	Unltd	Unltd	●	●	●	●				●	Lease	$$$$
Walker Smart Loyalty® System Walker Information p. 97	●				●	Both			●	●	●	●			●		Lease	$$$$
WesVar Westat p. 98	●					GUI	Unltd	Unltd		●			●	●	●	●	Buy	$
WinCati 4.2 Sawtooth Technologies, Inc. p. 93	●					Both	Unltd	Unltd	●			●					Buy	
WinCATI 4.2 Mixed Mode Sawtooth Technologies, Inc. p. 93	●					Both	Unltd	Unltd	●			●					Buy	
WinCross The Analytical Group, Inc. p. 78	●					Both	Unltd	Unltd	●	●	●	●	●	●	●	●	Buy	$$$
WordCruncher Hamilton-Locke, Inc. p. 84	●					Both			●	●	●	●					Buy	$$
XPro Dataxiom Software, Inc. p. 82	●					GUI	250	Var	●	●	●		●	●	●	●	Buy	$

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Integrated Interviewing Software	Operating System					Design Tool	Types of Data Collection								Features			Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	CAPI	CASI	CATI	Web	E-Mail	Paper	Scanning	Keyed Entry	Tabulation	Statistics	Visual Tools	Buy or Lease	Price Range
ACA System Sawtooth Software, Inc. p. 93	●				●	GUI	●			●					●	●			
AskAnywhere Senecio Software, Inc. p. 93	●	●	●	●	●	GUI	●	●		●	●				●			Lease	$$
Askia ASKIA p. 80	●						●	●	●	●				●	●	●	●		
Bellview Fusion Pulse Train Ltd. p. 90	●					Both			●	●								Either	
CBC System Sawtooth Software, Inc. p. 93	●				●	GUI	●			●		●			●	●			
Ci3 System Sawtooth Software, Inc. p. 93	●					Both	●	●							●	●			
Confirmit FIRM INC. p. 83					●	GUI	●	●	●	●		●		●	●	●	●		
Dub InterViewer NEBU b.v. p. 89					●	GUI	●	●	●	●					●	●		Lease	
Eform Beach Tech Corporation p. 80	●				●	Both			●	●	●		●	●	●	●	●	Either	
Hosted Survey Hostedware p. 84					●	Both	●			●	●	●		●	●	●	●	Either	
Interviewer VOXCO p. 97	●				●	Both	●	●	●	●				●	●	●		Either	
IT CATI/CAPI/Web Interview Technology p. 84							●		●	●					●				
MI Pro Research Studio MI Pro USA, Inc. p. 88	●					Both	●	●	●	●		●	●	●	●	●		Either	
Mobile Memoir Mobile Memoir, LLC p. 88					●		●			●					●			Either	
MR Interview SPSS Inc. p. 94	●				●	Both	●	●	●	●				●	●	●	●	Either	$$$$
NET-MR Suite Global Market Insite, Inc. (GMI) p. 84	●		●	●	●	GUI	●	●	●	●		●		●	●	●	●		
NIPO Interview System NIPO Software p. 89	●					Both	●	●	●	●	●				●	●	●	Lease	$$
QPSMR CATI QPSMR Limited p. 92	●					Both	●	●	●		●	●		●	●	●		Lease	$$$$

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Integrated Interviewing Software	Operating System					Design Tool	Types of Data Collection								Features			Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	CAPI	CASI	CATI	Web	E-Mail	Paper	Scanning	Keyed Entry	Tabulation	Statistics	Visual Tools	Buy or Lease	Price Range
Quanquest SPSS Inc. p. 94	●					GUI	●		●	●		●	●	●				Buy	$$
Raosoft EZSurvey Raosoft, Inc. p. 92					●	GUI	●	●	●	●	●	●		●				Buy	$
Raosoft SurveyWin Raosoft, Inc. p. 92	●					GUI	●	●	●	●	●	●	●	●	●	●	●	Buy	$
Results for Research 6.0 RONIN Corporation p. 92	●				●	Both	●	●	●	●								Buy	
SNAP Professional Snap Survey Software p. 94	●					GUI	●	●	●	●	●	●	●	●	●	●	●	Buy	
SSI Web Sawtooth Software, Inc. p. 93	●				●	Both	●	●		●					●	●			
StatPac for Windows StatPac, Inc. p. 94	●					Syntax			●	●	●	●		●	●	●	●	Buy	$$
SumQuest SumQuest Survey Software p. 96	●					GUI			●	●	●	●		●	●	●	●	Buy	$
Survey Genie William Steinberg Consultants, Inc. p. 96	●					GUI				●	●	●		●	●	●	●	Buy	$
Survey Genie - Gold William Steinberg Consultants, Inc. p. 96	●					GUI		●		●	●	●		●	●	●	●	Buy	$
Survey Said for the Web Marketing Masters p. 86	●	●	●	●		GUI			●	●	●	●	●	●	●			Buy	$$
Survey Said for Windows Marketing Masters p. 86	●					GUI			●	●	●	●	●	●				Buy	
Survey Tools For Windows William Steinberg Consultants, Inc. p. 96	●					GUI		●		●	●	●		●	●	●	●	Buy	$
SurveyPro Apian Software p. 79	●					GUI	●	●	●	●	●	●	●	●	●	●	●	Buy	$$
SurveySolutions Perseus Development Corporation p. 90	●					GUI				●	●	●		●	●	●	●		
The Survey Cybernetic Solutions p. 82	●					GUI				●	●	●		●	●	●	●		
The Survey System Creative Research Systems p. 82	●					GUI	●	●	●	●	●	●	●	●					
WinCATI 4.2 Mixed Mode Sawtooth Technologies, Inc. p. 93	●					Both			●	●		●	●	●	●	●	●	Buy	

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

CAPI/CASI Software	Operating System					Platform				Design Tool	CAPI/CASI Features				Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Desktop	Handheld	Touchscreen	IVR	Graphic user Interface or script	Audio	Still Images	Video	Tabulation Analysis Tools	Buy or Lease	Price Range
Abase Advanced Data Research, Inc. p. 78	●					●	●	●		Both	●	●	●	Yes	Buy	$$$$
ACA System Sawtooth Software, Inc. p. 93	●				●	●				GUI	●	●	●	Yes		
AskAnywhere Senecio Software, Inc. p. 93	●	●	●	●	●	●	●	●		GUI	●	●	●	Yes	Lease	$$
Askia Face ASKIA p. 80	●					●				Both	●	●	●			
Bellview CAPI Pulse Train Ltd. p. 90	●					●				Both	●	●	●	Add-on	Either	
Blaise Westat p. 98																
CBC System Sawtooth Software, Inc. p. 93	●				●	●				GUI	●	●	●	Yes		
Ci3 System Sawtooth Software, Inc. p. 93					●	●				Both	●	●	●	Yes		
CONVERSO CAPI CONVERSOFT (Axiom Software) p. 82	●					●	●	●		Both	●	●	●	Yes	Either	
CONVERSO CASI CONVERSOFT (Axiom Software) p. 82	●					●	●	●		Both	●	●	●		Either	
CONVERSO Pocket CONVERSOFT (Axiom Software) p. 82	●									Both				Yes	Either	
CVA System Sawtooth Software, Inc. p. 93	●					●				GUI	●	●	●	Yes		
DialQ TeleSage, Inc. p. 96	●								●	GUI	●			Add-on	Buy	$$$
Digivey Survey Suite™ Diatouch, Inc. p. 82	●					●	●	●		GUI	●	●	●	Yes	Buy	$$
Dub InterViewer NEBU b.v. p. 89					●	●	●	●		GUI	●	●	●	Add-on	Lease	
Eform Beach Tech Corporation p. 80	●				●	●			●	Both	●	●		Yes	Either	
Entryware SPSS Inc. p. 94	●						●			GUI				Add-on	Buy	$$
Entryware Techneos Systems Inc. p. 96	●				●		●			Both				Yes	Either	
eSurveyor 4.0 Open Halogen Software Inc. p. 84	●	●			●	●				GUI		●		Yes	Lease	$$$$
eSurveyor 5.0 Domino Halogen Software Inc. p. 84	●	●			●	●				GUI		●		Yes	Lease	$$$$
Hosted Survey Hostedware p. 84					●		●	●		Both	●	●	●	Add-on	Either	
IdeaMap®.Net Moskowitz Jacobs Inc. p. 88					●	●				GUI	●	●	●	Yes	Lease	$$$
Inet-On-Line Research.Net, Inc. p. 92															Either	
Interview & Analysis Program Comstat Research Corporation p. 82																
Interviewer CAPI VOXCO p. 97	●				●	●	●	●		Both	●	●	●	Yes	Either	$$
IT CATI/CAPI/Web Interview Technology p. 84																

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

CAPI/CASI Software	Operating System					Platform				Design Tool	CAPI/CASI Features				Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Desktop	Handheld	Touchscreen	IVR	Graphic user Interface or script	Audio	Still Images	Video	Tabulation Analysis Tools	Buy or Lease	Price Range
MI Pro Research Studio MI Pro USA, Inc. p. 88	●					●				Both	●	●	●	Add-on	Either	
Mobile Memoir Mobile Memoir, LLC p. 88					●		●			Both				Yes	Either	
NET-CAPI Global Market Insite, Inc. (GMI) p. 84	●		●	●	●	●	●			GUI	●	●	●	Yes		
NIPO CAPI System NIPO Software p. 89	●					●	●	●		Both	●	●	●	Add-on	Lease	$$$$
QPSMR CATI QPSMR Limited p. 92	●									Both	●	●	●		Lease	$$$$
QPSMR INSIGHT QPSMR Limited p. 92	●					●				Both	●	●	●	Yes	Lease	$$
Raosoft EZSurvey Raosoft, Inc. p. 92					●	●	●			GUI	●	●	●	Yes	Buy	$
Raosoft InterForm Raosoft, Inc. p. 92					●	●				GUI	●	●	●	Yes	Buy	$$$$
Raosoft SurveyWin Raosoft, Inc. p. 92	●					●		●		GUI		●		Add-on	Buy	$
Reform Anyware Mobile Solutions p. 78					●		●		●	GUI	●	●		Yes		
Reply Fleetwood Group, Inc. p. 83	●	●				●				GUI	●	●	●	No		
Results for Research 6.0 RONIN Corporation p. 92	●				●	●	●	●		Both	●	●	●	Yes	Buy	
SmartQ TeleSage, Inc. p. 96	●								●	GUI	●			Add-on	Buy	$$$$
SNAP Professional Snap Survey Software p. 94	●					●				GUI		●		Yes	Buy	
SSI Web Sawtooth Software, Inc. p. 93	●				●	●				Both	●	●	●	Yes		
StyleMap™.Net Moskowitz Jacobs Inc. p. 88					●	●				GUI	●	●	●	Yes		
SURVENT CfMC p. 80	●					●				Syntax				Yes		
Survey Genie William Steinberg Consultants, Inc. p. 96	●					●				GUI				Yes	Buy	$
Survey Genie - Gold William Steinberg Consultants, Inc. p. 96	●					●				GUI				Yes	Buy	$
Survey Tools For Windows William Steinberg Consultants, Inc. p. 96	●					●				GUI				Yes	Buy	$
SurveyPro Apian Software p. 79	●					●		●		GUI		●		Yes	Buy	$$
The Survey System Creative Research Systems p. 82	●					●		●		GUI	●	●	●	Yes		
The Survey System - CATI Creative Research Systems p. 82	●					●				GUI	●	●	●	Yes		
Touchview Survey Solution Touchview Survey Solutions p. 96	●						●	●								
WinQuery The Analytical Group, Inc. p. 78	●					●				Both	●	●	●	Yes	Buy	$$$

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

CATI Software	Operating System				Design Tool	CATI Features			Purchasing	
Software Title/ Company/Listing page#	Win	Unix	Linux	Web	Graphic user Interface or script	Central Management	Predictive Dialing	Tabulation Analysis Tools	Buy or Lease	Price Range
Askia Voice ASKIA p. 80	●				Both	●	●	Yes		
Bellview CATI Pulse Train Ltd. p. 90	●				Both	●	●	Add-on	Either	
Blaise Westat p. 98										
Confirmit FIRM INC. p. 83	●			●	GUI	●		Yes		
CONVERSO CATI CONVERSOFT (Axiom Software) p. 82	●				Both	●	●	Yes	Either	
Dub InterViewer NEBU b.v. p. 89			●	●	GUI	●	●	Yes	Lease	
Eform Beach Tech Corporation p. 80	●			●	Both			Yes	Either	
Interview & Analysis Program Comstat Research Corporation p. 82										
Interviewer CATI VOXCO p. 97	●			●	Both	●	●	Yes	Either	$$
Ioxphere Xorbix Technologies, Inc. p. 98	●			●	GUI			Yes	Either	
IT CATI/CAPI/Web Interview Technology p. 84										
Itracks Online CATI Itracks p. 86				●	Both					
MI Pro Research Studio MI Pro USA, Inc. p. 88	●				Both	●		Add-on	Either	
NET-CATI Global Market Insite, Inc. (GMI) p. 84	●	●	●	●	GUI	●	●	Yes		
NIPO CATI System NIPO Software p. 89	●				Both	●	●	Add-on	Lease	$$$$
QPSMR CATI QPSMR Limited p. 92	●				Both	●	●	Yes	Lease	$$$$
Quancept CATI SPSS Inc. p. 94		●			GUI	●	●		Either	$$$$
Raosoft EZSurvey Raosoft, Inc. p. 92				●	GUI	●		Add-on	Buy	$
Raosoft InterForm Raosoft, Inc. p. 92				●	GUI	●		Add-on	Buy	$$$$
Raosoft SurveyWin Raosoft, Inc. p. 92	●				GUI	●		Add-on	Buy	$
Results for Research 6.0 RONIN Corporation p. 92	●			●	Both	●	●	Yes	Buy	

CATI Software	Operating System				Design Tool	CATI Features			Purchasing	
Software Title/ Company/Listing page#	Win	Unix	Linux	Web	Graphic user Interface or script	Central Management	Predictive Dialing	Tabulation Analysis Tools	Buy or Lease	Price Range
SNAP Professional Snap Survey Software p. 94	●				GUI			Yes	Buy	
StatPac for Windows StatPac, Inc. p. 94	●				Both			Yes	Buy	$$
SumQuest SumQuest Survey Software p. 96	●				GUI				Buy	$
SURVENT CfMC p. 80	●	●	●	●	Syntax	●	●	Yes	Lease	
Survey Said for the Web Marketing Masters p. 86	●									
Survey Said for Windows Marketing Masters p. 86	●									
SurveyPro Apian Software p. 79	●				GUI			Yes	Buy	$$
Sysurvey.com SySurvey p. 96				●	GUI			Yes	Lease	
TelAthena TelAthena Systems LLC p. 96										
Telescript 5.5 Digisoft Computers, Inc. p. 83	●			●	GUI		●	Add-on	Buy	
The Survey Cybernetic Solutions p. 82	●				GUI	●		Yes		
The Survey System Creative Research Systems p. 82	●				GUI	●		Yes		
The Survey System - CATI Creative Research Systems p. 82	●				GUI	●		Yes		
WinCati 4.2 Sawtooth Technologies, Inc. p. 93	●				Both	●	●	Yes	Buy	
WinQuery The Analytical Group, Inc. p. 78	●				Both	●	●	Yes	Buy	$$$

Web Interviewing Software Solutions	Operating System					Design Tool	Web Interviewing Features					Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Data Collection (Web or E-mail)	Web Security	Quota Control	Tabulation & Analysis Tools	Real-Time Reports	Buy or Lease	Price Range
ARCS® ARCS® IVR Systems p. 79						GUI	Web	●	●		●	Either	$$$$
ACA System Sawtooth Software, Inc. p. 93	●				●	GUI	Web	●		Yes	●		
AskAnywhere Senecio Software, Inc. p. 93	●	●	●	●	●	GUI	Both	●		Yes	●	Lease	$$
Askia Web ASKIA p. 80	●					GUI		●	●	Yes			
BayaSoft Custom Development BayaSoft LLC p. 80					●		Both	●	●	Yes		Lease	
BayaSoft RTD - Real Time Data BayaSoft LLC p. 80					●		Both	●	●	Yes	●	Lease	
BayaSoft RTR - Real Time Reporting BayaSoft LLC p. 80					●		Both	●	●	Yes	●	Lease	
BayaSoft SMS - Sample Management Svce. BayaSoft LLC p. 80					●		Both	●	●	Yes	●	Lease	
Bellview Web Pulse Train Ltd. p. 90	●					Both	Web	●	●	Add-on		Either	
Blaise Westat p. 98													
Bulletin Board Focus Groups Itracks p. 86					●	GUI	Web	●		Yes	●		
CBC System Sawtooth Software, Inc. p. 93	●				●	GUI	Web	●		Yes	●		
Confirmit FIRM INC. p. 83					●	Both	Both	●	●	Yes	●		
CONVERSO CAWI CONVERSOFT (Axiom Software) p. 82	●					Both	Web	●	●	Yes	●	Either	
Dub InterViewer NEBU b.v. p. 89	●			●		GUI	Web	●	●	Add-on		Lease	
Eform Beach Tech Corporation p. 80	●				●	Both		●	●	Yes			
eSurveyor 4.0 Open Halogen Software Inc. p. 84	●	●				GUI	Web	●		Yes	●	Lease	$$$$
eSurveyor 5.0 Domino Halogen Software Inc. p. 84	●					GUI	Web	●		Yes	●	Lease	$$$$
eTelescipt Digisoft Computers, Inc. p. 83					●	GUI	Web	●			●	Buy	
Eval Builder Your Perceptions p. 98	●				●	Both	Both	●		Yes	●	Lease	
FlexiQuest Weeks Computing Services p. 98					●	Both	Web	●	●	Add-on	●		
Hosted Survey Hostedware p. 84					●	Both	Both	●	●	Add-on	●	Either	
Hosterd Survey Lite Hostedware p. 84					●		Web						
IdeaMap®.Net Moskowitz Jacobs Inc. p. 88					●	GUI	Web	●	●	Yes			
Inet-On-Line Research.Net, Inc. p. 92												Either	
Inquisite Web Survey System Inquisite Inc. p. 84	●				●	GUI	Web	●	●	Yes	●	Either	$$$$
InsightExpress InsightExpress, LLC p. 84					●	Both	Both	●	●	Yes	●	Lease	

Web Interviewing Software Solutions	Operating System					Design Tool	Web Interviewing Features					Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Data Collection (Web or E-mail)	Web Security	Quota Control	Tabulation & Analysis Tools	Real-Time Reports	Buy or Lease	Price Range
InsightPanels InsightExpress, LLC p. 84					●	Both	Both	●	●	Yes	●	Buy	
InstantSurvey NetReflector, Inc. p. 89					●	Both	Both	●	●	Yes	●		
Intellisurvey Intellisurvey, Inc. p. 84					●	Both	Web	●	●	Yes	●		
Internet Survey Machine Marketing Masters p. 86					●	GUI	Web	●		Yes	●	Buy	$$$$
Interview & Analysis Program Comstat Research Corporation p. 82													
Interviewer Web VOXCO p. 97	●					Both	Web	●	●	Yes	●	Either	$$
Ioxphere Xorbix Technologies, Inc. p. 98	●	●			●	GUI	Both	●	●	Yes		Either	
iQ TeleSage, Inc. p. 96	●					GUI	Both	●	●	Add-on	●	Buy	$$$
IT CATI/CAPI/Web Interview Technology p. 84													
Itracks Online Surveys Itracks p. 86					●	Both	Web	●	●	Yes	●		
MI Pro Research Studio MI Pro USA, Inc. p. 88	●					Both	Web	●	●	Add-on	●	Either	
Mobile Memoir Mobile Memoir, LLC p. 88					●	Both	Web		●	Yes	●	Either	
MR Interview SPSS Inc. p. 94	●					Both	Both	●	●	Yes		Either	$$$$
NET-Survey Global Market Insite, Inc. (GMI) p. 84	●		●	●	●	GUI	Web	●	●	Yes	●	Either	
NIPO Web Interview System NIPO Software p. 89	●					Both	Both	●	●	Yes	●	Lease	$$
Online Focus Groups Itracks p. 86					●	GUI	Web	●		Yes	●		
Opinio ObjectPlanet AS p. 89	●	●	●	●	●		Both	●		Yes	●	Either	$
Pop-Up Survey Software SurveySite Market Research p. 96													
QueryWeb The Analytical Group, Inc. p. 78	●					Both	Web	●	●	Yes	●	Buy	$$$$
QuestionPro QuestionPro.com p. 92					●	GUI	Web	●	●	Yes	●	Either	$$
Raosoft EZSurvey Raosoft, Inc. p. 92					●	GUI	Both	●		Add-on		Buy	$
Raosoft InterForm Raosoft, Inc. p. 92					●	GUI	Web	●		Add-on		Buy	$$$$
RelevantView RelevantView, LLC p. 92	●				●	GUI	Web	●	●	Yes	●		
Remark Web Survey Professional Principia Products p. 90	●					Both	Both	●				Buy	$$
Remark Web Survey Standard Principia Products p. 90	●					Both	Both	●		Yes		Buy	$$
Results for Research 6.0 RONIN Corporation p. 92					●	Both	Web	●	●	Yes	●	Buy	
Rogator 6.3 Rogator AG p. 92	●				●	GUI		●	●	Yes			

$ = $0-$500 $$ = $501-$1500 $$$ = $1501-$2500 $$$$ = $2500+

Web Interviewing Software Solutions	Operating System					Design Tool	Web Interviewing Features					Purchasing	
Software Title/ Company/Listing page#	Win	Mac	Unix	Linux	Web	Graphic user Interface or script	Data Collection (Web or E-mail)	Web Security	Quota Control	Tabulation & Analysis Tools	Real-Time Reports	Buy or Lease	Price Range
SatisfactionExpress InsightExpress, LLC p. 84					●	Both	Both	●	●	Yes	●	Lease	$$$$
Sensus Web Sawtooth Technologies, Inc. p. 93	●					Both	Web	●	●	Yes		Buy	
SNAP Internet Snap Survey Software p. 94	●					GUI	E-mail	●		Add-on		Buy	
SNAP Professional Snap Survey Software p. 94	●					GUI	Both	●		Yes		Buy	
SSI Web Sawtooth Software, Inc. p. 93	●					GUI	Both	●	●	Yes			
StatPac for Windows StatPac, Inc. p. 94	●					Syntax	Both	●		Add-on		Buy	$$
StyleMap™.Net Moskowitz Jacobs Inc. p. 88					●	GUI	Web	●	●	Yes			
SumQuest SumQuest Survey Software p. 96	●					GUI	Both			Yes		Buy	$
Survey Console QuestionPro.com p. 92					●	GUI	Both	●	●	Yes	●	Lease	$
Survey Genie - Gold William Steinberg Consultants, Inc. p. 96	●					GUI	Both			Yes		Buy	$
Survey Said for the Web Marketing Masters p. 86	●					GUI	Both			Yes		Buy	$$
Survey Said for Windows Marketing Masters p. 86	●					GUI	Both			Yes		Buy	
Survey Select Expert SurveyConnect, Inc. p. 96	●					GUI	Both	●		Yes		Buy	$$
Survey Tools For Windows William Steinberg Consultants, Inc. p. 96	●					GUI	Both			Yes		Buy	$
surveyNgine.com Database Sciences, Inc. p. 82					●					Yes			
SurveyPro Apian Software p. 79	●					GUI	Both	●	●	Yes	●	Buy	$$
SurveySolutions Perseus Development Corporation p. 90	●					GUI	Both	●	●	Yes			
SurveyWriter SurveyWriter® p. 96					●	GUI	Web	●	●	Yes	●	Either	$
Sysurvey.com SySurvey p. 96					●	GUI	Both	●	●	Yes	●	Lease	
The Survey Cybernetic Solutions p. 82	●					GUI	Both	●		Yes			
The Survey System Creative Research Systems p. 82	●					GUI	Both	●	●	Yes	●		
The Survey System - Web Creative Research Systems p. 82	●					GUI	Both	●	●	Yes	●		
Ultimate Survey Prezza Technologies, Inc. p. 90	●					GUI	Both	●	●	Add-on	●	Buy	$$
Walker Smart Loyalty® System Walker Information p. 97	●		●		●	Both	Web	●		Yes	●	Lease	$$$$
WebSURVENT CfMC p. 80	●		●	●	●	Syntax	Web	●	●	Add-on		Lease	
WebSurveyor 5.0 WebSurveyor Corporation p. 97	●					GUI	Both	●	●	Yes	●	Buy	$$

Paper-Based/Scan Survey Software	Operating System		Design Tool	Scan Types					Features	Purchasing	
Software Title/ Company/Listing page#	Win	Web	Graphic user Interface or script	OCR	OMR	Bar Code	Pre Printed	Hand Written	Tabulation & Analysis Tools	Buy or Lease	Price Range
Bellview Scan Pulse Train Ltd. p. 90	●		GUI	●	●	●	●	●	Add-on	Either	
Confirmit FIRM INC. p. 83		●	GUI						Yes		
DDES 7.0 Tragon p. 96	●		GUI						Add-on		
Documents for Forms ReadSoft, Inc. p. 92	●		GUI	●	●	●	●	●	Add-on	Buy	$$$$
Eform Beach Tech Corporation p. 80	●	●	Both		●	●			Yes	Either	
ExpertScan AutoData Systems p. 80	●		GUI		●	●	●	●	Yes	Buy	$$$
FAQSS Optimum Solutions Corp. p. 89	●		GUI	●	●	●	●	●	Yes	Lease	$$$$
FLIPS Scantron p. 93	●			●	●	●					
Inquisite Web Survey System Inquisite Inc. p. 84	●	●	GUI		●				Yes	Either	$$$$
MI Pro Research Studio MI Pro USA, Inc. p. 88	●		Both				●		Add-on	Either	
MR Paper SPSS Inc. p. 94	●		GUI	●	●	●	●	●		Buy	$$
MR Scan/MR Paper SPSS Inc. p. 94	●		Both	●	●	●	●	●	Add-on	Either	$$$$
Net-Paper Global Market Insite, Inc. (GMI) p. 84											
Raosoft SurveyWin Raosoft, Inc. p. 92	●		GUI	●	●				Yes	Buy	$
Remark Classic OMR Principia Products p. 90	●		GUI		●	●	●		Yes	Buy	$
Remark Office OMR Principia Products p. 90	●		GUI		●	●			Yes	Buy	$$
Scannable Office AutoData Systems p. 80	●		GUI	●	●	●	●	●	No	Buy	$$$$
SNAP Professional Snap Survey Software p. 94	●		GUI		●			●	Yes	Buy	
SNAP Scanning Snap Survey Software p. 94			GUI	●				●	Yes	Buy	
SumQuest SumQuest Survey Software p. 96	●		GUI						Yes	Buy	$
Survey Genie William Steinberg Consultants, Inc. p. 96	●		GUI						Yes	Buy	$
Survey Genie - Gold William Steinberg Consultants, Inc. p. 96	●		GUI						Yes	Buy	$
Survey Plus 2000 AutoData Systems p. 80	●		GUI		●	●		●	Yes	Buy	$$
Survey Said for the Web Marketing Masters p. 86	●		GUI	●					Yes	Buy	$$$
Survey Said for Windows Marketing Masters p. 86	●		GUI	●	●				Yes	Buy	
Survey Select Expert SurveyConnect, Inc. p. 96	●		GUI						Yes	Buy	$$
Survey Tools For Windows William Steinberg Consultants, Inc. p. 96	●		GUI						Yes	Buy	$
SurveyPro Apian Software p. 79	●		GUI		●	●			Yes	Buy	$$
SurveySolutions Perseus Development Corporation p. 90	●		GUI						Yes		
TELEform Scantron p. 93	●			●			●	●			
The Survey System Creative Research Systems p. 82			GUI		●				Yes		

Miscellaneous Software Software Title/ Company/Listing page#	Audience Response	Data Cleaning/Sorting	Data Conversion	Data Delivery/Archiving	Data Mining/Perceptual Map	Decision Support	Demographic	Field Management	Focus Group Management	Name/Tag-line Development	Online Focus Group	Panel Management	Phone Number Screening	Predictive Dialing	Sampling Systems	Translation	Web Usability
ARCS® ARCS® IVR Systems p. 79												●					
2D VOG SensoMotoric Instruments p. 93	●																
3D VOG SensoMotoric Instruments p. 93	●																
ARC GIS9 Business Analyst ESRI Business Information Solutions p. 83							●										
ARGUS Perceptual Mapper Spring Systems p. 94					●	●											
Arthur The Analytical Group, Inc. p. 78			●														
ASDE Survey Sampler - Canada ASDE Survey Sampler p. 79															●		
ASDE Survey Sampler - USA ASDE Survey Sampler p. 79															●		
BrandMap WRC Research Systems, Inc. p. 98					●												
BrandProfiler WRC Research Systems, Inc. p. 98					●												
BrandTrend WRC Research Systems, Inc. p. 98				●													
Bulletin Board Focus Groups Itracks p. 86											●						
CAPI Manager VOXCO p. 97								●									
CART Salford Systems p. 92					●												
Clementine SPSS Inc. p. 94					●												
Community Coder ESRI Business Information Solutions p. 83		●					●										
ConsumerPoint Claritas Inc. p. 80						●	●										
Cutom Panel Building Itracks p. 86															●		
Data Tailor MDSS p. 86		●						●	●			●					
DataFit/DataFit X Oakdale Engineering p. 89					●												
DecisionPad Apian Software p. 79						●											
DialQ Tele Sage, Inc. p. 96														●			
Dub Panel Man NEBU b.v. p. 89								●				●					

Miscellaneous Software Software Title/ Company/Listing page#	Audience Response	Data Cleaning/Sorting	Data Conversion	Data Delivery/Archiving	Data Mining/Perceptual Map	Decision Support	Demographic	Field Management	Focus Group Management	Name/Tag-line Development	Online Focus Group	Panel Management	Phone Number Screening	Predictive Dialing	Sampling Systems	Translation	Web Usability
DynaMap/Census Geographic Data Technology, Inc. p. 84							●										
East 3.0 Cytel Software p. 82						●											
E-Scrub PDPC, Ltd. p. 90		●															
ESPRI Information Tools Ltd. p. 84					●	●											
E-Tabs Enterprise E-Tabs p. 83				●													
E-Tabs Interactive E-Tabs p. 83				●	●												
E-Tabs Lite Reader E-Tabs p. 83				●		●											
E-Tabs Professional Reader E-Tabs p. 83				●													
E-Tabs Web E-Tabs p. 83				●		●											
E-Tabs Writer E-Tabs p. 83				●		●											
Eval Builder Your Perceptions p. 98	●																
EzMedia Plan New Age Media Systems, Inc. p. 89				●	●												
Forecast Pro Business Forecast Systems p. 80						●											
Forecast Pro Unlimited Business Forecast Systems p. 80						●											
Forecast Pro XE Business Forecast Systems p. 80						●											
GENESYS Sampling Systems GENESYS Sampling Systems p. 84															●		
GENESYS-Plus GENESYS Sampling Systems p. 84													●				
HARMONI Information Tools Ltd. p. 84					●	●											
Headliner Austin NameStormers p. 80										●							
iMARK Claritas Inc. p. 80						●	●										
iMARK Online Claritas Inc. p. 80						●	●										
i-measure Modern Survey, Inc. p. 88						●					●						
InsightPanels InsightExpress, LLC p. 84								●							●		

Miscellaneous Software Software Title/ Company/Listing page#	Audience Response	Data Cleaning/Sorting	Data Conversion	Data Delivery/Archiving	Data Mining/Perceptual Map	Decision Support	Demographic	Field Management	Focus Group Management	Name/Tag-line Development	Online Focus Group	Panel Management	Phone Number Screening	Predictive Dialing	Sampling Systems	Translation	Web Usability
InstantSurvey NetReflector, Inc. p. 89	●																
Ioxphere Xorbix Technologies, Inc. p. 98	●																●
IPSS Senecio Software, Inc. p. 93							●										
iViewX SensoMotoric Instruments p. 93	●																
iXPRESS Claritas Inc. p. 80						●	●										
KMRQuest Kantar Media Group (KMR) p. 86					●	●	●										
LogXact Cytel Software p. 82						●											
MapInfo Tetrad Computer Applications, Inc. p. 96							●										
MapInfo Professional/MapX MapInfo Corporation p. 86							●										
MapPoint Tetrad Computer Applications, Inc. p. 96							●										
Maptitude Caliper Corporation p. 80							●										
Maptitude for Redistricting Caliper Corporation p. 80							●										
Maptitude for the Web Caliper Corporation p. 80																	●
MarketMiner MarketMiner, Inc. p. 86						●											
MARS Salford Systems p. 92						●											
MI Pro Research Studio MI Pro USA, Inc. p. 88	●	●		●		●	●	●									●
Microtab XP 2005 - Charting Module Microtab, Inc. p. 88						●											
Microtab XP 2005 - Professional Edition Microtab, Inc. p. 88		●															
Microtab XP 2005 - Standard Edition Microtab, Inc. p. 88		●															
Microtab XP 2005 SPSS Module Microtab, Inc. p. 88		●														●	
MiningSolv Decision Suppoprt Sciences p. 82					●												
MktSIM Spring Systems p. 94						●											
M-Link The Analytical Group, Inc. p. 78			●														

Miscellaneous Software Software Title/ Company/Listing page#	Audience Response	Data Cleaning/Sorting	Data Conversion	Data Delivery/Archiving	Data Mining/Perceptual Map	Decision Support	Demographic	Field Management	Focus Group Management	Name/Tag-line Development	Online Focus Group	Panel Management	Phone Number Screening	Predictive Dialing	Sampling Systems	Translation	Web Usability
MPE Data Entry & Editing DATAN, Inc. p. 82					●												
mr Studio SPSS Inc. p. 94		●		●													
MR Translate SPSS Inc. p. 94																●	
MRDCL Marketing & Research Data Consultants p. 86		●															
MrHUB Marketing & Research Data Consultants p. 86				●		●											
mTAB Research Analysis System PAI-Productive Access, Inc. p. 89					●	●											
N6 (formerly NUD*IST 6) QSR International p. 92						●											
NamePro Austin NameStormers p. 80										●							
Nebu Office Suite NEBU b.v. p. 89						●											
Net-ACA Global Market Insite, Inc. (GMI) p. 84						●											
Net-DB Global Market Insite, Inc. (GMI) p. 84											●						
NET-Focus Global Market Insite, Inc. (GMI) p. 84											●						
Net-Panel Global Market Insite, Inc. (GMI) p. 84								●									
NVIVO QSR International p. 92						●											
Online Focus Groups Itracks p. 86									●								
OnTraq Marketing & Research Data Consultants p. 86		●															
PASS Dataxiom Software, Inc. p. 82															●		
PCensus Tetrad Computer Applications, Inc. p. 96							●										
PEER Forecaster Delphus, Inc. p. 82						●											
PEER Planner for Windows Delphus, Inc. p. 82						●											
Perception Analyzer MSInteractive - Perception Analyzer p. 88	●																
Postal Carrier Route Polygons Sammamish Data Systems, Inc. p. 93							●										
Power & Precision Dataxiom Software, Inc. p. 82															●		

Miscellaneous Software

Miscellaneous Software Software Title/ Company/Listing page#	Audience Response	Data Cleaning/Sorting	Data Conversion	Data Delivery/Archiving	Data Mining/Perceptual Map	Decision Support	Demographic	Field Management	Focus Group Management	Name/Tag-line Development	Online Focus Group	Panel Management	Phone Number Screening	Predictive Dialing	Sampling Systems	Translation	Web Usability
PrefSolv Decision Suppoprt Sciences p. 82					●												
PRO-T-S Telephony Systems PRO-T-S Telephony Systems p. 90														●			
P-STAT P-STAT, Inc. p. 90		●													●		
QBAL Jan Werner Data Processing p. 98															●		
QGEN Jan Werner Data Processing p. 98		●															
Q-Leap The Analytical Group, Inc. p. 78			●														
QPSMR REFLECT QPSMR Limited p. 92						●											
Qualboard 20/20 Research - Online p. 97											●						
QuestionPro QuestionPro.com p. 92						●					●						
Quick Tally Quick Tally Audience Response Systems, Inc. p. 92	●																
Raosoft EZReport Raosoft, Inc. p. 92					●												
Raosoft EZSurvey Raosoft, Inc. p. 92						●											
Raosoft InterForm Raosoft, Inc. p. 92						●											
Raosoft SurveyWin Raosoft, Inc. p. 92						●											
Reply Fleetwood Group, Inc. p. 83	●					●											
Report Direct Marketing & Research Data Consultants p. 86				●													
Research Reporter Insight Marketing Systems Pty. Ltd. p. 84				●	●	●		●									
Research Tracker II MDSS p. 86							●	●	●			●			●		
Research Tracker II for Medical Respondents MDSS p. 86							●	●	●			●			●		
Rog Panel Rogator AG p. 92								●							●		
RV2 Able Software Corp. p. 78							●										
SegmentSolv Decision Suppoprt Sciences p. 82					●												
SendQ TeleSage, Inc. p. 96				●		●											
Smart Forecasts Smart Software, Inc. p. 93						●											
Snap Express Snap Software p. 94						●											
Snap3 Snap Software p. 94						●											

Miscellaneous Software Software Title/ Company/Listing page#	Audience Response	Data Cleaning/Sorting	Data Conversion	Data Delivery/Archiving	Data Mining/Perceptual Map	Decision Support	Demographic	Field Management	Focus Group Management	Name/Tag-line Development	Online Focus Group	Panel Management	Phone Number Screening	Predictive Dialing	Sampling Systems	Translation	Web Usability
Snapline Snap Software p. 94						●											
Snaptrac Snap Software p. 94						●											
SOLAS Dataxiom Software, Inc. p. 82															●		
Sp-Link The Analytical Group, Inc. p. 78			●														
SPSS Text Analysis for Surveys SPSS Inc. p. 94						●											
SSI - SNAP Survey Sampling International p. 96															●		
Statistics Calculator StatPac, Inc. p. 94						●											
StatXact Cytel Software p. 82						●											
StatXact Procs for SAS Users Cytel Software p. 82						●											
SuperCROSS Alta Plana Corporation p. 78				●	●	●											
SuperSTAR Alta Plana Corporation p. 78		●		●		●											
SuperWeb Alta Plana Corporation p. 78				●		●											
Surview Sales Development Bruce Bell & Associates, Inc. p. 80						●											
Tactician Online Tactician Corporation p. 96							●										
The Rite Site Easy Analytic Software, Inc. p. 83							●										
TransCAD Caliper Corporation p. 80							●										
Trial Map Spring Systems p. 94						●											
Turbo Spring-Stat Spring Systems p. 94					●	●											
USORT The Uncle Group, Inc. p. 97		●															
Vertical Mapper Tetrad Computer Applications, Inc. p. 96							●										
Vital Security Finjan Software p. 83																	
WinLink The Analytical Group, Inc. p. 78			●														
WordCruncher Hamilton-Locke, Inc. p. 84	●	●		●		●	●										
Xsight QSR International p. 92						●											
Zipfind Xionetic Technologies, Inc. p. 98							●										

index of advertisers

classified ads

level of certification they qualify for and any advancement criteria. In instances where the certification staff feels it cannot properly gauge an applicant's qualifications, the application will be submitted to a certification review committee made up of industry volunteers for further consideration.

Once a certification level is conferred, the researcher has two choices: he or she can maintain a certification level by accruing contact hours through taking relevant, approved courses; or he or she can advance to new levels by earning a specified amount of continuing education units.

While there are definite standards that must be met for the education component of the process, the MRA has wisely left broad the list of acceptable outlets by including entities such as the MRII or the research program at the University of Georgia along with association-sponsored events and training from firms like the Burke Institute or RIVA.

Improve the view

The idea of certification is not a new one, having been bandied about in various forms many times. But a few years ago, as the MRA board of directors searched for ways to enhance the external view of the profession while also improving from within, the drive for certification gained renewed energy.

Another impetus was the increasing level of government attention toward a profession that had long operated under the radar, says Elyse Gammer, MRA operations officer. "For many years few people in government paid attention to this industry. But as the amount of money spent on research has grown and the number of laws dealing with privacy has increased, the government started paying more attention. One of the things that spurred the board on was the increasing likelihood of government regulation. We felt that our profession would be on a much better footing in the eyes of regulators if we self-regulate. So the goal of showing the government that we are self-regulating rose in importance to almost equal the goal of elevating the level of the profession in the consumer's eyes," Gammer says.

Gammer and MRA Director of Programs Linda Schoenborn worked with MRA Executive Director Larry Hadcock and a horde of other staff and volunteers to create the PRC program. Hadcock, who has experience developing certification programs for other associations outside the research industry, says the process usually takes three years. "There is normally a big learning curve to develop a program. But this program was the fastest I've ever been involved in putting together. One, we had Elyse and Linda, who are knowledgeable about the profession and the industry organizations. And two, we had an outstanding group of volunteers who gave us a lot of hours of work. And as a result we were able to put the program together in nine months," he says.

"Everyone involved was inspired to work on it because they saw the value in what we were doing and were so supportive of the whole idea," Schoenborn says.

Spread the word

The MRA is searching for a PR firm to help spread the word about the certification program. In addition, at industry conferences, efforts will be made to hold events of interest to the mainstream media, during which the PRC program will be mentioned, in the hopes that the public will eventually become familiar with the idea of certified researchers. And as the industry responds to suggers and other problems, spokespeople will urge the public to look for certification as a way to tell the legitimate researchers from the bogus ones.

Hadcock says that one hoped-for fringe benefit of the program is to stem the tide of declining respondent cooperation. "One of the underlying issues is still the problem of respondent cooperation. We feel that as the program matures and researchers are keeping their skills up, using best practices, we will see some return in the form of an increase in respondent cooperation," he says.

More information on the program can be found at www.mra-net.org. | Q

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.: 952-854-5101; Fax: 952-854-8191; E-mail: info@quirks.com; Web address: www.quirks.com. Periodicals postage paid at Minneapolis, MN and additional mailing offices.

Subscription Information: U.S. annual rate (11 issues) $70; Canada and Mexico rate $100 (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.

Editorial policy: We invite submission of manuscripts from outside sources. Write or call for guidelines. Send press releases and other editorial material to Joseph Rydholm, editor (joe@quirks.com). We reserve the right to edit any manuscript.

Reprints: For information on article reprints, please contact FosteReprints at 866-879-9144 or at order@fostereprints.com or visit www.fostereprints.com.

trade talk

By Joseph Rydholm, *Quirk's* editor

A certifiably good idea

One of the things I've long admired about the research industry is its commitment to making things better. From the high level of knowledge-sharing that I see at industry conferences to proactive efforts on training and education and thwarting potentially damaging legislation, researchers and the organizations they belong to all seem to be working toward a common set of goals: make research more effective as a business tool; strive to define and refine best practices; and show government and consumers that there is a marked difference between true marketing research and the sham versions of it used by dishonest marketers.

Further evidence of this drive to thrive should come late this month, when the Marketing Research Association (MRA) is scheduled to have finalized the Professional Researcher Certification (PRC) program. Though the PRC program was established and will be administered by the MRA, it is the result of months of hard work by a committee of researchers from all segments of the business (end users, research design and analysis, and data collection and related services) - whose members represent the various industry associations (MRA, the Council for Marketing and Opinion Research, the American Marketing Association, the Interactive Marketing Research Organization, etc.) - and educators from the University of Georgia and the Marketing Research Institute International.

Grandfathered in

The first phase of the program will be a two-year period during which interested researchers can apply and be grandfathered in, as long as they meet the criteria. After the two-year period, applicants will have to take a test in addition to submitting the necessary documentary proof of their level of professional education and achievement.

The three certification segments are: data collection, research suppliers/providers, and end users. Within the segments are sub-groups. For example, data collection sub-groups include mall, telephone, online, and ethnographic research. And within the subgroups are job titles such as facility owner, facility manager, etc.

Applying for certification will be a four-step process:

Step 1: Applicants will view the list of certification segments to determine the area in which they would like to apply for certification.

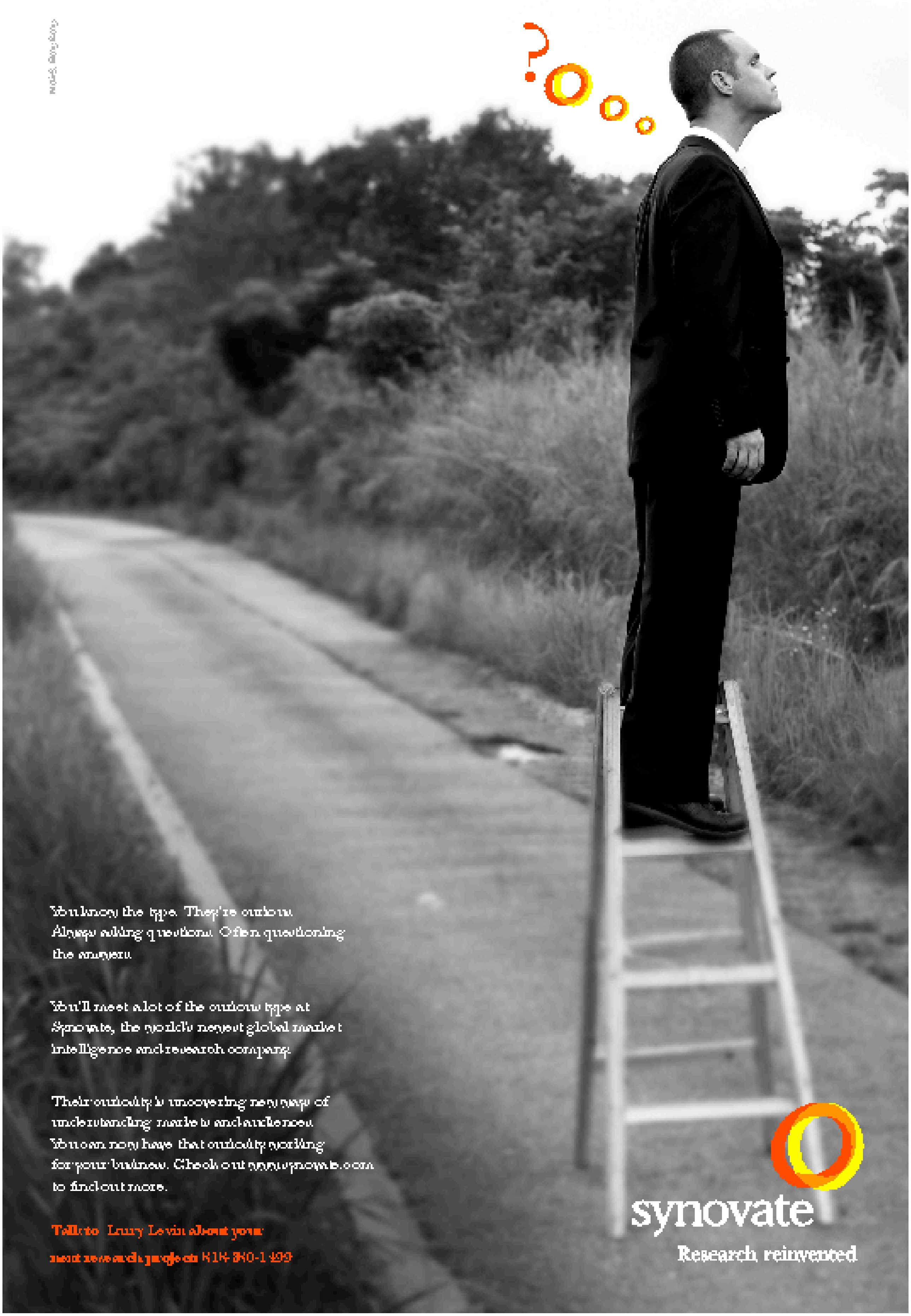
Step 2: They complete and forward the application to MRA headquarters.

Step 3: The MRA certification staff will review the application.

Step 4: If appropriate, the certification staff confers certification. The staff will also advise the applicant on the requirements to maintain that certification and, if the applicant chooses, to advance to the next level of certification.

One guiding principle of the program is to consider both an applicant's education and his or her experience when determining the

continued on page 125


You know the type. They're curious.
Always asking questions. Often questioning
the answers.
You'll meet a lot of the curious type at
Synovate, the world's newest global market
intelligence and research company.
Their curiosity is uncovering new ways of
understanding markets and audiences.
You can now have that curiosity working
for your business. Check out www.synovate.com
to find out more.
Talk to Larry Levin about your
next research project: 818-380-1499
synovate
Research reinvented