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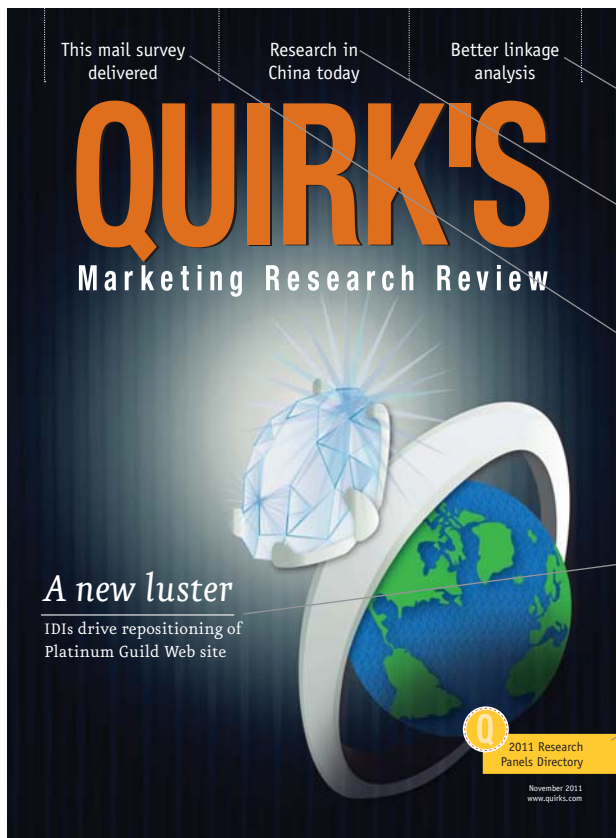
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In Case You Missed It

news and notes on marketing and research

●●● consumer psychology

Study finds it's expensive to let down your guard

Ever wonder why luxury products and services, such as high-end boutiques and luxury hotels, often present relaxing environments? As it turns out, with all else being equal, consumers are willing to pay higher prices if marketers are able to relax them first.

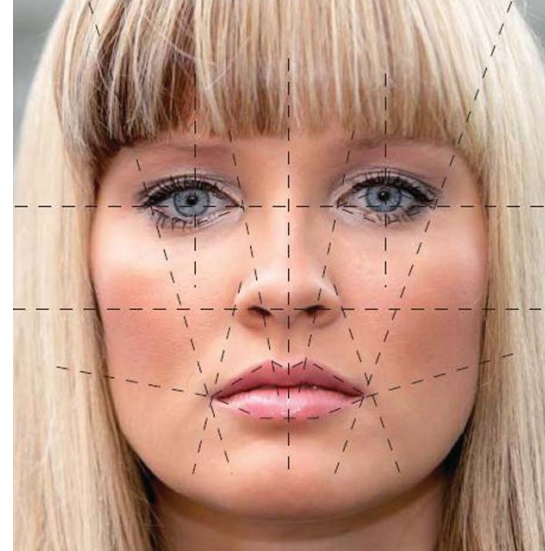
States of relaxation consistently increase the monetary valuations of products, actually inflating these valuations by about 10 percent, according to a paper by Michel Tuan Pham, Iris W. Hung and Gerald J. Gorn in the *Journal of Marketing Research*.

This phenomenon was demonstrated in six experiments involving two different methods of inducing relaxation, a large number of products of different types and various methods of assessing monetary valuation. In all six experiments, participants who were put into a relaxed affective state reported higher monetary valuations than participants who were put into an equally-pleasant but less-relaxed state.

In one simulated bidding study, relaxed participants bid about 11 percent higher for a digital camera than less-relaxed participants. Whereas the less-relaxed participants' bids were close to the product's estimated market price on online auction sites, relaxed participants' bids were about 15 percent higher than the estimated market price. The same effect was observed across a large variety of products in other studies. Not only did relaxed participants think that relaxing products and services such as a spa treatment or a cruise were worth more, they also thought that exciting products and services (e.g., bungee-jumping sessions) and indulgent products and services (e.g., an ice cream sundae) were worth more as well.

According to the researchers, relaxed consumers think products are worth more than less-relaxed consumers because relaxed individuals tend to think about the value of products at a more abstract level. For example, when bidding for a camera, relaxed participants focused more on what the camera would enable them to do (e.g., collect memories) and how desirable and advantageous it was to own it, while the less-relaxed participants focused more on the concrete features of the camera itself (e.g., the number of megapixels it had, the shutter speed, etc.).

"The study reveals a psychological reaction to the biology of being relaxed: Your system thinks there is no threat in the environment. As a result, you tend to perceive various things as more desirable. Shoppers should be aware of how this impacts their decision-making," said Pham. And so, it's clear, should marketers.



●●● ad research

Facial recognition for advertising hits the streets

Technology that was once only seen in movies has become a reality for advertisers. According to Shan Li and David Sarno's August 21 article, "Advertisers start using facial recognition to tailor pitches," in the *Los Angeles Times*, facial recognition technology works by digitally measuring the distance between the eyes, the width of the nose, the length of a jawline and other data points. The measurements are then compared to standardized codes that represent features typical of males and females in various age brackets.

Once a viewer's demographic profile is established, targeted ads will appear.

The technology can be installed into kiosks, vending machines and digital signs. The Venetian resort, hotel and casino in Las Vegas has started using it on digital displays to tailor suggestions for restaurants, clubs and entertainment to passersby. Kraft Foods Inc. and Adidas say they are planning to experiment with it as early as this year to push their products.

"If it recognizes that there is a female between 25 to 29 standing there, it may surmise that you are more likely to have minor children at home and give suggestions on how to spice up Kraft Macaroni & Cheese for the kids," said Donald King, vice president, retail experience, at Kraft.



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A new look for the next stage

I like the view from up here! My column's move from the back of the magazine to its new home is just one of the many changes you'll find in this issue as we debut our new look. We had been contemplating an update for some time (our last major refresh came in December 2003 – hard to believe it's been so long!) and eventually decided that this month's issue, coming on the heels of our 25th anniversary edition, was a good time to roll out the redesign.

A fresh start for what we hope is another 25 successful years!

We've kept the core format and content basically the same. We've got a new typeface, a new color palette and more options for how our features are laid out. We're planning to refresh the look of our e-newsletter as well and, once that's done, our overall aim is to have more continuity of appearance across our various outlets (the print magazine, quirks.com, the e-newsletter and our mobile apps).

We've split our departments up a bit, keeping In Case You Missed It, Survey Monitor and Product and Service Update in the front, moving Research Industry News and

Names of Note closer to the back and adding in more graphics to give the front sections of the magazine more color and (hopefully) more readability.

Given that this is a monthly print publication, presenting the news has never been our main concern but we still want the magazine to serve as a compendium of industry happenings big and small, whether it's a major piece of legislation affecting marketing research or Research Company X debuting a new Web site. So we'll continue assembling the newsier departments as we always have.

You'll notice a new look to the entries in the up-front departments. To make them a bit more user-friendly, each one will first feature a tag indicating the industry or type of research it's about, followed by a short headline and then a longer, more explanatory headline. Our aim here was to help you scan the pages for the stuff that's of greatest relevance to you and get the most out of your time with us.

Truly appreciated

The fact that you choose to spend time with us is truly appreciated – especially these days, with the proliferation of online and other sources competing for your attention. My hope, as editor, is that you'll continue to see our content – in all its forms, whether it's this magazine, our e-newsletter or our



Joe Rydholm can be reached at joe@quirks.com

resource-packed Web site – as valuable, informative, useful and, dare I say it, entertaining.

That's the same formula we used in our first 25 years and, based on the wonderful comments we received from readers at the Corporate Researchers Conference in Chicago in September, it seems to have served us well. Those of us who were lucky enough to work at our booth in the expo hall were overwhelmed by the outpouring of affection you showered upon us. (I lost count of the number of times the word "love" was used!) It was a gratifying and truly uplifting experience.

As always, we welcome your feedback, positive or otherwise. And not just on the new look. If there are stories you want us to do or topics you want us to cover, let me know. What would you like to see more of? Less of? What keeps you awake at night? What makes you glad to be a marketing researcher each day? Give me a call (651-379-6200 x204) or drop me a line (joe@quirks.com). Help us shape the future of Quirk's.



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Short a respondent? Grab the maid.

| By Art Shulman



snapshot

War Stories presents true-life tales from the research trenches.

Al Roberts was moderating a group of data processing managers and for his first question, he asked them to describe their communications systems. One panelist went on to describe his at great length and in painful detail. After at least 10 minutes of his droning on, with no one else talking, the respondent concluded with, “And that’s it in a nutshell.”

An anonymous owner of a full-service research company (someone I know well) who was having bad times moved into office quarters he was not very proud of. Loose wires hung from the ceiling, holes and gouges were in the walls, the carpet was frayed. Shortly afterward he received a call from a major client he’d never met in person who was anxious to come over and meet him at his office. The owner gave various excuses why this would not be possible but the client could not be dissuaded. Arrangements were made for a visit the next day.

The resourceful owner then went to a home supply store and bought a whole bunch of stuff. And when the client showed up the next day, the entire office – walls, floors, desks – was covered in drop cloths and half the staff was in painter’s overalls. Paint cans abounded.

When the client arrived he was very embarrassed at having intruded in this work, apologized for having done so and left post haste.


Another research company owner (who also prefers anonymity) was about to hold a presentation for his client group in his company’s conference room. His clients were scheduled to arrive at the office momentarily when all of a sudden his ex-wife showed up, drunk and very

mad at him for some perceived injustice. She started to rant at him.

So, he did what he had to do. He walked down the corridor opposite the conference room as she followed him, ranting all the while. When he got to almost the end, he opened up a closet, ushered her in and locked the door. He then instructed his staff not to let her out until his clients had left.

When they finally did leave and they opened the door, she was there on the floor, sleeping it off.

Here are some events that actually happened to Jim Nelems of The Marketing Workshop:

- A focus group recruiter, having to set up the groups in a local motel because there were no group facilities in the market, recruited three maids from the motel as participants when the scheduled respondents did not show up at 6 p.m. Similarly, a field service recruited the express courier to be in the group since he arrived at the time they were short one male for the morning group.
- The videotape contractor hired to tape a set of focus groups set up the camera in the observation room. He then went into the focus room and sat down because the field service had recruited him as a participant in the group, saying that he was not employed by a research firm since he was an “independent contractor.” 

Art Shulman is president of Shulman Research, Van Nuys, Calif. Send your tales of research-related wackiness to him at artshulman@aol.com. Contributors may remain anonymous.



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Somewhere, Tony Hayward is chuckling

Federal government falls below oil industry in Americans' view

The success or faltering of various industries in the U.S. depends as much on public perception as it does on performance and this year the American government is in the proverbial doghouse, according to a survey from Gallup, a Washington, D.C., research company. For the first time, the federal government came in at the absolute bottom as being viewed the least positively, displacing the oil and gas industry.

Seventeen percent of Americans have a positive view of the federal government – the lowest of any sector – while 63 percent have a negative image. The oil and gas industry was the only sector to have a higher negative rating, at 64 percent. Other poorly-ranked sectors include real estate, health care, banking and legal.

The deterioration in Americans'

views of the federal government began in 2004, correlated with a downturn in President George W. Bush's job approval rating and rising concerns about the Iraq war and the economy. Views turned slightly more positive in 2009 during Barack Obama's first year as president but dropped back down last year and again this year, likely reflecting rising concerns over the economy, as well as the increase in government spending and power. Other Gallup data show that Congress has the lowest approval rating in Gallup history and that satisfaction with the way things are going in the U.S. is near its all-time low.

Americans' views of a number of sectors have worsened dramatically between 2001 and 2011, or, in the case of the federal government, between 2003 – the first year Gallup asked

about it – and 2011. The image of the federal government and the real estate industry have dropped the most over the past decade. The percentage of Americans rating the government positively has declined 24 points since 2003 and the real estate industry's positive ratings have fallen 23 points since 2001. Other sectors with double-digit drops include the banking sector, education, accounting and health care.

Americans view four industries more positively now than they did in 2001: the Internet industry; electric and gas utilities; and the computer and movie industries. All five of the top-rated sectors are related to either computers or food. The current 72 percent positive rating for the computer industry is the highest such rating of any industry since Gallup began tracking business sectors in 2001.

The continuing high ratings for the computer and Internet industries likely reflect the global success of such American companies as Google, Apple and Facebook; the technology industry's apparent success even in this time of economic uncertainty; and the increasingly major role that technology plays in Americans' lives. It is less clear why food-related sectors such as the restaurant industry; farming and agriculture; and the grocery industry do so well in the eyes of Americans but it could reflect the U.S.'s relatively noncontroversial and efficient food supply system.

At the other end of the spectrum, poorly-rated sectors have been associated with various well-publicized political or economic problems in recent years. Americans' frustration with politicians and Washington – exacerbated by the contentious debt ceiling negotiations – comes through in the federal government's all-time-low image rating. The oil and gas industry has never done well in these image assessments, which is likely tied to



swings in gas prices and the overall high price of gas.

The bad image of the real estate industry most likely reflects the housing crisis that has beset the country in recent years and the poor image of the health care industry may reflect the rising cost of health care and uncertainty about access issues. Americans continue to view banks poorly, which clearly reflects lingering concerns from the 2008 financial crisis and subsequent failure of many banks around the country. Lawyers and the legal field have never had positive images. www.gallup.com



●●● social networks Burnish your firm's rep

Facebook pages tell customers companies cares

Facebook can be a valuable tool for gaining feedback but simply having a Facebook page might also enhance consumers' perceptions of a company's brand. One-quarter of online Americans agree strongly with the statement, "If a company has a Facebook page, it means they are interested in what customers have to say," according to data from Polaris Marketing Research Inc., Atlanta. Another 51 percent of online Americans agreed somewhat with this statement.

Additionally, when asked how much they agreed with the statement, "If a company has a Facebook page, I tend to think more highly of their products or services," 9 percent of online Americans agreed strongly. Another 33 percent agreed somewhat.

Surprisingly, this finding did not

vary widely across demographics. Only males and older respondents (50 years and older) were less likely to agree with the statement, "If a company has a Facebook page, it means they are more interested in what customers have to say." The statement, "If a company has a Facebook page, I tend to think more highly of their products and services" showed no variation by respondent demographics. www.polarismr.com



●●● brand research You complete me

2011 loyalty leaders show the value of an emotional connection

Brand loyalty can be difficult to predict but tracking these metrics helps to shed some light on why consumers choose to stick with certain brands. Brand loyalty has always been primarily driven by emotion and now more than ever consumers seek to emotionally connect with brands that stand for something – and also to connect with each other.

According to the 2011 Brand Keys 100 Loyalty Leaders index from New York consultancy Brand Keys, some brands have suffered loyalty losses in the past year as consumers shifted to less-expensive brands that were more meaningful. "Brands that understand that real emotional connections can serve as a surrogate for added value can create stronger

loyalty bonds no matter the economy," says Amy Shea, executive vice president, brand development, at Brand Keys.



The 2011 Brand Keys Loyalty Leaders List includes 528 brands in 79 categories. The brands in the 2011 top 100 include: Amazon, Apple iPhone, Facebook, Samsung cell phones, Apple computers, Zappos, Kindle, Patron tequila and Mary Kay cosmetics.

Beauty brands, like Mary Kay, Estée Lauder, Crest Whitestrips and Maybelline accounted for one-third (32 percent) of the brand loyalty leaders. Social networks – a new category in the 2011 index – had three of the six brands consumers identified ranked in the top 25 brands that generate the strongest consumer loyalty.

Technology brands account for 20 percent of the top 50. Samsung appears to be this year's loyalty MVP, winning mentions in four categories: cell phone (No. 4), computers (No. 44), smartphones (No. 57) and HDTV (No. 80). Technology loyalty leaders include: Apple (twice, iPhone and computers), Samsung (twice, cell phones and computers); Kindle, Google, LG, Bing, Sanyo and Sony Ericsson.

Mirroring the 2010 rankings, 16 percent of the top 50 Brand Keys Loyalty Leaders are retail brands (bricks and clicks). Amazon moved to the No. 1 spot, displacing the iPhone (No. 2). However, other retailers generally ranked lower than last year: Zappos (No. 6 and new to the 2011 list), Walmart (No. 13, down from No. 3 in 2010), J. Crew (No. 21, down 8 spots); Target (No. 33, down 7), Sam's Club (No. 38, down 9), Kohl's (No. 44, unchanged) and BJ's (No. 50, down 7).

Of the top 50 brands, 12 percent were alcoholic beverages, the same as 2010, in the two categories surveyed: vodka and tequila. This year's vodka category leaders included: Grey Goose, Ketel One, 3-Olives and Stolichnaya. In

tequila, it was Patron and Don Julio. No beer brand made it to the top 50, though Sam Adams placed 58th. Four other vodka brands and one tequila brand fell into the 50-to-100 loyalty range.

On the other side of the bar, Dunkin' Donuts coffee (No. 12, up from No. 14 in 2010) and McDonald's coffee (No. 26, down from No. 18) were the only other beverage brands to make the top-50 loyalty rankings. Starbucks demonstrated the largest increase in the rankings, ending up No. 100, up from



No. 432 last year.

Automotive brand loyalty rankings were generally unchanged from 2010. Only Hyundai made the top 50, in the No. 7 position, down one place from last year. Toyota, a perennial loyalty leader, dropped from No. 37 in 2010 to No. 59.

Some brands that showed the greatest gains in loyalty, vaulting them into the top 100 included: Starbucks (+352); Skechers (+290); Ford (+237); and Overstock.com (+150). Among the brands in the top 100 that saw the greatest losses in loyalty were: Nokia (-63); BlackBerry (-51); Chanel cosmetics (-23); Eucerin skin moisturizer (-23); True Value (-21); and 3-Olives vodka (-18).

Out of all 528 brands included in the 2011 survey, the bottom 10, for which consumers showed the lowest levels of loyalty, include Bank of America; Dr. Pepper; Budweiser; Friendster; BP; Tylenol (OTC allergy); NHL; Taco Bell; American Apparel; and Borders.

www.brandkeys.com/awards/leaders.cfm



●●● healthy eating What's Esperanto for 'Eat your veggies'?

Parents everywhere seek good nutrition for their kids

The parental wish for children to eat healthy foods appears to be universal. In a study from New York research company Ipsos Marketing, parents from around the world were given a list of benefits their children may receive from eating healthy foods and asked to rank which benefits were most important. On a global basis, "healthy heart" was ranked highest in importance, followed closely by "reduced risk of disease later in life," "better brain development" and "better immunity."

Differences in priorities were found to exist across countries. Heart health was most important to parents in Spain, Turkey, Belgium, Russia and the U.K. Reduced risk of disease was most important to parents in France, Italy, Sweden and Germany.

Increasingly, parents are finding more support from their local governments as new regulations may force sweeping changes about how packaged foods are marketed to children. Legislation already exists in several countries that restricts food advertising to children, including Sweden, Norway, Canada, the U.K., South Korea and France.

"Parents are demanding nutritious and functional foods to serve their

children while new regulations are restricting marketing efforts for less-healthy food options. At the same time, manufacturers need to appeal to children by offering great-tasting food with 'kid appeal,' as children still influence food purchases in many countries," says Lauren Demar, global CEO, Ipsos Marketing, consumer goods.

www.ipsos-marketing.com



●●● word of mouth Glad you asked

Consumers appreciate being invited to write online reviews

Companies of all sizes are becoming more aware of their online reputation but this can be especially significant for local businesses for whom good word-of-mouth can go a long way. What many companies may not realize is that consumers are more than willing to provide feedback online and many consider it a feather in the cap of the company's customer service when they invite reviews and feedback online. According to Needham, Mass., research company RatePoint, 70 percent of consumers say they would appreciate being asked to write a review by a local business, while only 6 percent say they would rather not be asked.

Without prompting from a business, consumers may be more likely to post reviews about their negative experiences. More than 40 percent said they were very likely to post a review after experiencing poor service, while 32 percent were very

likely to post after good service.

“Consumers appreciate being asked and are waiting to post reviews about their positive experiences. If local businesses never ask for reviews, they are missing out on a wealth of positive feedback that will attract new customers,” says Keith Cooper, CEO of RatePoint.

The online review dialogue isn’t limited to just asking for reviews. Sixty-six percent of survey respondents stated they would be likely to consider a business that publicly responds to positive online reviews, while 40 percent indicated they are likely to consider a local business that responds to a negative online review.

“Sometimes a negative review can turn off a customer but our consumer behavior study shows a public response from the business can win back a customer who might have otherwise taken their business elsewhere,” says Cooper. www.ratepoint.com



●●● social networks
'Addicting' for some, 'annoying' for others

Majority of Americans view social networking experiences positively

Two-thirds of adult Internet users (65 percent) now say they use a social networking site like MySpace, Facebook or LinkedIn, up from 61

www.quirks.com

percent in 2010, and most users see it as a positive addition to their lives, according to the Pew Research Center, Washington, D.C.

When social networking users were asked for one word to describe their experiences using social networking sites, “good” was the most common response. Overall, positive responses far outweighed the negative and neutral words that were associated with social networking sites (more than half of the respondents used positive terms). Users repeatedly described their experiences as “fun,” “great,” “interesting” and “convenient.” Less common were superlatives such as “astounding,” “necessity” and “empowering.”

Negative responses were recorded for roughly one-fifth of respondents who answered this question and these answers included a far more diverse array of adjectives and, at times, exple-

tives. Frustrations were evident among respondents who described their experiences using the networks as “annoying,” “overwhelming,” “boring,” “confusing” and “overrated.” Many respondents offered the words “addictive” or “addicting” as the first thing that came to their mind, while a sizable ambivalent group said their experiences had simply been “okay.” These neutral descriptions were also quite varied, though terms that indicated little experience with the sites were common in this group.

Because the open-ended question asked respondents to “use one single word to describe your experiences using social networking sites,” the adjectives that were shared point to both the user’s interactions on the sites and the functionality of the interface. For instance, one user described her experiences on the sites as “noisy” while another used the word “glitches.” www.pewinternet.org

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●●● online research Track me, please

ZQ Digital Tribe service monitors respondents' online lives

Luth Research, San Diego, has debuted ZQ Digital Tribe, a solution intended to provide companies with direct visibility into the daily digital lives of their customers and prospects. With ZQ Digital Tribe, a client-specified group of 200 individuals agree to have their digital lives monitored for a period of up to three months by downloading the online tool. The ZQ Digital Tribe's online behavior is tracked and integrated with customized survey and transactional data. The offering is designed to allow users to monitor brand relationships and competitors by providing a holistic view of consumers. www.luthresearch.com

●●● customer experience A complete picture

Synovate and ResponseTek collaborate to deliver real-time CEM solution

Research companies Synovate, Chicago, and ResponseTek, Vancouver, B.C., have partnered to provide clients with an online platform intended to collect, analyze and report customer data from various sources. The platform aims to help manage the

customer experience down to a transactional level, integrating structured customer survey data and verbatim comments with unstructured social media feedback into a single platform.

Utilizing text mining and hot alerts, the platform also integrates with clients' existing customer feedback processes to manage and recover any dissatisfied customers, providing a 360-degree view of customer experience in real time.

www.synovate.com/ce/smarttracking

●●● mobile research A better Beacon

Software suite adds new mobile surveying functions

Fresno, Calif., research company Decipher Inc. has integrated new mobile capabilities into Beacon, its research software suite. The new capabilities aim to cover areas of survey development and deployment, allowing surveys to be customized and adapted for mobile, ensuring proper handling and an optimum experience for respondents.

The mobile technology is designed to detect the type of device each respondent is using and deliver an appropriate and optimized survey style. The Beacon system provides best-practice guidance for those building the survey to ensure that the format will work for mobile respondents. Platform updates with the mobile capabilities include automatic detection and awareness of mobile devices, tablets, desktop browsers and game consoles; survey compatibility for mobile devices, providing high-performance styles for low-bandwidth devices; feedback, instructions and warnings for users who are building surveys to maintain mobile surveying standards; and options for mobile compatibility integrated in the builder module of the Beacon platform.

Beacon also provides built-in functionality for users to author their own surveys, with numerous question formats, survey designs, multiple

languages and branding customization. A reporting portal monitors data collection in real time, providing various downloadable data file types and the ability to customize data. Beacon incorporates functions such as quality-control review tools, data cleaning, archiving and field monitoring.

www.decipherinc.com

●●● mobile research Insights anywhere, anytime

GutCheck goes mobile

Denver research company GutCheck has debuted GutCheck Mobile as a way for branding, corporate market research professionals, advertising agencies and market research-related companies to gain consumer insights anywhere, at any time, from any device. The mobile platform incorporates GutCheck's recruitment engine, which can sort through its panel of over five million research participants to find the right consumer to be interviewed then and there.

GutCheck clients will have immediate access to initiate and conduct research from their mobile devices by using their typical Internet login with no special downloads, codes or apps required.

<http://gutcheckit.com>

●●● survey analysis MarketSight 8.5

Single-click data updating added

MarketSight LLC, a Cambridge, Mass., research company, has released MarketSight 8.5, the latest version of its survey analysis software for market researchers, analysts and corporate clients. The latest release offers features such as ChartSync, which aims to allow users to update their charts

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and data in an existing PowerPoint deck with revised data in MarketSight with a single click; the ability to display the results of stat testing in charts, both online and when exported to PowerPoint; and the MultiTask List, a productivity enhancement tool intended to display the status of current background tasks in process, such as importing or exporting large items, while enabling users to continue working on other tasks within MarketSight. www.marketsight.com

●●● customer experience Finding the turning points

Maritz develops Make or Break CEM approach

Maritz Research, St. Louis, has developed a customer experience measurement technique, dubbed Make or Break. Make or Break is intended to allow companies to pinpoint the moments in a customer journey when their attitude toward a brand turns from loyal to devoted or from passive to disgusted.

Through interviewing 12,500 customers across a range of industries including technology, retail and banking and regions (North America, the U.K. and Germany) on topics such as customer service representatives, Web sites and automated call centers, Maritz has been able to explain two-thirds of the variability in overall satisfaction models. www.maritzresearch.com

●●● data analysis Your data, your way

Web Insights Navigator portal gets an update

Atlanta research company CMI has partnered with MarketSight LLC, a Cambridge, Mass., research

company, to update its Web Insights Navigator (WIN) portal, an analytics and reporting platform designed to provide statistical analysis of data and interactive charts.

The enhanced WIN portal features three tiers of access, which clients can select based on their individual needs. WIN Manager is designed for users who want easy online access to key information and insights provided by their CMI project manager. WIN Analyzer allows for quick, intuitive crosstabulation for clients who want to explore research data to access deeper insights. WIN Analyzer is for client-side researchers and corporate decision makers who are comfortable with analysis and want immediate answers to their questions. WIN Enterprise is a customized knowledge platform that facilitates data-driven communication and accountability throughout a client's organization. www.cmiresearch.com

●●● online and omnibus Quant profiling dives deeper

Omnibus service upgraded; panels connect with Facebook

Dallas research company Toluna has released the Toluna Global Omnibus, an omnibus service designed to offer fast nationally-representative feedback. Data is reported by age, gender, region, marital status, income, employment status, household size and the number of children in the household. Data can be provided in Excel or ASCII.

Product features include daily fielding and quick turnaround; ability to ask up to 30 questions; 1,000-5,000 completed interviews; and the ability to include media, audio and/or video.

Additionally, Toluna has released PanelPortal Connect, the integration of its online panel community management platform PanelPortal within Facebook. The platform is designed to

transform the value of Facebook fan data by adding profiling information.

PanelPortal Connect allows brands to invite their Facebook fans to join a branded panel community, hosted within their Facebook fan page. Facebook users can register, complete their profile information and take part in polls, surveys, discussions, blogs, onsite activities and more, without leaving the site. www.toluna-group.com

●●● omnibus research Social chats with quick results

TNS ChatterBus sessions gets omnibus participants talking

London research company TNS Omnibus has launched ChatterBus, an omnibus for social community online discussions. Each ChatterBus session online is designed to engage participants in conversation and discuss issues in an open forum. Clients can book time slots from five-to-90 minutes and receive conversation details in 24 hours. All sessions are professionally moderated and involve up to 10 participants drawn from the general public, recruited from TNS Omnibus's CAPI Omnibus survey. ChatterBus is currently in the U.K. only. www.tnsglobal.com

●●● online research The community has spoken

SodaHead offers Advanced Voting Demographics

Encino, Calif., online social community SodaHead has launched Advanced Voting Demographics,

designed to provide detailed free polling analytics online. Advanced Voting Demographics offers demographics, insights and results previously unavailable via a polling site.

Advanced Voting Demographics is available to all polls that reside on SodaHead.com that receive at least 25 votes and provides results broken down by demographics including age, gender, religious view, education, income, political views, sexual orientation, relationship status, employment status, number of children and whether the respondent considers him/herself a smoker or a drinker. Posing a question or survey on SodaHead.com is free of charge and results are instantly available on the site.

www.sodahead.com

●●● online research

Group your sample sources

Online sampling platform integrates data quality technology

Encino, Calif., research company uSamp has enhanced its self-service online sampling platform SampleMarket. The latest version of SampleMarket aims to allow users to add multiple suppliers of survey respondents to market research projects to centralize the research process by grouping together sample sources into a single project dashboard.

The update is also designed to provide full de-duping capabilities. SampleMarket has adopted San Francisco research company MarketTools Inc.'s TrueSample data quality technology, designed to identify and remove fake, duplicate and unengaged respondents from research samples. SampleMarket is browser-based and requires no software download or installation.

www.usamp.com

www.quirks.com

●●● quantitative research

Take control of your study

Tools let marketers react, respond while study is in the field

Target Research Group, Nanuet, N.Y., has launched Real Time Insights and Real Time Insights LIVE. Real Time Insights aims to let users analyze and react to incoming data in real time; change parameters or modify project design while testing is in progress; add new lines of questioning; or end a study early to save costs.

With the Real Time Insights LIVE option for central location studies, users can control the camera to watch respondents interact with the product and speak directly with them to gain greater depth of understanding. Using a split screen on the computer, it is possible to view responses to the questionnaire as they are entered and ask the respondent for clarification.

www.targetrealtime.com

●●● social media research

Improving intel online

MarketVision debuts SocialMedia IQ platform

MarketVision Research, Cincinnati, has launched SocialMedia IQ, a platform intended to help clients make sense of the social media conversation and drive positive brand behavior.

SocialMedia IQ's analysis pulls from over 95 million data sources with the goal of providing clients with insights and ideas to execute against within their marketing plans. The platform can also be used to enhance brand

health tracking; understand consumer language; create more effective communication; establish hypotheses prior to moving into additional research; and understand the competitive landscape.

www.mv-research.com/socialmediainsights

●●● Briefly

Marlborough, Mass., research education company Research Rockstar has released SurveyGrader, an online survey-grading tool created to help novice designers maximize the benefit from DIY market research tools. SurveyGrader is designed to identify a survey design's strengths and weaknesses and is available as a free service on the SurveyMedic Web site.

www.surveymedic.com

TechOrigami Software, India, has released Unmetric, a social media intelligence benchmarking tool that mines and distills data around the Facebook pages and Twitter IDs of leading brands. The tool currently provides data on Facebook and Twitter and includes specific benchmarks for various sectors. In addition, Unmetric offers an intelligence module designed to dissect the content strategies of brands on Facebook.

www.unmetric.com

20|20 Technology, a division of 20|20 Research Inc., Nashville, Tenn., has launched QualLaborate 2.0, a software platform built to serve as a concept evaluation and image markup tool. QualLaborate 2.0 works inside of 20|20's QualBoard platform and includes a feature called First Impression that is designed to capture participants' unbiased, gut-reaction opinions about each concept or idea and allow participants to use the markup tools to explain their overall reaction.

www.2020research.com

Saskatoon, Saskatchewan, research company itracks has expanded its online qualitative offering to include Reality Check, an online concept test that aims to allow consumers to complete a

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short survey and make comments and revisions to the subject matter before responding. In social media research, the new offering aims to interpret consumer-speak online as they discuss loves and hates about brands, categories, issues and trends.

www.itracks.com

■ Vancouver, B.C., research company Vision Critical has introduced the Vision Critical Customer Experience Management platform, designed to automate the collection and integration of data from customer surveys, CRM, transactional databases and social media to deliver a real-time view of the total customer experience that an organization is providing to customers.

Separately, Vision Critical has launched Quick Reports, a reporting module for its online community panel platform Sparq. Quick Reports is intended to generate customized online reports that can be shared via a Web link or e-mailed as Excel files via Sparq.

www.visioncritical.com

■ Kinesis Survey Technologies LLC, Austin, Texas, has published Evolving Best Practices in Mobile Surveys and Online Administration, a white paper focused on best practices concerning mobile survey design and delivery. It is available as a free download at www.kinesissurvey.com/resources/whitepapers.

■ DataSpace Software has released the beta version of DataSpace, a data viewing, analysis and sharing platform. The program is expected to include interactive charts, dashboard features and automated reports production.

www.dataspacehop.com

■ Montreal research company Voxco has launched Acuity4 Survey, an online survey software platform for enterprises and market research firms. Acuity4 Survey is designed to combine a survey-scripting engine with a new approach in user-interface design and includes tools such as a questionnaire logic engine; a WYSIWYG questionnaire edi-

tor; a questionnaire translator; e-mail invitation and management functions; and a results-reporting application.

www.voxco.com

■ Latinum Network, a Bethesda, Md., Hispanic business network, and Geoscape, a Miami research company, have partnered to provide Latinum members access to Geoscape's data and visualization tools through Latinum's online portal. Through this collaboration, users can utilize the basic-level Geoscape Intelligence System included as part of the Latinum membership to improve the understanding of Hispanic consumer insights.

www.geoscape.com

■ Boston research technology company SensoMotoric Instruments (SMI) has released SMI Eye Tracking Glasses, its binocular mobile eye-tracking glasses. The glasses feature binocular eye-tracking data; accuracy over all distances due to automatic parallax compensation; and scene details in HD quality. Two small cameras on the rim of the glasses capture the eye movements of the wearer and map the gaze point into the HD scene video.

www.eyetracking-glasses.com

■ MARSC Limited, a Surrey, U.K., research company, has released its MARSC.net v1.3 sampling and panel management system. Features new to version 1.3 include improved profile and activity filtering; introduction of custom dimensions enabling the combination of interlocking and non-interlocking sample selection methodologies; introduction of sample prioritization as an alternative to random selection; external files may be used as the base (or as an exclusion criteria), enabling the precise targeting of sample; and user-definable metadata fields allowing users to store more detail against sample jobs.

www.marsc.com

■ Austin, Texas, social media community NaturallyCurly has released TextureTrends, a report that includes market insights from 3,800 participants

and provides insights into the attitudes and purchasing behavior of people with curly, kinky and wavy hair (over 60 percent of the global population).

www.naturallycurlynetwork.com/texturetrends

■ Denver research company Qualvu has launched its Qualvu Share platform. Qualvu Share is intended to allow stakeholders and researchers to share consumer stories and insights that emerge from video highlights via a blog environment. In addition to enabling multimedia sharing, discussions built around consumer candid video comments can be downloaded in the form of a PDF.

www.qualvu.com

■ Nuremberg, Germany, research company The GfK Group has launched a scanner-based consumer panel in Turkey, which will be part of GfK's Europanel.

www.gfk.com

■ Irvine, Calif., research company SK&A and Cegecim Customer Information, the research division of French software company Cegecim, has expanded its Physician Connect custom market study capabilities for the U.S. health care market. Physician Connect has been integrated with OneKey, a data-verification and database service powered by SK&A.

www.skainfo.com

■ Little Rock, Ark., marketing technology company Acxiom has rolled out an incentivized survey that uses a door-drop to drive consumers to an online lifestyle questionnaire at www.surveystoday.co.uk. The survey is being launched in partnership with postal services operator TNT Post. The survey will run alongside Acxiom's existing online and paper-based questionnaires to bolster the company's data.

www.acxiom.com

■ Prosper Mobile Insights, a division of BIGresearch, Worthington, Ohio, has debuted the Prosper Mobile Android Tablet App and InsightCenter, a platform designed for the visualization and

delivery of insights and answers on how consumers are using smartphones and tablets. Available data includes how consumers are using their mobile devices, their needs, behaviors and future purchase plans.
www.propsermobile.com

■ The University of Cape Town Unilever Institute of Strategic Marketing, Cape Town, South Africa, and its research partners have released the results of a study into the consumer behavior of South Africa's top earners.
www.unileverinstitute.co.za

■ San Francisco research service Userlytics has launched a suite of demographic targeting capabilities for its interactive testing solution. In addition to selecting testers by criteria such as age, gender and education level, clients can now filter for at-

tributes including salary/household income, mobile device ownership and service providers utilized.
www.userlytics.com/recruiting-o

■ London research company Tpoll has added Tqual Live, an online focus group tool, to its suite of tools. Tqual Live has been integrated with Tpoll's Tqual Bulletin Board and community to offer clients a flexible and cost-effective way of using focus group methodology.
www.tpoll.com

■ Oslo, Norway, research software company QuestBack has released QuestBack Social Insight, a tool intended to offer a professional feedback management system and solution for data collection from Facebook fans and visitors. It also offers a method of capturing Facebook users' profile data. The product is an extension to the QuestBack EFM service and will be

launched as a separate module.
www.questback.com

■ New York technology solutions company Collective and Portland, Ore., research company Rentrak Corporation have released TV Accelerator, an online advertising capability intended to allow advertisers to target audiences that viewed their TV advertising with online display and video ads.
www.renrak.com

■ Ipsos Markinor, a South Africa research company, has introduced Omni-Express, a survey that aims to measure opinion and consumer attitudes in trendsetting areas. The offering includes 600 face-to-face quota-controlled interviews in metropolitan areas, including Johannesburg/Pretoria, Durban and Cape Town.
www.ipsos-markinor.co.za

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Survey routers? Approach with caution

| By Efrain Ribeiro



snapshot

The misuse of survey routers threatens to negate any benefits they might have to offer. This article argues that end-clients, vendors and industry bodies must work together to develop guidelines for their responsible application.

Routing techniques have been around since CATI was the state-of-the-art in market research. But, despite routers' longtime presence on the survey scene, our experience with clients suggests that many buyers of online panel are unaware of their prevalence in today's online research. There also is a lack of awareness of the many different ways routers are being utilized and the potential impact that they can have on the research results.

Routers are powerful tools and they certainly have a place in our online toolset, as they can improve a respondent's survey experience and help match a willing survey taker with an appropriate survey. However, more study of how they are employed and their subsequent effects on the research results is warranted.

Due to their widespread use, I suggest that our industry needs to develop a set of evidenced-based best practices for routers, including a pledge by sample suppliers to transparency on both router use and methodology.

In traditional online panel research, pre-profiled respondents are drawn to produce a balanced, representative sample of the desired study target population. These prospective respondents are then invited by e-mail to participate in the survey and through a link in the e-mail are driven to the survey.

The best panel providers collect a wide range of information from their panelists to aid in the building of representative panels and in the management and administration of surveys across their panels. This process also allows the panel supplier to verify what recent surveys the respondent has participated in and apply the necessary category exclusions to help

control for bias.

This was the approach most research-informed panel providers took initially. And based on my discussions with end-clients, this is the way most believe the samples for their studies are constructed.

But increasingly over the past decade, sample providers began taking advantage of growing Internet traffic by employing Web-intercept techniques to source surveys. They discovered that anyone who had access to high volumes of online traffic flow was able to create large, inexpensive sample by attracting respondents with online ads, profiling them dynamically and driving them to a set of open surveys.

Though this was a clever way of monetizing the rapidly growing online audience, little thought was put into the selection process and how to match respondents with open surveys. This initial approach produced unreliable research results and thus these early-stage online intercept surveys are now widely accepted as bad research.

While online routers are wonderful for making optimal use of participants when they are ready to take surveys, they can be dangerous if the selection process is not carefully designed to help reduce bias and control the survey opportunities. Rather than improving the survey experience, badly-designed and -managed routers can create a seemingly endless string of survey offers that annoy and repel potential participants.

Similar negative impact

I believe that some poorly-used survey routing is having similar negative impact on market

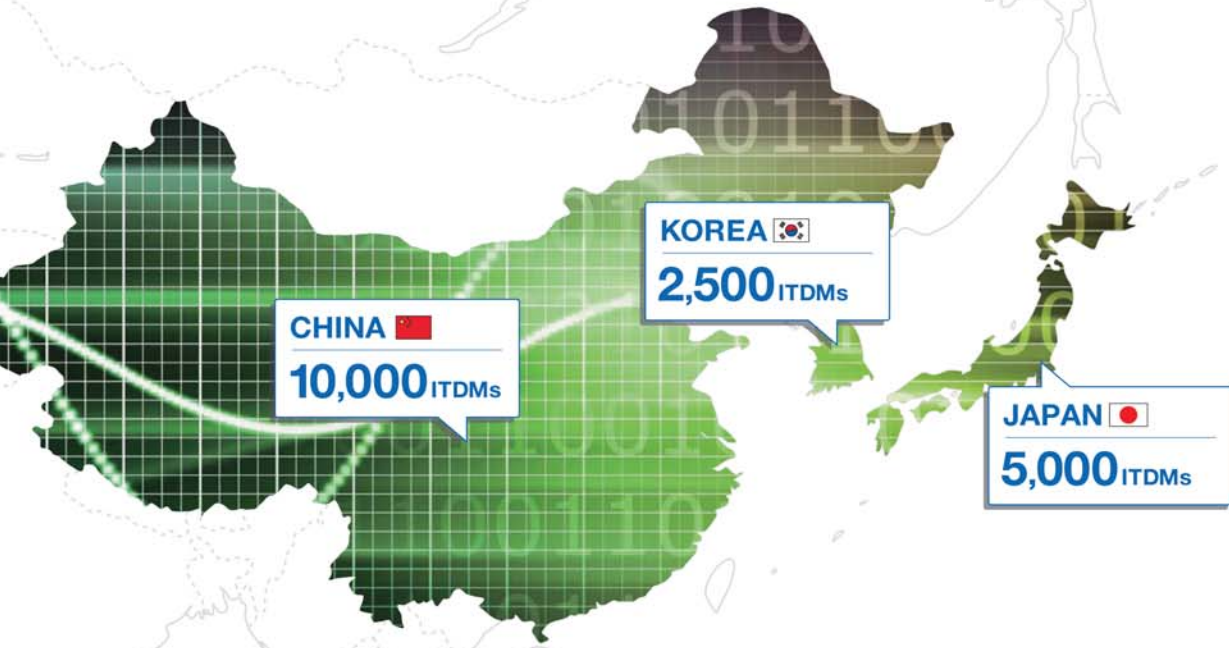


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research as the early intercepts did over 10 years or so ago. We need to do more to help clients who use online research better understand the ramifications of router use on research results. That is why I am excited to be part of the ARF's Router Committee that includes both end clients and key online sample suppliers. This will give the industry – with client involvement – the initiative to investigate current router methodologies, their use for online sourcing of respondents and the eventual development of router best practices. Here's why:

In today's online market research, clients want to interview smaller and smaller targeted populations. The days of the census-representative "gen-pop" sample are past. More and more clients are interested in small and precise populations, with specific buying habits and attitudes, who reside in narrow geographic areas. For example, whereas clients of the past may have desired to target women aged 25 through 49, today the same clients want to focus on women aged 25 through 49 who drive a minivan, own a home in a suburban setting on the East Coast and regularly buy organic produce.

This example clearly presents a challenge for the online sample provider – it requires a large pool of pre-profiled respondents to meet the sample size. Today, average respondent

qualification incidence of studies is running below 20 percent. This means that four of five willing respondents are turned away from completing a study they have been invited to. A survey router, carefully administered with the appropriate research sampling considerations, can alleviate this situation by helping match disqualified respondents with other study opportunities. So survey routing has evolved to help deliver those targeted samples, finding available online panel members and matching them to surveys they can qualify for and take. Responsible users of routers limit the number of surveys a respondent is exposed to and utilize the respondent's survey history to guide him or her to the appropriate study.

But there is concern today with routing. At the moment it is not clear when suppliers are using routers to direct respondents to surveys or what the decision process is for matching respondents to surveys. At Lightspeed Research our priorities are both panel quality and ensuring that our panelists have a positive research experience so they will return to take more studies. Moreover, as part of Kantar, we are one of the biggest buyers of supplier samples and we have been concerned about the broad use of routers in today's online research. As a result we have dedicated significant resources to investigating how the sample suppliers

we utilize employ survey routing on the studies we commission.

In the course of our investigation we have identified suppliers who utilize routers more than 95 percent of the time and others who only use them occasionally and for very specific studies. Some will allow survey-takers to complete an unlimited number of surveys in one sitting. And to complicate matters, those suppliers who rely heavily on routers also depend less on pre-profiled panel sample and more on live Web traffic for sourcing. This broad range of activities is happening because there are no current rules or guidelines for the use of routers in our industry.

These learnings have prompted us to direct our suppliers 1) to use routers on our studies only when we explicitly ask for them; 2) to utilize panel-sourced sample on our studies; and 3) to be transparent on their routing methodology. These measures help us ensure the consistency and quality of the sample we get from our suppliers.

Critical part

Today at Lightspeed Research we use routers but have firm rules on the studies to include. As a result fewer than 5 percent of Lightspeed Research's online interviews are currently router-sourced. Kantar firmly believes that survey routers are a critical part of the online research future. Their role in enhancing the respondent experience is essential if we are to maintain consumer interest and ongoing participation in the research process.

Further, we are confident that the ARF Router Committee and other industry efforts – with the participation of online sample suppliers – can help educate research buyers in the use and potential impact of survey routing on their research results. This initial step will set the foundation for future work to establish standards and practices that will help guide the responsible use of routers throughout the industry so that they can become a reliable and welcomed way to source online respondents. ①

Efrain Ribeiro is COO of Lightspeed Research, Warren, N.J. He can be reached at eribeiro@lightspeedresearch.com.

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Seeing beyond the brand halo

| By James Rohde

snapshot

The author shows how a closer look at some brand data can reveal helpful findings that would have otherwise gone unnoticed.

There are all kinds of methods to help tackle questions about overall brand health. These critical tactics provide a holistic view of what is happening in our markets and provide some light to help navigate our paths. Though, at this particular view, we're looking at something that could be thought of as Google driving directions with the map zoomed out all the way. We may be able to see where we want to go and the general direction we need to take to get there but not many of us could actually get in the car and start making our way without a viewpoint that is a bit more zoomed-in.

Just like in our Google directions example, we usually have all the information we need to get the more actionable directions, we just have to do some fine-tuning. Almost every reputable brand equity methodology requires respondent-level data based on ratings or rankings attributed to various traits used to make our measurements. The caveat of course is that your ability to take specific actions will depend on the attributes that have been used.

So for the sake of the process, we'll assume that our attributes are workable and that we have seen our zoomed-out strategy and we are at the moment of "Now what?"

Fall victim

It is very easy to overlook everything you already have at hand to answer that question. This is where we can fall victim to a twist on a classic idiom. Where "can't see the forest for the trees" is a more typical dilemma, we now "can't see the trees for

the forest." Remember that we already have all the ratings and opinions of specific attributes, at a respondent level, for all the brands addressed in our study.

But alas, we run into all kinds of problems with attribute comparisons between brands when we're actually trying to make specific improvements. For one thing, we have the halo effect, which makes things very difficult to interpret. Then we have attribute effects, which typically compound the problem.

For the sake of clarification, I'm using the term halo effect as the propensity for respondents to rate attributes of a brand either more positively or negatively based on their overall brand preference rather than strictly on the performance of the brand. For example, HTC may receive higher ratings than Motorola across all attributes when prices between the two are about the same.

When I refer to attribute effect, I'm talking about the inclination for respondents to rate something more highly or negatively based on their feelings of the attribute more than how the brand performs. For example, quality scores may be higher than price scores because respondents typically like "price" less as an attribute, regardless of the brand being rated.

Rid ourselves of the noise

Fortunately these problems can be overcome. By "centering" the data, as shown in Table 1, we can make our comparisons and rid ourselves of the noise that clouds the analysis.



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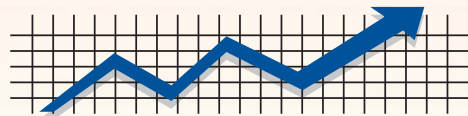
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	Brand A	Brand B	Brand C	Mean
Overall Satisfaction	7.1	3.2	6.3	5.50
Likelihood to Recommend	7.6	3.7	4.5	5.30
Friendly Staff	8.4	4.5	6.3	6.40
Price	6.9	3.2	3.9	4.70
Quality	8.1	4.3	5.5	6.00
Variety of Product	6.5	2.3	2.7	3.80
Fast Checkout	6.6	4.1	4.5	5.10
Mean	7.3	3.6	4.8	

	Brand A	Brand B	Brand C	Mean
Overall Satisfaction	-0.2	-0.4	1.5	0.30
Likelihood to Recommend	0.3	0.1	-0.3	0.03
Friendly Staff	1.1	0.9	1.5	1.17
Price	-0.4	-0.4	-0.9	-0.57
Quality	0.8	0.7	0.7	0.73
Variety of Product	-0.8	-1.3	-2.1	-1.40
Fast Checkout	-0.7	0.5	-0.3	-0.17
Mean	7.3	3.6	4.8	

Table 1 is meant to represent a crosstab as-is from a brand study. We see that Brand A rates highly as a whole, followed by C then B. If we did some stat testing we'd get some confirmation that the larger numbers are indeed larger and we could call it a day. Unfortunately, we also know this is not really

going to do much for us. What if we are Brand A? According to this table, we are pretty much leaving the competition in the dust and should have no worries.

We can see that we're rated more positively than either brands B or C in everything. Though we also see that brand C is also generally

rated more positively in everything compared to B. Does that mean that we can honestly say that Brand B is doing nothing right? How are they in business?

Just to play devil's advocate, in Table 2, let's take a look at these figures accounting for the brand halo effect. In order to account for the halo effect, we have taken each of the ratings and subtracted the brand's mean score from each of the attributes. Already we're seeing some changes in what we may walk away with but before we get too excited, look at what is going on with the mean attribute scores.

If we take this at face value, variety of product is pretty messy for everybody and friendly staff is just about level. Let's also take a look at the price vs. quality figures. I'm sure it's not much of a surprise that price is rated more negatively than quality. After all, respondents are rating something they receive vs. something they have to give. Again, taking this at face value, there is not much to say except to once again show the bipolar relationship between these two variables.

Right now, we are seeing that generally, there are just some attributes that get higher ratings and others that get lower ratings. With this being the case, how do we address actual performance on the attributes that we're trying to measure? If we are to give some honest direction as to where our opportunities fall, we need to account for this by doing to our rows what we did to our columns (Table 3). Take note that the mean attribute scores that we are subtracting are the ones that were recalculated after we accounted for the halo effect.

Get specific

Now we're starting to understand who is doing what well. We have taken the general ratings associated with our brands and attributes and focused on the variance more than the ratings themselves. This allows us to get specific about things that could be improved.

It's quite a different picture

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Table 3

	Brand A	Brand B	Brand C
Overall Satisfaction	-0.5	-0.7	1.2
Likelihood to Recommend	0.3	0.1	-0.3
Friendly Staff	-0.1	-0.3	0.3
Price	0.2	0.2	-0.3
Quality	0.1	0.0	0.0
Variety of Product	0.6	0.1	-0.7
Fast Checkout	-0.5	0.7	-0.1

now that we've eliminated some of the noise surrounding our ratings. It feels like just moments ago we at Brand A were declaring ourselves invincible and now? (Sigh.) Okay, so this is just as inappropriately dramatic as our declaration of victory before. What we are seeing are the things that are fueling our brand halo and where improvements could launch us to the next level.


For example, a friendly staff appears to be doing wonders for Brand C. Also, we notice that our product variety appears to work in our

favor when influencing people to recommend us. On the other hand our slow checkout is leaving people unsatisfied with their experience. How was Brand B able to stay in business? Well, there appears to be a market of people who just want to get in and out of the store.

How about the eternal struggle between price and quality? Our table shows us that we at Brand A are actually in pretty good shape and have an acceptable value equation. Brand B also seems to be doing OK in this territory but Brand C, our closest

competitor in the this example, appears to be perceived as being more costly than their quality deserves. Just using our original table, I'm not so sure we would have zeroed in on this. Imagine the campaigns that this type information may inspire!

Provide the context

While we have gone through some lengths to rid ourselves of the halo effect and attribute effects, my intention is not to say that these are unimportant and should be completely dismissed. These effects – particularly the halo effect – are findings that provide the context and help set the goals that bring the most opportunity. However, in order to actually reach those goals, we have to get ourselves out of the theoretical and into reality so that we set objectives that can actually be reached. 

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Pure. Rare. Eternal.

Using qualitative research to optimize a global
Web site for platinum

| By Kelly Hancock

snapshot

As purchases of its products are laden with emotion, Platinum Guild International viewed in-depth interviews as the best method for exploring the needs and motivations of visitors to PreciousPlatinum.com.

Is it possible to take nine countries, nine languages and nine vastly different cultures and capture them in a single platform that informs very emotionally-driven decisions? That's exactly what the Platinum Guild International aimed to do with its Web site redesign.

The Platinum Guild International, an organization that promotes platinum jewelry worldwide, initially launched its site, PreciousPlatinum.com, in 2003 and refreshed it in 2006. By 2009, with the site experiencing low traffic, low levels of engagement and high bounce rates, organization leadership realized that the site again needed some improvements.

The Platinum Guild seeks to convey a consistent message globally but regionally-focused microsites were popping up that were impacting the primary, organization-wide site, says Huw Daniel, president of the Platinum Guild International's U.S. office. Different markets were starting to drift away from each other and as each market introduced a new initiative, it wasn't integrated into the main Web site. "A review of our online strategy revealed that the site wasn't clearly defined; each market was defining the role differently. We had completed a global brand repositioning and realized that the Web site was undermining this. We needed to bring all markets back to the central global positioning: Pure – Rare – Eternal."

Further, many consumers were visiting the site because they thought they could buy jewelry there. But the site was never meant to be used for e-commerce, as the Platinum Guild's purpose is to create desire by showcasing beautiful platinum designs and provide practical advice and expertise to help jewelry buyers make informed decisions. This misperception caused a lot of people to leave the site quickly. In addition, there was no strategy for keeping people on the site once they got there.



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Meet global and local needs

Part of the central strategy was to have one Web site that consistently positioned the platinum brand across all markets while simultaneously accommodating specific needs determined by market and consumer differences. The Guild needed to create one Web site that would meet both global and local needs.

With a mock-up of a new Web site in hand, the Platinum Guild began a qualitative research project that would ensure that 1) the new site clearly communicated its goal; 2) the new structure, with a design gallery at its core, matched the intuitive consumer journey; 3) it delivered a clear and differentiating global positioning for platinum overall; and 4) it effectively addressed consumer needs in each of the key markets equally.

On behalf of the Platinum Guild, Simon Patterson, CEO of London-based QRi Consulting and a member of the Qualitative Research Consultants Association, designed a research project that would test each of these initiatives and also help determine the content and messaging that would fit into the Web site's framework.

The research methodology was designed to dive into the minds of potential jewelry buyers – and therefore users of PreciousPlatinum.com – in three of the Platinum Guild's key markets: China, Japan and the United States. Patterson, working closely with his Japanese and Chinese colleagues, completed a series of 32 face-to-face, in-depth interviews across the three markets.

"Going into the project, we knew from previous research that the typical user of the site varied somewhat by market," says Patterson. "We knew that the most common user in all markets is the bridal consumer. But in Asian markets, you also sometimes have just a young jewelry consumer purchasing for themselves. In Western markets, it's primarily bridal consumers, as they search for the perfect engagement ring."

Respondents for this research project were selected with these key target audience segments in mind. In the U.S. market, Patterson conducted

12 in-depth interviews: four with pre-engaged women, four with pre-engaged men and four with pre-married couples. Patterson then traveled to Tokyo and Shanghai. There were also 12 interviews in Japan, but the audience segments changed slightly: four interviews with pre-married couples, four with female light-jewelry owners and four with female heavy-jewelry owners. In China, Patterson hosted eight interviews: four with bridal pre-married couples and four with female jewelry owners.

Face-to-face environment important

The Platinum Guild and QRi Consulting agreed from the beginning that doing the interviews in a face-to-face environment was very important for the study. "The subject matter is deeply personal," Patterson says. "Jewelry, especially bridal jewelry, is something precious. It's intimate and emotional. We didn't want to try to capture such a significant experience online, when being there in person could maintain the humanity behind the whole experience."

In addition, the in-person interviews created an opportunity to clearly observe how respondents navigated the site. Patterson could see their posture, body language and facial expressions. This up-close experience allowed for observations of personal and cultural attitudes and behaviors and it also allowed for conversation and probing to dig deeper into the respondents' thoughts as they navigated the site.

The face-to-face interviews also proved beneficial in overcoming some of the challenges that naturally come with multinational research. Patterson could ensure consistency among the interviews while also being sensitive to the cultural issues and needs in each market. Physically being in each market and being directly involved with the research project gave him a unique understanding of all the cultures and turn those insights into one, distinct vision. "I essentially wore two hats. In addition to actually doing the qualitative research, it was important for me to act as a diplomat to bring everyone together. There were differences of opinion among the separate markets but as an independent researcher, I could say, 'I saw all the interviews, and here's what really happened,'" Patterson says.

During these in-depth interviews, which lasted about 90 minutes, the respondents described their personal backgrounds, including their experiences with jewelry and the Internet. Then, they were asked to browse through the site and provide a running com-

mentary on what they were doing and why. The computer monitor was also projected onto a screen and filmed so Patterson and the Platinum Guild could see how the mouse pointer moved about the screen. Pairing the visuals with the respondents' commentary, it became clear what was actually going through their minds. "If they didn't tell us on their own, we were able to ask them why they clicked a certain spot or where their eyes went on the screen," Patterson says. "With this approach, we were able to figure out what gave them the wrong impressions or why they veered off the path we thought they would take."

Different motivations

The findings showed different motivations among the different audiences. In all situations, cultural and consumer needs strongly influenced motivations, but platinum is consistently an emotional purchase when a wedding is involved. The research report summarized the audiences like this:

- U.S. women: "The ring will be a reminder, the beginning of my future."
- U.S. males: "I want to know why plati-

num is worth it ... I need an explanation and breakdown."

- Japanese and Chinese males: "I want to get involved, 'to get it right,' I want to feel informed."
- Japanese females: "I want to find beautiful items to inspire my dreams."
- Chinese females (pre-bridal): "It's a certification of our love. I want the guarantee of the platinum brand."
- Chinese females (buying for themselves): "I'm interested in the latest designs. I want to see what is popular this year."

Across all markets, there were some similarities in gender. Males were scared of making the wrong decision; they were really unsure of where to begin and how the process of purchasing a ring actually works. "When you're talking about couples and being engaged, the men have one priority in mind and that's finding the ring that'll make her happy," Daniel says.

"With women, we saw that they were looking for a large emotional investment," Patterson says. "They wanted as big of a rock as possible. They see the ring as a symbol of love and their emotional worth to their partner. This is especially


true with platinum, which is really seen as the ultimate seal of bond and relationship between a couple."

While those gender differences were true across the board, different cultures have different interpretations of the same sentiments. For example, a man in the United States might be researching the differences in metals to see if he can get away with a lower-cost product, while his soon-to-be fiancée is saying that it has to be the ultimate. In Asian countries, traditionally, men put a certain percentage of their salary toward the engagement ring. With such a significant investment, they want to feel informed to be sure they're making a worthwhile investment.

Many of the differences in culture, gender and purchase types that were discovered in the qualitative research project are depicted in the imagery and semantics incorporated into each version of the Web site. For example, a page on the U.S. site explains four key traits to look for in a platinum ring, catering to the U.S. male's desire to understand what makes platinum worth the extra cost investment. And the Japanese and Chinese sites feature images of women wearing beautiful, trendy pieces, showing women in those markets that platinum offers the utmost in jewelry options.

One template

Based on the research findings, the Platinum Guild now has one, uniform site template that has been tailored for each market. The template was designed to accommodate various initiatives within each market, eliminating the need for microsites and maintaining the organization's global brand standards. As a result, the bounce rate decreased significantly, from 90 percent in 2008 to 35 percent in 2010, and the average time on the site doubled, from five minutes in 2008 to 10 minutes in 2010.

However, the Platinum Guild likes to think that the real success lies in the thousands of happy couples around the world who are now wearing rings made from the metal of their dreams. 

Kelly Hancock handles communications for the Qualitative Research Consultants Association. She can be reached at khancock@hartinc.com. This case study was presented at the 2011 QRCA Symposium on Excellence in Qualitative Research.



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snapshot

The author details how a mail survey was the best way for North Liberty, Iowa to measure citizen opinions on existing and potential city services.

●●● mail research

Delivering the desired results

Iowa city finds mail survey fits its needs

| By Dan Wiese

A course in statistical methods was part of my statistics major program at Iowa State College. Mail surveys were covered in the course – for about six seconds. “We won’t bother with that since you can’t get a decent return percentage,” the professor said. Imagine my surprise when I went to work for Meredith Publishing a few years later only to learn how wrong the professor was.

We did mail surveys with subscribers of *Better Homes & Gardens* and *Successful Farming* and achieved response rates of 80 to 85 percent. The last one I did for *Successful Farming* several years later got 75 percent. These days, employing all the tricks, I can still get 50 percent. One approach is the use of an incentive – typically a dollar bill – with the survey letter. The dollar adds little weight to the postage but carries a lot of weight toward the success of the survey. It’s too small for people to consider it payment but it gets their attention so they will read the cover letter – and that’s paramount because the magic is in the letter.



Recently I was hired to do some research by the city of North Liberty, Iowa, and my first recommendation was to do a mail survey. North Liberty is just north of Iowa City and is one of the fastest-growing municipalities in the state. The city had some specific needs regarding demand for public transit and had tried to do its own surveying previously, without success.

Dean Wheatley, city planner for North Liberty, explains the purpose of the project: “We needed a good unbiased understanding of how residents feel about specific existing and potential city services. In these times of lean budgets and ever-increasing demands, it is important to focus attention where it is most needed and not to try to be the provider of everything every person or group is interested in. For this survey, we were expecting to provide assistance to a transit committee and to a parks and recreation committee by helping to narrow and define public interests. We also asked questions to help staff and the city council understand the level of satisfaction with existing and potential services and projects.”

On a volunteer basis

An earlier North Liberty survey only covered public transit and people were invited to complete it on a volunteer basis through various avenues – the city’s Web site; by picking them up at city hall; and by copying it out of the local paper. As you might expect, only people with an interest in public transit bothered to take the survey - 104 out of a population of about 10,000.

I knew that a mail survey could certainly do better than that but doing mail surveys for municipalities precludes the use of the dollar bill. Taxpayers don’t look favorably upon their elected representatives and city officials wasting tax dollars on that kind of foolishness. It kind of starts the survey cooperation process off on the wrong foot. So in order to increase response rates, my advice was to field a survey covering a range of subject matter, so there is something of interest to everyone.

What response can you expect from citizens when their leaders want their opinion? My experience has been that 35 to 40 percent is the best you can achieve, assuming ideal conditions - good questions people are glad you asked; citizen respect (or strong disrespect) for leaders; willingness by the leaders to pay for the mail survey tricks. Make no mistake, cheaper is not the reason to recommend mail surveys. Proper mail techniques are more costly than people expect and doing things the right way can put mail survey expenditures on par with those of telephone surveys.

But mail beats telephone in its ability to cover lists

of items to be rated. While telephone interviews can turn into drudgery having to read lists and reread rating scales, everything is clearly laid out in front of the respondent in a mail questionnaire. Another plus for mail surveys is that everyone has an address. This gives me confidence that I’m dealing with random sampling. I’m not as confident as time goes by with telephone interviewing. Not everyone has a landline anymore and private numbers have always been a problem, although less so in my part of the country. A large and increasing percentage of households, especially younger people, only have a cell phone.

To obtain a random sample it is necessary to employ hybrid methods that combine landline and cell phone samples. While no marketing research call is heartily welcomed these days, this kind of call coming to a cell phone is actively resented, according to anecdotal evidence. This certainly calls into question the quality of what you can manage to obtain in the interview. Web-based surveys, although quick and inexpensive, are definitely out for a citizen survey such as this one. Too many people have no access to the Internet and it precludes random sampling.

I like Web surveys a lot when I have a list that properly represents a universe, such as an employee roster, but that’s definitely not the case for municipal citizen surveys. Trying to develop a hybrid method for these kinds of surveys is definitely overkill, adding unnecessary complication and cost to what can be a very straightforward solution.

Built-in biases

Every method has built-in biases. Web and cell phone surveys skew toward younger people. Mail survey response is more likely to be from older people, the more thoughtful and those who tend to be more patient. Interestingly, these characteristics tend to describe those with a higher likelihood of voting. It follows then that mail surveys will tend to do a better job of measuring the attitudes and predicting likely behaviors of voters. Like it or not, it’s important to know what voters think. People with a problem and those who are otherwise negative will always be much more vocal than those who are happy. It’s pretty easy to get knocked off balance by all the noise from these folks and wonder whether their views are valid and merit some sort of action. On the other hand, inaction on an issue a lot of folks are worked up on has its risks as well. Make no mistake; we’re talking about getting reelected here.

I’m not in love with mail surveys in spite of how it

may seem. As a consultant who only charges for his time, I really don't care what method I recommend, only that it is best for the job at hand. Mail surveys have some downsides and are not good for every situation. They are unsuitable for measuring awareness, for example, since there's no way to prevent people from looking things up so they can appear to be "smart" on the survey. The recipient of the survey is also able to inspect the entire questionnaire before deciding to answer it or not. They also take longer to execute than telephone or Web surveys.

Existing alternatives

In the best interest of the client I usually look for existing alternatives that might meet their needs and I did so in this case. There are at least two firms that I am aware of that specialize in these kinds of surveys for municipalities. I've seen their work and they do an exceptional job. They pretty much pull out all the stops from a technical standpoint. Their reports are clearly-written and

well-presented with many excellent and useful features. They definitely cover the waterfront of concerns for any municipality and they each have a long list of clients. Their questions are largely standardized, so they are able to show trends through time for yearly or every-other-year waves of interviewing and can show a municipality's scores versus all other cities or versus cities of their size. This is a highly useful feature. I would not hesitate to recommend either to a client whose need fit their services.

However, their one drawback is affordability. Large municipalities obviously feel they can afford the services, based on the firms' client lists. While a few smaller cities and towns are customers, most would find it too expensive. North Liberty certainly fell in that category, so I designed a streamlined approach very similar to what the other firms do, as it turns out, but much more affordable. I charged North Liberty \$2,600 for planning, several meetings, material development, advice on methodology, data entry, tabula-


tion, a written report and a presentation. They took care of printing, assembly and postage and paid for those themselves. Take away the need for meetings and travel and handle everything by e-mail and my charge drops to \$2,000.

The specialty firms employ mail surveys, too, but I did a simple random sample of households, while they use stratified random samples. They make fairly extensive efforts to do follow-ups; I only did the original mailing with no follow-ups. I can't disagree with what they do, but the results bear out my streamlining of the process. In the North Liberty project, we mailed out to a net of 1,005 after undeliverables. We received responses from 334 households at the cutoff, a 33.2 percent return, with no incentives used.

Worked well

For North Liberty, the mail survey worked well, Wheatley says. "Using the survey results documentation we are able to honestly and factually report and act on the priorities among the survey questions posed. It helps us respond to anecdotal accounts and claims by enabling us to cite statistically valid resident interests."

As he points out, when municipalities endeavor to learn their citizens' opinions, it is critical that this learning is achieved through scientific, projectable surveying. The survey must settle the issues and not leave room for continued argument. I love it when people say, "Well, it wasn't a scientific survey." Then why did you bother? Nothing you could count on was learned. The object is not to use the latest trendy method; it is to learn truth you can trust.

Further, working with a professional researcher gets a third party involved, so that it's not city officials who get attacked by those who don't like the results. A professional researcher can provide a cogent and understandable defense of the findings. 

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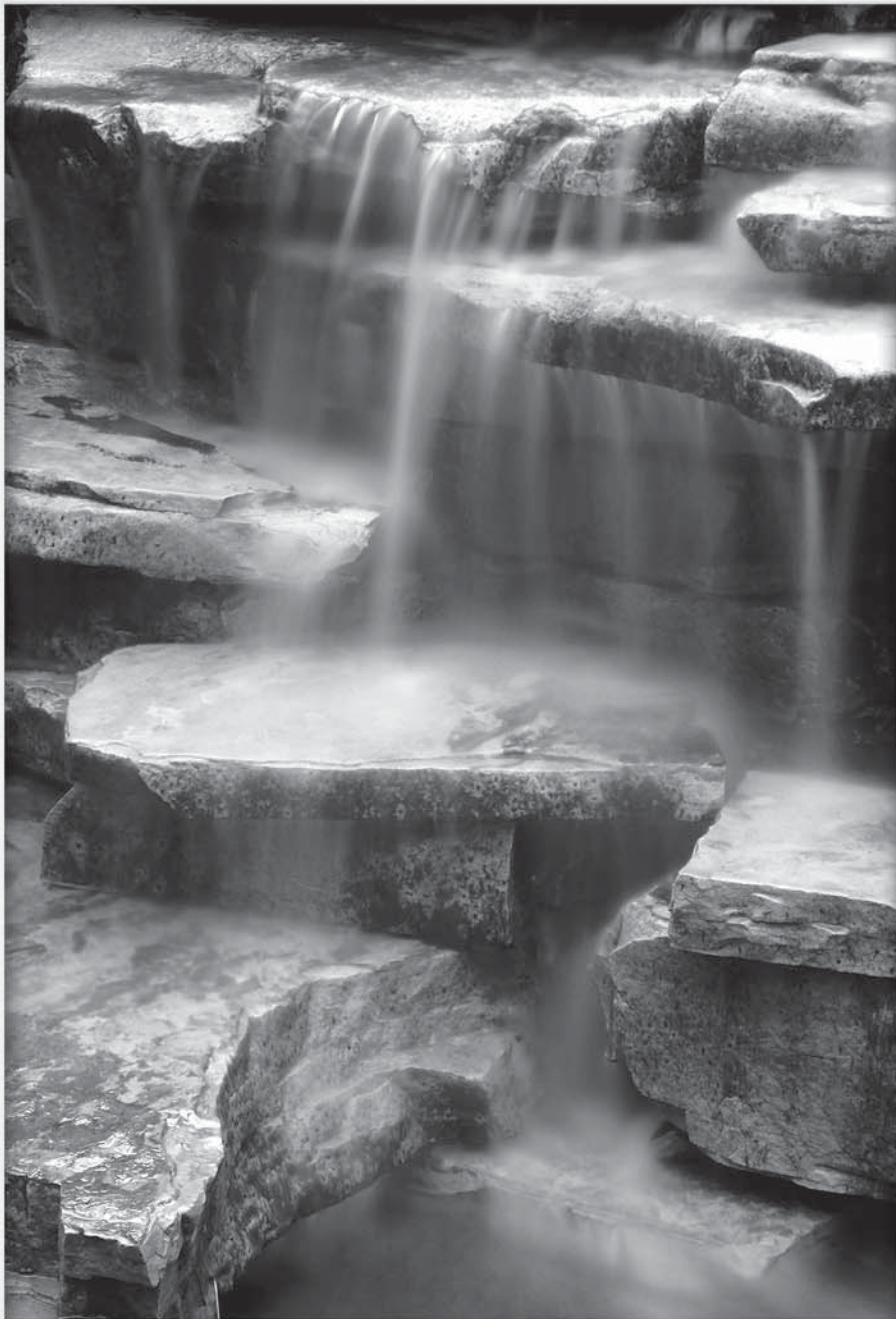
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The Fine Art of Marketing Research



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Translation is only the beginning

Considerations for conducting market research in China

| By David Ying Hon Ho

snapshot

From the influence of Confucianism to government restrictions, the author outlines a number of factors affecting research in China today.

As the world's sixth-largest market for market research, China was measured at \$918 million in 2009 (latest available data from ESOMAR). Though one-sixth the size of the U.S. market, this figure is double the size of China's market research industry in 2005. This amazingly fast growth is partly because commercial market research is relatively new: The first Chinese market research provider, Guangzhou Marketing Research, celebrated its 20th anniversary in 2008.

Market research in China has a number of unique qualities. The purpose of this article is to present China-specific market research considerations, with references to the technology market as experienced by Market Strategies International.

Socialist legacy. Today, when you walk the streets of Beijing and Shanghai, you barely feel that the country was a socialist economy in the recent past. However, some legacies of the socialist era remain that are important



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to researchers. One obvious trait is the economic sector division; not only are there public and private sectors as seen in the West but there is also the additional state-owned enterprise (SOE) sector. SOEs are typically monolithic companies founded during the socialist era, employing tens and even hundreds of thousands of people, such as China Mobile or China Unicom, two of the world's biggest telecom operators. As the term "state-owned enterprise" suggests, SOEs are profit-making companies that participate and compete in the national as well as global markets at the same time that their goals and strategies are influenced by government initiatives and policies.

In fact, government officials are formally part of the SOE management. It is sometimes hard to draw the line between government and business in SOE boardrooms. SOEs are an important species to include in business-to-business (B2B) studies because their attitudes, purchasing behavior and decision-making dynamics are often quite different from those of private businesses. Our firm always seeks to quota-control samples to include SOEs, especially for product categories in which they could be a reasonably big slice of the available market.

The government factor. Have you traveled to China recently? Did you wonder why you could not access your Facebook account or broadcast tidbits about your China trip to the world on Twitter? China heavily monitors and regulates many business sectors, especially the media and any information-related services including market research itself. As of this writing in mid-2011, Facebook, Twitter and YouTube services are blocked and essentially do not exist in China (local competitors and imitators typically employ various forms of filtering, content-blocking or censorship). Not only do the social media habits of Chinese consumers and businesses differ from those of the international community, the competitive landscapes of certain technology products and services in China also differ as a result. Researchers should bear this in mind when designing and analyzing research.

Lesser known is the level of regulation imposed on the market research industry. In the late 1990s, for example, the Chinese government implemented new

regulation to prohibit foreign research companies from conducting social and market surveys in China. This regulation is still in effect, but its enforcement seems to have become less strict recently. Foreign companies are allowed to conduct surveys but only by hiring domestic research companies licensed by the National Bureau of Statistics.

Sometimes government influences are felt in even less-expected circumstances. We once conducted a central-location test for new inkjet printer models imported from abroad. Three days before the test, Chinese customs held the printers, citing lack of certain certifications. Although we never obtained the certifications, we dealt with formalities, paid extra costs and the printers arrived before the test date. Stories like this are common. Researchers need to be prepared to deal with regulations and formalities in China.

Fakers, professionals and proxies. Fakers refers to respondents who claim to but do not actually possess the characteristics researchers seek. Professionals are respondents who have participated in research so often that it might be considered an occupation. Proxies are co-workers, subordinates, friends or relatives of respondents, often participating in the research on behalf of the actual person.

All these are found in any market in the world but are particularly common in China and some other emerging markets. The key reason is economic: Study cash incentives offered to business executives or well-off consumers are relatively high compared to the income of average Chinese blue-collar workers and the under-employed. As a result, the incentives attract some people not qualified to participate in research, who treat earning incentives as their full-time or part-time job. Identity fraud exists in all markets, but given the current economic and social context, organizations such as the China Marketing Research Association identify fraud as a fairly serious problem in China. Extra screening and data cleaning procedures are essential in both qualitative and quantitative studies to address quality concerns.

Market heterogeneity. While Lifestyles of Health and Sustainability, organic food and farmer's markets are becoming popular among some Beijing and Shanghai young elites, millions of others still worship skyscrapers in

the spirit of early 20th-century modernism and urbanism. China has a huge population, vast geographical area, wide language and cultural diversity and, most importantly, different economic developmental stages within the country. In most circumstances, the country should not be considered a single market, but rather conceptualized as two or three markets at different developmental stages. For instance, in consumer computer product research, modern megacities such as Shanghai, lower-tiered cities such as Xi'an and small towns/rural areas can behave as differently as Korea, Thailand and Cambodia. Should a researcher study just Korea and draw conclusions for all three countries? Likewise, studying only Shanghai and projecting findings to the whole of China can lead to inaccurate market readings and hypotheses. For instance, in typical qualitative exploration, consumers in Shanghai more often enjoy tech products and concepts with a foreign touch than do consumers in smaller, less Westernized cities. When discussing research markets, it is common practice to group national markets like the U.K., Germany and France together as a European group, and likewise to group China, Japan and Korea as Asia or APAC. But researchers should be reminded of the need to differentiate the segments within China's huge and heterogeneous market.

Rapid change. In the early 2000s, Web surveys emerged as a data collection approach in China. Then, the small online Chinese population made researchers suspicious of significant bias in online data collection in China. 2010 China Internet Network Information Center figures suggest that just a decade later, up to 35 percent of China's 1.3 billion population and over 60 percent of residents in the biggest cities are Internet users. Sample representativeness is thus much less of a concern than it was just a few years back. Of course, researchers must still exercise care. For instance, the profile of Internet users in China is significantly skewed toward younger age groups and students, compared with many mature markets. The middle-aged could easily be underrepresented in naturally-grown Web panels. But these demographics are changing fast.

Another example of the fast evolution of the China market is the growth

of the mobile research platform. China is well-known as a late adopter of technology that has nevertheless made leaps and skipped technology generations. For instance, VCRs were never popular but DVDs are ubiquitous. Many small-town and rural residents still do not have landlines but they do have mobile phones. Mobile phone adoption in China is growing at a double-digit rate. According to the Ministry of Industry and Information Technology, mobile phone penetration exceeded 120 percent (some people owning multiple phones/SIMs) in the biggest cities in 2010. In the latter half of the 2000s, there were attempts to do quick-and-simple studies on the mobile platform in China's tier-one cities, making use of smartphone functionalities including texting, photo and video capture as well as Web access. The mobile platform is evolving fast and might soon become an important data collection method in urban China.

Craving new technology. Numerous findings in our recent studies about new tech products and concepts show that Chinese consumers and businesses exhibit high enthusiasm and stated purchase intent, even after discounting the inflation due to the research context. In many markets, new technology is welcome only when its benefits and values are understood and perceived. In China, by contrast, being new is often a sufficient condition for being liked.

Contemporary Chinese culture places high value on adopting new and high-end technologies. One good example is the maglev train. It was and is in most countries an innovative and exciting – but experimental, not-yet-practical – technology. In China, maglev trains were put into commercial service in Shanghai starting in 2004. In the short, eight-minute journey of the maglev train from Pudong Airport to central Shanghai, you see dozens of passengers lining up under the LED speed indicator on board to take photos and videos. The indicator shows the train is flying at an amazing 430 km/h (267 mph). But what interests a market researcher is not the speed, but the enthusiasm of the Chinese people. Many are not travelers to the airport but simply come to experience the train. This is a lively illustration of the sentiment of the hunger for new technology and the satisfaction of using it. Technology market researchers

should bear this in mind as a cultural context of contemporary China.

Linguistic complications. For practical purposes, it makes better sense to consider the so-called Chinese dialects as dozens of related but mutually unintelligible languages, namely Mandarin (Guanhua), Cantonese (Yue), Shanghainese (Wu), Hokkien (Min, Taiwanese), Hakka (Kejia) and many others.

Phone interviews can be particularly problematic. In the mid-2000s, for example, Market Strategies fielded a

CATI project across China in which the interviewers and respondents discussed a number of software brands and product names. In the technology market, these names are often in English and not translated into Chinese; however, local pronunciation of English names can vary considerably because of different phonetic systems in different Chinese languages. As a result, interviewers and respondents spent a significant portion of the interview trying to understand each other. We have also seen interviewers spending more than a minute trying

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to understand a single response. In light of this language issue, experienced and well-managed field providers are particularly important in China.

Confucianism. One of the most embarrassing business situations in China is when you find your pocket empty when everyone else is exchanging business cards. Business cards, from the perspective of cultural studies, are not only cards with text that communicates your name and phone numbers but are also symbols of one's identity in the business community. You receive cards of other people with both hands to show politeness and respect. Respect is one fundamental element in Confucianism. In very brief terms, Confucianism is a set of moral codes that govern political practice and social norms, including what kinds of research modes are considered appropriate in certain situations. While phone interviews and Web surveys are now the default data collection modes for quantitative studies in the technology market, in some situations in-person interviews are still required. Under the Confucian norms, for example, only a face-to-face interview shows the appro-

priate level of respect for an executive in a large company, a quasi-government officer in an SOE or even an affluent consumer. Such respondents tend to demand human contact and researchers must employ proper introductions, identification (business cards, documents, invitation letters) and, most importantly, politeness and respect. This significantly contrasts with Western customs. In the U.S., for example, senior business executives prefer phone interviews to save time and simplify logistics.

Another aspect of Confucian culture is the emphasis on surface harmony in relationships. Western researchers who have worked with their Chinese counterparts may be familiar with this cultural trait. The Chinese are unwilling to visibly and explicitly disagree with others. As a result, when Western clients want to implement certain approaches in a research project, their Chinese field providers might feel reluctant to voice anticipated problems. Disagreeing with someone can hurt the relationship, which is seen by some Chinese as more grave than having a problem in the project caused by another party.

Continue evolving

As China's economy keeps expanding in scale and degree of sophistication, and the Chinese market research industry enters its third decade, we predict that the characteristics described in this article will continue evolving at a very rapid pace. To ensure that research approaches are meaningful and culturally appropriate, practitioners need to diligently update their understanding of the market and customize their studies accordingly. 

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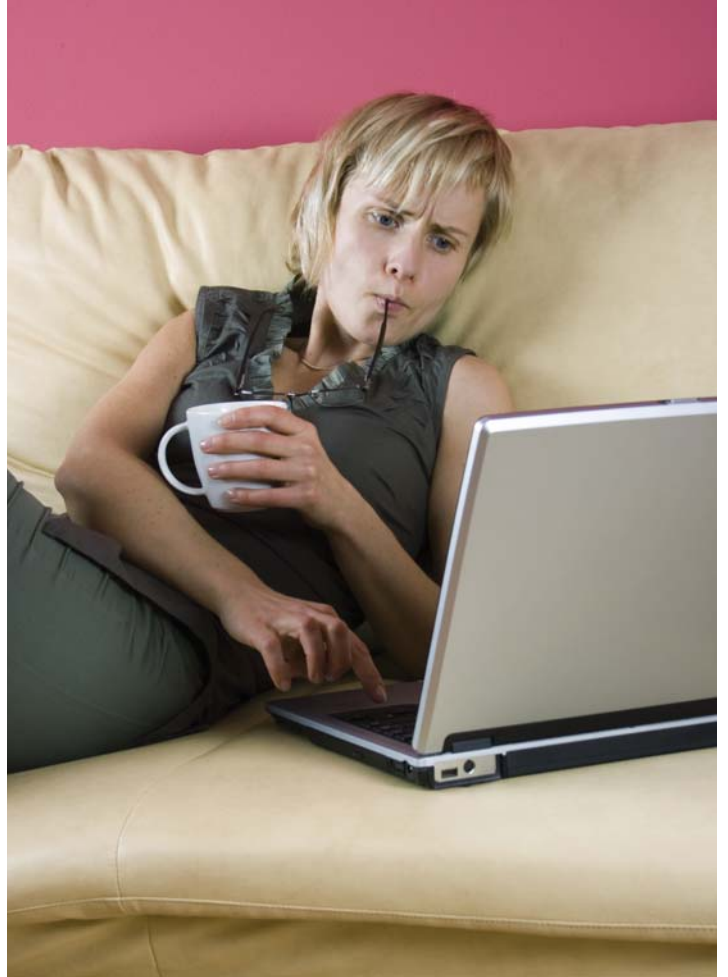


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Are bad respondents always bad?

Who are the unengaged and what do they mean for our data?

| By Nallan Suresh

snapshot

A research-on-research project sought to profile unengaged respondents and examine their impact on research studies.

Data quality is the principal concern of any market researcher. Assurance to the researcher that all feasible measures are being taken to ensure the quality of data should, without a doubt, be the primary objective of the provider of the data.

The two main factors that can deteriorate data are the quality of the respondents and the quality of the surveys. While there are factions in the research community that lay the responsibility more in one direction or the other, the reality is probably a middle ground where the problem must be approached from both sides. A 2009 study by the Advertising Research Foundation concluded that “both survey length and respondent speeding are threats to data quality.”

In an earlier study, our firm, MarketTools, presented results from research that examined the impact of survey design on the quality of the data. In this article, we look at the problem from the other angle,

namely the quality of the respondent. Specifically, we are looking at the engagement level of the respondent to determine whether they are “bad.”

In addition, we would like to draw a distinction at this point between occasionally unengaged respondents and chronically unengaged ones (i.e., those who are habitually unengaged). It is the latter that we would term as bad and would want to exclude from future surveys. The former (i.e., the occasionally unengaged respondent), can be dealt with at the survey level and we feel they are that way more due to survey design considerations than their nature. (Note: Another aspect to the quality of the respondent pertains to whether they are real or fake - those panelists were already shown to provide data of poor quality in earlier research and have been excluded from this study through our proprietary methodology.)

The questions that we looked to answer in the research study are: Are bad



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respondents always bad? Are there chronically unengaged respondents? Do they behave that way regardless of survey design? Is the quality of data from these respondents poor? What is their demographic breakdown? Are they younger or older? As mentioned before, the answers to these questions are of paramount importance to the quality of data obtained in market research studies.

The objective of this study was to understand the impact of unengaged respondents on the data and also to understand the nature of these respondents. We mainly wished to see, if the respondent stays unengaged on a great proportion of their surveys, is it sufficient to identify and exclude them as being unengaged on a survey-by-survey basis to preserve data quality or is there a need to exclude them for all future surveys, beyond the obvious cost savings due to wasted incentives?

The study had two phases. In the first phase, which was conducted at a survey level, we looked at thousands of interviews to evaluate the

impact on data quality from the responses provided by unengaged or bad respondents when compared to those provided by the engaged respondents. This phase was also a validation of the need to exclude the bad respondents as a way to preserve the quality of research data. In the second phase, we tracked unengaged respondents over several surveys to observe their behavior across these surveys and addressed the question on the nature of these respondents and the impact they may have on data quality.

Undesirable characteristics

A respondent who is engaged is one who thoughtfully considers all of the questions of a survey and whose responses reflect their opinions. Respondents who are not engaged tend to exhibit undesirable characteristics such as speeding through a survey, straightlining the answers in matrix questions and providing inconsistent or random responses. For the purpose of this study, an unengaged or a bad respondent is one who

speeds or straightlines through a great proportion of the pages in the survey. Granted, there can always be respondents who work their way slowly through a survey and still provide inconsistent responses but that is generally expected to be an insignificant proportion of the unengaged as it is ostensibly at odds with the motivation of these respondents to earn incentives while spending as little time as possible on a survey.

We also recognize that there are other methods to capture unengaged respondents, such as the use of trap questions, but since survey designs vary significantly it is difficult to standardize such methods, which are intrinsically dependent on the wording of the questions themselves. We therefore expect the data-driven methodology used in this research, which is simple to implement and broad-based enough to be standardized easily, to capture a significant proportion of the unengaged across all types of surveys.

Speeding on a page is identified by examining the time spent by the



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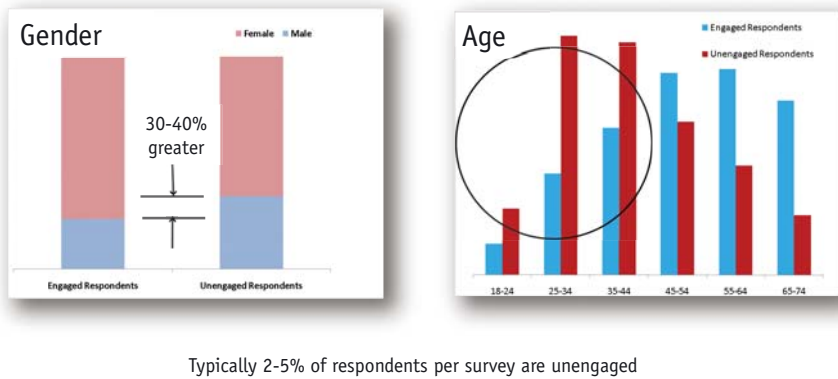
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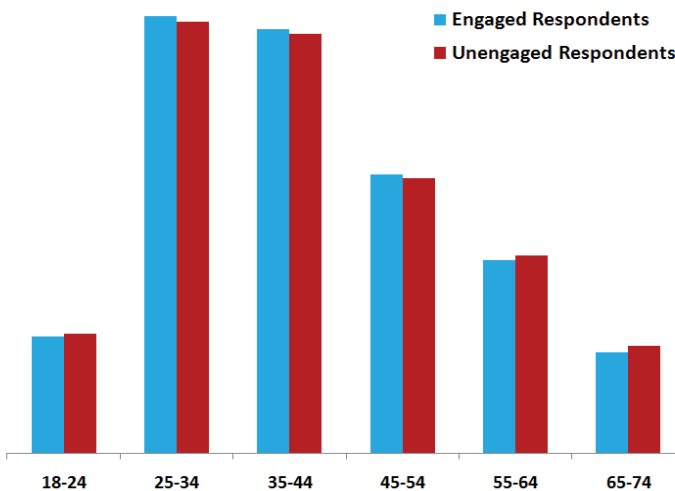
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Figure 1: Unengaged Respondents More Likely To Be Male, Younger



Typically 2-5% of respondents per survey are unengaged

Figure 2: Rebalancing Of Age And Gender For Analysis



respondent on a page and is evaluated on a page-by-page basis. Since each page in a survey can be different from others in terms of the complexity of the page and, correspondingly, the amount of time typically spent on the page, we consider each page separately. The typical time for a page is obtained through data-driven means and is computed by factoring in the times that all respondents in the survey spend on the page.

Respondents who spend statistically far less time than the norm for the page are tagged as speeders for the page. Straightlining is only defined for pages with matrix questions. A person who straightlines on a page is one who provides the same choice of answers for all parts of a matrix question, while also speeding on the page, where speeding is as defined above. To be classified

as unengaged for the survey, the respondent must speed, or straight-line while speeding, on more than a certain percentage of the pages. The threshold, of the percentage of pages, set for the method based on a detailed study of histograms based on thousands of surveys, was 40 percent for speeding and 25 percent for straightlining.

In a typical survey, anywhere from 2-5 percent of respondents are classified as unengaged. In the next section, we will discuss the impact on data quality by these respondents.

Phase I: Impact on data quality by unengaged respondents

For the purpose of this analysis, MarketTools examined the results of over 35,000 interviews across several surveys spanning many product/service categories, includ-

ing tracker surveys that spanned several months and conventional stand-alone surveys. The analysis involved the comparison of the results from respondents that were set aside by MarketTools' TrueSample system as unengaged, against those of the valid respondents, across the various surveys.

To normalize the results, we looked at question types that were common across survey categories, such as intent-to-buy questions, attitudinal questions that were general or product related and survey-rating questions, etc. We collectively examined answers from these groupings of similar types of questions across the surveys – this grouping across common questions was necessary to obtain sufficient data for statistical robustness, as each survey only provided a small number of unengaged respondents. The analysis focused on whether the unengaged respondents overwhelmingly chose any particular type of answer choice over the other, whether they were unusually positive in their responses and whether they carefully thought out their responses or were unusually non-committal.

Our findings are discussed below.

Unengaged respondents tend to be younger males. Right off the bat, when we examined the demographic balancing in the data (Figure 1), we found that the unengaged respondents tended to be more skewed toward the younger population, especially younger males. We did not notice any significant regional bias.

Therefore, for the purpose of the comparative analyses that follow, we resampled and rebalanced the engaged population to be similar in age and gender breakdown to the unengaged respondent population, as can be seen in Figure 2.

In terms of responses to questions, and consequently, quality of data, unengaged respondents tended to engage in both weak and strong satisficing depending on the type of questions asked.

Unengaged respondents tend to show overly positive intent to buy. Unengaged respondents were more likely to choose "definitely would buy" as an option (the high-

Figure 3: Unengaged Respondents Tend To Satisfice

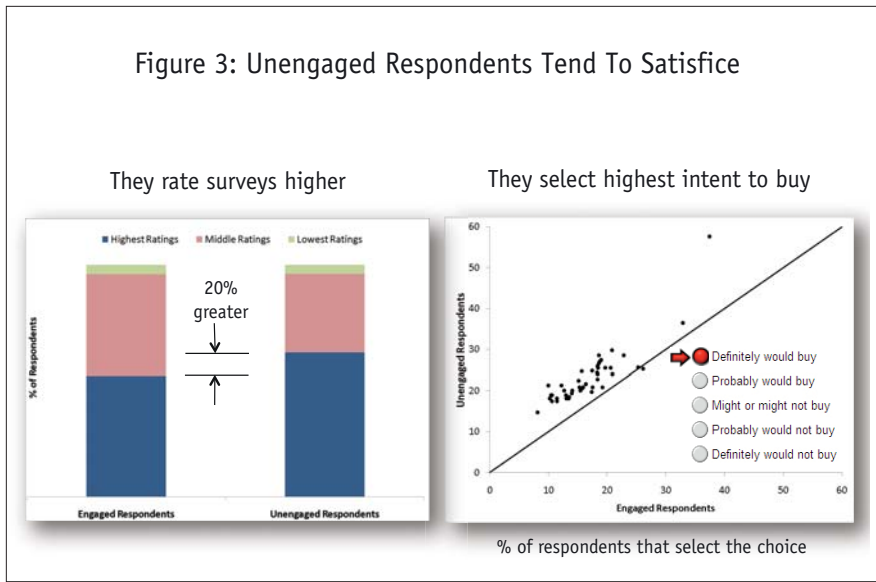
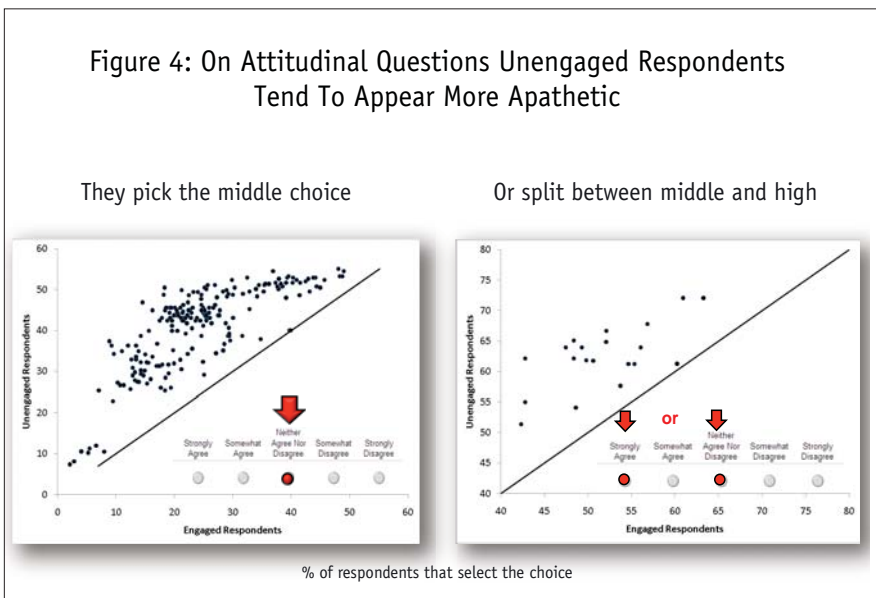


Figure 4: On Attitudinal Questions Unengaged Respondents Tend To Appear More Apathetic



est in a five-point scale) regardless of the product or survey. This overwhelmingly positive attitude is reflected in Figure 3, where the percent of the respondents that select “5” as an option tends to lie almost always over the 45-degree line across all the intent-to-buy questions that we looked at.

Unengaged respondents tend to rate survey quality higher. In a similar vein, unengaged respondents also tend to rate the surveys that they take significantly higher than do the engaged respondents, as seen in Figure 3. While this does not necessarily affect the quality of the data directly, it does point to the satisficing attitude of these respondents while taking the survey. Also as an indirect impact, such responses can also tend to artificially raise the

overall rating of the survey, which may lead to researchers having an overly positive view of their survey design and reduce the likelihood of altering the design when it may in fact be necessary.

Unengaged respondents are more prone to attitudinal indifference. On questions where attitudes toward the product are solicited, the unengaged respondents overwhelmingly selected the middle-of-the-road option. On a question with five choices, this translated to Choice No. 3 (e.g., Neither Agree nor Disagree), while on a seven-choice question, the odds-on choice for these respondents was Choice No. 4. Figure 4 shows the percentage of unengaged respondents that chose the middle choice, compared to the percentage of engaged respondents that chose the

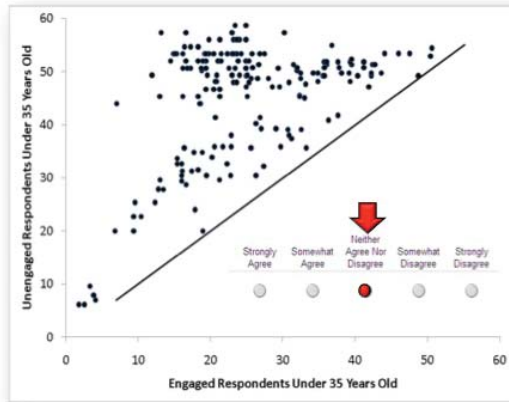
middle choice on the same questions across all the surveys.

Unengaged respondents are sometimes split between satisficing and indifference. For some surveys, the in-survey experience may cause the some of the unengaged respondents to be more positive on the attitudinal questions, while other unengaged respondents might show indifference. In such surveys, their responses, while still different from those of the engaged respondents, tend to split between the middle-of-the-road and highest rating on the questions forming two such clusters of responses. When we look at the percentage of unengaged respondents that select either the middle choice (e.g., 3) or the most positive choice (e.g., 5), sum up the two percentages and compare this number to the same for the engaged respondents, the differences again are quite significant (Figure 4). A greater proportion of the unengaged panelists tend to pick either of these choices than the engaged respondents.

This indicates that even for the vast majority of the unengaged respondents, the nature of the survey may have an impact on their response patterns. Therefore, while they will remain unengaged and display this attitude in their response, their mode of displaying this apathy can manifest itself differently depending on the survey.

Younger unengaged respondents are different even when compared to younger engaged respondents. Based on the results presented earlier, one may rightly ask if, when flagging respondents for engagement, younger respondents should be compared against a benchmark set by their own age group or against an overall benchmark. Since there is a bias toward younger age groups when looking at the distribution of unengaged respondents compared to engaged ones, comparing them against their own might be a little more forgiving toward these age groups which are already hard to reach, especially if, as a group, they complete surveys faster. However, this method should only be considered if, in fact, the data

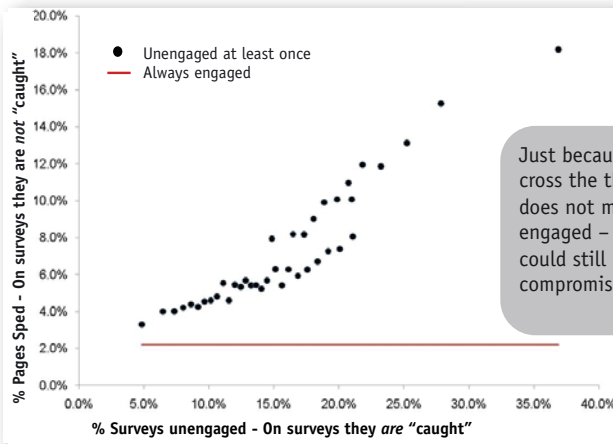
Figure 5: Do We Need To Set Different Time Thresholds For Marking Younger Respondents As Speeders?



Not at all. Unengaged <35-year-old respondents based on population benchmarks are still different from engaged <35-year-old respondents.

% of respondents that select the choice

Figure 6: Unengaged Respondents Are More Likely To Speed Under the Radar On Other Surveys As Well



Just because they don't cross the threshold does not mean they are engaged - their data could still be compromised!

middle choice. This is very similar (and in some respects, actually more biased) to the trend shown in Figure 4 for the entire respondent set.

This validates the current methodology of flagging respondents for lack of engagement using the entire demographic as a benchmark. For starters, fragmenting the data by demographic to obtain a statistical benchmark would make the benchmark less robust due to small volumes available for a large proportion of surveys. Secondly, it is likely that younger people are probably not that much faster in reading and comprehending text than older respondents, which would make a speeder/straightliner one regardless of their age.

Phase II: Impact of chronically unengaged respondents

In the first phase, we looked at the survey level to establish that unengaged respondents do provide poorer-quality data and that they should, in fact, be excluded from the results. But do these respondents speed on other surveys as well? And hence, will their data be compromised on other surveys where they are not excluded because they are under the radar? Are they more liable to be chronically unengaged, and if so, at what point would you call a respondent chronically unengaged?

To answer these questions, we

from the younger respondents who have been tagged by the current method based on the speeds of all panelists is closer or similar to the younger, engaged respondents. This would indicate that younger respondents are overall faster or straight-line more than older respondents and the fact that ones we mark as unengaged are similar to the engaged reinforces the sentiment that we are being harsher on them.

In order to test this, we looked at the attitudinal data of the unengaged respondents under 35 years old and compared them to the engaged ones in the same age group. As can be seen in Figure 5, the respondents under 35 marked as unengaged by the current method are still substantially different from the engaged ones and overwhelmingly pick the

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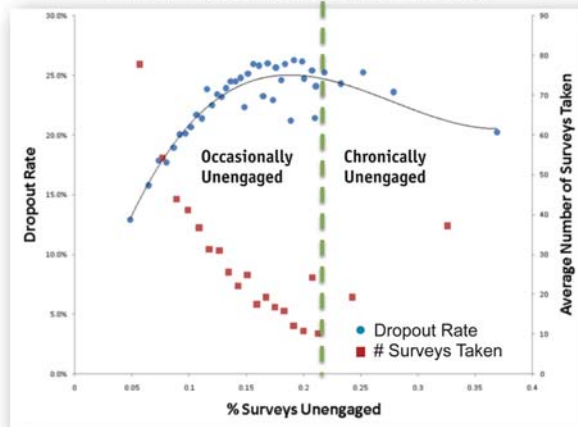


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Figure 7: How Do We Identify Respondents As Chronically Unengaged?

We can set a threshold to identify chronically unengaged respondents and exclude them from future surveys



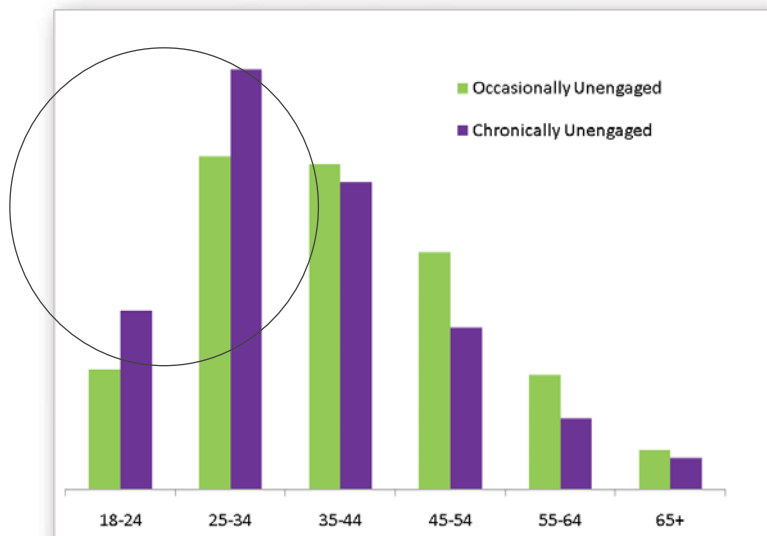
a respondent is consistently just under the threshold on several surveys it should still raise a warning flag on their data quality.

To look at how respondents who were ever unengaged behave on surveys on which they are not caught speeding, we examined their characteristics on these surveys. In Figure 6, we plotted the percent of pages sped on surveys that they were not caught on, against the percent of surveys that they took and were found to be unengaged on. As can be seen in the results, respondents who sped on a greater percentage of their surveys also sped on an increasing percent of pages on surveys they were not identified as unengaged. This says that they were under the radar on those surveys and that just because they were not caught does not mean their data quality is not compromised. This argues for setting a threshold based on either a number of surveys or a percent of surveys on which respondents are found to be unengaged to classify a respondent as chronically unengaged.

Chronically unengaged respondents can be identified and excluded. The issue is to identify a threshold based on the data for the classification of chronic disengagement. While we could have arguably picked a threshold based on the above graph at some point on the x-axis, we decided to look at some additional behavioral data to see if we could identify a natural threshold. Figure 7 shows the dropout rate of the ever-unengaged respondents and the number of surveys taken, plotted against the percent of surveys on which respondents were unengaged. As can be seen, the dropout rate increases with percent of surveys unengaged up to about 20 percent or so, after which it starts flattening out and even drops a little. The increasing trend of dropout rate with percent surveys unengaged is consistent with earlier research and points to some level of survey-driven disengagement behavior. The decreasing survey count also points to a more casual survey taker who might be driven to the behavior by the design of the survey.

However, the trend after about

Figure 8: Chronically Unengaged Respondents Tend To Be Younger Than Occasionally Unengaged Ones



looked at historical engagement data and tracked the behavior of respondents over the course of several surveys. In the following analysis, Phase II, we evaluated over 1,600 surveys and tracked over 20,000 unengaged respondents across these surveys that spanned 10 or more service/product categories and several months. Our findings are summarized below.

Chronically unengaged respondents impact data quality negatively. Why we would want to classify a respondent as chronically unengaged if, in fact, we can identify them as unengaged in every

survey and exclude their responses? There are a couple of reasons. An obvious first consideration is that of incentives. A respondent tagged as unengaged is still given the incentives for completing the survey, while their responses are not used in the research. This is a direct cost to panel companies. The second reason is more subtle and has an impact on data quality. Whether a respondent is considered to be engaged is based on a threshold. If the respondent is on one side of the threshold they are considered to be engaged and if they are on the other side, they are considered to be unengaged. However, if

the 20 percent mark is interesting. The number of surveys taken starts to rise a little and the dropout rate tends to flatten out and drop a little. This indicates that respondents who are more unengaged actually take more surveys, speed on more of them and complete more of them. This not only implies more completed surveys with poorer data quality but also points to a class of respondent that might be more driven by incentives while providing bad data. Based on this, it appears that a threshold of 22 percent or so may be used to differentiate between occasional and chronic disengagement. In the current data set, this resulted in 20 percent of the ever-unengaged respondents being classified as chronically unengaged.

Chronically unengaged respondents tend to be younger. Looking at the age breakdown of the chronically unengaged respondents compared to the occasionally unengaged ones (i.e., those on the right of the threshold in Figure 7 against those on the left), we can


see in Figure 8 that the chronically unengaged respondents are more likely to be younger.

Overall, roughly 2 percent of survey takers in this study were considered to be chronically unengaged; 7 percent were occasionally unengaged and 91 percent were always engaged.

A different response characteristic

We have described a methodology to identify unengaged respondents and presented reasons as to why they should be excluded from survey results. The first phase of the analyses presented here indicates quite clearly that unengaged respondents do indeed have a very different response characteristic than the engaged ones. The responses provided by the unengaged respondents identified by the engagement methodology tend to show a combination of greater indifference on the thought-provoking questions, coupled with a greater-than-normal positive intention to purchase. All of these

qualities will have a negative impact on the quality of the data and therefore the decision-making by the end-user.

The second phase of the analyses showed how unengaged respondents can be classified into occasionally unengaged and chronically unengaged. It is important to identify chronically unengaged respondents and exclude them, both from an overall incentive cost perspective as well from a data quality perspective. This is because chronically unengaged respondents can give poor data even on surveys where they are under the radar. The engagement criteria and methodology described in the study can help flag and set aside these respondents and can play a critical part in a multipronged approach to ensure the quality of market research data. 

Nallan Suresh is senior director of analytics at San Francisco research firm MarketTools. He can be reached at nallan.suresh@markettools.com.

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Seeking the right blend

What happens when you mix panel respondents and social network respondents?

| By Steven Gittelman and Adam Portner

snapshot

In part one of a two-part article, the authors examine findings from an experiment in which sample from an established panel was blended with sample drawn from a social network population.

Social network growth statistics are staggering. What once was a phenomenon popular only with the young now has broad demographic reach. Facebook alone has a half-billion pre-profiled respondents in comparison to seven million panelized double opted-in respondents who constitute the core of online research as we know it today (ARF 2009). This disparity highlights the critical shortage of respondents that exist in our online panels. Thus, where opportunities afford themselves, we must have methods that are tested for their inclusion.

The online panels appropriately seek to avoid overuse of their respondent base. The inclusion of social network respondents should relieve this pressure. In addition it allows the market research industry to involve people in research who might not participate in online panels. The result is a more comprehensive and inclusive sample frame.

In this two-part article (part two will appear in December) we seek to determine

the degree to which a social network population sourced from Peanut Labs respondents could be blended with an established panel, Research Now's American Valued Opinions Panel (VOP) while maintaining the original panel sample characteristics.

The key to quality

There is an old adage in carpentry: measure twice, cut once. What appears as a simple axiom is a robust statement of the entire sphere of quality standards from ISO to Six Sigma. Our carpenter friend holds the key to quality: good measurement tools, precision, fit-for-purpose, metrics and record-keeping. If he is sloppy with the tape measure and cuts prematurely, his craft will suffer, gaps will appear due to his lack of precision, a roof might fail to hold a snow load or, in the case of a cabinet maker, the work will be shoddy and loosen at the seams.

When we blend samples, we must rise to the standards of the fine craftsman. Clearly, the challenge behind combin-



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ing sample sources is one of proper metrics, precision in measurement, properly-crafted tools and an overriding sense of the purpose for which our samples will be employed.

Minimum measurable difference

In quantitative research we speak in terms of statistically significant difference when comparing populations. There is a threshold at which the difference is so slight that statistics fail to discriminate difference and we presume the two populations

to be similar. We coin

here the phrase

“minimum

measurable

differ-

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to the

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that we can

discriminate

through statistics.

More normally, we would express populations to be different by establishing an α (alpha) value associated with the precision or likelihood that two samples are different. Thus, we might declare two populations different at an α

value of ≤ 0.05 . In situations where our measurements are less precise, we might settle for a shaky $\alpha \leq 0.1$. Often we make such compromises when compelled to work from samples that are either small or variable.

The minimum measurable difference is a means of determining the threshold at which we begin to detect statistical difference at an α value level so low that it represents a conservative measure of similarity. Anything below the minimum would be considered to be an undetectable difference that lends credence to the statement, “As much as we fail to detect difference, we can declare the two populations similar in the metric that we are evaluating.”

Here we choose to set our α value levels at one standard error for a sample size of 1,500. Examination of sample sizes among online research studies conducted by Mktg, Inc. showed that less than 5 percent of studies we have performed employ samples of more than 1,500. This is a conservative standard.

We need metrics

Our days are ruled by measurement. Intuitively, we understand metrics to gauge temperature, humidity, pressure, automotive velocity, our blood cholesterol, the calorie content of our food and so on. The science behind measurement is at times so exact that it is no wonder

that statistical significance in the hard sciences often begins at an $\alpha \leq 0.01$ and beyond.

Establishing metrics that reflect populations and their behaviors is a difficult task. Speak to the next Six Sigma Black Belt with whom you become entangled and you will be given a hard lesson in the need for measurement and associated standards. Difficult or not, we need metrics to establish and maintain quality.

The word “representative” drives fear into the hearts of many members of the market research profession. In fact, we wither at any question of what our sample might represent. Here we reject demography as the only suitable stand-alone standard for online market research samples. When we attempt to calibrate behavior by demography alone, we assume that a proper distribution of demography assures us of a reliable sampling of behavior. We have found that highly-nested demographic samples of different online sources yield significant and meaningful behavioral differences between populations (Gittelman and Trimarchi, 2010).

Our standards have to relate to the measures that we seek to represent. The need for these standards is at the crux of blending online samples. We must blend to a relevant target. In market research we measure behavior. Often the purchasing patterns, buying behavior and other predilections of our target audience are the most germane subjects of our interest. Thus, in creating our metrics, we employ segmentations based on buying behavior, purchasing intent, media preference and sociographic behaviors. The metrics we use at Mktg, Inc. are the result of highly refined segmentations, collected in 35 countries and tested over a four-year span with over 200 online panels.

We seek to determine the degree to which social network respondents emanating from Peanut Labs can be blended with panel respondents who belong to Research Now’s American Valued Opinions Panel. Our analysis included 4,009 U.S. VOP respondents (9/14/2010 – 11/1/2010) and 3,871 U.S. Peanut Labs respondents (9/14/2010 –

The word “representative” drives fear into the hearts of many members of the market research profession.

measurable difference” to refer to the smallest difference between two populations that we can discriminate through statistics.

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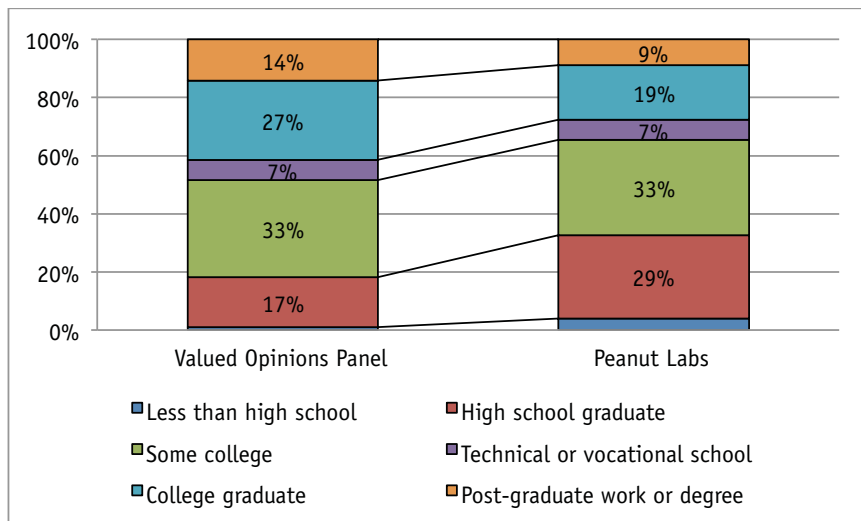
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Figure 1: Education Distribution of the Samples



12/19/2010), using identically-nested Sex x Age x Income.

The distribution of behavior segments represented by highly balanced samples of VOP acts as our standard. We might use other standards but here we seek to sustain consistency of the VOP sample as we add respondents from Peanut Labs. We use an iterative model to deter-

mine how many social network respondents, originating from Peanut Labs, can be added before we detect a minimum measurable difference in the blended combination. Our purpose here is to achieve a consistent blend to eliminate changes in survey data that might otherwise be created by changes in the underlying sample frame.

Likely to be different

Social network respondents are different from those now drawn from double opt-in panelized respondents. These differences are inherent in their reasons for being online. Those who are using the social network arena to communicate with others, obtain news or be entertained are likely to be different from others who are participating only for online purchases, doing their banking or searching for the best deal on an airline ticket. Those who embrace the potential of the Internet for social interaction are systematically different from those who see it merely as a means to expediting their offline lives. As many of our online panels are sourced from a combination of commerce sites such as frequent-flier, various reward programs or simply special interest groups, they are likely to be different from someone seeking social contacts or the latest viral treat on YouTube.

At first, we are challenged to understand the differences and to establish methods for blending this

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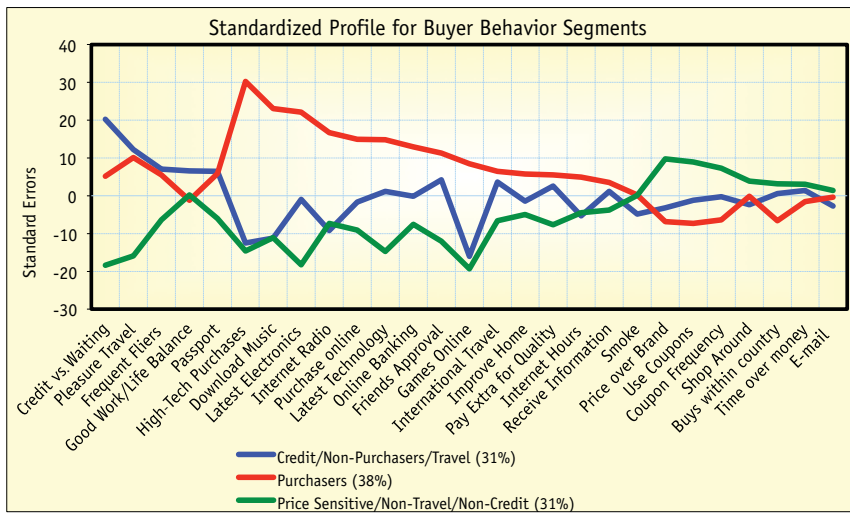
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Figure 2: Standardized Profile of the Buyer Behavior Segments



new wave of respondents into existing panels, while maintaining consistent results. Users of these panels must be assured that the addition of any new source, including social networks, will not introduce instability to the samples and increase the variability in their data.

While we attempt to control for differences in our respondents via

demographic quotas, it's clear that individuals from social networks are considerably different. When examining education (Figure 1), among social networked individuals, with identical sex x age x income distributions, we find a far less-educated population than the ones derived from a typical online panel. But while these differences are sugges-

tive of underlying problems, demographics do not tell the whole tale.

Social network respondents are different from panel respondents and the degree of that difference dictates the number of social network respondents that can be added to an existing sample frame without changing the behavior represented by the original panel. The issue is further complicated as we drill into different demographic groups. We find that the differences between groups are not consistent. As a rule, older respondents are more different than are younger ones.

Structural segments

Individual consumers have different motivations and habits, with different factors influencing their adoption or purchase of a particular product or service. With demography insufficient to independently represent each of these consumer segments, it is important to form a typology through which they might be identified to ensure a behaviorally-consistent sampling frame. The



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Figure 3: The Buyer Behavior Segment Distributions

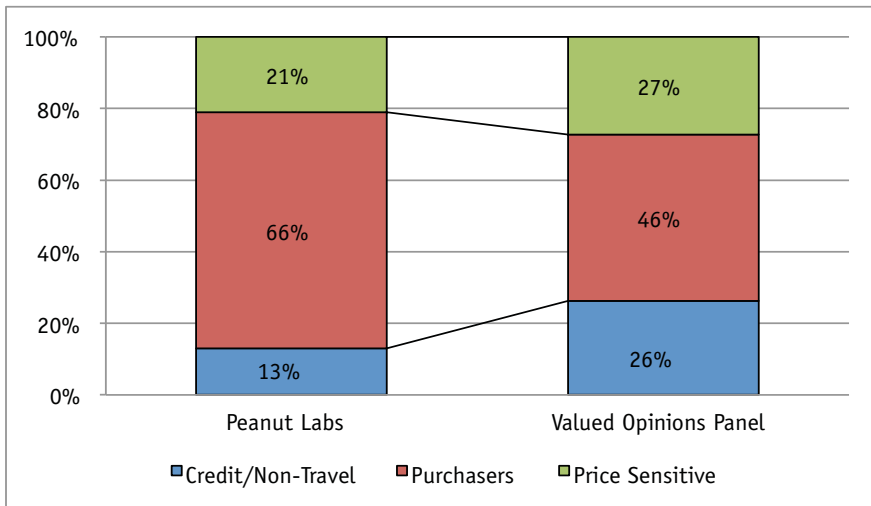


Figure 4: Standardized Profile for Sociographic Segments

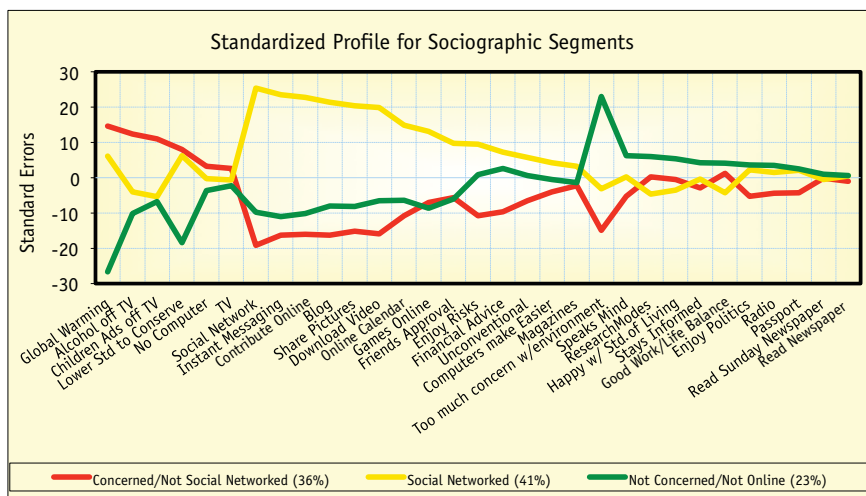
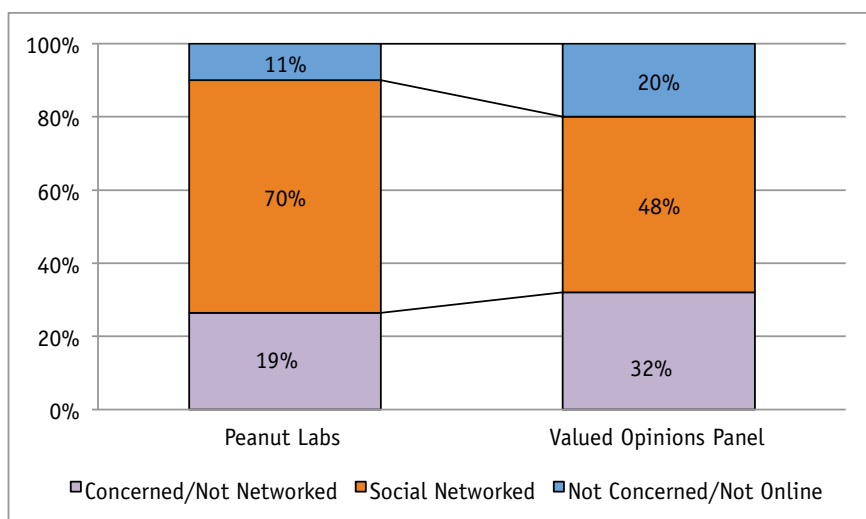


Figure 5: The Sociographic Segment Distribution



process of identifying structural segments can be thought of as having four steps, going from the selection of the variables through identifying

segments and developing a regression model: Select Variables + Cluster Analysis + Logit Regression Model + Test Results.

This task is done with a substantial set of data, within a single country in order to provide a stable structure. The parameter estimates from the resulting regression model are then used to assign segments for all other datasets, creating an internally consistent set of distinct respondent groups. The requirements for an acceptable structural segmentation scheme are formidable in that the resulting scheme must consist of highly distinct groups whose differences are reliable across samples. The resulting model must provide clear assignments of respondents to segments, which may require several iterations of this process until the ideal group of variables is identified.

Respondents completed a 17-minute standard questionnaire covering media, technology usage, lifestyle and purchasing intent. These questions were utilized to create a standard battery of three structural segments: 1) buying behavior, describing generalized purchasing behavior and involving 37 questions; 2) sociographic behavior, describing lifestyle choices, with 31 questions; and 3) media usage, describing general modes of media consumption, with 31 questions.

Each respondent was assigned to one segment in each of the three segmentation schemes, with each scheme consisting of three or four segments. For example, the average young male would be classified as a purchaser in the buyer behavior segmentation, as being social networked in the sociographic segmentation and as a regular Internet user in the media segmentation. The composition of each segment is displayed in the following sections.

Buyer behavior segments

The buyer behavior segments capture major differences in respondent purchasing behavior. Figure 2 shows the standardized profile of the segments based on the questions included in the executed questionnaire. These cover both frequency of use and of purchases and attitudes. These profiles show the degree of impact the variables have in determining a respondent's behavioral classification. Deviations from zero indicate the impact on the respec-

Figure 6: Standardized Profiles of the Media Usage Segments

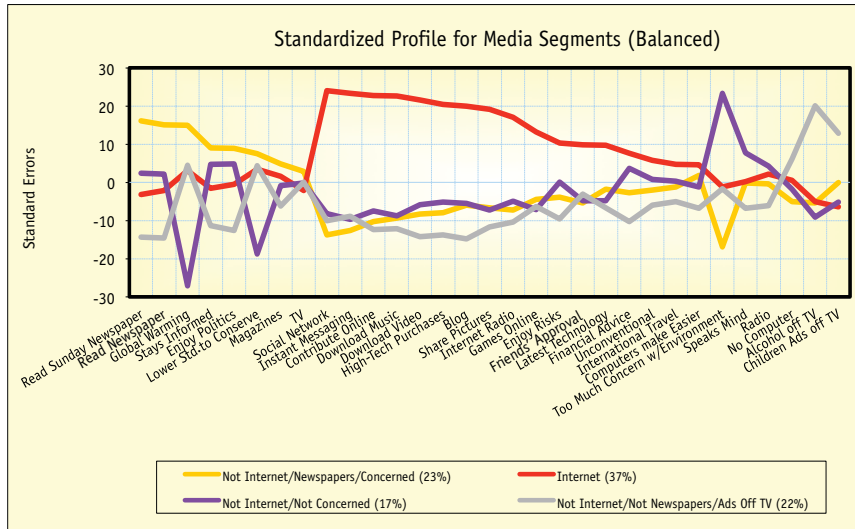
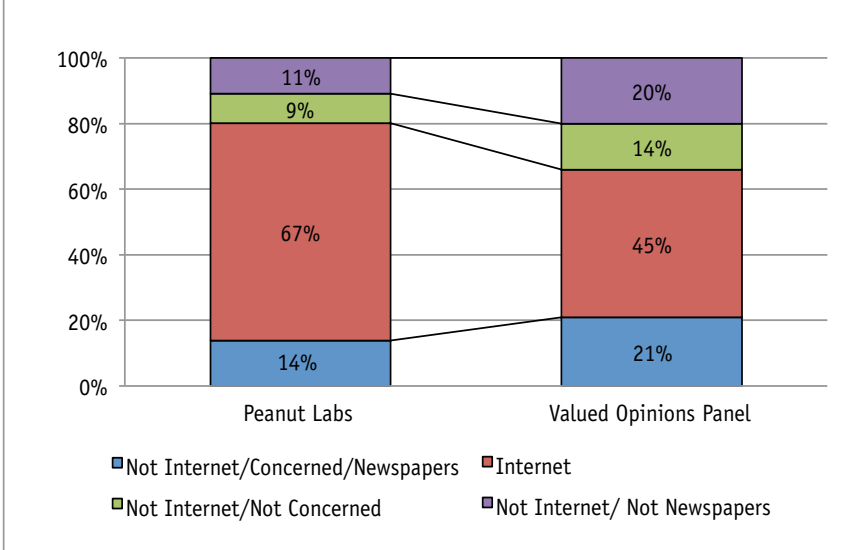


Figure 7: Media Use Segments Distributions



tive segment in either a positive or negative direction.

Figure 3 shows the distribution of these segments between the host, VOP, and the alternative source, Peanut Labs. Note that these are significantly different overall. Differences, of course, would be expected to vary in subgroups of respondents within these sources.

Sociographic segments

The sociographic segments capture population differences in attitudes, behavior and, to some extent, lifestyle. Figure 4 shows the importance of the various questions used to formulate this segmentation scheme. As in the last section, these are stan-

dardized profiles.

Figure 5 shows the distribution of sociographic segments between the host and the alternative source. Once again there are very large differences.

Media usage segments

The media usage segments capture the sources of information and use of media by respondents. As before, Figure 6 shows the relative importance of the various responses from the questionnaire to forming the segments. It should be noted that the segment on Internet usage is expected to be dependent on the sources of respondents.

Figure 7 shows the distribution of media usage segments between the


two sources. As would be expected, this indicates major differences.

Sustaining the consistency

Social networks are here to stay and people across all age groups use them to interact every day. Now it's a matter of incorporating these powerful sources smoothly, at a frequency that expands our sampling reach while sustaining the consistency of our sample frame.

How do we establish the blending percentage that gives us the best of both worlds, increased coverage and reliable data? We are at a new horizon where the blending models we select must be tested with high levels of rigor to assure our clients that the changes in the data they perceive are real and not the product of shifts in the underlying sample frame.

To avoid variability, social media respondents must be blended by design within a panel source. The segmentations herein allow for behavioral standards by which we compare different sample sources. By identifying groups of respondents who answer similarly across a broad array of behavioral items, we divide them into segments. This behavioral fingerprint is an essential measurement tool.

In the December issue, we will cross this new threshold and explain how we bring Research Now's Valued Opinions Panel and Peanut Labs together without disrupting the flow of data so important to the future of our industry. 

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Jill Donahue on Staying Current

As a corporate researcher, it's important for me to stay up-to-date on the latest research methods. MRA gives me access to other researchers through their online community and their conferences – the Annual Conference in June and the new Corporate Researchers Conference this September. These opportunities give me the chance to hear about the research my peers are conducting and to learn from their experiences. I'm then able to share their new insights and strategies with my team so we can implement it day-to-day.

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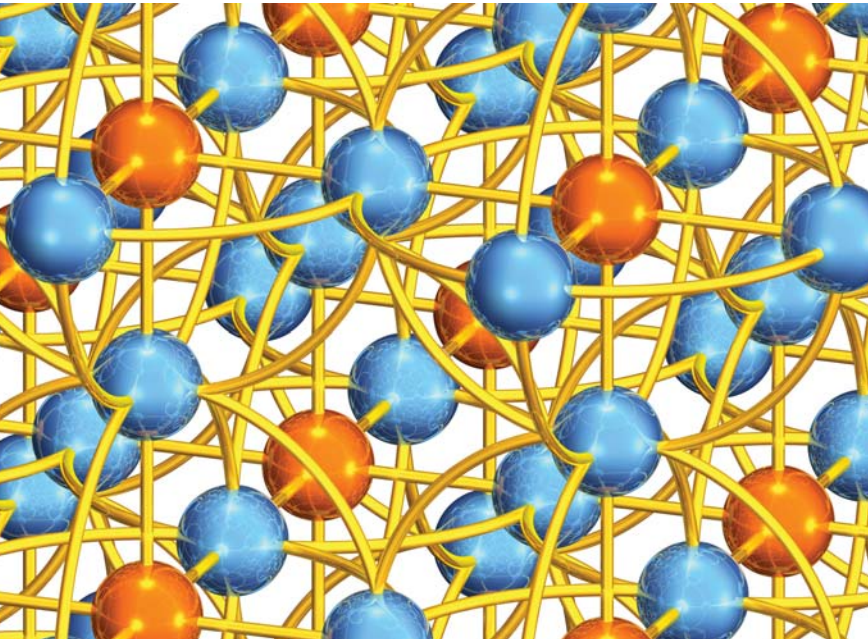
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Anticipate and plan



Five pitfalls to avoid for successful linkage analysis

| By Keith Chrzan

snapshot

Whether simple or complex, the linkage process is fraught with potential perils. This article outlines five of them and offers strategies to work around them.

Linkage consists of the formal, statistical process by which we connect input measures from one data source to output measures from another. Varying levels of sophistication differentiate “simple” and “complex” linkage. Complex linkage involves a multivariate predictive model of some sort which enables what-if simulations, while simple linkage involves a matching of a single input variable from one data set to an output variable in another - for example linking a survey measure to a behavioral measure in order to validate the survey metric.

Five potential obstacles threaten the validity of linkage models, particularly of complex linkage models. Failing to anticipate and plan for these could cause a catastrophic failure of the linkage model.

1. Level of aggregation

In all linkages that we do we need to make sure that the survey and external data are prepared at the same level of aggregation. For example, we might have satisfaction survey data for customers who report their time spent waiting to check into a given hotel property but staffing data for the property as a whole, not for the time the individual customer walked in the door. In this case we cannot link the data until we aggregate the respondent-level satisfaction information into a mean score for the entire property. Three problems can result when we do this:

- We may not have enough respondents at the property level to compute a stable mean score.
- We may not have enough observations at the aggregated level to run a stable analysis. For



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example, if we had 1,000 respondents per property but only 10 properties, that becomes just 10 observations in our aggregated analysis, not nearly enough to allow us to reach conclusions with confidence.

- When we do aggregate respondent-level data together into means, we often lose a lot of the variability and we end up with very “flat” data. This flatness will often produce very small effects in our linkage analysis.

The fix for potential level of aggregation problems resides in the blueprinting stage of the project. Make sure you have a complete inventory of the data that will be available for linkage and have all the relationships among variables mapped out in detail so that mismatches in levels of aggregation will be evident.

2. Model specification

When we build a statistical model to predict some outcome, the model is properly specified only if it contains all the variables that influence the outcome. To the extent it fails to do so

it exhibits underspecification or misspecification. For example:

- We link a customer’s subsequent repurchase (or not) of a brand of automobile to her overall satisfaction with her previous experience with that brand. But whether a person buys a given brand also depends on whether competitors have come out with new models, new advertising, new features, new prices, spiffs or rebates, etc. Predicting repurchase based only on satisfaction with experience of a single brand misses parts of the story and a distorted view of relationships may emerge from such an underspecified model.
- We link customer satisfaction with a bank branch to cross-sales data at that branch. But how many IRAs the branch sells to its checking account customers isn’t just a matter of the satisfaction of those customers, it’s also a function of the population served by the branch, the income, employment and life stage of its customers, and the larger economy. Ideally we prevent specification

error by conducting a blueprinting session and identifying all the factors that affect our outcome variable.

Additional aspects of model specification to consider include:

- **Missing data.** Sometimes not all respondents experience, or can rate, all aspects of the potential relationship with the brand.
- **Non-linear effects.** The influence of attributes on outcomes may not be linear, which will alter our modeling approach.
- **Sampling.** We need to make sure the sample on which we base our model adequately represents the population to which we want to forecast.
- **Timing of prediction.** Current measures of performance (satisfaction, etc.) may be more strongly related to future outcomes than to current ones, suggesting a longitudinal linkage.
- **The direction of causality.** Sometimes we see that business units with higher levels of satisfaction also have lower sales volume. Rather than infer that satisfaction causes lower-sales, we usually find that lower

sales business units are less busy and can offer customers more attention.

• **Whether the effects are best measured as cross-sectional or not.**

Cross-sectional analysis focuses on the differences between high and low satisfaction respondents, say, or between high-performing and low-performing business units; when, as in the previous point, volume itself may be masking the true relationship, running analysis within business units (or at the respondent level) may yield a more accurate measurement.

• **Whether non-compensatory processes drive outcomes.** Most models assume compensatory, linear processes (e.g., a low score on one attribute might be made up or compensated by high scores on some other attributes). Plausibly, some real processes may instead be non-compensatory: If my wireless carrier has poor coverage in my primary usage area, it may not matter at all that the service rep is friendly, the contract clear and the bills small – the provider might be unacceptable based on coverage fail-

ure alone. Indeed, when we use our firm’s new Make or Break model of customer satisfaction we invariably find non-compensatory processes not captured by more common modeling techniques.

3. Model complexity

The number of variables

Some of our complex linkages contain many variables. By simple division, if we have 40 variables, each will average only 2.5 percent of the total influence on the outcome. Even large changes to individual variables will move outcome variables too little to get excited about or to interest senior management.

Like the other potential problems, it’s best to fix this one in the design stage – make the number of variables in your predictive models no larger than required for proper model specification.

Bolting

Bolting is the vivid image describing how multiple sources of survey data connect. For example, we may connect some transactional surveys to a

relational survey and the relational survey to some outcome metric. The bolting itself contains error, the result of two distinct processes:

- Transactional surveys and relational surveys take place in different contexts and the questions within them, even if they have identical wording, may be biased by the contexts in which they’re asked. There may be no way around this problem but it pays to be aware of it and to make the contexts as similar as possible.
- The samples that comprise transactional and relational surveys may be very different - and different in complex ways not easily sorted out by simple weighting. To name just one example, many of our transactional surveys do frequency-based sampling (e.g., frequent customers receive more surveys) while our relational surveys often do not.

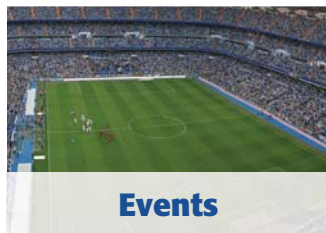
An analogy to accompany the vivid term might be that differential context and sampling effects mean the bolt is too skinny and wiggles around in the



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hole, while the nut that attaches to the bolt has the wrong-size thread, perhaps in the opposite direction. All else being equal, one should try to minimize the amount of bolting built into a linkage model.

4. Multicollinearity

Multicollinearity happens when two or more variables move up and down together as you look across respondents. If multicollinearity occurs among three retail attributes, such as “wide aisles,” “well-lit parking lot” and “wide selection” (and we often see this occur for just such seemingly unrelated variables), then the three tend all to be high when any one of them is high and all to be low when any one of them is low (i.e., they’re highly correlated). So when we go to simulate an improvement in “wide aisles,” say, if we just simulate it the way it doesn’t happen (all by itself, with no rise in the other two attributes’ scores) we’re punishing the attribute, relative to the way it occurs in nature (or in our data set).

Multicollinearity leads to a cluster

of technical problems, most importantly that it results in making the model unstable - it adds error to the importances that result from the model, making the results potentially very misleading (some importances may be a lot smaller than they should be, while others may be a lot larger).

The best solution to the multicollinearity problem is to fix it in the design stage of the study: carefully pretesting and building attribute lists to refine their psychometric properties. Alternatively, we can opt to base the importance weights in our linkage models on valid stated importance measures like best-worst scaling, Q-sort, the method of paired comparisons or constant sum scaling. The multicollinearity problem vanishes if we’re not trying to derive importances from halo-affected, highly correlated predictors. Most often, however, we use a variant of regression analysis based on information theory – Theil’s relative importance analysis – that appears to be robust with respect to multicollinearity.

5. Respondent heterogeneity

Respondents differ from one another; they have different tastes and preferences and hot buttons. You can imagine if we were able to do a separate importance model for each respondent, people would have different weights for the different attributes – that’s what respondent heterogeneity means.

When we run a derived importance model, we get a set of attribute importance weights that represents the average importances across all respondents. Of course this average can hide some pretty important differences; in fact, the average may represent no one respondent at all. Linkage models applying these average importances to every respondent in the study produce inaccurate predictions for many of the respondents, resulting in poorer overall prediction.

We have several tools in our analytical toolbox for addressing this problem of heterogeneity.

- If the linkage involves connecting individual respondent-level data to individual-level outcomes, consider using valid stated importance methods (best-worst scaling, the method of paired comparisons, Q-sort or constant sum scaling). When done properly, stated importances have been found to have excellent predictive validity. Stated importance measures come at a cost in questionnaire real estate, however, so in many cases they may not be the best solution.
- Other times we can examine segmenting variables to see which have a moderating effect on regression coefficients, then incorporate them into a moderated regression analysis.
- Finally, if we lack or if we want to supplement known segmenting variables we can use latent-class versions of Theil’s importance analysis or of PLS modeling – methods which simultaneously quantify drivers and driver-based segments of respondents.

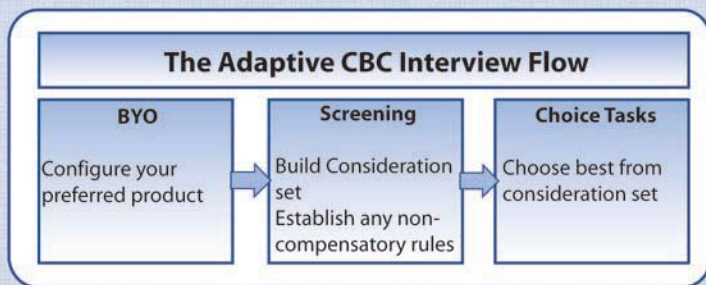
Take action

Don’t leave anything to chance – make sure to consider these five threats and take action to reduce or eliminate them. ①

Keith Chrzan is chief research officer at Maritz Research, St. Louis. He can be reached at keith.chrzan@maritz.com.

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Q

Names of Note

In Memoriam...

Kathy Pilhuj, senior vice president, data collection, at *Scarborough Research*, New York, died on September 17 at age 61.

■ Wilton, Conn., research company *Marketing Management Analytics* has appointed its global executive team: **Pat Cummings**, CEO; **Doug Brooks**, global executive vice president; **Todd Gustafson**, executive vice president and chief analytics officer; **John Guild**, senior vice president, technology and product development; **Tigran Markaryan**, senior vice president, custom analytics; and **Samrat Chanda** and **Susmita Chaudhury**, senior vice president, global center of excellence, India.

■ London research company *The BrainJuicer Group Plc.* has appointed **Tom Ewing** as digital culture officer.

■ London research company *Simpson Carpenter* has promoted **Ryan Howard** to associate director, major studies; **Kate Parsons** to senior research executive, health care and pharmaceuticals; and **Daniel Curl** to research executive, retail. The company has also hired **Ewan Bleiman** as research executive, major studies.

■ *Chadwick Martin Bailey*, a Boston research company, has named **Kathy Ofsthun**, account director, retail research; and **Christine Gimber** account executive, financial services.

■ **Robert Woodard** has joined the *Advertising Research Foundation*, New York, as executive vice president, ad-

vertising effectiveness.

■ *Ipsos OTX MediaCT*, a Los Angeles research company, has hired **Mark McLaren** as vice president, syndicated services. McLaren will be based in New York.



Wurst

■ *MarketVision Research*, Cincinnati, has promoted **Greg Wurst** to director, IT services; and **Allison Fulcher** to research manager, client services.



Fulcher

■ **Marilyn O'Brien** has rejoined *Ipsos Understanding UnLtd.*, a Cincinnati research company, as chairwoman and CEO. The company has also promoted **Peter Weylie** and **Ali Perry** to co-president.

■ Austin, Texas, research company *Illuminas Austin* has promoted **Carrie Angiolet** to senior vice president, Austin office; **Andrew Elder** to senior vice president, marketing sciences; and **Robin Peto** and **Stacey Eacott** to vice president, market research.

■ **Bernice Klaassen** has joined Paris research company *Ipsos* as regional director, digital, Asia-Pacific. Klaassen will be based in Singapore.



Klaassen

■ New York research company *All Global* has hired **Daniela Dodaro** as director, business development.

Dodaro will be based at the company's London headquarters.

■ **Renae Olver** has been named operations manager of *Observation Baltimore*, a Baltimore research company.

■ Shelton, Conn., research company *SSI* has appointed **Megumi Mori** as director, business development, Asia-Pacific.

■ **Ann Benson** has been promoted to senior vice president, strategic accounts, of *RDA Group*, a Bloomfield Hills, Mich., research company.



Benson

■ **Jackie Kwan** has joined New York research company *Medefield* as director, business development, Hong Kong.



Kwan

■ Framingham, Mass., research company *Kadence International* has appointed **Andy Grout** and **Neil Rees** as insight directors at its London headquarters.

Separately, **Greg Clayton** has been promoted to managing director of *Kadence International's* Singapore operation.



Clayton

■ Cincinnati research company *dunnhumbyUSA* has named **Sean Hannon** director, client leadership; **Ashlee Carlisle** senior associate, client leadership; **Danielle Merkle** senior associ-

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ate, communications and media; **Anne Marie Newman** director, client solutions; **Aimee Tunnacliffe** senior associate, client leadership; and **Jillian Brundage** senior analyst, custom insights.

■ **Michael Spedding** has been named domain CEO, market research, of *The P\SL Group*, a Montreal medical information company. Spedding will be based in New York.



Spedding

■ Columbia, Md., research company

Arbitron Inc. has promoted **Jon Miller** to director, programming services; and **Jenny Tsao** to manager, programming and marketing operations.

■ **Roger Green and Associates Inc.**, a New Hope, Pa., research company, has appointed **Ellen R. Giller** as associate director, research.



Giller

■ **M3 Global Research**, Washington, D.C., has hired **Mo Rice** as director, business development, Europe.

■ **Richard Head** has been named director of *The Research Partnership*, London.



Head

■ **Optimal Strategix Group**, a Newtown, Pa., research firm, has made the following appointments: **Carol Wager** as field service project manager; **Sushmita Venkatraman** and **Sanjeev Sridharan** as associate; **Kayla Darboe** as receptionist; and **Eric Hsu** as an intern.

■ **Rick Owen** has joined *Universal Survey*, a New York research company, as vice president, business development. Owen will be based in Dallas.

■ **The Pulse Group**, a Kuala Lumpur, Malaysia, research company, has appointed **Mukta Prakash** as manager, client development, India.

■ **Stacey Montgomery** has been appointed focus group manager of *Market Research City*, Miami.



Knapton

■ Plano, Texas, research company *e-Rewards Inc.* has named **Kurt Knapton** president and CEO.

■ **Delta Market Research Inc.**, Hatboro, Pa.,

has hired **David Riether** as vice president, business development.

■ Atlanta research company *CMI* has hired **Janice Harllee** as controller; **Pamela Vaughn** as field manager; and **Sarah Bromley** as associate project manager.

■ **Richard Hall** has been named COO of New York research company *WorldOne*.



Hall

■ **John Liechty** has been named partner of *In4mation Insights*, a Needham, Mass., research company.

■ London research company *Ipsos MORI* has hired **Susan Malcolm** as managing director, marketing, U.K.

■ **Marcin Point** has joined New York research company *Millward Brown's* team in Melbourne, Australia, as account director.

■ **Engage Research**, London, has hired **Colin Deller** as director, product development and behavioral economics.

■ **R. Brian Gibson** has been appointed CFO of San Francisco research company *BuzzLogic*.

■ **SymphonyIRI Group Inc.**, a Chicago research company, has named **Rob Holston** executive vice president, *Symphony Analytics*, North America.

■ **Andrea Higgins** has joined London research company *Naked Eye* as director, new business.

■ Reston, Va., research company *comScore Inc.*, has added **Laurence Bird** to its team in London as senior research director, EMEA.

■ Waltham, Mass., research company *Affinova* has made the following promotions: **Lang Leonard** to COO; **Amit Dhand** to executive vice president, global client services; and **Kevin Karty** to vice president, analytics.

■ **Antonio Carvalho** has been promoted to chief research officer of London research company *Kantar Media*.

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Q

Research Industry News

News notes

■ Omaha, Neb., research company **Infogroup Inc.** has charged its founder and former CEO Vinod Gupta with stealing confidential information to help grow his new Database 101.com venture, also in Omaha. In 2010 Gupta was forced out of Infogroup and accused of using company money to support a lavish lifestyle. The most recent allegations state that Database 101 is trying to steal Infogroup's customer database by hiring more than 20 Infogroup employees and that Database 101 has been advertising its services in a misleading manner that conceals the fact that Gupta's new company isn't related to Infogroup.

Gupta responded, stating that he is using the same skills he used to build Infogroup to grow Database 101 so it shouldn't be a surprise that the companies' products appear similar. He said there is no agreement in effect that would prevent him from competing with Infogroup and plans to defend Database 101 against the lawsuit in court.

■ Reston, Va., research company **comScore Inc.** has been accused of siphoning confidential information, including passwords, credit card numbers and Social Security numbers, from unsuspecting users, according to a class-action lawsuit filed in a Chicago court in August. The lawsuit also says comScore software embeds itself via games and screensavers and scans all files on users' personal computers and modifies security settings without proper notice and is nearly impossible to disable once

installed.

ComScore defends itself, saying that it warns visitors to its premieropinion.com Web site that its software monitors all Internet activity and gains full rights to access and change any file on the computer.

■ Under the Freedom of Information Act, **Philip Morris International**, New York, has requested raw survey data from the **University of Stirling** in the U.K., which includes approximately 5,500 confidential interviews with 11-to-16-year-olds, discussing their views on smoking and tobacco. The university is fighting the request on the grounds that it constitutes a breach of confidence and could also jeopardize future research.

■ Waltham, Mass., research company **Affinnova Inc.** has been awarded a sixth patent from the U.S. Patent and Trademark Office, Washington, D.C., for its "method and system for predicting personal preferences."

■ New York researcher **The Nielsen Company** has received accreditation from the **Media Rating Council**, New York, for its Puerto Rico television audience ratings and its Nielsen Online Campaign Ratings.

■ Amsterdam, Netherlands, research company **Noviodata** has received ISO 20252 certification for its fieldwork and ISO 26362 certification for its online access panel Polland.

Acquisitions/transactions

■ U.K., research company **SPA Future Thinking** has acquired **Essential Research**, London, for an undisclosed sum. Essential Research will retain its own identity and continue to serve its clients out its current offices.

■ **ImpactRx**, a Mount Laurel, N.J., research company has acquired Horsham,

Pa., research company **TargetRx Inc.** The new company will be known as ImpactRx.

■ New York technology management company **Genpact Limited** has acquired **EmPower Research**, New York. EmPower will join Genpact's Smart Decision Services business.

■ Oslo, Norway, research software company **Confermit** has acquired New York research company **Techneos Systems Inc.** The acquisition is expected to add a mobile component to Confermit's Horizons technology platform.

■ **IBM**, Armonk, N.Y., has agreed to buy **i2**, a Cambridge, U.K. intelligence and investigation management software provider, from an investor group.

■ New York digital media company **Ziff Davis** has acquired **Focus Research Inc.**, Covington, La.

■ **Google**, Mountain View, Calif., has acquired **Zagat**, a New York company that hosts consumer survey-generated reviews and ratings.

■ **Maritz Research**, St. Louis, has acquired Wiesbaden, Germany, research company **Imagin AG**. Imagin's 75 employees will join the Maritz Research team.

■ Boulder, Colo., research company **Market Force Information Inc.** has acquired U.K. mystery shopping provider **Retail Eyes**. Retail Eyes will serve as Market Force's European headquarters.

■ Research companies **Global Market Insite Inc.** (GMI), Bellevue, Wash., and **Lightspeed Research**, Warren, N.J., have combined their samples and panels, following the acquisition of GMI by Lightspeed's parent company **Kantar Group**, Fairfield, Conn. The companies will continue to operate as

both Lightspeed Research and GMI for the remainder of 2011.

■ Washington, D.C., research company **M3 USA** has acquired **Doctors.net.uk Limited**, an Oxon, U.K., network of physicians.

■ New York Web analytics company **Julpan** has been acquired by **Twitter**, San Francisco.

Alliances/strategic partnerships

■ Vancouver, B.C., research company **Vision Critical** has partnered with Australia panel company **Nine Rewards**. Nine Rewards' 1.4 million panelists will become part of Vision Critical's Springboard panel network and Nine Rewards clients will be able to use Vision Critical's panelists for international projects.

■ Stockholm, Sweden, research company **Cint** has partnered with Tokyo research company **Borders** to open a Japanese office and increase its panel size.

■ **Research Panel Asia**, Tokyo, has formed an alliance with **Data100 Market Research**, Beijing, to expand its online panel capabilities in China.

■ New York researcher **The Nielsen Company** has formed an alliance with Mumbai, India research

company **Informate Mobile Intelligence** to form Nielsen Informat Mobile Insights.

■ Horsham, Pa., research company **TNS** has partnered with **Acquia**, a Burlington, Mass., software company, to use its Acquia Commons social business software to build a Mercedes-Benz social community Web site. The community, called Stars Insight, is designed to allow Mercedes to pilot test marketing materials, commercials and advertisements to its target community.

Awards/rankings

■ Shelton, Conn., research company **SSI** announced the winners of the second-annual SSI QUEST Awards, which honor companies for creating the most engaging research experiences, at the annual ESOMAR Congress in Amsterdam, the Netherlands, in September. **InfoTrends**, Weymouth, Mass.; **Data100 Market Research**, Beijing; and **Opinion Matters**, London, received awards for excellence in survey design. Dataroo also received the BEST in QUEST Award for top survey performance globally. Top honors for product placement surveys went to **StrataVerve Intelligence Online**, Minneapolis; **Nielsen BASES** in Asia-Pacific; and **GfK Custom** in Europe.

■ **Orlando Wood**, managing direc-

tor of London research company **BrainJuicer Labs**, was honored with the **American Marketing Association's** 4 Under 40 Marketing Research Emerging Leader Award. The award recognizes the contributions of four of the top emerging young leaders in the market research industry.

■ Milwaukee research company **Market Probe** announced the four banks that posted the highest levels of customer advocacy in their respective regions in 2011, based on the firm's survey of the 20 largest U.S. banking institutions: **PNC**, Eastern region; **SunTrust**, Southern region, **Harris**, Central region; and **Bank of the West**, Western region.

■ **Inc. Magazine** has named several research companies to its 2011 Inc. 500|5000 list of the fastest-growing companies in the U.S. based on three-year growth: **Optimal Strategic Group**, Newtown, Pa., at No. 150 (second year listed); **Focus Forward LLC**, Fort Washington, Pa., at No. 2,196 (first year listed); **iModerate Research Technologies**, Denver, at No. 2,412 (second year listed); **The Olinger Group**, New Orleans, at No. 2,398; **e-Rewards Inc.**, Plano, Texas, at No. 1,134 (fifth year listed); **Decipher Inc.**, Fresno, Calif., at No. 2,580.

New accounts/projects

■ **Readex Research**, Stillwater, Minn., has adopted the **GiftDonkey.com** incentive platform for its subscribers.

■ Richardson, Texas, restaurant chain **Wingstop** has chosen Boulder, Colo., research company **Market Force Information Inc.** to deploy a nationwide mystery shopping program across its 485 restaurants.

■ **The Interactive Advertising Bureau Europe**, Brussels, Belgium, has made available its Mediascope consumer research study on the European media landscape via New York researcher The Nielsen Company's **Nielsen IMS Clear Decisions**.

■ Austin, Texas, research company **Kinesis Survey Technologies LLC's** Kinesis Survey platform has been adopted by Aachen, Germany, research

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company **Dialego** for its online survey research projects and by **Harmon Research Group**, Anaheim, Calif., as its exclusive multimode research solution.

■ Boulder, Colo., advertising agency **CP+B** has selected Cambridge, Mass., research company **Crimson Hexagon's** ForSight platform to power its social media analytics research.

New companies/new divisions/relocations/expansions

■ U.K. research company **SPA Future Thinking** has launched **The Analytics Hub**. The company is located in Oxford, U.K., and is online at www.theanalyticshub.com.

■ Hurth, Germany, research company **Skopos Nekxt** has expanded to the U.K.

■ London research company **Kantar Media** has opened its Audiences Central Research Unit, also in London.

■ German research company **SirValUse** has opened an office in Cologne.

■ Cologne, Germany, research company **respondi AG** has expanded into the U.K. with an office in London, dubbed **respondi Ltd.** Christopher Morasch will serve as managing director and Jennifer Robertson as director, sales.

■ **Market Research Worldwide**, Berlin, Germany, has expanded its call center by adding 50 CATI stations and seven additional languages among its interview staff.

■ Manchester, U.K., research company **B2B International** has opened a new central London office on Euston Road. Research Manager Matt Powell will lead the operation.

Research company earnings/financial news

■ **Market Force Information Inc.**, Boulder, Colo., has raised \$15 million. The company is using the funds to grow both organically and through acquisitions.

■ **Innerscope Research Inc.**, Boston, has closed the final \$2 mil-

lion tranche in a \$9.4 million Series A financing round.

■ **Kadence International**, Framingham, Mass., reported a 37 percent year-on-year increase, with global revenues reaching \$17.5 million for the fiscal year ended June 2011, compared to \$12.8 million in 2010. This is Kadence International's ninth year of consecutive growth.

■ **The BrainJuicer Group Plc.**, London, announced interim results for the six months ended June 30, 2011. Financial highlights include 26 percent revenue growth; 24 percent growth in operating profit; and 25 percent increase in profit before tax.

■ **Kennet Partners**, a London technology growth equity investor, announced a \$25 million investment in **WorldOne**, New York. The financing will be used to accelerate WorldOne's global expansion and to fund continued development of new business lines. Michael Elias, managing director at Kennet, will join WorldOne's board of directors.

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Questions you should ask when selecting a panel provider

Recruitment

There are two widely-used methodologies used to recruit panel members into an online panel. Open-source recruitment allows for anyone with access to the Internet to enroll into a panel. Closed, or by-invitation-only, recruitment is a method of inviting only pre-validated individuals or individuals who possess known characteristics to enroll into a market research panel.

Opting in

The opt-in process might indicate the respondents' relationship with the panel provider. Double opt-in enrollment describes the process by which a check is made to confirm that the person joining the panel wishes to be a member and understands what to expect.

Sources

Is the panel actively managed or database-driven? Actively-managed panels consist of panel members who voluntarily opt in to participate in a panel and receive invitations for online research surveys. Database contact lists consist of large-scale repositories of e-mail addresses obtained from various sources. Little to no prior agreement and/or consent to receive market re-

search survey invitations has been given by individuals on these lists. Actively-managed panels have been shown to produce higher response rates and data quality.

Profiling

How often is profile information updated? What profile data is kept on panel members? How often is this data updated? Extended and up-to-date profile data increases the effectiveness of low-incidence sampling and reduces pre-screening of panelists. If you are seeking to reach a low-incidence or hard-to-reach group, a panel provider with extensive targeting is better equipped to fulfill your request.

Quality control

What guarantees are there to guard against bad data (i.e., respondent cheating or not concentrating)? Do you have an identity confirmation procedure? Do you have procedures to detect fraudulent respondents at the time of registration? To ensure the quality and reliability of the data, choose a panel provider that employs a quality management system. Quality management systems vary by panel provider but consist of tools and processes to identify and eliminate duplicate members and undesirable respondents from their panel.

Special thanks to Research Now (formerly e-Rewards Inc.), Dallas, and ESOMAR, Amsterdam, The Netherlands, for providing input on the questions.



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2011

Research Panels Directory

Welcome to the annual directory of research panels. The directory contains nearly 150 firms that have 460 panels available. The company listings, which begin on the next page, list the company's contact details, as well as a list of the panels they have available. To further help you find a panel that meets your needs, we have included industry and audience cross-index section. This section, which begins on page 94, lists the name of the panel and company and the page number where the contact information can be found.



A searchable version of this directory is available on our Web site at www.quirks.com



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info@nielsen.com
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African-American Consumer, The
Fresh Food Consumer Panel
Size: 15,000
Homescan
Size: 126,000
Homescan Panel Views Survey
Size: 61,500
Intended Users
Size: 61,500

**Affordable Samples, Inc.**

Old Greenwich, CT
Ph. 800-784-8016 or 203-637-8563
sales@affordablesamples.com
www.affordablesamples.com
James Sotzing, President
Panel Titles:
Affordable Samples Online Business Panel
Size: 900,000 Type: Online
Affordable Samples Online Consumer Panel
Size: 2,000,000 Type: Online

The other, better value sampling company in Connecticut, founded in 1991, providing representative online consumer (2 million) and business (900,000) panel samples. Many predefined selectors and fast pre-screening for almost any low-incidence category. Sample-only service or sample plus programming/hosting. Fast fielding, responsive service and great prices. Sampling expertise and advice. Hundreds of smart research clients.
(See advertisement on p. 79)

all global

New York, NY
Ph. 212-271-1200
clientservices@allglobal.com
www.allglobal.com
Tony Burke, Director
Panel Titles:
all global Online
Type: Online
all global Palliative Care Panel
Size: 18,000 Type: Online

Amplitude Research, Inc.

Boca Raton, FL
Ph. 877-225-7950
sales@amplitudersearch.net
www.amplitudersearch.com
Stephen S. Birnkrant, CEO
Proprietary Panel Mgmt.: Yes
Panel Titles:
Pannelspeak Business and Consumer Panel
Size: 100,000+ Type: Online
Pannelspeak Technology Panel
Size: 60,000+ Type: Online

Anderson Analytics, LLC

Stamford, CT
Ph. 888-891-3115 or 203-912-7175
inquiries@andersonanalytics.com
www.andersonanalytics.com
Tom Anderson, Managing Partner
Proprietary Panel Mgmt.: Yes
Panel Titles:
GenX2Z.com
Size: 10,000 Type: Online

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Tim Antoniewicz, VP Business Development
Proprietary Panel Mgmt.: Yes

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(See advertisement on p. 47)

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New York, NY
Ph. 1-888-AR-PANEL
info@authenticresponse.com
www.authenticresponse.com
Jonathan Tice, VP, Regional Sales & Marketing
Proprietary Panel Mgmt.: Yes
Panel Titles:
My View Global B2B Panel
Size: 2,000,000+ Type: Online
My View International Consumer
Size: 1,000,000+ Type: Online
My View U.S. Consumer Panel
Size: 3,000,000+ Type: Online

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AutoPacific, Inc.

Tustin, CA
Ph. 714-838-4234
dan.hall@autopacific.com
www.autopacific.com
Panel Titles:
AutoPacific VehicleVoice Panel
Size: 25,000 Type: Online

B&N PanelWizard BV

9701 DA Groningen, Netherlands
Ph. 31-50-3657-672
info@panelwizard.com
www.panelwizard.com
Proprietary Panel Mgmt.: Yes

Borderless Access Panels

Bangalore, India
Ph. 91-80-4178-5814 or 866-614-8047 toll-free
rfp@borderlessaccess.com
www.borderlessaccess.com
Dushyant Gupta
Proprietary Panel Mgmt.: Yes
Panel Titles:
Borderless Access Panels - Brazil - Consumer & B2B
Size: 100,000 Type: Online
Borderless Access Panels - China - Consumer & B2B
Size: 100,000 Type: Online
Borderless Access Panels - India - Consumer & B2B
Size: 300,000 Type: Online
Borderless Access Panels - Russia - Consumer & B2B
Size: 100,000 Type: Online

BuzzBack Market Research

New York, NY
Ph. 646-519-8010
info@buzzback.com
www.buzzback.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
Buzz Back Panel
Size: 300,000 Type: Online

**RESEARCH
C+R Research Services, Inc.**

Chicago, IL
Ph. 312-828-9200
info@crresearch.com
www.crresearch.com
Robbin Jaklin, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
KidzEyes.com
Size: 16,000 Type: Online
LatinoEyes.com
Size: 5,300 Type: Online
TeensEyes.com
Size: 16,700 Type: Online

At C+R Research - a consumer and market insights firm - we take a comprehensive approach to qualitative and quantitative research. We emphasize a combination of traditional and non-traditional methodologies to discover the essentials of brands and consumer behavior. Our specialized divisions - KidzEyes®, TeensEyes®, LatinoEyes®, BoomerEyes and ShopperEyes® - explore specific demographics while our online kid, teen, mom and Latino panels put clients in touch with targeted consumers. Additionally, our YouthBeat® subscription insight service offers a holistic view of today's youth and family.

Campos Market Research, Inc.

D/B/A Campos Inc
Pittsburgh, PA
Ph. 412-471-8484 x309
info@campos.com
www.campos.com
Kelli Best, Director, Field & Fulfillment
Proprietary Panel Mgmt.: Yes
Panel Titles:
VOICE of the Region
Size: 10,000 Type: Telephone, Online

Canadian Viewpoint, Inc.

Richmond Hill, ON Canada
Ph. 905-770-1770 or 888-770-1770
info@canview.com
www.canview.com
Panel Titles:
Canadian Viewpoint Consumer Panel
Size: 260,000+ Type: Online
Canadian Viewpoint Physician Panel
Size: 11,000 Type: Telephone, Online

**CATALYSTMR**

Oakland, CA
Ph. 800-819-3130
info@catalystmr.com
www.catalystmr.com
Adam Berman
Proprietary Panel Mgmt.: Yes
Panel Titles:
US/Intl. Consumer, B2B, Healthcare, & Technology
Size: 3,000,000+ Type: Online

CatalystMR delivers industry-renowned panels made up of consumers, B2B, health care professionals, IT decision makers and teens from over 53 countries. We deliver quality respondents while providing tremendous cost-savings,

increased sample quality and study projectability. We bring you peace of mind and an ROI that makes utilizing our services truly rewarding. Ask us about our eight-pronged approach to quality control. CatalystMR keeps the bots, cheaters, racers and lethargic out of your results because it is our business to care about the quality of your data.

ChildResearch.com

Branford, CT
Ph. 203-315-3280
info@touchstoneresearch.com
http://childresearch.com
Steve Burch, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
Childresearch.com Panel
Type: Online



Cint USA Inc.

Encino, CA
Ph. 318-202-8004
contact-US@cint.com
www.cint.com
Proprietary Panel Mgmt.: Yes

The Cint Panel Exchange brings over 6 million online panelists from over 500 online panels in 40 countries to one unique marketplace. This SaaS-based platform offers complete sample transparency, providing research buyers the opportunity to fully control their sample selection, deployment and project management. It's the only platform in which panel owners openly share key data points such as response rates, panel size and recruitment methodologies. Access specialty panels and hard-to-reach audiences with Cint either online or via mobile device. Connect today! learnmore@cint.com
(See advertisement on pp. 30-31)

City Research Solutions

Middleton, WI
Ph. 608-826-7345
mel@cityresearchsolutions.com
www.cityresearchsolutions.com
Melvin Pope, Principal
Proprietary Panel Mgmt.: Yes
Panel Titles:
CRS Consumer ePanel
Size: 2,000 Type: Online
CRS Families ePanel
Size: 1,500 Type: Online

Clear Seas Research

Troy, MI
Ph. 248-786-1619
info@clearseasresearch.com
www.clearseasresearch.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
myCLEAROpinion
Size: 3,000+ Type: Online

ClickIQ

Bloomington, MN
Ph. 952-224-0810
sales@clickiqinc.com
www.clickiqinc.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
ClickIQ Consumer Panel
Size: 675,000 Type: Online

CM Research

Epsom, United Kingdom
Ph. 44-208-786-7303
contact@cm-research.com
www.cm-research.com
Carlos Michelsen
Panel Titles:
Veterinarian nurses in the UK
Size: 750 Type: Online
Veterinary professionals in Belgium
Size: 400 Type: Online
Veterinary professionals in Denmark
Size: 200 Type: Online
Veterinary professionals in France
Size: 3,000 Type: Online
Veterinary professionals in Germany
Size: 1,000 Type: Online
Veterinary professionals in Italy
Size: 1,000 Type: Online
Veterinary professionals in Netherlands
Size: 400 Type: Online
Veterinary professionals in Spain
Size: 1,000 Type: Online
Veterinary professionals in Sweden
Size: 300 Type: Online
Veterinary professionals in Switzerland
Size: 300 Type: Online
Veterinary professionals in the UK
Size: 3,000 Type: Online

comScore Inc.

Toronto, ON Canada
Ph. 416-642-9900 or 416-646-9911
sales@surveysite.com
www.comscore.com/Products_Services/Custom_Research
Proprietary Panel Mgmt.: Yes
Panel Titles:
Opinion Square
Permission Research
Relevant Knowledge

Cooper Roberts Research, Inc.

San Francisco, CA
Ph. 415-442-5890
info@cooper-roberts.com
www.cooper-roberts.com
Proprietary Panel Mgmt.: Yes

CRC Research

Vancouver, BC Canada
Ph. 604-714-5900 or 866-455-9311
FacilityManager@crcresearch.com
www.crcresearch.com
Jessica Gibson
Proprietary Panel Mgmt.: Yes
Panel Titles:
Consumer Research Panel, The
Size: 90,000 Type: Online
PharmaField Research
Size: 125,000 Type: Online

Creative Marketing Research Ltd.

Ipswich, United Kingdom
Ph. 44-0-1473-832211
info@creativemarketing.co.uk
www.creativemarketing.co.uk
Panel Titles:
Anaesthetists & Critical Care Nurses Panel
Type: Online
Asthma Patients Panel
Type: Online
Diabetes Nurse Educators/CDEs Panel
Type: Online
Diabetes Patients Panel
Type: Online
Pharmacists Panel
Type: Online
Specialists Respiratory Nurses Panel
Type: Online

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Gender

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Children/Babies

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SAMPLES, INC.™

Old Greenwich, CT

sales@affordablesamples.com

www.affordablesamples.com

800-784-8016

Cross-Tab Marketing Services

Mumbai India
 Ph. 91-22-40682822
 sales@cross-tab.com
 www.cross-tab.com
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 Cross-Tab Marketing Services- India B2B Panel
 Size: 100,000 Type: Online
 Cross-Tab Marketing Services- India Consumer Panel
 Size: 150,000 Type: Online

**Datatelligence Online**

Ormond Beach, FL
 Ph. 386-677-5644
 sales@datatelligence.com
 www.datatelligence.net
 Jeffrey Fiesta
 Panel Titles:
 Datatelligence Cell Phone Panel
 Size: 20,000 Type: Online
 Datatelligence Online
 Size: 420,000 Type: Online
 Datatelligence Online Community Access Panel
 Size: 200,000 Type: Online

Datatelligence Online is an actively-managed, nationally-representative online community of over 420,000 active members. Unlike regular online panels, we recruit using standard online recruitment in addition to recruiting over half of the panel face-to-face. Unique to the panel is VideoSnaps, audience testing, CAPs (community access panels) and full-service I-HUT capabilities. Not only will clients have access to panelists online, Datatelligence online can also arrange for face-to-face and telephone interviews. All data is validated by our patented Confidata System. (See advertisement on pp. 66, 67)

**Decipher**

Fresno, CA
 Ph. 559-436-6940
 info@decipherinc.com
 www.decipherinc.com
 Bonnie Sherman
 Proprietary Panel Mgmt.: Yes

Decipher offers complete custom online panel and online community solutions customized to your objectives, including panel design, recruitment and panel maintenance, as well as panel-driven surveys and data tabulation. Targeting known, willing participants, who are easily filtered by your selection criteria, typically decreases response times while increasing completion rates and - ultimately - your confidence in sampling data. Decipher also offers sample aggregation services from a variety of sources, including traditional research panels and both targeted and broad-based online communities. (See advertisement on p. 57)

**Decision Analyst, Inc.**

Arlington, TX
 Ph. 817-640-6166 or 800-262-5974
 jthomas@decisionanalyst.com
 www.decisionanalyst.com
 Jerry W. Thomas, President/CEO
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 American Consumer Opinion®
 Size: 8,000,000 Type: Online
 Contractor Advisory Board
 Size: 20,000 Type: Online
 Executive Advisory Board
 Size: 100,000 Type: Online
 Medical Advisory Board
 Size: 35,000 Type: Online
 Physician's Advisory Council
 Size: 25,000 Type: Online
 Technology Advisory Board
 Size: 125,000 Type: Online

Precise and consistent data are fundamental to the validity and projectability of research results and analytic inferences. Decision Analyst's leading-edge research and analytics are made possible by the consistency and reliability of its proprietary online panels and systems. Decision Analyst's double-opt-in online panels are rigorously managed, fairly compensated and continuously refreshed. During the mid-'90s, Decision Analyst helped pioneer the development of online research technologies and continues as a world leader in online research methods. (See advertisement on p. 81)

DoctorDirectory.com, Inc.

Asheville, NC
 Ph. 828-255-0012 or 888-796-4491
 sales@doctordirectory.com
 www.contactdd.com
 Rick Johnsen, VP Sales and Marketing
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 DoctorDirectory Physician Panel
 Size: 700,000 Type: Mail, Online

EcoUnit LLC

Los Altos, CA
 Ph. 650-283-4774
 service@ecounit.com
 www.ecounit.com
 Kent Ragen, CEO
 Panel Titles:
 EcoUnit Eco-Aware Consumer Panel
 Size: 10,000+ Type: Online

Embrain Co., Ltd.

Gangnam-gu, Seoul South Korea
 Ph. 82-2-3406-3851
 globalbiz@embrain.com
 www.embrain.com
 James Moon, Senior Manager
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 Embrain Panel
 Size: 1.5 million Type: Online

EMI - Online Research Solutions

Cincinnati, OH
 Ph. 513-321-5344
 sales@emi-ors.com
 www.emi-ors.com
 Jason Scott, SVP, Sales Manager
 Panel Titles:
 Online Global B2B
 Size: 3,000,000 Type: Online
 Online Global B2C
 Size: 30,000,000 Type: Online
 Online Global Healthcare
 Size: 7,000,000 Type: Online

ePanel Co., Ltd.

100029 Beijing China
 Ph. 8610-6222-5238 or 8610-6441-6300
 wendy@epanel.cn
 www.epanel.cn
 Panel Titles:
 China Consumers
 Size: 385,562 Type: Mail
 China Consumers
 Size: 538,988 Type: Telephone
 Chinese Consumers
 Size: 1,094,595 Type: Online

**Epocrates, Inc.**

Ewing, NJ
 Ph. 650-227-1756
 quickrecruit@epocrates.com
 www.epocrates.com/quickrecruit
 Jung Park, SVP, Market Research
 Panel Titles:
 Epocrates Honors® Dentist Panel
 Size: 20,598 Type: Online
 Epocrates Honors® Dietician/Nutritionist Panel
 Size: 2,718 Type: Online
 Epocrates Honors® Nurse Panel
 Size: 172,909 Type: Online
 Epocrates Honors® Nurse Practitioner Panel
 Size: 59,547 Type: Online
 Epocrates Honors® Optometrist Panel
 Size: 7,803 Type: Online
 Epocrates Honors® Pharmacist Panel
 Size: 62,402 Type: Online
 Epocrates Honors® Physician Assistant Panel
 Size: 34,834 Type: Online
 Epocrates Honors® Physician Panel
 Size: 177,000 Type: Online
 Epocrates Honors® Podiatrist Panel
 Size: 4,273 Type: Online
 Epocrates Honors® Veterinarian Panel
 Size: 1,791 Type: Online

For the past decade, our online health care panel has established Epocrates as an industry leader in providing fast, reliable and cost-effective recruitment of health care professionals to meet your research needs. We offer access to 1.1 million U.S. and international AMA-verified physicians and health care professionals. The Epocrates QuickRecruit® service provides recruiting, honoraria disbursement, programming and hosting services for online quantitative studies. The QuickQual™ service provides recruiting, phone scheduling and honoraria disbursement for qualitative market research.

E-Poll Market Research

Encino, CA
 Ph. 877-MY-EPOLL or 818-995-4960
 client@epoll.com
 www.epollresearch.com
 Michelle Waxman, SVP, Corporate Development
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 E-Poll Consumer Panel
 Size: 250,000 Type: Online

e-research-global.com

Honolulu, HI
 Ph. 808-377-9746
 drjohn@e-research-global.com
 www.e-research-global.com
 Thomas E. Johnson, Ph.D.
 Panel Titles:
 e-Research-Global.com Panel
 Size: 170,000 Type: Online

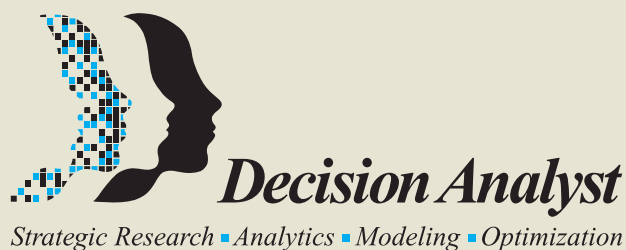
Advanced Segmentation Strategies

Segmentation is the foundation of positioning, and the lodestar for new product development.

Our segmentation technologies include:

- Psychographic segmentation (values, attitudes) using latent class factor and cluster analyses, probability modeling, Bayesian posterior probabilities, and discriminant analyses.
- Database segmentation (with millions of customer records) using dichotomous and polytomous logistic regression, latent variable analyses, and decision tree models.
- Geodemographic segmentation templates for all U.S. households.
- XML, XSLT, SQL, Visual C++, SAS, SPSS and R-Language programming.
- GIS mapping systems to analyze multiple segmentation overlays.

If you are interested in learning more about advanced analytics and market segmentation strategies, please give us a call at 817-640-6166 or visit www.decisionanalyst.com.



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Esearch.com, Inc.

Rolling Hills, CA
Ph. 310-265-4608
esearch@esearch.com
www.esearch.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
Esearch Business/IT Panel
Type: Online
Esearch Children/Teens Panel
Type: Online
Esearch Consumer Panel (U.S.)
Type: Online

Since 1995, Esearch.com Inc. has provided online sample for Internet research. Our extensive consumer panel is profiled to enable targeting of early adopters, people with medical conditions, homeowners, pet owners, sports (and other) enthusiasts and much, much more. (See advertisement on p. 82)

FGI Research

Chapel Hill, NC
Ph. 919-929-7759
info@fgiresearch.com
www.fgiresearch.com
Heather Woodward
Proprietary Panel Mgmt.: Yes
Panel Titles:
SmartPanel of Consumers
Size: 850,000 Type: Online
SmartPanel of Growing Families
Size: 35,000 Type: Online

Focus World International, Inc.

Holmdel, NJ
Ph. 732-946-0100
gary@focusworldint.com
www.focusworldinternational.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
Focus World B-2-B Medical Panels
Size: 2,882,240 Type: Telephone, Online
Focus World Consumers Nationwide Panel
Size: 5,765,087 Type: Telephone, Online
Focus World Ethnic Panel
Size: 834,201 Type: Telephone, Online

G.L.A. Intercultural Marketing and Communication

Tokyo, Japan
Ph. 81-50-5534-3915
inquiry@GlobalLinkAssociates.com
www.GlobalLinkAssociates.com
Shino Fukuyama, Managing Director
Proprietary Panel Mgmt.: Yes
Panel Titles:
G.L.A. Japanese House Hold Photo Reporting Panel
Type: Mail, Telephone, Online

Gallup Panel

Omaha, NE
Ph. 402-938-6539
Jerry_krueger@gallup.com
www.galluppanel.com
Jerry Krueger
Proprietary Panel Mgmt.: Yes
Panel Titles:
Gallup Panel, The
Size: 50,000 Type: Mail, Telephone, Online


GENESYS Sampling Systems

Fort Washington, PA
Ph. 800-336-7674 or 215-653-7100
alambert@m-s-g.com
www.m-s-g.com
Alan Lambert, Vice President
Proprietary Panel Mgmt.: Yes

Quality research never relies on a one-size-fits-all approach. Recognizing the variation in quality and coverage of the Internet resources available, we've assembled a number of best-in-class approaches - whether it's household panels, youth panels, minorities or other targeting variables - and utilize our time-honored, multi-sourced approach to provide a solution tailored to your particular Internet project. (See advertisement on p. 47)


**GfK Custom Research
North America**
GfK Custom Research North America

New York, NY
Ph. 212-240-5300
info@gfkamerica.com
www.gfkamerica.com
Jim Bernier
Proprietary Panel Mgmt.: Yes
Panel Titles:
GfK Global Online Access Panel
Size: 1,200,000 Type: Online

GfK Custom Research North America combines the global resources of the GfK Group with the local knowledge of North America's leading research and consulting companies. Beyond our sector-specific experts, specialty practice areas and research centers for excellence, we deliver unmatched knowledge designed to help your business grow. Several of our country-specific panels offer the ability to track online Web behavior (opt in) and also include mobile capabilities through GfK's leading -dge .dx capabilities. With GfK you also have access to several of the world's largest databases combined with a full range of ad hoc research services, GfK Custom Research North America delivers proven, state-of-the-art solutions developed from a 360-degree view of your market.


GMI (Global Market Insite, Inc.)

Bellevue, WA
Ph. 866-5-ASK GMI or 206-315-9300
info@gmi-mr.com
www.gmi-mr.com
Dan Fitzgerald, V.P., Americas
Proprietary Panel Mgmt.: Yes
Panel Titles:
GMI African-American Panel
Size: 103,153 Type: Online
GMI Chronic Illness Patient Panel
Size: 7,524,024 Type: Online
GMI Consumer Panel
Size: 13,000,000 Type: Online
GMI Gamer Panel
Size: 37,705 Type: Online
GMI Hispanic Panel
Size: 60,000 Type: Online
GMI IT Professional Panel
Size: 901,606 Type: Online
GMI Physician Panel
Size: 29,695 Type: Online
GMI Prenatal/New Parent Panel
Size: 89,295 Type: Online
GMI Youth Panel
Size: 324,134 Type: Online

GMI's (Global Market Insite, Inc.) technology-enabled services provide access to the right people at the right time to deliver the right results, empowering researchers and marketers worldwide to generate reliable, consistent and actionable information that enhances their decision-making capability. GMI's global online panels reach millions of authentic, unique respondents worldwide and its professional services, including survey programming, hosting, fielding, data collection and reporting solutions, are available around the clock and around the globe. GMI has operations in the U.S., Europe and Asia-Pacific. (See advertisement on p. 83)

Harris Interactive Inc.

Corporate Headquarters
New York, NY
Ph. 877-919-4765 or 585-214-7412
info@harrisinteractive.com
www.HarrisInteractive.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
Harris Interactive Chronic Illness Panel
Type: Online
Harris Interactive Gay, Lesbian & Bisexual
Type: Online
Harris Interactive Physician Panel
Type: Online
Harris Interactive Technology Decision Makers
Type: Online
Harris Interactive Teen Panel
Type: Online
Harris Poll Online
Type: Online

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ESearch.COM
esearch@esearch.com

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Esearch.com, Inc. online fielding support for research www.esearch.com esearch@esearch.com 310.265.4608

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DON'T TAKE CHANCES. From which markets to enter to what products to develop, solid business decisions rest on the soundness of market data. GMI understands this. Our solutions ensure an online panel that truly spans the globe, higher response rates and more balanced data sets.

GMI Pinnacle—patent-pending sample methodology for ensuring true nationally representative sample frames via blended sources

GMI Interactive—innovative online surveys that engage respondents and provide more insightful data

GMI AdTracker—online ad campaign tracking that combines panelist's online behavior with attitudinal survey data

GMI Global Panel—millions of highly profiled quality respondents from around the world, with detailed sampling when you need it

GMI Survey Services—hosting, programming, translation and data processing solutions to keep your surveys on track and on time

GMI DELIVERS the right people, at the right time, for the right results, every time.

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WWW.GMI-MR.COM

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ASIA PACIFIC | Sydney, AUS | +61 2 9290 4333

EMEA | London, UK | +44 (0)20 7399 7010

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Hong Kong, CHN

Los Angeles, USA
Minneapolis, USA
Munich, DEU
Paris, FRA
Shanghai, CHN

Singapore, SGP
's-Hertogenbosch, NLD
Valencia, ESP
Vancouver, CAN

Insight Counts

Gallatin, TN
Ph. 615.590.6180
contact@insightcounts.com
www.insightcounts.com
Darla Hall
Proprietary Panel Mgmt.: Yes
Panel Titles:
Concept Development
Size: 10,000 Type: Online
Consumer Research
Size: 10,000 Type: Telephone, Online
Customer Satisfaction
Size: 10,000 Type: Telephone, Online
Employee Satisfaction
Type: Telephone, Online
Ethnographic Research
Size: 10,000 Type: Online
Focus Groups
Size: 10,000
Home Use Tests
Size: 10,000 Type: Telephone, Online
Product Testing Research
Type: Telephone, Online

InsightExpress, LLC

Stamford, CT
Ph. 877-329-1552 or 203-359-4174
info@insightexpress.com
www.insightexpress.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
InsightExpress Opinion-Central
Type: Online

InsightLab.hu Market Research Ltd.

H-1136 Budapest, Hungary
Ph. 36-1-785-3239
info@insightlab.hu
www.insightlab.hu
Panel Titles:
InsightLab.hu
Size: 100,000 Type: Online

IntelliQB2B

State College, PA
Ph. 814-234-2344
infoB2B@intelliqresearch.com
www.intelliqresearch.com
Panel Titles:
Diagnostics Plus Healthcare Panels
Size: 7,000 Type: Telephone, Online

Inter@ctive Market Research srl

80127 Naples, Italy
Ph. 39-081-22-92-473
info@interactive-mr.com
www.interactive-mr.com
Panel Titles:
Inter@ctive Panel Online
Size: 40,000 Type: Online

InterfaceAsia

Interface In Design (IID) Inc.
Torrance, CA
Ph. 310-212-7555
projectteam@interfaceasia.com
www.interfaceasia.com
Tom Kojima
Proprietary Panel Mgmt.: Yes
Panel Titles:
Interface Asia Consumer
Size: 630,000 in Japan; 466,000 in China; 165,000 in Korea Type: Online
InterfaceAsia B2B / IT
Size: 180,000 in Japan; 70,000 in China; 97,000 in Korea Type: Online
InterfaceAsia Medical (Patients)
Size: 50,000 in Japan; 34,000 in Korea; 34,000 in China Type: Online
InterfaceAsia Medical (Physician)
Size: 142,000 in Japan; 80,000 in China; 15,000 in Korea Type: Online

IPANELASIA

Bangalore, India
Ph. 91-9923-780-878
info@ipanelasia.com
www.ipanelasia.com
Panel Titles:
B2B Online Panels
Type: Online
Healthcare Online Panels
Size: 402,858 Type: Online
Mobile Users Online Panel
Type: Online
Online Consumer Panel
Type: Online
Patients Online Panels
Type: Online

Ipsos North America

Headquarters
New York, NY
Ph. 212-265-3200
info@ipsos-na.com
www.ipsos-na.com
Panel Titles:
Asia Pacific Panel
Size: 1,507,700 Type: Mail, Online
European Online Panel
Size: 1,660,500 Type: Online
Ipsos CDN CPC Access Panel
Size: 80,000 Type: Mail, Telephone, Online
Ipsos North America Online Panel
Size: 680,000 Type: Online
Ipsos U.S. HTI Panel
Size: 350,000 Type: Mail, Telephone, Online
Latin American Online Panels
Size: 995,500 Type: Online

Itracks

Saskatoon, SK Canada
Ph. 306-665-5026 or 888-525-5026
www.itracks.com
Andrea Michaud-Frost, Manager, Panel
Panel Titles:
Itracks Canada Talk Now
Type: Online
Itracks USA Talk Now
Type: Online

KL Communications, Inc.

Red Bank, NJ
Ph. 732-224-9991
klc@klcommunications.com
www.klcommunications.com
Kevin Lonnie, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
Consumer Directions
Size: 15,000 Type: Online

**Knowledge Networks**

New York, NY
Ph. 646-742-5300
know@knowledgegenetworks.com
www.knowledgegenetworks.com
Audrey Rosen, EVP
Proprietary Panel Mgmt.: Yes
Panel Titles:
Cada Cabeza
Size: 10,000 Type: Online
KnowledgePanel®
Size: 51,500 Type: Online
KnowledgePanel Latino SM
Size: 7,600 Type: Online
National Shopper Lab
Size: 22,000,000 Type: Online
Physicians Consulting Network (PCN®)
Size: 70,000 Type: Mail, Online

At KN we are passionate about innovative online research in marketing, media, health and social policy. We deliver affordable, statistically-valid online research via

KnowledgePanel®--the only probability-selected, nationally representative Internet panel that uses an address-based sample frame, to represent difficult-to-survey populations, including cell phone only. We also offer two unmatched online Hispanic panels - KnowledgePanel Latino and Cada Cabeza. Plus KN has an industry-leading physician panel and a research-ready behavioral database of frequent supermarket and pharmacy shoppers.

**Lightspeed Research**

Warren, NJ
Ph. 908-605-4500
info@lightspeedresearch.com
www.lightspeedresearch.com
Bonnie Breslauer, Global Development Director
Proprietary Panel Mgmt.: Yes
Panel Titles:
Lightspeed Automotive Specialty Panel
Type: Online
Lightspeed B2B ELITEOpinion Specialty Panel
Type: Online
Lightspeed Beauty & Personal Care Specialty Panel
Type: Online
Lightspeed Beverages Specialty Panel
Type: Online
Lightspeed Consumer Panel
Type: Online
Lightspeed Family & Household Specialty Panel
Type: Online
Lightspeed Finance Specialty Panel
Type: Online
Lightspeed Health and Wellness Specialty Panel
Type: Online
Lightspeed Media Consumption Specialty Panel
Type: Online
Lightspeed Mobile Phone Specialty Panel
Type: Online
Lightspeed Sports and Hobbies Specialty Panel
Type: Online
Lightspeed Travel and Leisure Specialty Panel
Type: Online

For market researchers, agencies and corporate marketers seeking a deeper understanding of consumers, Lightspeed Research provides digital access to the most qualified panelists whenever, wherever and in whatever segments needed. Lightspeed Research's thorough panelist prescreening process and large global respondent pool delivers business-ready results fast and cost-effectively. Through advanced research technologies, proven methodologies and market research expertise, it meets the industry's demand for deeper quantitative and richer qualitative data in a single, trusted partner. (See advertisement on p. 85)

**Luth Research**

San Diego, CA
Ph. 800-465-5884 or 619-234-5884
marketing@luthresearch.com
www.luthresearch.com
Janeen Hazel
Proprietary Panel Mgmt.: Yes
Panel Titles:
SurveySavvy
Size: 3,000,000+ Type: Online

Since 1977, Luth Research has been offering clients around the globe the kind of forward-thinking intelligence that moves their businesses ahead. From its innovative online community SurveySavvy™ to a creative combination of research methods by an experienced team, clients count on Luth Research for excellence in market research.

We know a lot about our panelists.

Lightspeed Research's online research panels are thoroughly screened for precise, fast, and **cost-efficient** targeting. We collect thousands of data points worldwide, providing you with direct access to your ready-to-survey target audience.



Lightspeed Research's experienced and client-focused teams are experts in survey design consultation, sample management, survey programming, hosting, and data collection.

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www.lightspeedresearchblog.com



www.twitter.com/lightspeedsrch

 **Lightspeed**
RESEARCH

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A division of M3 Inc, a SONY Group Company

M3Global Research

Washington, DC
Ph. 202-293-2288
Research@usa.m3.com
http://research.m3.com

Panel Titles:

MDLinx Online Physician Community China
Size: 559,556 Type: Online
MDLinx Online Physician Community Europe Plus
Size: 265,225 Type: Online
MDLinx Online Physician Community Japan
Size: 267,869 Type: Online
MDLinx Online Physician Community Korea
Size: 58,444 Type: Online
MDLinx Online Physician Community USA
Size: 127,338 Type: Online

M3 Global Research, the market research division of Tokyo-based M3 Inc., operates globally with a proprietary health care professional panel of 1.3 million respondents. The combined worldwide panels of MDLinx in the U.S., EMS Research in Europe and M3 companies across Asia, allow M3 Global Research to provide the largest verified panel of physicians and health care professionals in the world. M3 Global Research has offices in the U.S., U.K., Germany, Japan, Korea and China offering quantitative, qualitative and omnibus surveys, utilizing its online physician panels, call centers, fieldwork studios and in-country project managers. Visit <http://research.m3.com> or e-mail requests to research@usa.m3.com.

Macromill, Inc.

Tokyo, Japan
Ph. 81-3-6716-0740
info_en@macromill.com
www.macromill.com/global

Panel Titles:

Macromill China Panel
Size: 1,646,872 Type: Online
Macromill Japan Panel
Size: 1,052,842 Type: Online
Macromill Korea Panel
Size: 266,659 Type: Online

Market Decisions Corporation

Portland, OR
Ph. 800-344-8725
info@mdcresearch.com
www.mdcresearch.com
Proprietary Panel Mgmt.: Yes

Market Reader Pro

Fogelsville, PA
Ph. 610-366-7918 or 866-809-5420
info@marketreaderpro.com
www.marketreaderpro.com
MoonEagle Arndt, Owner
Proprietary Panel Mgmt.: Yes
Panel Titles:
Market Reader Pro™ Consumers (worldwide mostly US)
Size: 160,000 Type: Online



Marketing Systems Group

Fort Washington, PA
Ph. 800-336-7674 or 215-653-7100
info@m-s-g.com
www.m-s-g.com
Alan Lambert
Proprietary Panel Mgmt.: Yes

Through its ARCS® Systems division, Marketing Systems Group provides technology to automate recruiting, scheduling and collection of data via Web or IVR from proprietary panelists for sensory evaluations, focus groups and central-location tests. MSG's GENESYS Sampling Systems division has assembled a number of best-in-class approaches for various targeting variables, providing a multi-sourced approach tailored to particular projects. (See advertisement on p. 47)



MarketTools, Inc.

San Francisco, CA
Ph. 415-957-2200 or 866-499-3750
info@markettools.com
www.markettools.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
MarketTools ZoomPanel Tech, TrueSample-certified
Type: Online
MarketTools ZoomPanel, TrueSample-certified
Size: 2,000,000+ Type: Mail, Online

MarketTools is the leading provider of software and services for enterprise feedback management and market research. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™.

MarketVibes, Inc.

Kokomo, IN
Ph. 765-459-9440
lisa@market-vibes.com
www.market-vibes.com
Lisa Pflueger, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
i-Vibes Office Furniture Panel
Size: 2,000 Type: Mail, Telephone, Online

MarketVision Research®

Cincinnati, OH
Ph. 513-791-3100
info@mv-research.com
www.mv-research.com
Tyler McMullen, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
Viewpoint Forum
Type: Online

Mars Research

Ft. Lauderdale, FL
Ph. 954-771-7725 or 877-755-2805
joyceg@marsresearch.com
www.marsresearch.com
Joyce Gutfreund, Executive Vice President
Proprietary Panel Mgmt.: Yes
Panel Titles:
Mars General Consumer Panel
Size: 250,000 Type: Online



Matrix Research Limited

Thornhill, ON Canada
Ph. 905-707-1300 or 647-990-5401
anicolaides@matrixresearch.ca
www.matrixresearch.ca
Anton Nicolaidis, VP, Sales/Client Service
Panel Titles:
Ethnic Voice Accord (EVA)
Size: 10,000+ Type: Online

EVA (Ethnic Voice Accord) is our proprietary online panel comprised of many thousands of "New Canadians" predominantly of Chinese, South and Southeast Asian heritage with most members in Ontario and B.C. due to the highest concentration of newcomers in those provinces. Member records contain a number of variables which can be used for sample targeting, such as ethnicity, tenure in Canada, mother tongue, preferred language, age groups in house-

hold and others. Clients can select any or all of sample only, programming and hosting, any format file with survey data, tabulation or other data analysis.

Medimix International

Medimix-Fieldaccess
Miami, FL
Ph. 305-573-5233 or 888-MEDIMIX
bizdev@medimix.net
www.medimix.net
Proprietary Panel Mgmt.: Yes
Panel Titles:
Healthcare Professionals Worldwide
Size: 969,000 Type: Telephone, Online



Mindfield Online Internet Panels

(A McMillion Company)
Charleston, WV
Ph. 304-343-9650
jmace@mcmillionresearch.com
www.mindfieldonline.com
Jay Mace, Vice President
Proprietary Panel Mgmt.: Yes
Panel Titles:
Mindfield Electronics and Gaming Panel
Type: Online
Mindfield General Consumer Panel
Type: Online
Mindfield Health Ailment & Condition
Type: Online
Mindfield Health and Beauty Aids Brand Panel
Type: Online
Mindfield Homeowner and Lawncare Panel
Type: Online
Mindfield Mothers - Children Panel
Type: Online
Mindfield Pet Owner Panel
Type: Online
Mindfield Physician Panel
Type: Telephone, Online
Mindfield Technology
Type: Online
Mindfield Teen Panel
Type: Online
Mindfield Travel and Leisure Panel
Type: Online
Mindfield Vision Care Panel
Type: Online

Mindfield is your dependable, high-quality source for online research with no minimum panel fees. Using the most sophisticated combination of software and hardware and the latest in fiber technology, put the power of Mindfield behind your projects. We provide 24/7 project management and monitoring, online reporting and our programmers are dedicated to your needs throughout all phases of your research. (See advertisement on p. 87)

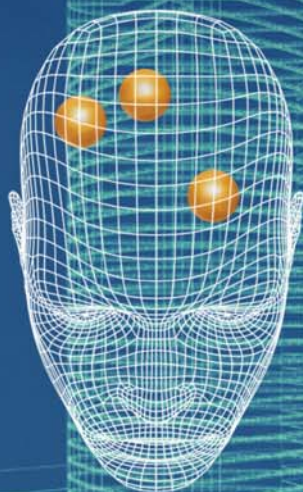
mo'web GmbH

40213 Dusseldorf Germany
Ph. 49-211-8-28-28-00
h.hoeckel@mo-web.net
www.mo-web.net
Panel Titles:
mo'web GmbH B2B Panel
Size: 400,000 Type: Online
mo'web GmbH Consumer Panel
Size: 1,200,000 Type: Online
mo'web GmbH IT Panel
Size: 250,000 Type: Online
mo'web GmbH Medical Panel
Size: 50,000 Type: Online

Murphy Marketing Research/TrendTown

Thiensville, WI
Ph. 262-236-0194
amurphy@murphymarketing.com
www.murphymarketing.com
Panel Titles:
Sparks® Creative Consumers

The Premier Online Consumer Panel



MindField
internet panels

mindfieldonline.com/client
jmace@mcmillionresearch.com
800-969-9235



Data Quality
Is Our Responsibility

A M C M I L L I O N C O M P A N Y

MyPoints.com, Inc.

San Francisco, CA
Ph. 415-829-6171
marketresearch@mypointscorp.com
www.mypointscorp.com
Brin Moore, VP Market Research
Panel Titles:
MyPoints Automotive Panel
Type: Online
MyPoints B2B/T Panel
Type: Online
MyPoints Consumer Panel
Type: Online

Netetude UK Ltd.

London United Kingdom
Ph. 44-207-687-1234
contact@netetude.co.uk
www.netetude.co.uk
Eric Brandenburg
Proprietary Panel Mgmt.: Yes
Panel Titles:
French Panel
Size: 400,000 Type: Online
UK Panel
Size: 100,000 Type: Online

NovaTest

75011 Paris France
Ph. 33-1-43-55-29-29
contact@novatest.fr
www.novatest.fr
Panel Titles:
Global Test Market
Size: 1,400,000 Type: Online
Pharmacare
Size: 2,000

**Olson Research Group, Inc.**

Yardley, PA
Ph. 267-487-5500
info@olsonresearchgroup.com
www.olsonresearchgroup.com
Matt Hancock
Proprietary Panel Mgmt.: Yes

Choose Olson Research Group Inc. for full-service quantitative or qualitative research, online research or data collection. Specializing in pharmaceutical and health care research, we handle all steps from study design to analysis and interpretation of results. Our online research capabilities incorporate the latest technological advances, including online conjoint analysis. All research is conducted by professional researchers, highly-trained moderators and experts in the appropriate discipline. (See advertisement on p. 21)

**OMI Online Market Intelligence**

127055 Moscow Russia
Ph. 7-499-978-5139
rfp@omirussia.ru
www.omirussia.ru/en/
Dr. Alexander Shashkin, CEO
Proprietary Panel Mgmt.: Yes
Panel Titles:
B2B IT Panel Russia
Size: 15,784 Type: Online
B2C Automotive Panel Russia
Size: 110,287 Type: Online
B2C Panel Baltic States (Lithuania, Latvia, Estonia)
Size: 10,283 Type: Online
B2C Panel Belarus
Size: 15,858 Type: Online
B2C Panel Kazakhstan
Size: 10,201 Type: Online
B2C Panel Russia
Size: 291,695 Type: Online
B2C Panel Ukraine
Size: 77,962 Type: Online
Patient Panel Russia
Size: 142,261 Type: Online
Physician Panel Russia
Size: 10,412 Type: Online

Online Market Intelligence (OMI) provides high-quality online fieldwork in Russia, Ukraine, Kazakhstan, Belarus and the Baltic states. With OMI online panels you can access over 500,000 consumers, 100,000 vehicle owners, 15,000 IT professionals and 10,000 physicians recruited from a wide variety of local Web-portals. Our panels are in full compliance with ESOMAR and CASRO standards; advanced quality control procedures have been implemented and response rates are as high as 50%. We provide questionnaire translation, survey programming, coding and crosstabulation and recruiting proprietary panels in Russia and CIS countries. (See advertisement on p. 89)

OnCampus Research

Oberlin, OH
Ph. 440-775-7777 or 800-622-7498
info@oncampusresearch.org
www.oncampusresearch.com
Julie Traylor, Chief of Planning and Research
Panel Titles:
OnCampus Research Student Panel
Size: 18,000 Type: Online

Opinion Search Inc.

Ottawa, ON Canada
Ph. 800-363-4229 or 613-230-9109
info@opinionsearch.com
www.opinionsearch.com
Rahil Dattu, V.P., Client Services
Proprietary Panel Mgmt.: Yes
Panel Titles:
Opinion Search Consumer Panel
Type: Online

Osterman Research, Inc.

Black Diamond, WA
Ph. 253-630-5839
info@ostermanresearch.com
www.ostermanresearch.com
Michael Osterman
Panel Titles:
Osterman Research Panel
Type: Online

Outsource Research Consulting

Aptos, CA
Ph. 877-672-8100
contactus@orconsulting.com
www.orconsulting.com
Nico Peruzzi, Ph.D., Partner
Proprietary Panel Mgmt.: Yes

**Panel Direct**

(formerly Focus Forward Online)
Fort Washington, PA
Ph. 215-367-4100
cfabber@paneldirectonline.com
www.paneldirectonline.com
Chris Fabber, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
Panel Direct (Focus Forward) Online Panel
Size: 400,000 Type: Online

Panel Direct (formerly Focus Forward Online) provides high-quality B2B, B2C, patients and medical professional panelists for all types of research since 2003. Our double-opt-in panel is the first choice for all U.S.-based studies where targeting and robust responses are a key element of the research. Providing high-value audiences, we collect hundreds of data points and get right to the perfect research participant with speed and accuracy. Panel Direct offers unique services including mixed-mode panel recruitment, physical-address validation, dedicated project management and high-quality sample.

The People Panel

(Div. of Marketing Evaluations, The Q Scores Company)
Manhasset, NY
Ph. 516-365-7979
Steven.Levitt@qscores.com
www.qscores.com
Steve Levitt, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
People Panel - Consumer Panel, The
Size: 100,000 Type: Mail, Telephone,

Persuadable Research Corporation

Overland Park, KS
Ph. 913-385-1700 x302
cmiller@persuadables.com
www.persuadables.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
Persuadable Research Panel
Size: 1,000,000 Type: Online

Physicians Consulting Network

Roseland, NJ
Ph. 973-770-0255
info@pcnsurveys.com
www.pcnsurveys.com
Rob Davies, AVP
Proprietary Panel Mgmt.: Yes
Panel Titles:
Physicians Consulting Network
Size: 83,500 Type: Mail, Online

Precision Research Inc.

Glendale, AZ
Ph. 602-997-9711
jmuller@precisionresearchinc.com
www.precisionresearchinc.com
John L. Muller, President/CEO
Proprietary Panel Mgmt.: Yes
Panel Titles:
Precision Research Custom Panels
Size: 500,000+ Type: Mail, Telephone, Online

Profile Marketing Research, Inc.

Lake Worth, FL
Ph. 561-965-8300
profile@profile-mktg-res.com
www.profile-mktg-res.com
Proprietary Panel Mgmt.: Yes

Public Opinions Inc.

Ottawa, ON Canada
 Ph. 613-595-1234
 info@publicopinions.biz
 www.publicopinions.biz
 Melanie Clement, Ph.D.
 Panel Titles:
 Opinions Publiques-Canadian Consumer Panel (French)
 Size: 85,000 Type: Online
 Public Opinions-Canadian Consumer Panel (English)
 Size: 175,000 Type: Online

Pulse Group

50400 Kuala Lumpur Malaysia
 Ph. 603-2167-6666
 kl@pulse-group.com
 www.pulse-group.com
 Bob Chua, CEO
 Panel Titles:
 www.planet-pulse.com
 Size: 2,300,000 Type: Telephone, Online

QFACT Marketing Research, LLC.

Cincinnati, OH
 Ph. 513-891-2271
 info@qfact.com
 www.qfact.com
 Mark Dulle
 Proprietary Panel Mgmt.: Yes



Radius Global Market Research

New York, NY
 Ph. 212-633-1100
 cliester@radius-global.com
 www.radius-global.com
 Chip Lister
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 Know More™ Internet Panel
 Size: 6,000,000 Type: Online

Radius's Know More™ Internet Panel is comprised of more than 6.7 million households and eight million consumers in the U.S., Canada and Europe. We support both ad hoc and ongoing tracking studies that require detailed quotas across gender, age, ethnicity and geography. It is a multi-sourced panel and includes children, teenagers and seniors that can be difficult to reach online.
 (See advertisement on p. 19)



Reckner

Montgomeryville, PA
 Ph. 215-822-6220
 sphillippe@reckner.com
 www.reckner.com
 Susan Phillippe
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 MCO/PBM Payer Panel
 Size: 100+ Type: Telephone, Online
 Reckner Healthcare Allied Professionals Panel
 Size: 200,000+ Type: Telephone, Online
 Reckner Physicians Panel
 Size: 300,000+ Type: Telephone, Online

Reckner Healthcare provides access to one of the most extensive databases of verified U.S. physicians and allied health care professionals. Our project managers have extensive experience in local, national and global studies, both qualitative and quantitative. Reckner Healthcare has noted skill in reaching low-incidence or difficult-to-find health care professionals. We bring expertise to every quantitative project, from sample management to complex programming logic and multiple-language surveys. All Internet studies are supervised by experienced project managers and securely hosted on Reckner servers.



ReRez

Dallas, TX
 Ph. 214-239-3939
 debbiep@rerez.com
 www.rerez.com
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 ReRez B2B Panel
 Type: Telephone, Online
 ReRez Consumer Panel
 Type: Telephone, Online
 ReRez Hispanics Panel
 Type: Telephone, Online

ReRez Physicians Panel

Type: Telephone, Online

ReRez is a full-service market research firm, offering a multi-panel solution. We represent several of the largest online panel vendors - a combined panel of more than 22 million individuals in over 53 countries - and are methodology and online panel specialists. Due to the size of our panel and the fact it is profiled by over 500 segmentation variables, we can assist clients in B2B, consumer health care (physicians and consumers), IT, international and Hispanic studies. We specialize in Internet surveys, online panel, virtual focus groups and IVR. Programming, online real-time reporting available or panel only. Fast turnaround, flexible pricing and accountability to do what we say we are going to do.

BE REAL — GO LOCAL!

**YOUR LOCAL ONLINE PANEL PROVIDER
 IN RUSSIA, UKRAINE, KAZAKHSTAN,
 AND THE BALTIC STATES**

PANEL SIZE

**Consumers:
 350k+**

**Automotive:
 120k+**

**B2B IT:
 15k+**

**Physicians:
 10k+**

**Patients:
 150k+**



www.omirussia.ru/en
 rfp@omirussia.ru



**Research Now**

Plano, TX
Ph. 888-203-6245
info@researchnow.com
www.researchnow.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
e-Rewards OpinionPanels

Type: Online
Valued Opinion Panels
Type: Online

Research Now is a leading global online sampling and data collection company. We give you access to millions of quality respondents around the world, with an incredible breadth and depth of market information. We are proud to offer you the largest, most powerful online research panels available today - the Valued Opinions™ Panel and the industry's first and best by-invitation-only panel, the e-Rewards® Opinion Panel. In addition, we offer social media sample to increase our ability to meet market demand. Our full set of services enables you to access the minds of consumers, business professionals and hard-to-reach audiences. (See advertisement on pp. 54-55)

**Research Panel Asia**

Manhattan Beach, CA 90266
Ph. 818-851-1260
contact@researchpanelasia.com
www.researchpanelasia.com
Panel Titles:

91wenwen.com - China Panel
Type: Online
Panelnow.co.kr - South Korea Panel
Type: Online
Research Panel Japan
Type: Online

Research Panel Asia is a specialist in the online research field of the Asia-Pacific region, now the one and only one provider that holds pure proprietary panels in the regional main three countries (Japan, China, South Korea). With various updated profile attributes covered in the B2C, B2B, health care area, we are experienced in not only ad hoc studies but tracking projects, qualitative recruitment, IHUT recruitment and other method as well. Focusing in the true quality of our sample specialty services throughout the region and with our 24-hour coverage for quotation supports, we assure the fulfilling of your needs in Asian online research. (See advertisement on p. 23)

Research Results, Inc.

Fitchburg, MA
Ph. 978-345-5510
info@researchresults.com
www.researchresults.com
Robert Favini
Proprietary Panel Mgmt.: Yes

Resolution Research & Marketing, Inc.®

Denver, CO
Ph. 800-800-0905
info@re-search.com
www.ResolutionResearch.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
Resolution Research College
Type: Telephone, Online
Resolution Research Consumers
Type: Telephone, Online
Resolution Research IT/B2B
Type: Telephone, Online
Resolution Research Medical
Type: Telephone, Online

Resonance Insights

Salem, MA
Ph. 978-740-4474
information@resonanceinsights.com
www.resonanceinsights.com

Panel Titles:
iPhone/iPad Respondents
Type: Telephone, Online
Resonance Online Household Panel (U.S./Canada)
Type: Online

Resource Systems Group, Inc.

White River Junction, VT
Ph. 802-295-4999
cadams@rsginc.com
www.rsginc.com
Lindsay Coe
Proprietary Panel Mgmt.: Yes
Panel Titles:
Momconnection.com
Size: 6,000 Type: Online
moneymatterspanel.com
Size: 7,000 Type: Online

RestaurantInsights.com

Columbia, SC
Ph. 803-798-6373
fred@restaurantinsights.com
www.restaurantinsights.com
Fred Efirid
Panel Titles:
RestaurantInsights.com Consumer Panel
Size: 3,000,000

RNB Research

RNB House
Noida (U.P.), India
Ph. 91-11-2546-1415
info@mbresearch.com
www.mbresearch.com
Pramod Q. Kumar, V.P., Client Relations
Proprietary Panel Mgmt.: Yes
Panel Titles:
RNB Small Business Panel
Size: 29,734 Type: Online
RNB Consumer Ailment Panel
Size: 9,368 Type: Online
RNB Healthcare Panel
Size: 12,640 Type: Online
RNB HR Decision Makers Panel
Size: 7,612 Type: Online
RNB IT Decision Makers Panel
Size: 8,947 Type: Online
RNB Nurses Panel
Size: 24,235 Type: Online
RNB Research B2B Panel
Size: 59,431 Type: Online
RNB Research Consumer Panel
Size: 122,608 Type: Online
RNB Research Physicians Panel
Size: 36,128 Type: Online
RNB Youth Panel
Size: 57,682 Type: Online

RONIN Corporation

London, United Kingdom
Ph. 44-20-7091-1400
info@ronin.com
www.ronin.com/dc
Anton Richter, Bus. Dev. Manager
Proprietary Panel Mgmt.: Yes
Panel Titles:
RONIN Healthcare International Panel
Size: 350,000 Type: Telephone, Online
RONIN IT International Panel
Size: 250,000 Type: Telephone, Online

Sample Czar, Inc.

Los Angeles, CA
Ph. 323-325-9465
info@sampleczar.com
www.sampleczar.com
Douglas Lowell, President
Panel Titles:
Sample Czar Business
Type: Online
Sample Czar Consumer
Type: Online
Sample Czar Hispanic
Type: Online
Sample Czar Patients / Find A Cure Panel
Type: Online

**The Sample Network**

Cherry Hill, NJ
Ph. 888-572-3255
quotes@thesamplenetwork.com
www.thesamplenetwork.com
Tami Brewer
Proprietary Panel Mgmt.: Yes
Panel Titles:
TSN B2B Panel
Type: Online
TSN Consumer Panel
Type: Online
TSN Ethnic Panel
Type: Online
TSN Healthcare Panel
Type: Online
TSN Teen Panel
Type: Online

The Sample Network (TSN) focuses on a blended sample methodology utilizing multiple sources. This helps to eliminate any bias inherent in utilizing only one panel. TSN provides online sample for quantitative studies and turnkey recruiting solutions for qualitative studies. We also offer programming, hosting and translation as well as many other services to simplify the research process for our clients. One of our long-term clients says it best - "The Sample Network provides quality market research panelists at compelling prices. TSN's commitment to service is unparalleled."

Shifrin-Hayworth

Southfield, MI
Ph. 248-223-0020 or 800-559-5954
research@shifrin-hayworth.com
www.shifrin-hayworth.com
Mark Shifrin, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
National Database - USA
Size: 200,000 Type: Mail, Telephone, Online

Signet Research, Inc.

Cliffside Park, NJ
Ph. 201-945-6903 or 201-945-6904
joanna@signetresearch.com
www.signetresearch.com
Joanna Zanolpoulo, President
Proprietary Panel Mgmt.: Yes
Panel Titles:
Custom/Proprietary Panels and Community Panels

Specpan

Indianapolis, IN
Ph. 866-SPECPAN
sales@specpan.com
www.specpan.com
Panel Titles:
Building & Construction Industry Professionals
Size: 25,000 Type: Online

SpectraCom, Inc.

Milwaukee, WI
Ph. 414-272-7742
sally.schmidt@spectracom.com
www.spectracomresearch.com
Sally Schmidt, Research Manager
Proprietary Panel Mgmt.: Yes
Panel Titles:
Kidscom Club
Size: 800,000 Type: Online
SpectraCom Research Panel
Size: 25,000 Type: Online



SSI

Shelton, CT
Ph. 203-567-7200
info@surveysampling.com
www.surveysampling.com/
Christopher DeAngelis
Proprietary Panel Mgmt.: Yes
Panel Titles:
Surveyspot.com (USA)
Type: Online
www.Asiktstorget.se (Sweden)
Type: Online
www.befr.choozz.be (Belgium French)
Type: Online
www.choozz.be (Belgium Dutch)
Type: Online
www.choozz.co.uk (UK)
Type: Online
www.choozz.com (USA)
Type: Online
www.choozz.de (Germany)
Type: Online
www.choozz.dk (Denmark)
Type: Online
www.choozz.es (Spain)
Type: Online
www.choozz.fr (France)
Type: Online
www.choozz.it (Italy)
Type: Online
www.choozz.se (Sweden)
Type: Online
www.Meinungswelt.at (Austria)
Type: Online
www.Meinungswelt.ch (Switzerland)
Type: Online
www.Meinungswelt.de (Germany)
Type: Online
www.Meningstorget.no (Norway)
Type: Online
www.Mielipidemaailma.fi (Finland)
Type: Online
www.Mirmnenij.ru (Russia)
Type: Online
www.Mondodiopinione.it (Italy)
Type: Online
www.nl.choozz.com (Netherlands)
Type: Online
www.no.choozz.com (Norway)
Type: Online
www.Opinieland.be (Belgium)
Type: Online
www.Opinieland.nl (Netherlands)
Type: Online
www.Opiniolandia.es (Spain)
Type: Online
www.Opinionsland.com (Denmark)
Type: Online
www.Opinionworld.cn (China)
Type: Online
www.Opinionworld.co.nz (New Zealand)
Type: Online
www.Opinionworld.co.uk (UK)
Type: Online
www.Opinionworld.com (USA)
Type: Online
www.Opinionworld.com.ar (Argentina)
Type: Online
www.Opinionworld.com.au (Australia)
Type: Online
www.Opinionworld.com.br (Brazil)
Type: Online
www.Opinionworld.com.mx (Mexico)
Type: Online
www.Opinionworld.hk (Hong Kong)
Type: Online
www.Opinionworld.jp (Japan)
Type: Online
www.Opinionworld.kr (South Korea)
Type: Online
www.Opinionworld.tw (Taiwan)

Type: Online
www.Opinionworld-Ireland.com (Ireland)
Type: Online
www.Opinionworld-Singapore.com (Singapore)
Type: Online
www.Placedesopinions.fr (France)
Type: Online
www.Surveyspot.com (Canada)
Type: Online
www.Swiatopinii.pl (Poland)
Type: Online

Survey Sampling International (SSI) is the premier global provider of sampling solutions for survey research. SSI reaches respondents in 72 countries via Internet, telephone and mobile/wireless. Client services include questionnaire design consultation; programming and hosting; and data processing. SSI serves more than 2,000 clients worldwide, including 48 of the top 50 research organizations. Founded in 1977, SSI has an international staff of 430+ people representing 50 countries and 36 languages. The company has offices in Beijing; Frankfurt, Germany; London; Los Angeles; Madrid, Spain; Mexico City; Paris; Rotterdam, the Netherlands; Seoul, South Korea; Shanghai, China; Shelton, Conn.; Singapore, Stockholm, Sweden; Sydney, Australia; Timisoara, Romania; Tokyo; and Toronto, with additional representatives in Hong Kong.
(See advertisement on back cover)

Survey.com

San Jose, CA
Ph. 408-850-1227
michael@survey.com
www.survey.com
Proprietary Panel Mgmt.: Yes
Panel Titles:
Business ePanel
Size: 250,000+ Type: Online
Consumer ePanel
Size: 5,000,000+ Type: Online
Global Consumer Panel
Size: 2,000,000+ Type: Online
IT Decision Maker ePanel
Size: 50,000+ Type: Online



SurveyHealthCare

New York, NY
Ph. 212-290-7642
Jerry.Arbitier@surveyhealthcare.com
www.surveyhealthcare.com
Jerry Arbitier, President
Panel Titles:
Global Healthcare Panel
Size: 2 million Type: Online

SurveyHealthCare (SHC) specializes in interviewing physicians, nurses, pharmacists, payers, hospital professionals, dentists and veterinarians with over two million health care professionals and 500,000 sufferers. SHC supplements e-mail panel recruitment with our in-house 500+ CATI stations. Our "Panel Plus" sampling technique provides the efficiency of a panel company with the quality of a traditional sampling company to reach more physicians and match a higher percent of a client's list. Other services - programming, coding, crosstabs and online pretests.

Synovate Australia (West Perth)

West Perth, WA, Australia
Ph. 61-8-9321-5415
rachel.hageli@synovate.com
www.synovate.com
Panel Titles:
The Buzz

Synovate USA (Chicago)

Chicago, IL
Ph. 312-526-4000
rachel.hageli@synovate.com
www.synovate.com
Jennifer Chhatlani
Proprietary Panel Mgmt.: Yes
Panel Titles:
Synovate Automotive Panel
Size: 400,000+ Type: Mail, Telephone, Online
Synovate Financial Panel
Size: 200,000+ Type: Mail, Telephone, Online
Synovate Global Opinion Panels - Asia Pacific
Size: 78,000+ Type: Mail, Telephone, Online
Synovate Global Opinion Panels - Western Europe
Size: 250,000+ Type: Mail, Telephone, Online
Synovate Global Opinion Panels-North America
Size: 1,800,000+ Type: Mail, Telephone, Online
Synovate Health Conditions Panel
Size: 250,000+ Type: Mail, Telephone, Online
Synovate Technology Panel
Size: 250,000+ Type: Mail, Telephone, Online
Synovate Travel & Leisure Panel
Size: 250,000+ Type: Mail, Telephone, Online
Synovate Voice of the Hispanic Family
Size: 11,000+ Type: Mail, Telephone,

Team Vier b.v.

1182 JW Amstelveen, Netherlands
Ph. 31-20-645-53-55
info@teamvier.nl
www.teamvier.nl
Hans Van Gool
Proprietary Panel Mgmt.: Yes
Panel Titles:
Team Vier CATI Panel
Size: 12,000 Type: Telephone,
Team Vier WAPI Panel
Size: 8,000 Type: Online



Think Virtual Fieldwork

Palm Beach, FL
Ph. 212-699-1901
ray@thinkvirtuafieldwork.com
www.thinkvirtuafieldwork.com
Raymond Benack, President
Proprietary Panel Mgmt.: Yes

At Think Virtual Fieldwork we are dedicated to providing high-quality, online data collection services, including sample management, hosting and programming, online data delivery and superior customer service. When you work with Think Virtual Fieldwork you choose which services are right for you. Think Virtual Fieldwork delivers them to you promptly and professionally. We can help make your life easier. Think smart, think fast, think Virtual Fieldwork!

**Tiburon Research**

115280 Moscow Russia
Ph. 7-495-663-1525
ask@tiburon-research.ru
www.tiburon-research.ru
Artem Tinchurin, CEO

Panel Titles:

Tiburon Automotive Panel Russia
Size: 90,000 Type: Online
Tiburon B2C Panel Russia
Size: 190,000 Type: Online
Tiburon IT Panel Russia
Size: 4,000 Type: Online
Tiburon Moms with Children 0-14 y.o. Russia
Size: 42,000 Type: Online

Tiburon Research is a Moscow-based field and tab company dedicated to high-quality online fieldwork in Russia and Ukraine. We have highly-profiled and extremely-efficient proprietary panels and a time-proven network of sample partners to address your needs. We will also be happy to support you with translation and localization, scripting and hosting, coding and data processing. And, yes, we are researchwise.

TNS APAC International Research Centre

Wan Chai, Hong Kong
Ph. 852-2116-8888
office.hk@tnsglobal.com
www.tnsglobal.com.hk
Andrew Davison

Proprietary Panel Mgmt.: Yes

Panel Titles:

6th dimension™ Access Panels Australia
Size: 539,000 Type: Online
6th dimension™ Access Panels China
Size: 110,000 Type: Online
6th dimension™ Access Panels Hong Kong
Size: 40,000 Type: Online
6th dimension™ Access Panels Japan
Size: 50,000 Type: Online
6th dimension™ Access Panels Korea
Size: 76,000 Type: Online
6th dimension™ Access Panels Malaysia
Size: 20,000 Type: Online
6th dimension™ Access Panels New Zealand
Size: 132,000 Type: Online
6th dimension™ Access Panels Saudi Arabia
Size: 11,000 Type: Online
6th dimension™ Access Panels Singapore
Size: 21,000 Type: Online
6th dimension™ Access Panels Taiwan
Size: 200,000 Type: Online
6th dimension™ Access Panels Thailand
Size: 22,000 Type: Online
6th dimension™ Access Panels United Arab Emirates
Size: 10,000 Type: Online

**Toluna**

Wilton, CT
Ph. 203-834-8585 or 866-296-3049
Toluna@toluna.com
www.us.toluna-group.com
Ron Franscella, Chief Revenue Officer
Proprietary Panel Mgmt.: Yes

Panel Titles:

Ailment Sufferers Panel
Type: Online
Automotive Panel
Type: Online
B2B/IT Panel
Type: Online
Cosmetic Panel
Type: Online
Entertainment Panel
Type: Online
Finance Panel
Type: Online
Food and Beverage Panel
Type: Online
Green Consumer Panel
Type: Online
Home Improvement Panel
Type: Online
Household Technology Panel
Type: Online
Leisure Activities Panel
Type: Online
Media Panel
Type: Online
Mobile Panel
Type: Online
Moms and Babies Panel
Type: Online
Physicians Panel
Type: Online
Shopping Panel
Type: Online
Sports Panel
Type: Online
Teen Panel
Type: Online
Video Gamers Panel
Type: Online

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TouchstoneResearch.com

Branford, CT
Ph. 203-315-3280
info@touchstoneresearch.com
www.TouchstoneResearch.com
Proprietary Panel Mgmt.: Yes

TripleScoop Market Intelligence

Castle Rock, CO
Ph. 303-325-6705 or 214-499-6991
tk@thetriplescoop.com
http://thetriplescoop.com
Ted Kendall
Proprietary Panel Mgmt.: Yes

Untiedt Research GmbH

45529 Hattigen, Germany
Ph. 02324-98-33-91
info@untiedt.de
www.untiedt.de
Thomas Grzeschik

Panel Titles:

HandwerkerTrend: Plumber Panel
Size: 300 Type: Online
MediTrend: Physician Panel
Size: 400 Type: Online
Untiedt Research Consumer WebPanel France
Size: 15,000 Type: Online
Untiedt Research Consumer WebPanel Germany
Size: 69,000 Type: Online
Untiedt Research Consumer WebPanel Poland
Size: 23,000 Type: Online
Untiedt Research Consumer WebPanel Russia
Size: 29,000 Type: Online
Untiedt Research Consumer WebPanel Spain
Size: 14,000 Type: Online
Untiedt Research Consumer WebPanel UK
Size: 31,000 Type: Online
Untiedt Research Consumer WebPanel USA
Size: 51,000 Type: Online

**uSamp™**

Encino, CA
Ph. 818-524-1218
sales@usamp.com
www.usamp.com
Panel Titles:
uSamp™
Size: 6,500,000 Type: Online

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User Insight

Atlanta, GA
Ph. 770-391-1099
contact@userinsight.com
www.uifacilities.com
Proprietary Panel Mgmt.: Yes

Vernon Research Group

Cedar Rapids, IA
Ph. 319-364-7278 x108 or 888-710-7278
dhunt@vernonresearch.com
www.vernonresearch.com
David Hunt
Proprietary Panel Mgmt.: Yes
Panel Titles:
Vernon Research Opinion Panel
Size: 4,500 Type: Online

Vision Critical

Vancouver, BC Canada
Ph. 604-647-1980
info@visioncritical.com
www.visioncritical.com
Jason Smith, President/COO, Sparq Div.
Proprietary Panel Mgmt.: Yes

Vovici Corporation

Herndon, VA
 Ph. 800-787-8755
 sales@vovici.com
 www.vovici.com
 Proprietary Panel Mgmt.: Yes



WorldOne

New York, NY
 Ph. 212-358 0800
 info@worldone.com
 www.worldone.com
 Matt Campion, President of North America
 Panel Titles:

- WorldOne's Global Dentist Panel
 Size: 23,692 Type: Online
- WorldOne's Global Eye Care Panel
 Size: 15,622 Type: Online
- WorldOne's Global Nurse Panel
 Size: 58,622 Type: Online
- WorldOne's Global Other Healthcare Related Panel
 Size: 54,502 Type: Online
- WorldOne's Global Pharmacists Panel
 Size: 45,160 Type: Online
- WorldOne's Global Physician Panel
 Size: 534,323 Type: Online
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 Ph. 971-4-445-6200
 researchinfo@yahoo-inc.com
 www.maktoob-research.com
 Tamara Deprez, Head, Yahoo! Maktoob Research
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 Arab Eye
 Size: 1,400,000 Type: Online

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YouGov Zapera

DK-2200 Copenhagen, Denmark
 Ph. 45-70-27-22-24
 info@yougov.dk
 www.yougov.dk
 Proprietary Panel Mgmt.: Yes
 Panel Titles:
 AElldresagen (DaneAge Association)
 Size: 1,700 Type: Online
 Dansk Metal (The Danish Metal Workers' Union)
 Size: 1,000 Type: Online
 Mandag Morgen (Mondag Morning Weekly)
 Size: 300 Type: Online
 Zapera.com Denmark Panel
 Size: 38,000 Type: Online
 Zapera.com Estonia Panel
 Size: 4,000 Type: Online
 Zapera.com Finland Panel
 Size: 16,000 Type: Online
 Zapera.com Medical Panel Denmark & Sweden
 Size: 1,100 Type: Online
 Zapera.com Norway Panel
 Size: 17,000 Type: Online
 Zapera.com Poland Panel
 Size: 5,500 Type: Online

YouGovPolimetrix

Palo Alto, CA
 Ph. 650-462-8000
 sales@polimetrix.com
 www.polimetrix.com
 Elizabeth Christie, Director of Client Services
 Panel Titles:
 YouGov PollingPoint
 Size: 1,500,000 Type: Online



Zoomerang Sample

San Francisco, CA
 Ph. 800-310-6838
 info@markettools.com
 www.panel.zoomerang.com/Quirks
 Panel Titles:
 Zoomerang Sample, TrueSample-certified
 Size: 2,000,000+ Type: Mail, Online
 Zoomerang Sample Tech, TrueSample-certified
 Type: Online

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●●● can't-miss activities

IIR will hold its annual conference, "The Market Research Event 2011," on **November 7-9** at The Peabody Orlando in **Orlando, Fla.** Register with the code QUIRKSNEWS to save 20 percent. For more information visit <http://www.iirusa.com/research/event-homexml?registration=QUIRKS11AD>.

ESOMAR will hold its qualitative research conference, themed "Embrace, Inspire and Celebrate," on **November 13-15** at the Radisson Blu Palais Hotel in **Vienna, Austria.** For more information visit www.esomar.org.

The Marketing Research Association will hold its annual CEO summit on **February 27-29** at the Fairmont Turnberry Isle in **Miami.** For more information visit www.mra-net.org.

The Council of American Survey Research Organizations will hold its annual online research conference on **March 1-2** at Encore at Wynn in **Las Vegas.** For more information visit www.casro.org.

The University of Texas at Arlington (UTA) will hold its annual conference for alumni of its Master of Science in Marketing Research program, themed "Innovation in Marketing Research," on **March 9** at UTA.

SymphonyIRI will hold its annual summit on **March 19-21** at the ARIA Resort and Casino City Center in **Las Vegas.** For more information visit www.sigsummit.com.

Sawtooth Software will hold its annual research conference on **March 21-23** at Disney's Boardwalk Hotel in **Orlando, Fla.**

For more information visit www.sawtoothsoftware.com.

The Pharmaceutical Marketing Research Group will hold its annual national conference, themed "Rev Up Your Innovation Engine," on **March 25-27** at JW Grande Lakes in **Orlando, Fla.** For more information visit www.pmr.org.

The Advertising Research Foundation will hold its annual RE:THINK! convention and expo on **March 26-28** at the New York Marriott Marquis in Times Square. For more information visit www.thearf.org.

ESOMAR will hold its annual Asia-Pacific conference, themed "Asia Kaleidoscope," on **April 15-17** in **Shanghai, China.** For more information visit www.esomar.org/apac.

ESOMAR will hold its annual Latin America conference on **May 13-15** in **Mexico City.** For more information visit www.esomar.org/latam.

The American Marketing Association will hold its annual marketing research conference on **October 1-3, 2012**, at the Bellagio Hotel and Casino in **Las Vegas.** For more information visit www.marketingpower.com.

To submit information on your upcoming conference or event for possible inclusion in our print and online calendar, e-mail Emily Goon at emily@quirks.com. For a more complete list of upcoming events visit www.quirks.com/events.

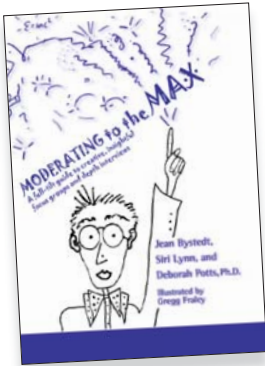
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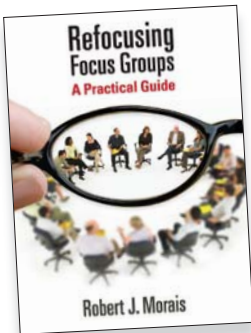
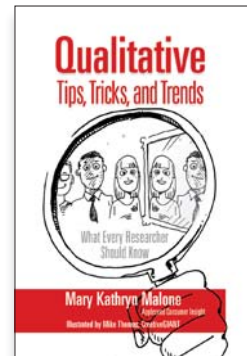
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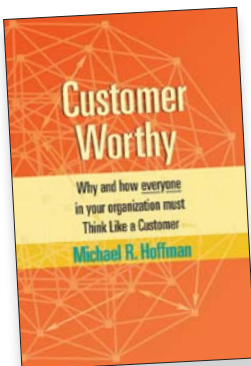
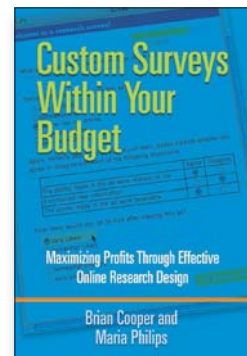
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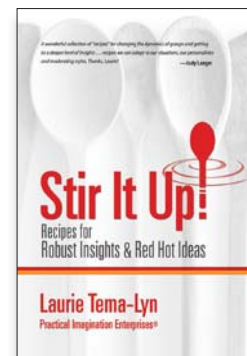
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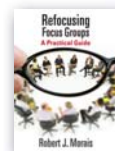
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To register, send an e-mail to contest@quirks.com with your complete contact information. Please include "Paramount Contest" in the subject line. Deadline to enter is November 30, 2011. The winner will be selected at random and announced in the January 2012 issue of *Quirk's*.

Congratulations to September's winner, Amy Walters of Seagate Technology, Scotts Valley, Calif. September's prize was a swag basket of Quirk's-branded items!



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