

President's Corner

*Bob McGarry, Information Specialist Group
Chapter President*

At the end of September, the Chapter held our biennial Fall Conference. The theme, "Objects In Mirror Are Close Than They Appear," dealt with the changes that are occurring in the industry and how we should accept them or be run over. Attendees were treated to presentations ranging from the Do-Not-Call legislation to managing international projects and ethnographic research. A demonstration of the newest technology was also available. What I heard told me that things are changing more rapidly than ever before.

As the collection of data becomes more and more of commodity, as evidenced by the shift to the Internet and use of off-shore phone rooms, market researchers must figure out other ways to generate revenue. Clients still expect quality, but they also want added value and ROI. Research companies unwilling to approach business differently today than they did yesterday probably won't have a lot of tomorrows left. The MRA realizes this and is attempting to prepare the Association and its members to live on.

As we heard from our Conference keynote speakers, Larry Hadcock and Jane Cook, the MRA is looking at such things as association consolidation, global outreach and certification to strengthen its position and thereby making it a more viable entity to its membership. Having the Executive Director and the President-Elect of the Board attend one of our Chapter events makes it clear that National is committed to its individual members. It is comforting to know that our dues are being well spent.

Our Chapter, too, is also trying to do all we can to prepare our members for the future. We have seven educational/general interest events

2004 Upcoming Events

November 9

"Marketing Research and the Development of IKEA Twin Cities"

8:00 AM

IKEA

8000 IKEA Way,

Bloomington, Minnesota

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planned for 2005. We intend to host the 2nd annual golf tournament and we have decided to make the Fall Conference an annual event. We have approached National to bring one of their "On The Road" workshops to the Twin Cities and we intend to look at the possibility of co-sponsoring some other research related events with other local association chapters. This is our most ambitious schedule but we are confident that our local members will feel it was well worth our volunteers' efforts.

Change is inevitable. Those who embrace it are those that are least affected by it. The MRA has made a point to do that and I believe we, as members, will be the better for it. Here's wishing you a successful end to 2004 and an exciting 2005.

MRA Minnesota/Upper Midwest Chapter November 2004 Event

"Marketing Research and the Development of IKEA Twin Cities"

Tuesday, November 9 8:00 AM
8000 IKEA Way, Bloomington

Local media called it "the most anticipated retail opening since Krispy Kreme." Since its July 14th opening, IKEA Twin Cities has welcomed over 1 million visitors. The build up and opening were featured in more than 40 articles representing 13 different publications.

What market research was conducted to prepare for promoting and opening the Twin Cities new market store? How did market research help to identify and attract an already anxious Swedish demographic and those who had never heard of IKEA? And how has it all played out?

Find out how the layout of Twin City IKEA differs from other locations throughout the country. What modifications have been made and why? Please join us for this informative and interesting look at IKEA Twin Cities and their marketing research efforts. Following the presentation, IKEA invites all participants to tour and shop the new store. Presented by Max Hedberg, Store Manager and Mary Sorenson, Public Relations Manager.

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CMOR BREAKING NEWS

– from www.cmor.org

Supreme Court finds Do-Not-Call Registry constitutional. DNC will remain intact, including survey research implicit exemption.

U.S. ‘Do Not Call’ Registry Survives Challenge: Court Overview

Oct. 4 (Bloomberg) — The U.S. Supreme Court, turning away an appeal by a telemarketing trade group, refused to question the national “do not call” registry that bars unsolicited sales calls to more than 63 million phone numbers.

The justices, issuing a one-line order in Washington as they convened their new term, let stand a federal appeals court’s conclusion the registry doesn’t violate the free-speech rights of companies seeking to market their products on the phone.

....The legal fight at one point threatened to stop the registry. A federal trial judge in Colorado concluded the program violated the Constitution’s First Amendment because regulators lacked a legitimate basis for limiting commercial solicitations while allowing charitable and political ones.

The 10th U.S. Circuit Court of Appeals reversed that ruling. The Denver-based appeals court said “the First Amendment does not require that the government regulate all aspects of a problem before it can make progress on any front.”

The high court rejection is a victory for the Federal Trade Commission and the Federal Communications Commission, which jointly set up the registry.

The FCC has authority over businesses such as phone companies, banks and insurance firms that aren’t covered by the FTC. The FTC opened registration for the list last year after the FCC adopted rules to fill gaps in the FTC’s jurisdiction.

....Congress has also authorized the FTC to set up a “do not spam” registry to crack down on unwanted e-mail advertisements. The FTC in June said it had concluded such a list wasn’t technically feasible.

The case is American Teleservices Association v. FTC, 03- 1552.

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Future Trends in Advertising Research

By Dan Hill & Alex Jarvis, Sensory Logic

There is much more to decision making processes than can be effectively measured by asking people questions about what they like. Similarly, there is much more information about an individual's feelings and attitudes than a human can readily perceive in any particular situation. Sensory Logic was formed to identify and gauge the estimated 95% of thought activity that often falls outside of conscious awareness.

The research conducted at Sensory Logic relies on the notion that we don't think our feelings. Currently using biofeedback and facial expressions in addition to traditional verbal data collection techniques, Sensory Logic taps into the emotional value of subject responses. Emotional value is measured in terms of impact and appeal, reflecting the degree of psychological arousal produced by a stimulus and the affective valence of the response. This kind of emotional data has shown to transcend the 7% of communication provided by verbal responses and when combined with the verbal data it adds a new dimension of understanding to advertising, product, and other forms of market research.

Originally developed as a psychological tool, facial response analysis is an important part of emotional data collection. Supported by a considerable amount of scientific and academic research, facial activity makes up about 55% of responsive communication in humans. Analysis of facial responses under experimental conditions can be used to generalize the appeal of a stimulus condition. This type of generalization can eliminate some of the noise that is a part of interpretation of verbal responses. Computer modeling techniques honed by Sensory Logic enable us to at least semi-automate the analysis of facial expressions, creating an accurate and reliable process.

Biofeedback data also considers facial response, but it is focused on measuring muscle energy that cannot easily be seen. In addition to recording some general body rhythms, biofeedback based research taps into subtle, but vital first-impression changes in facial muscle activity that helps to assess appeal. These changes can be read in much the same way as facial

expressions, even when they are so minute that a casual observer might not recognize movement.

The verbal tools used by Sensory Logic are rooted in psychological research. Forced choice instruments that measure the affective valence of product's appeal are used to provide connections between biofeedback data and verbal responses. These connections are then integrated with facial coding data to provide a three dimensional understanding of the influence that presented stimuli have over subjects. Finally, short answer self-report data is added to give us an effective means of translating all that the body tells us into reports that business executives find useful and effective.

Integration of data occurs using a convergent analysis tool developed by Sensory Logic. Convergent analysis allows us to identify connections between verbal reports and real-time biofeedback data and then integrate the facial coding data to provide a three dimensional outlook on consumer attitudes. This outlook is enhanced by verbal response data to create a useful format that makes our research an effective business tool with greater reliability, accuracy and intimacy than conventional methods.

The objective tools used in the mind/body type of research that is conducted at Sensory Logic help to recognize the types of stimuli that generate desirable impact and appeal. While they are unfamiliar territory to many in advertising and marketing, they have proven to be effective psychological research tools. If advertising and market research is going to consider consumer responses to product attributes, it should be recognized that those responses come from biological and psychological roots. In order to effectively measure those roots, we rely on the methods used by those who have actually identified and defined them. Breakthroughs in brain science are rewriting the map; Sensory Logic can help you explore this new land.

“Objects in Mirror Are Closer Than They Appear”

Recao of the MN/Upper Midwest Chapter Fall 2004 Conference

On September 23rd, the Minnesota Upper Midwest Chapter held a Fall Conference that would have sent goose bumps up the spine of any crystal ball gazer. Through the expert eyes of market research’s most decorated professionals we were, for one fall day, transported into the future. The future of marketing research that is.

During the first morning session attendees were given the opportunity to experience one of the following workshops: *The Do-Not-Call Registry, Media-Why and How People Use It, and Managing International Research Projects.*

Brian Dautch, Director of Government Affairs for CMOR, Inc., presented on the Do-Not-Call Registry, Exploring Relevant Legal Threats and Policy Implications. In his presentation Brian sighted numerous court decisions responsible for the basis of the current law. Brian concluded his presentation by updating the audience on current happenings in the court and state legislatures as well as answering questions addressing the impact the DNC Registry will have on the future of marketing research.

Jane Cook, VP Business Strategies for Frank M. Magid Assc. Inc, in her presentation addressed the question of Media-Why and How People Use It. In the new age of media where 24 hour a day news behemoths dominate cable networks, how can a local news station airing 2 newscasts a day possibly survive? If you attended this session you would know!

Matt Kleinschmit of Ipsos-Insight presented Managing International Research Projects. He talked of unanticipated budget hits that often result from methodology design, field management and translation which are unique to international projects. Not to mention more serious events that can hinder research such as political instability, or even worse, an important soccer match.

Breakout session two gave attendees the opportunity to visit one of the following workshops: *Mixed Methodologies, Ethnography and Its Applications or*

Incentives-Are We Paying or Thanking?

Mixed Methodologies: Or How Confusion Can Help Create a Clearer Picture explored the positive and negative aspects of using mixed methodologies for research projects. Tom McGoldrick of Questar concluded that the grand potential of using mixed methodologies outweighs the mass chaos that can result if this method is tried without proper knowledge. Tip: Know the potential pitfalls of mixed methodologies before investing large sums of time and money in a project of this sort.

Melinda Rea-Holloway of Ethnographic Research Inc. explained how “listening, watching and doing,” in a natural setting can provide researchers with more information about products, services and customers than can a dozen focus groups. Talk about cost savings!

In Respondent Fees: Are We Paying Or Thanking, Beth Fischer of the TCI Group explored the issue of respondent fees in today’s research climate. Aside from aiding respondent cooperation rates, attendees learned of the less obvious effects incentives have on the integrity of marketing research.

After enjoying a wonderful lunch and listening to keynote speeches by Larry Hadcock, Executive Director of MRA and Jane Cook, President Elect of MRA the final breakout session offered attendees: *Wireless Collection- Actionable Data, Trends in Qualitative Research, or How Much Research is Enough?*

Wireless Collection-Actionable Data offered insights into how data can be collected at the point of occurrence and how analysis time can be condensed to make fresh data relevant when time is of the essence.

Trends In Qualitative Research focused on new methods such as on-line chat rooms and week-long message boards as alternatives to traditional in-person focus groups. On-line research manages to capture insights from respondents who are typically too busy to attend group discussions. The content of week-long discussion boards tends to be enhanced due to the greater time

Objects in Mirror (continued)

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frame a respondent is given to prepare a well thought out response to a moderator’s question.

How Much Research Is Enough? Understanding Client Objectives uncovered the differences between “data” and “insight” and the need to peel away the many layers of data to discover the true insights about a particular product or customer. Doug Berdie of BI Worldwide warned attendees about digging so deep that you end up getting lost in the hole.

The Chapter would like to extend a sincere THANK YOU to each and every one of the presenters who contributed to the success of the year’s Fall Conference. Thank you:

- Brian Dautch, CMOR
- Jane Cook, Frank N. Magid Associates, Inc.
- Matt Kleinschmit, Ipsos-Insight
- Tom McGoldrick, Questar
- Melinda Rea-Holloway, Ethnographic Research, Inc.
- Beth Fischer, The TCI Group
- Lorraine Ruth, Vertical Systems
- Mark Roepke, Pearson NCS
- Jeff Walkowski, QualCore.com Inc.
- Doug Berdie, BI Worldwide
- Larry Hadcock, MRA

The Chapter would also like to thank each of our sponsors for this year’s event:

- Fieldwork Minneapolis
- Questar
- Information Specialists Group, Inc.
- The Market Solutions Group, Inc.
- Adapt, Inc.
- ReadexResearch
- GFK Custom Research, Inc.
- Greenfield Online

And most importantly, to all of the volunteers who dedicated long hours to ensure this MRA chapter event would go off without a hitch, we say “Thank You!” one hundred times over.

Puzzle

Match each fear to its definition.

Example: MRA volunteerophobia – fear of volunteering for the MRA (ok, I made that one up, but you see how it works.)

Acousticophobia	Fear of animals
Botanophobia	Fear of anything new
Coulrophobia	Fear of bees
Dentophobia	Fear of being tickled by feathers
Ephibiphobia	Fear of cats
Felinophobia	Fear of clothing
Glossophobia	Fear of clowns
Hippopotomonstroses- quippedaliophobia	Fear of computers
Ichthyophobia	Fear of dentists
Japanophobia	Fear of fish
Kleptophobia	Fear of frogs
Logizomechano- phobia	Fear of Halloween
Melissophobia	Fear of heaven
Neophobia	Fear of Japanese
Octophobia	Fear of long words
Pteronophobia	Fear of noise
Ranidaphobia	Fear of plants
Samhainophobia:	Fear of speaking in public
Triskaidekaphobia	Fear of stealing
Uranophobia or uranophobia	Fear of strangers or foreigners
Vestiphobia	Fear of teenagers
Wiccaphobia	Fear of the figure 8
Xenophobia	Fear of the number 13
Zoophobia	Fear of witches and witchcraft

Puzzle answers on page 9



Chapter Chat

By Randi Luoto, Luoto Associates

You undoubtedly have seen it. Likely you have read it. You may even be a subscriber. *Quirk's Marketing Research Review* has become a "must read" for marketing researchers across the US and it all started right here in Minneapolis nearly twenty years ago.

Origin and History

Tom Quirk first published *Quirk's Marketing Research Review* in 1986. Backed by 20 years of industry experience, with stints on both client and supplier sides, his first issue was 36 pages and six articles. Four articles from 1986 are archived at the firm's website and illustrate that, even back then, the focus was on core research issues: (1) General Mills Research Decides Cookbook Cover, (2) JC Penney Pinpoints Customers, (3) Rating Scales Can Influence Results and (4) Quest Research Pays Off for United Way.

Now, over 170 issues later, Quirk's has covered hundreds of case histories and "how to" articles. Today's average issue contains over 100 pages and is printed full color on glossy paper. Circulation exceeds 16,000 subscribers in dozens of countries.

Mission Remains Unchanged

While change has occurred over the years, the mission remains unchanged: to provide practical and useful information to the marketing research industry. Goals are to give examples of research in action; provide expert advice on tools and techniques; and cover the latest in new product information and survey findings.

Also unchanged is the strong hand of Quirk family members in guiding the business. While Tom Quirk is now Publisher Emeritus, several second-generation family members are holding down the fort. Jim Quirk is production manager. Dan Quirk is marketing manager. Steve Quirk is directory manager. Rounding out the management and editorial teams are Evan Tweed, associate publisher and Joe Rydholm, editor.

Scope Broadened

Shortly after launch of the magazine, Tom Quirk introduced the *Researcher Sourcebook*, which today

lists over 7,300 firms worldwide that supply marketing research products and services. The *Sourcebook* gives the ability to locate providers by company or contact name, by geographic location, or by area of research or industry specialization. A printed version is published each September and included as part of the magazine's subscription cost. Individual copies can be ordered at info@quirks.com.

Even the magazine itself is not without change. A recent facelift produced an updated, "with it" look. Most issues now have a special editorial emphasis. In April, articles focus on advertising research and the latest in ad research techniques and trends. June features aspects of ethnic marketing research including a directory of firms owned by ethnic minorities or that specialize in conducting research with ethnic groups. In June the focus is also on health care research; in October, customer satisfaction measurement; and in November, international research.

Today, in addition to the *Researcher Sourcebook*, Quirk's publishes a variety of other directories including: (1) Directory of Focus Group Facilities with over 1,000 focus group facilities around the globe including detail about room dimensions and equipment available; (2) Moderator MarketPlace listing qualitative moderators; (3) Directory of Telephone Interviewing Facilities listing over 800 facilities; and a (4) Directory of Data Processing and Statistical Analysis with over 300 firms listed.

Eight directories can be accessed online at the Quirk's website (www.quirks.com). The website was launched in 1996 to support the expanding scope of Quirk's operations and to improve the firm's ability to effectively support the marketing research industry. Content includes an article archive spanning 1986 to 2002, a forum for posting questions and exchanging information, an events calendar and a researcher job mart.

Future Plans

Future plans for Quirk's include a new directory to focus on research involving panels and a website rede-

Chapter Chat (continued)

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sign to enable greater personalization of content. Panels have become increasingly important in research, especially for consumer goods firms, and Quirk's staff will respond by providing information to industry practitioners. With a website redesign, visitors to the Quirk's website will be able to search the site by topic—for example, conjoint analysis—for information that could span upcoming conferences, recent articles or the names of suppliers that specialize in conjoint analysis. Dan Quirk says, "The way the web is moving to personalized content for the user, leads us to believe the research community should follow suit. So, we are planning on doing just that."

Future Trends

Asked about future trends, Joe Rydholm, identifies two. One is a marked increase in ethnographic research as companies get "up close and personal" with consumers. Joe hears lots of reports about research involving visits to consumers' homes to see how they use product. He says that while ethnographic research has been going on for quite some time, it now appears to have a new urgency among companies seeking to understand consumers. A second is the continued focus on niche marketing and targeting smaller and smaller consumer groups. He sees this helping foster interest in panel research, as panels are best able to deliver respondents for very small population targets.

More information about the magazine including the cost of annual subscription can be found at the company's website. Information for this article was obtained from the company's website and from phone interviews with Dan Quirk and Joe Rydholm.

Recent Action Against Online Sugging

From MRA and CMOR websites

Emarket Research Group has recently flooded the internet with offers for free laptops or \$500 gift certificates for participating in an extensive on-line survey. After investigation by MRA, it became clear that this was not a true research activity and that it was using the guise of re-

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search as an effort to sell multiple products and services.

The company also claimed that participants in various survey research projects would "get paid" for their opinions.

In violation of the CAN-SPAM act, the company's website provides no substantive information about the company, where it is located, what it does, what services it offers, etc.

After some research it was found that Emarket Research Group is registered under a fictitious name in Florida and Arizona, but even those documents are sparse and do not offer much information about the company. As a result of its findings, MRA referred the problem to CMOR.

CMOR filed a sugging complaint with the FCC and the FTC. Also, letters were sent to the Attorneys General of Arizona and Florida concerning the company's activity.

All New Web Site!

Welcome to the all-new web site for the Minnesota Upper Midwest Chapter of the MRA. You will find such things as:

- Want to join our Chapter? Click on the "Contact" button and link to our Membership Committee Chairperson.
- Curious about an upcoming event? Click on the "Events" button for more information on future programming.
- Interested in Volunteering? Click on the "Downloadables" button for a printout of Volunteer Opportunities.
- For your convenience, we have provided links to other marketing research related sites.

For history buffs, click on "About" to find out about our Chapter Roots. Or click on "Board" to meet your Chapter Board. You will also find the past issues of our Chapter Newsletter, *The Verbatim!* Check it out at www.mnmra.org

“Dream Future”

By Linda Daniel

I recently read an article that talked about a trend that most of us have already recognized—the number of hours the typical American works is increasing. The author claimed that the 40-hour workweek was a myth, and that working 50-60 hours per week was rapidly becoming the norm rather than the exception. Boy can I identify with that statement! In my Dream Future, things would be different. I’m a morning person, so my Dream starts early.

I awaken at 5:00am, fully refreshed from my 8 hours of pleasant dreams. As I dress, I notice that the waistband of my favorite pair of slacks is loose, even though I haven’t exercised in two weeks and paid an unexpected visit to a pastry shop the day before. As usual, there are no traffic delays, no road construction, and no rude drivers who think crossing four lanes of highway to make an exit is an acceptable alternative to planning ahead.

I walk into my office promptly at 6:30. Our automatic coffee system has perfectly brewed my favorite hazelnut coffee and the pre-programmed bread machine has just finished baking a loaf of cinnamon bread. Sipping and savoring, I go through the three emails that came overnight.

- The first is from my only client, who just wanted to repeat that he has never been more satisfied with a research project or company. He has recommended my company to three of his colleagues and hopes we have time to work them into our schedule—they’ll pay extra for the privilege.
- The second is from our HR department reminding me that it is unacceptable to work more than 40 hours in a week, which means I have to go home early today because I accidentally worked 41 hours the week before.
- The third was also from my only client, who noticed that we forgot to charge him for redoing two pages in a preliminary report. He insists that the problem was entirely his fault and asks that we add the charges to our next bill.

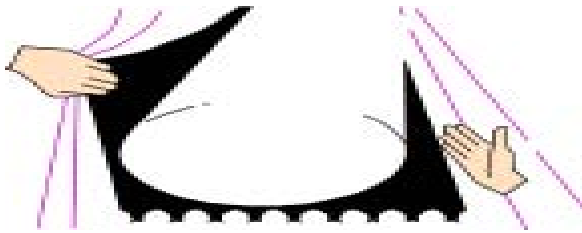
My morning is quite productive, since there are no phone calls or other interruptions. Suddenly it is time for lunch (11:30 on the dot), so a group of us head to our favorite restaurant, where we are seated immediately and our orders appear promptly. At 12:30 I’m back at my desk and ready to continue working on my project. Again, there are absolutely no interruptions until it’s time for our regularly scheduled, mandatory afternoon tea break at 2:30. By the way, the freshly baked scones were delicious.

As I head back to my desk for my final hour of the day, my VP reminds me of the “over hours” notification from HR, so I shut down my computer and head home. Again, traffic is delightful.

Hey, it’s my dream. But maybe a future trend will be to try to strike some balance between hectic and serene.

Puzzle Answers

Acousticophobia- Fear of noise
 Botanophobia- Fear of plants
 Coulrophobia- Fear of clowns
 Dentophobia- Fear of dentists
 Ephebiphobia- Fear of teenagers
 Felinophobia- Fear of cats
 Glossophobia- Fear of speaking in public
 Hippopotomonstrosesquippedaliophobia- Fear of long words
 Ichthyophobia- Fear of fish
 Japanophobia- Fear of Japanese
 Kleptophobia- Fear of stealing
 Logizomechanophobia- Fear of computers
 Melissophobia- Fear of bees.
 Neophobia- Fear of anything new
 Octophobia - Fear of the figure 8
 Pteronophobia- Fear of being tickled by feathers
 Ranidaphobia- Fear of frogs
 Samhainophobia: Fear of Halloween
 Triskaidekaphobia- Fear of the number 13
 Uranophobia or Ouranophobia- Fear of heaven
 Vestiphobia- Fear of clothing
 Wiccaphobia: Fear of witches and witchcraft
 Xenophobia- Fear of strangers or foreigners
 Zoophobia- Fear of animals



Spotlight

The Verbatim will “SPOTLIGHT” a different Board or Committee Member’s company in each issue.

SPOTLIGHT on Gantz Wiley Research



Gantz Wiley Research is an international consulting firm headquartered in Minneapolis, MN focused on helping clients drive business performance through the strategic use of customer and employee surveys. As experts in stakeholder measurement and application of those measurements to financial performance, Gantz Wiley Research stays focused on and true to its mission.

Our Services

We offer a range of full-service survey solutions including customer satisfaction surveys, win-loss studies, employee opinion surveys, and executive interviewing. Our innovative reporting and delivery technology is state-of-the-art. Our technology allows clients instant internet access to their survey results and provides options for clients to create their own queries and reports.

High Performance Model

Our survey solutions are built upon the foundation of the Gantz Wiley Research High Performance Model, a model developed through the research of more than 10,000 business units. GWR is the leader in identifying the linkages among employee surveys and key measures of organizational success such as employee retention, customer satisfaction, and business performance. Taking a scientific approach to every client survey program, we are a true value-added provider in the design, interpretation, and use of surveys linked to strategic business objectives.

High Performance Model



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Our Commitment to You

Our consultants have authored dozens of publications and have presented on innovative survey research throughout the world. We have the expertise and experience to help your organization drive performance. Our commitment to your success is clear and strong and is reflected in all we do. We invite you to learn more about us and our work. Please find us on the web at www.gantzwiley.com or call 612-332-6383 for more information.

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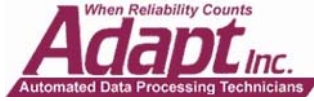
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Comment coding (hardcopy and on-line)

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- Data Entry
- State-of-the-art Character Recognition Image scanning
- Tabulation

For more information contact Dave Koch at (952) 939-0538 or dkoch@adaptdata.com

www.adaptdata.com