

## President's Corner

*Doug Skipper, The Market Solutions Group, Inc.  
Chapter President*

Greetings!

Hope your New Year is off to a great start. Those of us involved with the Minnesota/Upper Midwest Chapter of the Marketing Research Association are looking forward to a great year.

We kick off 2006 with the "Super Bowl Smackdown – A Battle for Commercial Supremacy" on Tuesday, February 7, at the Big City Tavern and Banquet Center. We had a tremendous turnout last year to review the television commercials that made their debuts during the Super Bowl, and this year's event promises to be even bigger and better. George Creel of Periscope will again serve as event moderator, with a panel of three advertising professionals from the Twin Cities.

A variety of other educational and entertaining events are being planned throughout the year, highlighted by the chapter's Fall Conference, which is tentatively scheduled for Thursday, September 21.

### Award Winning

Speaking of Fall Conferences, congratulations to all of those who contributed to the success of the MN/UMW Chapter's 2004 Fall Conference. The chapter recently received the first ever "Best Educational Event Award" presented by the Marketing Research Association, for the July 2004 to June 2005 year. The national organization honored the MN-UMW Chapter for its 2004 Fall Conference: "*Objects in Mirror are Closer Than They Appear: Are You Staying Ahead of Changes in Market Research?*"

*"A full article can be found on page 5."*

## 2006 Upcoming Events

**February 7, 2006**

***Super Bowl Smackdown – A Battle for Commercial Supremacy***  
**Big City Tavern and Banquet Center**

**April 6, 2006**

***Questionnaire Design Marketing Research***  
**Burke Institute Seminar in St. Paul**  
**See page 6 for more details**

### *What's Inside...*

|                        |       |
|------------------------|-------|
| President's Corner     | 1-2   |
| Editor's Note          | 2     |
| Board Members          | 2     |
| Q&A: Two "Experts"     | 3     |
| Committee Members      | 3     |
| Winter Quiz            | 4     |
| Fall Conference Award  | 5     |
| Questionnaire Design   | 6     |
| Education and the CIA  | 7     |
| Simon Delivers-A Recap | 8     |
| Other Associations     | 8     |
| Winter Quiz Answers    | 9     |
| Spotlight              | 10    |
| Advertising            | 11-12 |

## President's Corner (continued)

Continued from page 1

### Volunteer Opportunities

Preparation is already underway for our 2006 events, including this year's Fall Conference. Now is a great time to get involved with the Minnesota/Upper Midwest Chapter as a volunteer. Opportunities are available on such committees as programming and site, publicity, membership and greater group. Serving on a chapter committee is an excellent way to learn about our industry, make valuable contacts and perform an important service for a good cause. We would welcome you as a volunteer. If you are interested, contact me or any other Minnesota/Upper Midwest Chapter board member.

### Thanks Tammie

A special thanks to Tammie Frost-Norton, a past president of the chapter and a current member of the Marketing Research Associations national board of directors, who served as the MN/UMW representative at the Tournament of Researchers at the organization's national conference last November in Las Vegas.

### Elections

Finally, it's election season. Nominations are being accepted for the MN/UMW Chapter of the MRA's 2005-2006 Board of Directors. Nominations should have been sent to President-Elect Linda Daniel, at [ldaniel@harrisinteractive.com](mailto:ldaniel@harrisinteractive.com) no later than February 1. Please contact Linda for more information.

## Editor's Note

*By Sarah Mundy, The Operations Centre*

This was a particularly fun issue to put together. Not only were the articles free-flowing, but they were interesting. Education can come out of anything from a specific program to past experience to the internet. This issue we get to take a look at the PRC program from a different view, we get congratulated for a past fall conference, and we add a new informational website to our list of favorites. There's a great recap on the Simon Delivers event, a quiz to test your winter knowledge, and the spotlight is back, highlighting *fieldwork*. So enjoy the issue and the winter season.

I'd love to hear your ideas for the next issue and any complaints on this one! Email me at [sarah.mundy@us.theoperationscentre.org](mailto:sarah.mundy@us.theoperationscentre.org) or call (952) 853-9463.

## 2005/2006 MRA MN/Upper Midwest Chapter Board Members

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## Q & A: Two “Experts” in the Neighborhood

By Randi Luoto, Luoto Associates

Last year, MRA rolled out the Professional Researcher Certification (PRC) program to assist its goals to encourage high standards within the profession, establish objective measures of knowledge and proficiency and continued professional development. More information about the program, including the names of those who have now gained PRC certification, can be found at [www.mra-net.org/certification](http://www.mra-net.org/certification).

Brian Numainville, Sr. Director of Research and Public Relations for Nash Finch Company, and Robin McDougal, Research Manager for Maritz Research, are two local researchers, among others, who have attained the level of “expert” in the program. I had the chance to chat with (and congratulate!) these two and find out a little more about the program. Please note, while other locals are working towards a certification, MRA does not identify those who are in process of becoming certified.

### What prompted you to become certified?



**Brian Numainville**

Numainville: It was important to me on both a professional and personal level. On the professional level, I welcomed it as a way to illustrate professional rigor and saw the credential as helpful in establishing credibility with clients. On a personal level, I felt it would mark me as someone with a focus on continuous improvement, interested in personal growth and staying ahead of the curve.

McDougal: I have worked with individuals who supported different certification programs, as well as those who did not. Some who have not supported certification believed that some mediocre performers became certified to offset their not being very effective in their positions. But, in the end, I concluded that becoming certified could not possibly hurt my career. Then, when I looked into the process (of being grandfathered in), it was so simple, I decided to go for it.



**Robin McDougal**

## MRA MN/Upper Midwest Chapter Committee Chairs

### Membership Co-Chair

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Please submit articles/suggestions/ideas for the newsletter to Sarah.

## Winter Quiz

Source:

[http://encarta.msn.com/quiz\\_59/Winter\\_Quiz\\_Are\\_You\\_Hot\\_When\\_It's\\_Not.html](http://encarta.msn.com/quiz_59/Winter_Quiz_Are_You_Hot_When_It's_Not.html)

- Which animals do not hibernate during winter?
  - Bears
  - Chipmunks
  - Spiny anteaters
  - Hedgehogs
- Which of the following statements about reindeer is false?
  - They can pull sleds
  - North American reindeer are called caribou
  - Female reindeer have antlers
  - They subsist primarily on small insects
- According to Greek mythology Demeter, the goddess of grain and the harvest, caused the first winter when:
  - She fell in love with her reflection in a frozen pond
  - She became angry at the hot sun after she flew too close
  - She neglected the land in grief after her daughter was abducted
  - She decided she needed a break from the harvest
- By tradition we can expect six more weeks of winter if on Groundhog Day, February 2, the groundhog:
  - Does not see its shadow
  - Sees its shadow
  - Becomes frightened by its shadow
  - Boxes with its shadow
- Why does snow appear white?
  - Each snow crystal grows around a piece of white dust
  - It retains the white part of the cloud from which it falls
  - To provide camouflage for polar bears
  - Each crystal has many reflecting surfaces
- Why is winter cold?
  - The sun cools slightly every winter
  - Clouds keep the sun from shining
  - The hours of daylight are shorter and less intense
  - Lava floes located just below Earth's surface retreat for several months
- What food is traditionally served during Christmas festivities in Japan?
  - Salmon roe
  - Microwave popcorn
  - Miso soup
  - A decorated cake
- Who is the month of January named for?
  - Jan Hus, an important religious reformer
  - Django Reinhardt, a pioneering Belgian musician
  - Jan Beuckelzoon, a radical Protestant leader
  - Janus, the Roman god of doors and gateways
- Who created the story of Rudolph, the reindeer with a shiny red nose?
  - An ad writer for Montgomery Ward
  - Residents of rural Sweden
  - Charles Dickens
  - Fyodor Dostoyevsky
- Which activity will make you most likely to catch a common cold?
  - Spending time outdoors in cold weather
  - Drinking coffee
  - Riding on an airplane
  - Watching holiday specials on TV

## Fall Conference Event Wins National Award

(Lake Las Vegas, NV) — The first ever Best Educational Event Award presented by the Marketing Research Association was presented to the Minnesota-Upper Midwest Chapter on November 2. The national organization honored the MN-UMW Chapter for its 2004 Fall Conference: *“Objects in Mirror are Closer Than They Appear: Are You Staying Ahead of Changes in Market Research?”*

The chapter’s educational event was attended by more than 100 members and guests. The event offered educational opportunities for anyone involved in all aspects of marketing research about the future of the industry.

The 2004 Fall Conference featured nine educational sessions in three tracts, and a joint keynote speech by MRA Executive Director Larry Hadcock (Brownell) and President Elect Jane Cook.

Those offering education sessions were:

- Brian Dautch, Director of Government Affairs for CMOR: *“Do-Not Call Registry, Exploring Relevant Legal Threats and Policy Implications.”*
- John Quarderer, Frank M. Magid Associates, Inc.: *“Media – Why and How People Use It.”*
- Matt Kleinschmit, Ipsos-Insight: *“Managing International Projects.”*
- Tom McGoldrick, Questar: *“Mixed Methodologies: Or How Confusion Can Help Create A Clearer Picture.”*
- Melinda Rea-Holloway, Ethnographic Research, Inc.: *“Touring the World’s Medicine Cabinets: Ethnography and Its Applications.”*
- Beth Fischer, TCI Group: *“Incentives – Are We Paying or Thanking?”*
- Ron Dropik, Vertical Systems and Mark Roepke, Pearson NCS: *“Wireless Collection, Actionable Data.”*
- Jeff Walkowski, QualCore.com, Inc.: *“Trends in Qualitative Research”*
- Doug Berdie, BI Worldwide: *“How Much Research is Enough? Understanding Client Objectives”*

The event also featured a prior evening networking reception, the chapters annual volunteer recognition awards and a vendor’s fair. Each conference attendee received a booklet with the speaker’s power point presentations.

The MN/UMW 2004 Fall Conference was the first event to receive the new national award, which was presented at the MRA’s Research Industry Forum (RIF). The event was selected from among nominees from each of its twelve chapters.



Tammie Frost-Norton, a member and past president of the Minnesota/Upper Midwest Chapter and a member of the national organization’s Board of Directors, accepted the award on behalf of the chapter.

Among those who were recognized for their work on the events were:

Bob McGarry, Lisa Morse, Dave Koch, Doug Skipper, Jeff Cook, Jeanine Bigoness, Denice Duncan, Beth Fischer, Allan Floyd, Juli Geske-Peer, Danelle Gorra, Stefan Hartmann, Verle Polgase, Jessica Westley, Linda Daniel, Christy Gunnerud, Lori Kruse, Randi Luoto, Sarah Mundy, Joel Schneider, Elizabeth Wohlrabe, Deb Connelly, Valerie Hanson, Julie Heise, Clark Kristensen, Jennifer Lourea, Marissa Mapes, and Bonnie Sargent.



# Questionnaire Design Marketing Research Seminar

*Presented by Burke Institute*

*Thursday, April 6*

*8:30 a.m. – 5:00 p.m.*

Brought to you by the Minnesota Chapter of the American Marketing Association

Co-sponsored by Securian Financial & The Research Edge

This is a full-day Burke Institute seminar customized to provide participants with practical marketing research training specific to designing questionnaires. Lunch will be served, and you'll leave with plenty of useful reference materials.

This seminar is designed for marketing professionals – product managers, marketing managers, marketing researchers – anyone who has to write questionnaires or use the findings from marketing research to make informed decisions. What you'll learn:

- ✓ How to plan and flowchart a questionnaire to guide the overall logic
- ✓ How to phrase questions; when to use open-ended and closed-ended questions and how to choose the most appropriate rating, ranking, multiple choice, check-list or other approaches
- ✓ How to avoid the common pitfalls in writing questionnaires
- ✓ How to phrase difficult questions dealing with memory, knowledge and sensitive subjects and how to measure the importance of product attributes
- ✓ Differences when administering mail, telephone, web-based and in-person questionnaires.
- ✓ How to administer questionnaires to substantially improve response rates

## **About the Burke Institute:**

For the past 30 years, The Burke Institute has trained more than 70,000 marketing research practitioners from around the world, through both public and in-house customized marketing research seminars. Burke presents an unbiased look at various research practices, not just the proprietary viewpoints of a specific supplier.

**The Burke Institute generally presents this seminar in three days but has customized it for our one-day session.** Take advantage of the AMA and the Burke Institute collaboration to save you travel cost, time, and effort by attending this seminar in the Twin Cities. Please visit [www.burkeinstitute.com](http://www.burkeinstitute.com) for more information.

## **About the speaker Dr. Tony Zahorik:**

Before joining The Burke Institute, Dr. Zahorik served for twelve years as a member of the marketing faculty of Vanderbilt University's Owen Graduate School of Management, where he presented executive seminars on marketing management, marketing planning, measuring advertising effectiveness, and measuring customer satisfaction. Dr. Zahorik received his M.B.A. and Ph.D. from Cornell University and an M.A. in mathematics from the University of Illinois at Urbana. He has published articles in numerous publications, including Management Science, the Journal of Consumer Research, and the Journal of Healthcare Marketing.

## **About the co-sponsors:**

Securian Financial Group ([www.securian.com](http://www.securian.com)) was founded in 1880 and provides financial security for individuals and businesses in the form of insurance, retirement plans and investments. Its affiliates include Minnesota Life Insurance Co., Advantus Capital Management, Allied Solutions, Securian Retirement Savings, Securian Financial Services, and Securian Trust. The Research Edge is a full service provider of market research to help you keep your competitive edge.

For more information and to register online, go to <http://www.mnma.org/> and click on "Events"

**Register early - limited to 30 people. Deadline: March 22, 2006**

## **Cost:**

|                                 |       |
|---------------------------------|-------|
| AMA/MRA Member (before March 8) | \$495 |
| AMA/MRA Member (after March 8)  | \$595 |
| Guest (before March 8)          | \$595 |
| Guest (after March 8)           | \$695 |

## Education and the CIA

By Linda Daniel, Harris Interactive

Marketing research is the perfect job for someone like me. I am a true information junkie. I love surfing the Net for information...and love even more getting paid to do so. The Net is one of the best sources of free education around. As with most people, I have my favorite search engines and websites. A couple years ago I discovered the CIA *World Fact Book* website. Yes, it is hosted by the real CIA. Doubt me? Here is a warning from the World Fact Book homepage: “*The World Fact Book* is in the public domain and may be used freely by anyone at anytime without seeking permission. However, US Code prohibits use of the CIA seal in a manner which implies that the CIA approved, endorsed, or authorized such use.”

The cia.gov is a great source of information. Need to know the geographic coordinates of Albania, the unemployment rate in Bahrain, or the median age of females in East Timor? These things are easy to find at the CIA site. Wikipedia.com can give you a lot of the same information, but in some respects, isn't nearly as much fun to quote.

My co-workers now routinely mention the “get Linda out of jail” fund at our office. They think(?) I hack into the CIA's private website and that someday agents will come to arrest me or take me to an undisclosed location to question me. They say that, if the bail money doesn't work, they'll mount a rescue mission. Considering that over half of them are directionally challenged, I'm not really counting on that.

One client, sometimes in meetings with his internal clients, will bring up a question and then say, “Linda, can you check your CIA website on that issue?” I've tried to give him the link to the website, but he thinks it's more fun to ask me to access it.

One co-worker in particular is totally confused. When I told him I would be out of the office at an MRA conference, he thought I said NRA. Then, when I sent him some information from the CIA website, he called me and asked if I'd recruit him...he wanted a more

interesting job. I've explained the situation to him several times, but he doesn't exactly believe me. Of course, his confusion comes in handy when he would like to turn down a request from me and isn't sure that's a safe thing to do!

## Q & A: (continued)

Continued from page 3

### How difficult was the process? Glad you did it?

Numainville: I resolved to become certified after hearing about the program at the Chapter's 2004 Fall Conference. I felt strongly, so I put all the wheels in motion immediately to gain certification. It was not a difficult process and I am very glad I did it. I have enjoyed some really good webinar programming from MRA and have already completed many of the credit hours I need over the next two years to maintain my certification.

McDougal: I heard about the program and simply went online, downloaded the application form, filled it in and mailed it off. Within a matter of weeks, MRA notified me that I had been certified as an “expert.” It was truly easy. While no one is pushing certification, I am pretty sure that, in time, others will follow suit.

### What impact, if any, has becoming certified at the “expert” level had on your career / job?

Numainville: I added my PRC certification after my name on both my business card and email signature. People both inside and outside the company ask me what it stands for, which has provided me the opportunity to educate them about our industry and the importance of this certification program.

McDougal: The requirements to maintain my “expert” certification have influenced my development plan for 2006. The requirements helped me identify several areas where I could apply focus, and resulted in my requesting approval for a course that my employer (Maritz Research) had offered to keep current with data privacy requirements.

Continued on next column

## Simon Delivers – A Recap

*By Bob McGarry, Information Specialist Group, Inc.*

Last November, attendees were treated to an informative and entertaining presentation by Tim Bates, President and CEO of Cirista, LLC, and Steve Lauder, Vice President of Customer Relations for Simon Delivers. The event was actually held in the warehouse of Simon Delivers' Plymouth headquarters which offered us the opportunity to see first hand their operation at work. At the conclusion of the presentation, we were taken on a tour of the rest of the facility.

Bates and Lauder had recently developed CS Research which provides consumer centric information to Simon Delivers supplier base. They are able to analyze consumer purchase behavior by combining transactional history to the insights gathered from customer surveys. This can be further compared to the food industry knowledge portal that they have partnered with the James J. Hill Library to create. These insights are helpful in allowing their client companies to better define strategies around new product launches, promotional spending and effectiveness, consumer marketing and product affinities.

After introducing us to their joint venture, Bates and Lauder took us through two case studies to show us how their service worked and what value was being derived by their clientele. The first study they presented to us was a cannibalization analysis for a new cereal product. The attendees were brought through a series of slides that showed how they set up the project and what their findings were. The second case study dealt with testing the success of a product promotion. This was done effectively through the Simon Delivers purchase portal as they were able to track sales pre, during and post promotion - and beyond. The slides showed the results by various customer segments and the results pointed to particular segments being influenced more by the promotion than others.

A great feature of this presentation was the inclusion of over a dozen current college students. A large contingent of students came with their professor from the College of Saint Benedict and their part in the discussion was incredibly valuable. Having attending many Chapter events over the years, I found this one to be one of the most informative. Based on the satisfaction scores given by the attendees who filled out their survey, I can see many agreed with me.

## Other Associations of Potential Value to Researchers

*By Randi Luoto, Luoto Associates*

This edition of the Verbatim takes focus on educational matters, so it seems appropriate to give a quick look at a handful of other associations that researchers may consider as resources and contact as appropriate. It's hard to compare to the value and impact of MRA, but these are all worth checking out.

ARF - Advertising Research Foundation numbers 355 members, 20 staff and a long history (founded in 1936). Members include advertisers, agencies, research organizations and media. Objectives include promoting greater advertising and marketing effectiveness via new and improved research methods. Publications include ARF Transcript Proceedings (papers delivered at conferences) and Journal of Advertising Research. Holds periodic regional meetings. Website is [www.theARF.org](http://www.theARF.org).

AMA – American Marketing Association boasts 45,000 members, 70 staff and a similarly long history (founded in 1937). Members include marketing and research professionals, sales and promotion managers, advertisers, academics and others interested in marketing. Activities include fostering research, sponsoring seminars, conferences and student clubs. An array of publications are produced; numerous conferences are held both in national and regional settings. Website is [www.marketingpower.com](http://www.marketingpower.com).

CMOR – Council for Marketing and Opinion Research has 160 members and a staff of four. Founded in 1992, CMOR represents the marketing and opinion research industry to address government affairs and issues of respondent cooperation. Publications include Industry Watch, with updates on industry issues and Legislative Watch with updates on legislative matters. Website is [www.cmor.org](http://www.cmor.org).

IMRO – Interactive Marketing Research Organization, founded in 2001, describes itself as “dedicated to providing an open forum for the discussion of best practices and ethical approaches to research being conducted via the Internet.” Publications and conferences are both available. Website is [www.imro.org](http://www.imro.org).



## Winter Quiz Answers

### 1. A. Bears

Bears do not hibernate. Although the term hibernation is often applied to the winter inactivity of bears, their dormancy differs from hibernation in important ways. Unlike hibernating animals, bears only experience a slight drop in body temperature and metabolism during their winter sleep.

### 2. D. They subsist primarily on small insects

Reindeer feed on vegetation such as grasses, leaves, mosses, and lichens, obtained by scraping away the snow cover with their antlers and hooves.

### 3. C. She neglected the land in grief after her daughter was abducted

When Persephone, daughter of Demeter, was abducted by Hades, god of the underworld, Demeter's grief was so great that she neglected the land; no plants grew, and famine devastated Earth.

### 4. B. Sees its shadow

According to American tradition, if its shadow is visible (that is, if the Sun is shining), six more weeks of cold weather will ensue, and the animal returns to its burrow.

### 5. D. Each crystal has many reflecting surfaces

The large number of reflecting surfaces on each crystal makes snow appear white even though the individual crystals are transparent.

### 6. C. The hours of daylight are shorter and less intense

Average temperatures decrease during winter because as the hemisphere experiencing winter tilts away from the Sun, there are less hours of daylight for the Sun to heat Earth's surface, the light that does arrive comes less directly, and the hemisphere moves slightly further away from the Sun.

### 7. D. A decorated cake

Japanese families traditionally serve a decorated cake to celebrate Christmas, which usually acts as a prelude to the more important New Year's festival.

8. D. Janus, the Roman god of doors and gateways  
January is named for Janus, the Roman god of doors and gateways, and also of beginnings. The month was named for him because it begins the year.

### 9. A. An ad writer for the Montgomery Ward Company

Rudolph, the ninth reindeer, with a red and shiny nose, was invented in 1939 by an advertising writer for the Montgomery Ward Company.

### 10. C. Riding on an airplane

The common cold is most efficiently spread in crowded indoor areas such as airplanes.

## Winter Quiz Scoring

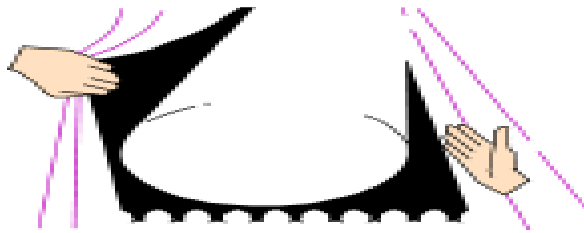


10 points: Get your nose out of the encyclopedia and get back to work

7-9 points: You've lived in Minnesota your whole life, haven't you?

4-6 points: You're counting the days until your beach vacation

1-3 points: Look out the window – it's cold out!



## Spotlight

Check out the next issue of *The Verbatim* when we “SPOTLIGHT” a Board or Committee Member’s company.

SPOTLIGHT on .....*fieldwork*



Welcome to *fieldwork*, a leader in world-class marketing research services and facilities for over 25 years. From customized qualitative studies to usability labs, from nationwide phone surveys to multi-city project management around the globe, *fieldwork* offers every research capability you may require. Field your qualitative studies with any of our 15 beautiful facilities in 11 markets coast to coast. Each is uniquely designed and equipped to create an ideal research environment while providing cutting-edge technology, award winning recruiting, and our famous *fieldwork* hospitality. And each is staffed by dedicated entrepreneurs who understand your goals, anticipate your needs, and care as much about quality results as you do. At *fieldwork*, we believe that honesty is the soul of good research. It’s why we uphold MRA’s highest ethical standards in recruiting and *proactively* alert you to recruiting issues the moment they arise. Results you can believe in are one of the reasons why *fieldwork* clients keep coming back.

*fieldwork* Minneapolis is a product of client requests and decades of experience. Just seven miles from the airport and within minutes of fabulous shopping, dining and accommodations, our 8,000 sq. ft. facility is convenient for you and Twin City respondents. Generous conference and viewing rooms accommodate every research and business need.

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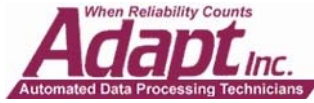
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- Return mail handling
- Survey check-in and editing
- Audio Tape Transcription

Comment coding (hardcopy and on-line)

- Open-end transcription and editing
- 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](mailto:dkoch@adaptdata.com)

[www.adaptdata.com](http://www.adaptdata.com)