

JUNE 2008  
VOL. 46 NO. 6



# *Alert!*

MAGAZINE

*Market Research At  
The Speed Of Travel*



**Lessons We Can Learn From The Travel & Leisure Market Research Field**



# FOCUS POINTE GLOBAL

FOCUS GROUP RECRUITING & FACILITIES WORLDWIDE



## US FACILITIES

Atlanta  
Bala Cynwyd  
Boston  
Chicago  
Dallas  
Los Angeles  
New Jersey  
New York  
Philadelphia  
St. Louis  
San Francisco

## EUROPEAN FACILITIES

Frankfurt  
London  
Paris

## PLUS

Fielding in  
70+ Countries

## ONE WORLD. ONE CALL.

Worldwide eMail:  
onecall@focuspointeglobal.com

Calls from the US:  
888.873.6287

Calls from outside the US:  
+44 (0) 20.7908.6600



focuspointeglobal.com

June 2008

**Editor-in-Chief:**  
Connie Yan  
MRA Headquarters  
860-682-1000, ext. 30  
Fax: 860-682-1010  
connie.yan@mra-net.org

**Graphic Assistance:**  
Adam Barker  
MRA Headquarters  
860-682-1000, ext. 26  
adam.barker@mra-net.org

**Proofreaders:**  
Lawrence Brownell  
Kristen Darby  
Kristina Labrecque  
Bruce Mendelsohn

**Submit to Alert!**  
Submissions to *Alert!* are welcome and should be sent to Connie Yan at MRA Headquarters, 110 National Dr., 2nd Floor, Glastonbury, CT 06033 or to connie.yan@mra-net.org. Articles are edited for content, length and interest to MRA members.

**Advertise in Alert!**  
If you are interested in getting your name out to the leaders in the profession, contact Lucy Haydu for advertising opportunities. E-mail Lucy at lucy.haydu@mra-net.org or call 602-626-5242.

*The views expressed in Alert! are solely those of the authors and do not necessarily reflect the opinions or positions of MRA.*

Visit us online at  
[www.mra-net.org](http://www.mra-net.org)

Copyright 2008 Marketing Research Association, Inc.



## HEADLINES

- 7 **Is Success Stressing You?**  
by Nancy Riesz
- 20 **Diversity and Innovation Buoy Toy Industry: Toys Sell No Matter What Economy**  
by Stacey Albert and Karen Goulet
- 24 **I'm Leavin' On A Jet Plane**  
by Anita Ghandi
- 29 **Introducing... The New IMRO**  
by Kristina Labrecque
- 40 **Ask The Experts: Is There A High/Low Season In Marketing Research?**  
by the Business Services Workgroup
- 43 **Member Op-Ed: Wake-Up Call For The Profession**
- 45 **Member Profile: Kristin Luck**
- 48 **Bon Voyage Joyce Rachelson!**

## MONTHLY

- 9 **Link and Learn**  
Upcoming Educational Events
- 13 **MRA Welcomes 27 New Members!**  
New Member Listing

## COLUMNS

- 4 **Letter From The Editor: About this Issue**  
by Connie Yan
- 10 **President's Perspective: My Final Words**  
by Colleen Moore Mezler
- 11 **Chief Executive Column: Lessons We Can Learn From the Travel And Leisure Research Industries**  
by Lawrence Brownell
- 14 **Legislative Watch: Legislative Turnover Creates Challenges and Opportunities**  
by Howard Fienberg
- 18 **Education Update**  
by Education Workgroup
- 33 **Respondent Cooperation: CMOR Reports From the World Industry Network**  
by Patrick Glaser
- 42 **Consult The Counsel: How to Interpret Response Rates**
- 34 **Opportunity Knocks**  
Classified Ads
- 50 **The Buzz**  
News/Announcements



# Letter From The Editor

Cruises, sporting event tickets, eating out, toys, concert tickets: all leisure items, all unnecessary. Or are they?

In 2006, the travel industry was a \$733 billion industry, according to the World Tourism Organization. That's \$2 billion a day.

Figures compiled in March 2008 by the Travel Industry Association showed that gasoline prices jumped 26.4% from March 2007. Lodging prices increased 5% compared to last year. Airfares increased 10.2% since last year.


In this time of economic unrest, are we spending our hard-earned dollars only on \$4 per gallon gas, bread and milk? Apparently not...


According to Anita Ghandi's article on page 24, even during the current economic state, people are still cruisin' and jet setting. Anita shares some tips on how the travel and tourism research industries use Search Engine

Optimization (SEO) to home in on their target markets.

In Stacey Albert and Karen Goulet's article on page 20, the authors discuss how buying toys is another leisure pursuit that is not being compromised because of the uncertain economy.

Although these articles may surprise you, part of me is not shocked at all. I believe in giving positive reinforcement and little presents to myself. In an economic slump or a long winter, we need the cruises, gadgets and presents in blue and white boxes to get us through. They are our lights at the end of the tunnel.

Maybe trips to the Cape, Tickle-Me-Elmos and Celtics tickets are necessities that help keep us sane. 

Connie Yan, Publications Editor, MRA  
[connie.yan@mra-net.org](mailto:connie.yan@mra-net.org) 



Does your marketing research support your strategy? **It should.**

Life is full of decisions. From naming our kids to naming a new brand, we're confronted with choices every step of the way. At Olson Research our goal is clear — to help our clients make smart marketing decisions today in order to win in the marketplace tomorrow.

**Pennsylvania Office**  
 48 Swan Way  
 Suite 102  
 Warminster, PA 18974  
 267-487-5500

**New Jersey Office**  
 300 Phillips Blvd.  
 Suite 100  
 Ewing, NJ 08618  
 609-882-9888

**California Office**  
 4300 El Camino Real  
 Suite 101  
 Los Altos, CA 94022  
 888-834-9799

 **Olson Research Group, Inc.**  
 From market intelligence to marketing opportunity  
[olsonresearchgroup.com](http://olsonresearchgroup.com)



Name: Kelly  
 Age: 37  
 Profession: Mother, Web Designer  
 Earnings: \$38,000, part time  
 Location: Park Slope, Brooklyn  
 Reads: Architectural Digest  
 Watches: Never Mind the Buzzcocks on BBC  
 Listens to: Garrison Keillor, every Saturday  
 Thinks: Her avatar's hair should be longer

Feels: Your client's brand...

*“Gets me”*  
*“Makes me feel good about myself. Reflects who I am and who I want to be.”*

As a marketing researcher, it's vital to understand Kelly. And to find others like her who are passionate about your client's brand. But people with eclectic interests can't always be found in homogeneous sampling sources. Just because they buy diapers or fly a particular airline doesn't mean they're right for your sample.

You need a sampling provider who understands and appreciates the complexity of people. And the complexity of sampling. A partner to consult with you on your questionnaire. To help refine issues with language, lifestyle, logic or length. Even let you pre-test questions or screen respondents in advance.

SSI has worked for 30 years to perfect sampling. While serving more than 1,800 clients and the best marketing research firms worldwide. In more than 50 countries and dozens of languages.

Quality research is based on superior sampling. And we get that more than anyone.

**Your trusted partner in sampling**

Call us on +1.203.255.4200  
 or visit [www.surveysampling.com](http://www.surveysampling.com)

  
**SSI**  
 SURVEY SAMPLING  
 INTERNATIONAL



you should **Datelligence DO Online** it!

We're different in an extremely good way!

Seamless validity checks eliminating satisficers and speeders on the fly, never being counted into quota

Our proprietary Video Snap technology has the ability to capture a respondents reactions to and thoughts of your products in video

Over half of our nearly 500,000 US panel community members have been recruited either face-to-face or over the telephone

Higher levels of engagement with I-HUTS, most often yielding 80% or better completion rates

We have dedicated staff for shipping and repackaging of products

**DO** goes Global - Argentina, Australia, Brazil, Canada, Chile, China, France, Germany, India, Italy, Japan, Mexico, Netherlands, Russia, South Korea, Spain, and the UK

Please ask for references - Our list of clients may be smaller, but they are impressive, and more importantly, they are impressed!

A DIVISION OF



CRG GLOBAL, INC.

386.677.5644 ■ 800.671.5644 ■ sales@datatelligence.com ■ www.datatelligence.com

Alert!

# Is Success Stressing You?

By Nancy Riesz, Success Catalyst

Long work hours...traffic...a new partner or baby...rightsizing...mergers...not enough money to pay the bills...waiting in line...buying a new home...orange barrels...There is just too much to do and too little time! We often feel like we need to "do it all" – be the perfect partner, parent, taxi-driver, manager, employee, cook, grounds keeper. Did you include **YOU** on your "all" list?

According to a recent Veterans Administration study, about 90% of American adults reported feeling high levels of stress at least once a week. Stress is now a factor in at least 2/3 of visits to primary care physicians.

Feeling stressed just reading this? Here is a quick exercise you can do to reduce the tension you feel in your body from stressful experiences. Sit up straight with your feet flat on floor. Rest your hands comfortably in your lap. Now concentrate on making your hands warm. What happened? Not only did your hands warm, but the tension in your body lessened. Reducing your stress is sometimes that quick and easy. And you can do it anytime and anywhere tension builds in your body.

Have you ever said: "I just want to eliminate all the stress from my life?" Well, I have good news and bad news for you. The good news: it is possible to remove all stress from our lives. The bad news: we have to die to do it! Stress is unavoidable in life. It is a natural reaction to changes in our lives – both good and bad. Being promoted or fired creates stress. Getting married or divorced are both stressful, as is losing a job and starting a new one.

So, what is this thing called stress? It is our bodies' reaction (physical, mental, emotional and chemical) to circumstances that frighten, excite, confuse, endanger or irritate us. When channeled constructively, the surge of energy, concentration and power triggered by stress can spur you to greater productivity and creativity. But, if stress is unrelenting, health problems can occur – ranging from headaches and indigestion to heart attacks, strokes and cancer.

(Continued on page 22)



## INTERNATIONAL B2B Fieldwork SPECIALISTS

- Fully integrated CATI system allows centralized programming, management and control, 24/7 reporting
- 260 seats across our Call Centres in North America, Europe & Asia

Contact any of our Fieldwork Services Departments:

• <b>BOSTON</b>	Lynn	lburke@kadence.com	• <b>SINGAPORE</b>	Piers	plee@kadence.com
• <b>LONDON</b>	Paul	pdonnelly@kadence.com	• <b>JAKARTA</b>	Vivek	vthomas@kadence.com
• <b>DELHI</b>	Aman	amakkar@kadence.com	• <b>HONG KONG</b>	Matt	mcoulter@kadence.com
• <b>KUALA LUMPUR</b>	Ronald	rfoo@kadence.com	• <b>SYDNEY</b>	Simon	severard@kadence.com

Or visit our web-site for further information: [www.kadence.com](http://www.kadence.com)



## Market Research

JAPAN • KOREA • CHINA

Qualitative • Quantitative

Online Research • Offline Research

## Online Panels

CONSUMER PANEL • AUTOMOTIVE PANEL • B2B / IT PANEL

MEDICAL DOCTOR PANEL • MEDICAL PATIENT PANEL



[www.interfaceasia.com](http://www.interfaceasia.com)    [onlineteam@iid-usa.com](mailto:onlineteam@iid-usa.com)

21221 S. Western Ave., Suite 170 • Torrance, CA 90501 U.S.A. • v. +1-310-212-7555 • f. +1-310-212-7666

**Chapter Event**  
**Title:** Northwest Summer Meet & Greet Sailing Adventure  
**Chapter:** Northwest  
**Date:** June 27, 2008  
 For more details, please visit:  
<http://www.ncpnwmra.org/>

**MRA Webinar Series:**  
 The month of July features Webinars that focus on research and business through social networks.

**CMOR Webinar**  
**Title:** Online Behavioral Research/ Tracking: Cookies, Spyware and Online Privacy Issues  
**Date:** July 15, 2008  
**Time:** 1:00 p.m. EST  
**Presenter:** Howard Fienberg, CMOR; George Pappachen, SafeCount  
**Registration Deadline:** July 13, 2008  
**PRC:** 1 Contact Hour in Privacy  
 Visit [www.cmor.org](http://www.cmor.org)

**Chapter Event**  
**Title:** Portland Spirit Friday Early Escape Cruise  
**Chapter:** Northwest  
**Date:** July 11, 2008  
 For more details, please visit:  
<http://www.ncpnwmra.org/>

**MRA's Fall Conference & RIF 2008**  
**When:** November 3-5th  
**Where:** JW Marriott Las Vegas Resort & Spa  
**More information coming soon!**

**Member Rates!**  
**Advertise in Alert! Magazine at Member Rates!**  
**Contact Lucy at [lucy.haydu@mra-net.org](mailto:lucy.haydu@mra-net.org) or 602-626-5242**



## 'It Has Been An Honor To Lead This Prestigious Association.'

By Colleen Moore Mezler, MRA President, Moore Research Services, Inc.

I have learned (or at least I have tried) to be a good juggler in life. Though I juggle many balls, these five are the most important:

- My first and most important ball is my **family**
- My second is my **friends**
- My third is **health and spiritual growth**
- My fourth is **work**

- My fifth is **volunteering**

"Despite our differences, we share a common goal: to do the very best we can for our members, profession and industry."

Several people have asked me, how do you manage to keep so many balls in the air without dropping one or two?

My answer is simple; not only am I a good juggler, but I also have a fantastic support system

for which I am forever grateful. Those of you who have been there for me in one way or another during the past year, I thank you!

I would like to thank the **MRA membership** for giving me the opportunity to serve as your President. It has been an honor to lead this prestigious association during the past year. One of the most rewarding parts of being President is having the opportunity to meet and interact with people whom I otherwise would not have. This year, I met some of you for the first time, though I have known most of you for many years. Your feedback – both positive and negative – has enabled us to

deliver the quality programs and services our membership deserves.

Thank you to the **MRA Board of Directors** for your hard work, support and dedication. It has been a privilege to work alongside such a talented group of leaders. Our board meets a minimum of four times a year and each time we meet, I am in awe of the commitment of each board member. We can disagree on issues or have different opinions that cause debate; we all come from different backgrounds, different sized companies and different areas of expertise.

Despite our differences, we share a common goal: to do the very best we can for our members, profession and industry. For the past seven years, I have served on the MRA Board of Directors and want to thank not only the current board, but also those people with whom I have served before. This board is a unique group of people and I am honored to call you my friends.

My **executive committee** deserves a special thank you for being there throughout the year to help and guide me. I appreciate you all more than you will ever know. **Merrill Shugoll, Jon Last, Merrill Dubrow, Steve Schlesinger, Kim Larson and Lawrence Brownell** – you are the best team a leader could ever hope for.

A special thank you to our **Chief Executive Officer, Lawrence Brownell!!** I have had the privilege to work with Lawrence over the past few years and he continues to impress me with his dedication and loyalty to both MRA and to our profession. Thank you, Larry, for all you have done for me and MRA this past year.

I am blessed to have a dedicated, solid and dependable **staff at Moore**

(Continued on page 12)



## Lessons We Can Learn From The Travel And Leisure Research Industries

By Lawrence Brownell, MRA's Chief Executive Officer

I believe the travel and leisure research industries may have found the answer to the question of what clients need from researchers.

In meetings over the past several months across the profession, it's become increasingly clear to me that some researchers don't take a good overall approach to identifying and serving clients.

In the travel and leisure industries the various suppliers recognize the different types of consumers. You don't see Disney and Hedonism competing for the same client. Disney might have a broader appeal, but they would never specifically attempt to market to the same demographic as Hedonism.

The last time a destination tried to cross-pollinate a family environment with debauchery was the 1990s Vegas campaign. They quickly realized that only a few people felt Vegas was a great family destination, there were even fewer that were actually off their medications long enough to take the campaign seriously. So they went to "What Happens in Vegas Stays in Vegas," and the guy who developed the family campaign was quickly swallowed by the desert sands.

Do you identify your unique selling propositions and target clients whose culture and needs fit them? Travel and leisure clients understand their potential consumers on a deeper level: room colors, menu choices and desired service level, all found through good research.

What is the order of your value propositions to clients? Hopefully you have quality research in your top three. What are the other two that differentiate you from your competition, and to what type of clients do your top three appeal?

In meetings with our client members, the biggest hurdle to repeat business is a discrepancy in delivery. Work carefully with your client contact to make sure the scope of work is dead-on. Determine if your contact fully understands what the client company is attempting to discover.

Sometimes clients treat research like a commodity purchase: the person responsible for purchasing the research doesn't have a complete understanding of the knowledge desired. Help yourself and your contact by being extra inquisitive.

After careful consideration, if you can't deliver what the client wants, don't take the job! The biggest concern is that the research company did the research

but didn't give direction or make recommendations based on the research.

Our travel and leisure client members know how to deliver a great experience based on the top elements of their selling proposition.

Do you know what a great experience is for your client? When I started at MRA almost five years ago, Board member Jane Cook told me how she was approached by qual-house owners who insisted she visit their facility, as "they had the best chocolate cake around." This is not even a top 10 requirement for today's research buyers.


Have you done research before approaching a client and determined what they desire? Can you deliver what they want?


Just like the travel and leisure world, a research buyer develops an expectation based upon what they are paying. As I have repeatedly told our client members, don't expect The Four Seasons at Holiday Inn prices! When they ask for discounts tell them what the discounts will cost them in quality. They need to know that a person promising lower prices is probably delivering research with a lower confidence.

One client told me this year that although they can't stand dealing with researcher "X" they only deal with the company because "they do the best research I've ever seen." MRA will be announcing a definitive quality announcement later this year watch for it!

The last thing some research companies can learn from travel and leisure clients is key messaging. These clients take their key messaging and find the right placement (again by using research).

One of the best compliments I've received from client members is that MRA events are enjoyable because members respect their desire to listen and not be approached when in sessions or at more focused activities. This is one of the reasons – along with our other services – that has sparked such rapid growth in MRA's client membership.

I hope this article gives you insight into what I've learned – and continue to learn – from clients. One last note: use EEP. If you are client, rate your vendors on each research project. If you are a researcher, rate your clients or any vendors you use. When fully populated, EEP will help everyone make better business partnering decisions. 

To respond to this article, e-mail Larry Brownell at [executivecolumn@mra-net.org](mailto:executivecolumn@mra-net.org). 

# So Long, Farewell, Thank You

(Continued from page 10)


**Research**, especially my office manager, **Debi Tecza**, who has gone above and beyond this past year to support me every step of the way. I would be lost without you!


I have been sufficiently fortunate to have a life filled with opportunities. Without my parents, **Dick and Peggy Moore**, I would not have been able to achieve my dreams and experience so many wonderful blessings. You have helped and guided me not only in life, but also in a career I love. There is no greater love than between a parent and a child. You are the best parents in the world. I have always and will always appreciate you.

Most importantly, I would like to thank **my family**. My husband, **Frank**, has not only been patient with the amount of time I devote to MRA, he has also cheered me along throughout the year. My one and only son, **Anthony**, has actively learned about MRA and research during this

past year. Anthony, perhaps you will be the MRA President in 2025? I will be there to cheer you on! You both mean everything to me and I appreciate your encouragement and help this past year. Without your love and support, none of this would have been possible.

Although my juggling act in life will now change, I continue to relearn and master the art. Though my performance will still involve a “volunteer ball,” it will be lighter, though no less important.

My heartfelt thanks to you all! 

**Colleen Moore Mezler, PRC** is the President of Moore Research Services, Inc. She may be reached at colleen@moore-research.com. 

# Welcome New Members!

To become a member of MRA, please call: 860-682-1000 or visit <http://www.mra-net.org>

**Nanyi Albuero**  
Global Intelligence Alliance  
133 Richmond St. West  
Toronto, ON  
M5H 2L3, Canada

**James Bettis**  
Fox Broadcasting Co.  
10201 West Pico Blvd.  
Los Angeles, CA 90035

**Jessie Boyzo**  
Creative & Response Research, Inc.  
500 North Michigan Ave.  
12th Floor  
Chicago, IL 60611

**Sandra Brodnax**  
Mercury Marine  
W6250 Pioneer Rd.  
Fond Du Lac, WI 54936

**Tammie Campanaro**  
The Bartlett Group, Inc.  
3690 Vartan Way  
Harrisburg, PA 17110

**Kip Creel**  
StandPoint  
2897 N. Druid Hills Rd.  
Suite 103  
Atlanta, GA 30329

**Scott Daigger**  
Sandbox International  
100 South Baldwin  
Suite 202  
Madison, WI 53703

**Raymond Diaz**  
Mercury Marine  
W6250 Pioneer Rd.  
Fond Du Lac, WI 54936

**Lynne Doyle**  
Delve  
2 Greenwood Sq.  
3331 Street Rd.  
Suite 130  
Bensalem, PA 19020

**Tina Duran**  
Morley Companies, Inc.  
1 Morley Plaza  
P.O. Box 1908  
Saginaw, MI 48605

**Marty Federowicz, PRC**  
Schmidt Consulting Services  
405 McKnight Park Dr.  
Pittsburgh, PA 15237

**Jennifer Fisher**  
J. Reckner Associates, Inc.  
587 Bethlehem Pike  
Suite 800  
Montgomeryville, PA 18936

**Clif Fleitas**  
Clear Voice Research, LLC  
1675 Larimer St.  
Suite 640  
Denver, CO 80203

**Adrienne Frohman**  
Jade Promotions & Marketing, Inc.  
52 Werman Ct.  
Plainview, NY 11803

**Brett Garrison**  
StandPoint  
2897 N. Druid Hills Rd.  
Suite 103  
Atlanta, GA 30329

**Jason Scott Griffin**  
Horizon Research Services  
2145 Carter Lane  
Suite 3  
Columbia, MO 65201

**Dr. Jodi Gusek**  
Gemstar- TV Guide  
6900 Hollywood Blvd.  
Los Angeles, CA 90028

**Nate Hardy**  
Plus Sign Market Research  
P.O. Box 1278  
Media, PA 19063

**Christopher Huseman**  
Lusage Marketing, Inc.  
P.O. Box 5065  
Quincy, IL 62305

**Jason Johnston**  
MORI Research  
7831 Glenroy Rd.  
Suite 450  
Minneapolis, MN 55439

**Louise P. Kelly**  
ARTstor  
151 East 61st St.  
New York, NY 10065

**Lilah Koski**  
Koski Research  
7 Joost Ave.  
Suite 301  
San Francisco, CA 94131

**Eric Kutheis**  
Creative & Response Research, Inc.  
500 North Michigan Ave.  
12th Floor  
Chicago, IL 60611

**Krista Noren**  
Lawrence & Schiller  
3932 S. Willow Ave.  
Sioux Falls, SD 57105

**Rossybel Palacios**  
Creative & Response Research, Inc.  
500 North Michigan Ave.  
12th Floor  
Chicago, IL 60611

**Mike Sheline**  
Mercury Marine  
3003 N. Perkins Rd.  
Stillwater, OK 74075

**Victoria Williams**  
EFD, Inc.  
977 Waterman Ave.  
East Providence, RI 02914

## ONLINESAMPLE. ONLINEPANELS. ONLINERESEARCH.



Since 1995, researchers have called on Esearch.com for their online panel needs  
Esearch.com, Inc. online fielding support for research [www.esearch.com](http://www.esearch.com) [esearch@esearch.com](mailto:esearch@esearch.com) 310.265.4608

## Productive?

**Research Tracker® II** is powerful, yet simple to use database software that tracks respondents, clients, jobs and participation.

- Organize all aspects of qualitative jobs
- Increase recruiter productivity
- Automate clerical tasks
- Improve quality control
- Optimize web site and email capabilities



To see Research Tracker® II in action, click the “Research Tracker” option on our website, then click “Take a Closer Look”

**Research Tracker® II**

Productivity software for marketing research

**MDSS**

800-870-6377

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

[kathy@mdssworld.com](mailto:kathy@mdssworld.com)

# Researchers Face Challenges And Opportunities When Legislators Come And Go

By Howard Fienberg, Director of Government Affairs, CMOR

CMOR's government affairs office is always busy keeping up with changes in Congress and state legislatures. Knowing the changes and how they impact the profession is important – not just for CMOR, but for those within the research profession as well.

## The Challenge: Legislatures and Legislators Change

Legislators are human: they die, they retire and they resign in scandal; and sometimes, they are voted out of office. In even years, every seat in the House of Representatives and a third of Senate seats are up for election. While gerrymandering of districts (drawing the boundaries so that one party or group has a significant electoral advantage) has left much of the country uncompetitive, some elections result in huge changes (e.g., the 2006 elections). Even more unpredictable, some incumbent legislators lose in their party primaries.

No matter the circumstances, CMOR engages constantly with legislators and their staff: both Democrat and Republican, from the lowliest freshmen to the most powerful committee chairs. As party control shifts and members leave, a back-bencher can become a major mover and shaker.

That is why CMOR needs you, your bosses, your partners, your clients and your employees to be a part of the political and legislative process.

A good place to start is by joining the State Capitol Network. Grassroots volunteers make minimum commitment, but can have major impact for the profession. For example, see [www.cmor.org/articles/PR\\_3\\_04\\_08.cfm](http://www.cmor.org/articles/PR_3_04_08.cfm). And, of course, don't forget to vote.

## Changes & Opportunities We Know We Will Face in 2009

At the federal level, we've seen an unusually large number of Representatives and Senators leave office during the 110th Congress (2007-2008) – an expected 50 by the end of 2008.

The following members of the U.S. House and Senate have so far died, resigned or announced they will retire or seek other office by the end of the 110th



Congress. Is your legislator listed? Or do you know (personally or professionally) one of the replacements? If so, now is a good time to build relationships with new or potential successor(s). CMOR can help you!

### Senate


- Wayne Allard, R-CO
- Larry E. Craig, R-ID
- Pete V. Domenici, R-NM
- Chuck Hagel, R-NE
- Trent Lott, R-MI; retired, replaced by Rep. Roger Wicker (appointed), special election this fall
- Craig Thomas, R-WY; deceased, replaced by John Barasso (appointed), special election this fall
- John W. Warner, R-VA


### House

- Tom Allen, D-ME, 1st District; running for Senate
- Richard Baker, R-LA, 6th District; retired, special primary runoff on April 5 and a special election on May 3
- Julia Carson, D-IN, 7th District; deceased, replaced by Andre Carson (special election)
- Bud Cramer, D-AL, 5th District
- Barbara Cubin, R-WY, At large
- Jo Ann Davis, R-VA, 1st District; replaced by Rob Wittman (special election)
- Tom Davis, R-VA, 11th District
- Terry Everett, R-AL, 2nd District
- Mike Ferguson, R-NJ, 7th District
- Wayne Gilchrest, R-MD, 1st District; beaten in party primary
- Paul Gilmor, R-OH, 5th District; deceased, replaced by Bob Latta (special election)
- J. Dennis Hastert, R-IL, 14th District; retired, replaced by Bill Foster (special election)


- David L. Hobson, R-OH, 7th District
- Darlene Hooley, D-OR, 5th District
- Kenny Hulshof, R-MO, 9th District; running for governor
- Duncan Hunter, R-CA, 52nd District; ran for president (then withdrew)
- Bobby Jindal, R-LA, 1st District; elected as governor, special primary runoff on April 5 and special election on May 3.
- Ray LaHood, R-IL, 18th District
- Tom Lantos, D-CA, 12th District; deceased, special election pending
- Ron Lewis, R-KY, 2nd District
- Jim McCrery, R-LA, 4th District
- Michael R. McNulty, D-NY, 21st District
- Marty Meehan, D-MA, 5th District; retired, replaced by Niki Tsongas (special election)
- Juanita Millender-McDonald, D-CA, 37th District; deceased, replaced by Laura Richardson (special election)
- Charlie Norwood, D-GA, 10th District; deceased, replaced by Paul Broun (special election)
- Steve Pearce, R-NM, 2nd District; running for Senate
- John E. Peterson, R-PA, 5th District
- Charles W. "Chip" Pickering Jr., R-MS, 3rd District
- Deborah Pryce, R-OH, 15th District
- Jim Ramstad, R-MN, 3rd District
- Ralph Regula, R-OH, 16th District
- Rick Renzi, R-AZ, 1st District
- Tim Reynolds, R-NY, 26th District

- H. James "Jim" Saxton, R-NJ, 3rd District
- Tom Tancredo, R-CO, 6th District; running for president
- Mark Udall, D-CO, 2nd District; running for Senate
- Tom Udall, D-NM, 3rd District; running for Senate
- James Walsh, R-NY, 25th District
- Dave Weldon, R-FL, 15th District
- Jerry Weller, R-IL, 11th District
- Roger Wicker, R-MI, 1st District; appointed to U.S. Senate, special election pending
- Heather A. Wilson, R-NM, 1st District; running for Senate
- Al Wynn, D-MD, 4th District; beaten in party primary

For further information on how to become a member of the CMOR State Capitol Network or for information on any government affairs issues, please contact CMOR's Director of Government Affairs, Howard Fienberg at [hfienberg@cmor.org](mailto:hfienberg@cmor.org) or 202-775-5170. 

Howard Fienberg is the Director of Government Affairs. He may be reached at [hfienberg@cmor.org](mailto:hfienberg@cmor.org). 

CMOR is the only industry association actively performing the duties of watch dog on federal and senate issues. CMOR's offices are based in Washington, D.C.

For more information, please write to [information@cmor.org](mailto:information@cmor.org). 

**Disclaimer:** The information provided in this message is for guidance and informational purposes only. It is not intended to be a substitute for legal advice. CMOR advises all parties to consult with private legal counsel regarding the interpretation and application of any laws to your business.

## It's about time... Transcripts in 24/48 hours!

- Quality transcription **exclusively** to the **market research industry**.
- Proofreading department **ensures accuracy** and **uniformity** throughout your project.
- Choose from **four (4) specialty transcripts**—to fit any project, and any budget.
- All current file formats including: WAV, MP3, CD, DVD, audio, video, streaming media and **FTP upload**



**(770) 554-6775 or 888-MRT-SRVC [www.mrtservices.com](http://www.mrtservices.com)**

National Qualitative Recruiting  
Online Survey Panel  
Transcribing

One Source For  
All Your Needs

**FOCUS***Forward*

**QUALITATIVE RECRUITING**

**Nationwide Double Opt-in Database**  
Focus Groups, Phone Interviews, IDIs  
Ethnos, In-Office & National Field Coordination

**ONLINE PANEL**

**Sample Only Premium Panel**  
Smaller Niche Studies are our Specialty

**TRANSCRIPTION**

**WAV File, Mini, Standard and Video**  
In-House Staff with Fast Turn Around

**NOW OPEN - NEW LOCATION WITH OUR EXPANDED PHONE CENTER**

CORPORATE HEADQUARTERS: 215-367-4000  
[www.focusfwd.com](http://www.focusfwd.com)



Pick our panel.

When it comes to picking the right panel for your research project, there are a lot of boogers out there. If you're looking for the one destination you can count on to deliver high quality panel at a price that won't leave a bad taste in your mouth, you've come to the right place. Our actively managed panel can help you lick any sized project faster than you can say, "mmmgood."

Pick a winner.

**Opinion  
Outpost**

**(801)373-7735**

Your destination for online panel

a service of



Western Wats

[www.westernwats.com](http://www.westernwats.com)  
[e-mail:contact@westernwats.com](mailto:contact@westernwats.com)  
©2008 all rights reserved

# Education Update

You know the old saying, “there’s strength in numbers?” This saying couldn’t be more true than when it is applied to the Education Workgroup. Our group has dozens of dedicated volunteers working within numerous committees, all of which

*“I have volunteered for MRA for years in a variety of areas. This past year I have had the opportunity to work with the EWG. It is a dynamic group of volunteers working together to monitor and better the education offerings of our great profession. I have connected with many dedicated individuals and learned so much from the experience. I am passionate about the Market Research profession and am grateful for the exposure to wonderful educational offerings and the great friendships I have been able to develop.”*

**-Debra Schlesinger-Hellman, PRC**  
Executive Vice President  
Schlesinger Associates

are focused on developing quality educational programs for MRA members. We offer a wide variety of deliverables so members don’t have to adjust their schedules to take advantage of what we have to offer. And at the risk of sounding immodest...I believe we do a good job.

Education has become so important – and our goals so ambitious in meeting members’ needs

## Program Committee

**Chair:** Heather Ashley, Baltimore Research

**Vice Chair:** Alice Butler, M/A/R/C Research

**Time commitment:** One hour each month (two conference calls, every other Monday at Noon EST) plus follow up with speakers

**Responsibility:** To line up quality speakers for conferences.

**Benefits:** Visibility, involved in delivering interesting content, laughter, idea sharing, invigorating conversation, creative brainstorming with colleagues.

**Skill set:** Must be creative, interested in delivering quality education, know a few people in the research or related industries who are experts in some area of Quantitative, Qualitative, Online or general business and would like to share what they’ve learned.

## Webinar Committee

**Chair:** Kurt Knapton, e-Rewards

**Time commitment:** One hour each month (One conference call – no set date)

**Responsibility:** To line up quality speakers for Webinars.

**Benefits:** Visibility, involved in delivering interesting content, laughter, idea sharing, invigorating

By Marisa Pope, Jackson Associates Research

– that we need an infusion of “strength.” I’m sure this statement may have already lost a few of you: those of you who think “I don’t have the time,” or “I don’t know what I could do” or “I’m not up to volunteering.”

I promise...we won’t steal your life (unless you want us to...and then all bets are off) and you can do a lot for yourself and your colleagues by sharing your expertise and experience.

If I haven’t lost you and you’re still reading, let me give you a few facts before you turn the page. Remember, the more people who work on a single task, the less work each has to do. So the more of you I can convince to join the Education Workgroup, the less everyone has to do. Sound like I’m begging? I’m not...not at all!

Working with this group of professionals has brought more depth, imagination, creativity and laughter to my professional and personal life than any single investment of time I’ve ever made. Through my volunteer work with the Education Workgroup, I have relationships, friendships and knowledge I would not otherwise have had I not offered up a bit of my time. I wouldn’t change it for the world – and right now, you have the opportunity to experience it for yourself.

Here are the areas in which you could serve (if you’re so inclined, and wish to sign up prior to the Catholic guilt portion of our program):

Skill set:

conversation, creative brainstorming with colleagues.

Must be creative, interested in delivering quality education, know a few people in the research or related industries who are experts in some area of Quantitative or Qualitative and would like to share what they’ve learned.

## Content Development Committee

**Time commitment:** Depends on content being developed.

**Responsibility:** To work with “subject matter experts” to develop in-depth sessions for MRA conferences that offer interaction and practical takeaways to members.

**Benefits:** High visibility, involved developing processes, procedures and guides that govern our work, or creation of content used to train and teach members new skills they will use to enhance their business or career.

Skill set:

Must be dedicated to sharing knowledge in an interactive forum, able to work as a member of a professional team, and able to tackle individual tasks which, when brought together with other team members’ individual tasks, create a coherent whole.

Okay, the description for the Content Development Committee may have scared you. It’s certainly not for everyone, believe me! Creating a three-hour workshop is tough and requires time, organization

and multiple conference calls and sidebars. But with the restructuring of our Fall Conference to meet members’ needs for more in-depth, hands-on education, we need more industry experts like you to develop it.

If you can commit to even assisting with a single session you will find yourself more involved and more engaged than you have been in years – but again, it’s not for everyone.

When you devote just an hour each month from your busy schedule to give back to MRA – and the profession – you won’t be disappointed. As you can see from the testimonials in this article and when you speak with one of our volunteers, you’ll see clearly why we find our volunteer work on behalf of MRA so fulfilling.

When you volunteer, you’ll find yourself professionally stronger, personally richer, and ultimately more satisfied with your career. So take a leap of faith (uh oh...there’s that Catholic guilt I promised you) and join us; we’re eager to welcome you as part of our growing Education Workgroup team.

To join the Education Workgroup, contact Marisa Pope at [mpope@jacksonassociates.com](mailto:mpope@jacksonassociates.com) or Kristen Darby at [kristen.darby@mra-net.org](mailto:kristen.darby@mra-net.org).

Note: If you’re interested in working with MRA’s Education Workgroup, please contact Marisa Pope, Workgroup Chair, at [mpope@jacksonassociates.com](mailto:mpope@jacksonassociates.com).

*“Over the years I have worked with the Program Committee on many levels, individual speakers and speaker panels in their raw to final development form, content review for programs, Webinars, Education on Demand and the inner circle of the Education Workgroup which pull together the big picture of all education development for MRA. I love the energy and enthusiasm these committees generate – working together as a team with some wonderful minds and dedicated professionals. Always focusing on the goal of educational content for our members, old and new - as well as looking ahead to future trends, best practices and/or regulations. The experience is a great one and I strongly encourage others to get involved at some point in their careers.”*

**-Scott Baker, PRC**  
Executive Vice President  
Adept Consumer Testing

*“I have been volunteering with the EWG for over six years and have found the experience extremely beneficial to my business. Volunteering has afforded me the opportunity to stay on top of the trends and technology advances affecting our industry. The partnerships and friendships I have made over the years have been a tremendous asset to both my professional and personal life. I look forward to many more years of volunteering with MRA and encourage others to get involved too.”*

**-Angela Lorinchak, PRC**  
President  
Metro Research Services, Inc.

# Diversity and Innovation Buoy Toy Industry:

## Market Research Indicates That No Matter The Economy, Toys Sell

By Stacey Albert and Karen Goulet

The toy industry is fueled with optimism. Following a tough year of recalls and solid competition from electronic gadgets like the iPod and video games, this year's Toy Fair 2008 showing seemed to underscore the industry's resilience. Opening-day buyer attendance topped 9,200 this year, a 30% increase compared to 7,100 for the same day last year.

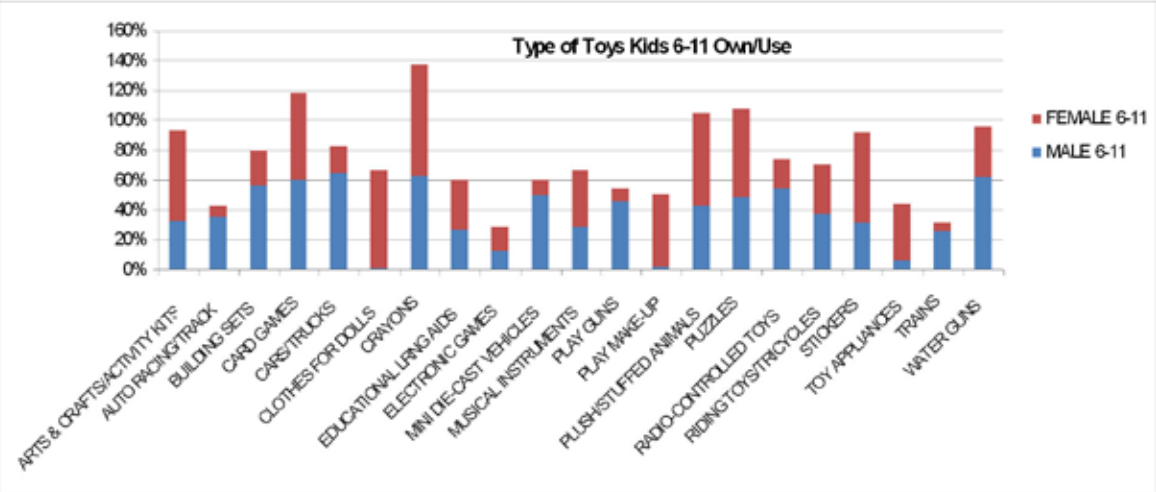
Overall sales may be down but consumption in key segments is holding.

"It continues to be a very big and diverse industry," said Reyne Rice, a toy trends specialist with the Toy Industry Association (TIA). Rice and other toy industry leaders seem to have little concern with a slight dip in U.S. retail sales of toys which generated \$22.1 billion in 2007, a 2% decline from the previous year.

GAMES & TOYS - BOUGHT FOR IN THE LAST 12 MONTHS				
	2005	2006	2007	'07 Vs. '05
TOTAL U.S. ADULTS	53.2%	51.8%	51.3%	
YOURSELF	8.6%	8.0%	7.8%	↓
OTHER ADULT	3.0%	3.1%	2.8%	↓
CHILDREN UNDER 12	33.1%	32.6%	32.8%	↓
TEENS 12-17	5.3%	4.9%	4.5%	↓
FRIENDS/CO-WORKERS	0.68	0.71	0.76	↑
OTHER ADULT	1.2%	1.4%	1.6%	↑

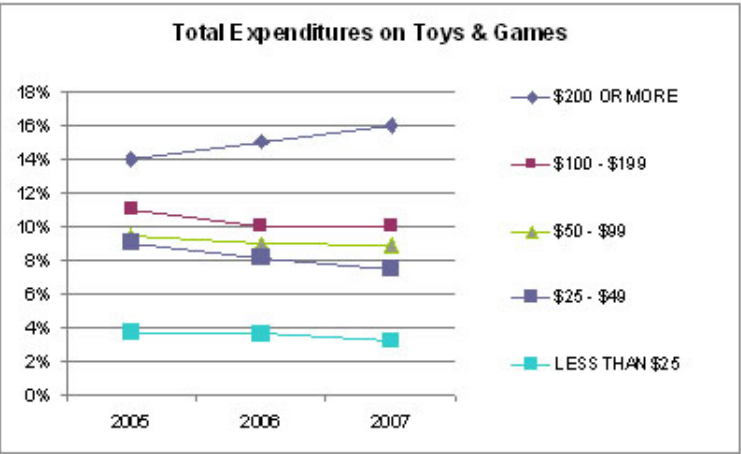
Research from Simmons' 2007 National Consumer Study shows that 51% of adults 18+ purchased games and toys over the past year. However, the chart above shows a trending decline in the purchase of games and toys in the U.S. during the 2005 to 2007 period consistent with the sales decline. Declines in the segments for which those games and toys were purchased are inconsistent. Simmons' research illustrates that for the past three years, two of the six *bought for* categories are trending upwards.

Due to sheer size, buyers of games and toys for children under 12 form the cornerstone of the market. Identifying which toys are producing the most excitement and generating interest at New York's Toy Fair translates into knowing what types of toys children under 12 are interested in.



The graph on page 20 not only represents the importance of crafts, games and stuffed animals for kids ages 6-11, but also shows the relative percentage of gender preference to items they own or use.

"Toys are really splitting off into two camps," says Claire Green, president of the Parents Choice Foundation. "It's always fun for us to see new stuff at Toy Fair. It's interesting to watch and see what appeals to the kids and what appeals to the parents."



### High-Tech has Universal Appeal

The two biggest trends to emerge in the months leading up to the Toy Fair underscore the diversity of the toy industry. While it may seem contradictory, tech-toys and eco-toys share in common innovation, excitement and the consumer passion necessary to help offset ongoing negative press concerning recalls and escalating safety issues.

Today's toys incorporate increasingly sophisticated technology, including interactivity, safe social networking and life-like robotics.

"Technology has infused itself into every aisle of the toy store," said Rice. Rice added that parents are also looking to balance technology with toys that teach discovery or get kids active.

The impetus to high-tech from toy makers in 2008 seems to be driven by the motto "If you can't beat 'em, join 'em." In an all-out offensive against the iPod, Wii, PlayStation and other hot gadgets, toy makers have launched a raft of sophisticated tech toys of their own.

"Electronics and the Internet, that's what kids are obsessed about today," said Jim Silver, editor and co-publisher of *Toy Wishes* magazine. "They have an iPod, they are on Facebook and some are e-mailing by age five."

The concern for parents is that some of the latest gadgety toys come with a hefty price tag, which could be a problem at a time when many Americans are reducing discretionary and luxury spending. For example, Mattel's Fisher-Price preschool division will unveil a \$180 "Kid-Tough" portable DVD player specially designed for a three-year-old. In defense of escalating price

tags, Neil Friedman, president of Mattel Brands, said that compared to the hundreds of dollars parents spend on video game systems and games, Mattel's new tech toys are still "relatively inexpensive."

Simmons' research supports consumer indifference to increasing prices for games and toys. Of the total game and toy buyers reported in the 2007 Simmons Consumer Study, almost a third spend \$200 or more on games and toys for the year. The growth of this spending segment has increased steadily for the past three surveys, compared to the other spending segments.

Whether this trend reflects an increase in category purchases or a willingness to pay more for items within the category, it does appear consumers' expectations for the coolest, most fun and innovative games and toys will come at a price consumers are for now willing to pay.

Sensitive to parents being crunched between tighter budgets and rising toy costs, many companies are striving to deliver more value for money. "You're seeing a lot of innovation at lower prices," said Chris Byrne, an independent toy industry analyst. "Toys are kind of the last area to go when you pull back on spending, but parents are looking at things a lot more critically." Byrne said major manufacturers have fewer high-end items costing \$100 or more and are focusing more on their core business of "goofy, collectible, plush" toys.

(Continued on page 28)



**Network Research Field Services**  
Your Canadian face-to-face specialists

- National network of malls across Canada with permanent test kitchens / online access
- On-site interviewing
- Large central location recruiting (Qual/Quant)
- North American coverage from our CATI call centre
- Recruit for online concept interviewing
- Data processing



www.networkfield.com  
Paul Gauthier, CMRP - paul@networkfield.com  
Elaine Robbins, CMRP - elaine@networkfield.com  
Tel: 905-839-7635 • Toll-free: 1-877-534-1294

Corporate Member

**Applied Statistics Graduate Certificate Distance Program**

Learn to analyze quantitative data to:

- Forecast sales
- Analyze business conditions
- Solve management problems
- Maximize profits
- Develop new products and procedures

www.dce.ksu.edu/artsci/appliedstats  
1-800-622-2KSU informationdce@ksu.edu

**Kansas State University**  
A national leader in distance education



## Four Ways To Reduce Stress

(Continued from page 7)

How you respond to an event or situation determines the level of stress you experience.

Most commonly we react or repeat ingrained actions without even thinking or realizing we are stressing and possibly killing ourselves.

What are your indications of stress? And why is it important to recognize your unique stress factors? Because stress is our bodies' warning system that something is not right, once you identify your warning signals – whether it is tension in your shoulders and neck, indigestion, clenching your jaw or quick, shallow breathing – you can act to release the tension being held in your body.

The important news for you is that stress is *not* the problem - it is only the symptom. What happens to you is not as important as how you deal with it.

Stress is often a matter of attitude. You often cannot control what happens to you, but you *can* control *how* you choose to respond to the event or situation. You need to step back, evaluate the situation and explore your options. Instead of getting frustrated by orange barrels and traffic delays, choose instead to listen to a CD, educational or entertaining, pick a different route, or take the bus or rapid transit and read that book you've had waiting for months on your night stand.

To thrive despite stressors in life requires you to focus on the choices you have and to empower yourself to manage the situation. **You** are the one who has power over your body and mind.

What is *your* attitude toward control? Take a moment for honest self analysis and seriously consider this question. Your answer will be a big clue regarding how you cope with the stressors in your life. Where do you fit on the continuum of control? Are you an external person who believes you are at the mercy of your environment and that you have **no** control or influence over the things that happen to you? Are you like tumbleweed that simply moves whichever way the wind is blowing?

Or, are you an internal person? Do you believe you can make difference in your world? Do you believe you can control at least some of the things that happen to you?

Everyone falls somewhere along this external-internal continuum. The key is: the closer you are to the internal end, the less stress you have in your life. The closer you are to the external side, the harder it is for you to control stress in your life, because deep

down you feel it is impossible for you to control anything.

Here are four ways you can take charge of the stress in your life:

- 1. Sense of purpose:** You need to know not only *what* you want to accomplish in life, you need to know *why*. What is your big picture? What type of person do you want to be?
  - Write your personal mission statement. Work to achieve balance in all aspects of your life: family, career, social, spiritual, personal, wellness, leisure, financial, etc.
  - Think through each of your roles: partner, parent, boss, employee, volunteer, student, friend... Develop goals for each and a strategy to meet them. Plan in weekly blocks, making sure you allow time for each priority in your life sometime during that week.
- 2. Sense of control:** Examine your feelings: are you always blaming someone or something else? What is your self-talk like? Do you say: "I can't handle this," "I can't possibly do this report properly with such a short deadline," or "that's impossible!" Change the "I can'ts" to "I can!" Do what you can right now. Rewrite the script! Start replacing the helpless messages you send yourself with language of power and control.
- 3. Be open to change:** Learn to focus on the benefits of change rather than only looking at the down side. This allows you to become more stress tolerant and to turn anxiety provoking situations to

your advantage. Consider options and plan ahead. Use time waiting in line or for an appointment to catch up on your reading or to write a note to a friend.


Develop a new attitude toward change: look at it as an opportunity. Ask yourself: "how can I benefit or learn from this?" Rather than being angry that your boss has given you one more thing to do, consider it an opportunity to learn something new or to make a name for yourself as a dependable person.


### 4. Create your customized stress management plan:


Learn to keep stress in perspective. Stress can keep us up at night, but it also energizes us to achieve and stretch beyond our present boundaries. You cannot escape totally from stress nor should you want to.

Remember, without stress, there would be no life! There are some stresses in life you can do something about and some you cannot. The wisdom in life is being able to distinguish between the two.

Act today to reduce the stress in your life. You are the *only* one who can control your life and the amount of stress in it. We always have choices. Choose now to create a realistic action plan for yourself.

Imagine it is June 2009. Your vision has become a reality. What are you doing differently now than you were after you read this article last year? What did you have to change to get here? *Write it down – then commit to it.* Be prepared to be more energetic and creative. It's *your* life and it's *your* choice! 

**Nancy Riesz, MBA** is an interpersonal effectiveness expert with Success Catalyst. She can be reached at nancy@successcatalyst.com. 



**Brilliant Solutions**  
...it's in our nature

Elemental Data Collection is a truly independent company specializing in quality business and consumer data collection with responsive service at affordable prices.

Partners Colin Kiviho and Darcy Zwetko share 20 years of experience in data collection. Their knowledge and skills will help you succeed.

Elemental Data Collection understands your needs and works with you as your research partner...it's in our nature!

- State-of-the-art CATI call center
- Online surveys
- Elite B2B interviewing team
- Multilingual interviewing capabilities
- Remote monitoring capabilities
- Mail and data entry services
- Data tabulation and analysis

www.elementalhci.com • 1-866-667-9352

**Elemental**  
DATA COLLECTION INC  
... it's in our nature

# I'm Leavin' On A Jet Plane

Search Engine Optimization Reveals Key Travel Industry Trends

By Anita Ghandi, Hitwise

[Ed. Note: To view the figures mentioned in this article, please visit: [www.mra-net.org/publications/alert\\_travel.cfm](http://www.mra-net.org/publications/alert_travel.cfm)]

*John Wanamaker famously said, "Half of my advertising is wasted; the trouble is I don't know which half."*

But when the economy turns down and budgets get squeezed, the wasted half hurts a lot more. This is particularly true when you are selling a luxury good such as travel.

With gas prices at an all-time high, unemployment on the increase, and the value of the dollar in a downward spiral, consumers are looking for cheaper vacation options and businesses are cutting back on "non-essential" travel.

This doesn't have to be bad news for you. Your competitors will be cutting back on their advertising. If you can find a way to make the "working" half of your advertising work harder, you may be able to gain market share. Fortunately for you, your customers are giving you the answers.

One of the great things about the Internet, and search behavior in particular, is that demand is transparent. When someone uses the Internet to research a vacation, the search terms they use tell you exactly what they are looking for. If you take the

time to see what Web sites those searches lead them to, you get some really good clues about how to reach them, the right messaging and the ideal timing.

If we look at the search terms that drive the most traffic to travel industry Web sites, we see a lot of branded terms such as "Mapquest," "Southwest Airlines," and "Travelocity." While this can give you a good idea of which brands have the highest brand awareness, it may not help you improve your own marketing campaigns. Therefore, you must dig a bit deeper to understand consumer demand that will drive your decisions.

A good place to start is identifying new trends in consumer behavior. If you compare the search terms that Internet users used last year to

those that they are searching on now (figure 1), you'll see some interesting changes. Although terms relating to less expensive means of travel, such as driving or bus travel, have significantly increased in popularity, some airlines have seen a lift in searches on their brands.

Filtering this list of growing search terms to show only those that contain the words "ticket" or "tickets" shows us that even those still looking to travel by air are increasingly looking for bargains (figure 2). For airlines that guarantee the best prices for tickets purchased on their site, now is a great time to promote that message. Advertising on these search terms is a

particularly efficient way to reach those receptive to such messages.

You'll also notice on this list that the term "cheap tickets to Mexico" has gained in interest since last year. These lists of "fast moving" search terms are also a great source of information on which destinations are seeing an increase in demand.

The terms driving traffic to the Destination & Accommodation Web sites that have grown the most from last year are "Royal Caribbean cruise lines," "Seaworld Orlando" and "King's Dominion" (figure 3). In

(Continued on page 30)





## e-Rewards' "by-invitation-only" recruitment method serves up superior quality panelists.

How do your sample providers' methods stand up?

One of the most important questions a researcher can ask an online sample provider is, "How was your sample recruited?" Of growing concern to many researchers is the number of online panel providers who are cutting corners on their recruitment methods. Not e-Rewards®. Through our "by-invitation-only" recruitment methods we avoid the quality pitfalls that beset other panel providers who rely heavily on an "open" recruitment method. So why put the results of your next study at risk? Choose e-Rewards Market Research — the online sample quality leader.

To find out more about what makes e-Rewards' panelists superior,  
or for a custom quote, contact us at [ask@e-rewards.com](mailto:ask@e-rewards.com)  
or **1-888-20-EMAIL** (1-888-203-6245) today.

  
**e-Rewards**  
MARKET RESEARCH  
[www.e-rewards.com/research](http://www.e-rewards.com/research)

## Toys Still Sell Despite Economy


(Continued from page 21)


### Conclusion

Holding fast to innovation and diversity, the toy industry's newest products are proving favorable to both industry insiders as well as consumers. This will allow the industry to stave off significant downturns in sales due to increasingly conservative consumer spending and continuing product recalls in the near future.

Meanwhile, U.S. governing bodies and lobbyists need to come to terms over acceptable lead and chemical use in toy manufacturing. At stake is millions of dollars in sales over the value of health of an American child. Without mandated federal guidelines, the rest of the world and our biggest toy retailers will continue to lead in setting standards for others to follow. Uncertain however is whether this in the long run will be in the best interest of the American consumer.

As with many others, the industry is changing. While working through these dynamic changes in product development and standards, marketers will do well to sharpen their consumer

research and targeting efforts to ensure the right product brand and advertising communications reach the right people at the right time. 

**Stacey I. Albert** is a Product Analyst, Brand Management at Experien. She can be reached at [staceya@smrb.com](mailto:staceya@smrb.com). 

**Karen Goulet** is the owner of MediaMuse. She can be reached at [kgoulet@mediamuse.us](mailto:kgoulet@mediamuse.us). 

### But wait, there's more!

To read more about Diversity in the toy market, please stay tuned for the June 24th issue of MRA's eNews.

To read more about Green toys please visit: [http://www.mra-net.org/publications/alert\\_toys.cfm](http://www.mra-net.org/publications/alert_toys.cfm)

To read more about the Safety of toys, please visit: [http://www.mra-net.org/publications/alert\\_toys.cfm](http://www.mra-net.org/publications/alert_toys.cfm)

## Introducing... The New IMRO

By Kristina Labrecque, MRA

This year, two-thirds of the U.S. population (that's 193.9 million people) will be Internet users. By 2012, that number is projected to grow to 217 million – about 71% of the population. It's obvious that more and more people are doing more, buying more and researching more online. The populace is becoming more interactive.

Increasing interactivity is especially impacting marketing research, which is why this June we introduce to you the new face of IMRO: with a completely revamped Web site, more frequent e-newsletter and expanded opportunities for member interactivity, IMRO promises to keep you on the "bleeding edge" of interactive marketing research.

With its own special track at MRA conferences, a bi-monthly column in *Alert!*, a unique online publication, (the Journal of Online Research [iJOR]), and a regularly updated Web site, IMRO gives interactive market researchers like you plentiful opportunities and venues to network, submit ideas and share best practices in interactive marketing research.

iJOR is the premier publication where online researchers can find fast-breaking data and opinions regarding what works in the highly dynamic and increasingly connected interactive marketing research world.

These new tools will give IMRO members the most current information on news, trends and developments and key methodologies in interactive marketing research... exclusive members-only interaction... critical networking, professional advancement and career development

opportunities... and all the benefits of membership in the Marketing Research Association.


### Why IMRO and Why Now

Many marketing research companies now focus much of their resources on the Internet; even those that use traditional offline tactics rely heavily on digitally networked tools like e-mail, mobile or social networks to conduct market research effectively, efficiently and affordably.

With the world moving inexorably toward the interactive direction, IMRO helps you stay on top of today's changes and keeps you aware of tomorrow's trends and challenges.

TNS projects that U.S. spending on Web data will grow to \$500 million in 2009 from \$325 million in 2007 as market research companies seek to provide clients with immediate data regarding consumers' online habits.


Formed in January 2001 to advance interactive marketing research, IMRO and its members now play a leading role in guiding and shaping the evolution of interactive marketing research. IMRO's members throughout the world discuss, debate and formulate vital best practices and ethical standards for research being conducted via the Internet.

The trends in interactive marketing research change daily – even hourly. You need an association like IMRO to keep up. Check out IMRO's new site: [www.imro.org](http://www.imro.org) and explore all the benefits IMRO gives you. Join IMRO today to prepare for tomorrow! 


**"g3 = TR8N, L10N, I18N."**  
**Gibberish?**  
**Let us translate for you:**

**Gazelle Globalization Group** provides translation, localization and internationalization services.

**Simply put, we globalize your enterprise.**



Gazelle Globalization Group (g3)  
451 Park Avenue South | 6th Floor  
New York, NY 10016 | United States  
tel: (+1) 212.889.5077 | fax: (+1) 212.686.5114  
[www.g3translate.com](http://www.g3translate.com)

  
**Marketing Research Association**

Where the Profession Does Business

- Networking
- Education
- Advancement

[www.mra-net.org](http://www.mra-net.org)

**Facilities: DVD Clipper is easy.**

DVD Clipper™ is the easiest way for facilities to offer video clipping.

- Burn DVDs as you now do -- no special equipment to set up
- Tell your customers about DVD Clipper
- Earn commissions

Join the many leading facilities that are promoting DVD Clipper to their customers. Call today for more info.

powered by **interclipper**

**Mark video clips on facility DVDs – for FREE.**



**Researchers: DVD Clipper is easy.**

**your DVD** GET FACILITY DVD  
Put the facility DVD of your session in your computer.

**DVD clipper** MARK CLIPS - FOR FREE  
Open facility DVD in DVD Clipper. Mark and review your clips for FREE.

**clip** DECIDE LATER WHAT TO BUY  
Pay to unlock just the DVDs that have the clips you need to edit & export.

© 2007 InterClipper INC

**Download DVD Clipper today.**  
845-687-2712  
[www.interclipper.com](http://www.interclipper.com)

## Search Engines Show Travelers Are Being Thrifty

(Continued from page 25)

fact, despite the weakening economy, the market share of traffic to Royal Caribbean's Web site (figure 4) in January 2008 was up more than 27% over their share in January 2007.

This traffic growth indicates that the slowing economy has not substantially diminished interest in cruises. Indeed, when charting the market share of traffic to the Cruise industry as a whole, you see more than a 25% year over year increase for the first three months of 2008. For companies that sell cruise packages, this provides a good argument for moving marketing dollars away from slumping sectors and into cruise promotions.

While fast moving search terms help identify new trends, it is important not to lose sight of the big picture. Looking at the overall popularity of terms that drive traffic to this category, it is clear that Las Vegas and Orlando remain among the most popular destinations for Americans (figure 6).

Again, searchers are telling you their interests. Searches for some older, lower cost hotels, such as Circus Circus and Treasure Island, are strong, as are searches for more costly hotels like the Wynn and the Venetian (figure 7). Whether you are selling packages from these hotels or competing against them, you should examine their marketing strategies to understand what they are doing right.

Circus Circus's traffic from search engines is about 5% higher than the industry average. Interestingly, most of this comes from Yahoo! search rather than from Google (figure 8) despite the fact that Google has 68% of the search engine market share. It seems Circus Circus has determined that its positioning as "the top value on the Vegas strip" fits better with the lower income skew of Yahoo! search as opposed to Google (figure 9), and has adjusted their search marketing spend accordingly.

Search engines are an important part of most Web sites' marketing mix, but there are few industries that rely on search as heavily as the Destinations & Accommodations industry. In March 2008, search engines were responsible for 40.25% of the traffic to this industry as opposed to their contribution to overall Internet traffic at 25.52%.

This means that despite the belt tightening most companies are experiencing right now, you cannot afford to neglect your search marketing

campaigns and search engine optimization programs. However, you can get smart about which terms you pay for and when.


Like many travel destination Web sites, Disney World's traffic has a very predictable seasonality. Just after Christmas, vacation planners flock to the Web site to plan their



trips to the Magic Kingdom. Whether you are responsible for bringing visitors to the Disney World Web site or selling Disney World travel packages, you are going to want to make sure you time your campaigns to coincide with the peak in interest.

But timing is just a part of your search strategy. Knowing the specific terms that Internet searchers use to find vendors is essential. This list is going to be important for both creating copy for your Web site that will boost your rankings in organic (or free) search and for developing a targeted paid search campaign.

When search marketers are asked to cut fat from their paid search campaigns, it should help to know that a broad, expensive term like "Disney World" is driving traffic to an official Disney site 75% of the time. However, nearly 80% of the traffic generated from the term "Disney World tickets" went to independent resellers. It is clear which term will provide a better return to non-Disney vendors.

Because you are likely being asked to spend less on your campaigns, it is now more important than ever to make well-informed marketing decisions. There is no better way to do this than by collecting and analyzing good competitive data. Smart choices that increase your market share today can lead to an even greater payoff when consumers start spending more freely again. 

Anita Ghandi is the Client Intelligence Director for Hitwise. She can be reached at [www.hitwise.com](http://www.hitwise.com).

To view the figures mentioned in the article, please visit: [www.mra-net.org/publications/alert\\_travel.cfm](http://www.mra-net.org/publications/alert_travel.cfm)



## Reach A Captive Audience When You Advertise In *Alert!*

More than 8,000 market research professionals—including Research Companies, Data Collectors, Client Companies and Related Services read *Alert!* every month... ensuring your company's message reaches the industry's key decision makers.

Editorial "themes" let you target your ads for maximum effectiveness. Ask about the special package pricing for ad campaigns in *Alert!*, MRA's eNews—a bi-weekly electronic newsletter—and on MRA's Web site, [www.mra-net.org](http://www.mra-net.org).

Get the most from your advertising dollars: Advertise in *Alert!* today. Contact MRA directly at [alert@mra-net.org](mailto:alert@mra-net.org) or call (860) 682-1000.

# Alert!



Marketing Research Association

WWW.  
WWW.  
WWW.  
WWW.  
**WOW.**  
WWW.  
WWW.

## The power to stand out online.

Searching for a proven partner to help with your online data collection? Let the experts at Online Survey Solution wow you with our client service and deliver an online study that achieves optimal results. We offer a full range of services including project consultation, questionnaire design review, panel partnerships, full-service programming, and more. Plus, it's all managed by an experienced team that brings an average of 20 years of market research experience to each project.

**Ready to learn more?** Contact Janet Savoie at 615-383-2502 or visit [www.OnlineSurveySolution.com/wow](http://www.OnlineSurveySolution.com/wow) to learn how we make online powerful.

Online Survey Solution is a division of M/A/R/C® Research



We Make Online Powerful

# CMOR At World Industry Network

By Patrick Glaser, Director of Respondent Cooperation, CMOR

This year's World Industry Network (WIN), hosted in Paris, France from April 15-16, 2008 brought together representatives from associations throughout the world to discuss a variety of concerns in the research profession.

CMOR represented the U.S. at this meeting, where we spoke about respondent cooperation and data quality. The focus of the presentation centered around three key questions:

1.) How big is the threat of low respondent cooperation?

2.) How do we handle imperfect respondent cooperation?

3.) How do we turn things around going forward?

"In the U.S., citizens have an expectation of privacy..."

For more details on how respondent cooperation and data quality interrelate, in the coming months you'll hear more about an expanded Respondent Cooperation (RC) and Data Quality Webinar hosted by CMOR.

### WIN and International Standards

One of the important topics discussed and debated at the conference was the difficulty in handling issues of standards control and enforcement in international work. It quickly became clear that there is a discrepancy between the more mature research markets (e.g. the U.S., Canada, Europe) and several of the emerging markets for

## CMOR *Shielding the Profession*

research (e.g. Africa, China). Particularly concerning to CMOR is the area of standards involving respondent ethics.

In the U.S., associations like the Marketing Research Association (MRA) and the American Association for Public Opinion Research (AAPOR) offer enforceable codes with a relatively high level of ability to respond to infractions (investigating cases, educating violators, public/private censure, and/or removal of offender from association). Add to that, the U.S. Federal and state governments protect and enforce citizen's rights. In the U.S., citizens have an expectation of privacy (in certain circumstances) and a certain amount of trust in their governments.

However, as attendees noted, governments in emerging markets may or may not have very well established laws and regulations that affect (directly or indirectly) the treatment and handling of data collection from human subjects.

In fact, in some of these areas, the government may be weak, ineffectual, or even untrustworthy. In emerging markets, there may be both an absence of standards and regulations as well as a lack of methods for enforcement in cases of violations.

This is troublesome not only for organizations involved in contracting with vendors in these areas, but also for members of the public in these regions who may not have the benefit of a firmly established research association to assist the

(Continued on page 44)

# Opportunity Knocks

## Marketing Research Analyst

Philip Morris USA, a leading manufacturer and marketer of adult consumer products, is seeking two highly qualified Research Analysts to join our Market Information and Consumer Research group in Richmond, VA. Successful candidates will serve as internal business consultants to one or more key client groups and will provide actionable insights on key business drivers and market dynamics based on primary and secondary data sources. Specific accountabilities include:

- Analyzing information and developing business strategies with internal client groups to help build the business
- Designing, executing and interpreting quantitative and/or qualitative analyses on strategic business issues
- Providing analytical support to a number of key business project teams
- Assisting in the identification of strategic business opportunities
- Providing written and/or oral reports on findings to management, with emphasis on implications of possible PM USA or competitive actions
- Providing ongoing tracking and reporting on market developments

### Qualifications include:

- MBA or advanced degree in Market Research, Economics, Marketing, Finance or Social Sciences
- A background in mathematics and/or statistics is a plus
- Strong data analytic skills
- Well developed project management skills
- Demonstrated vendor management skills
- Strong organizational skills and attention to detail
- Strong interpersonal skills and excellent oral and written communication skills
- Leadership qualities to engender the cooperation, respect and support from other team members
- Sound, independent reasoning and judgment to

establish work priorities, handle questions, and be flexible to respond to constantly changing priorities and shifting deadlines in a fast paced environment

- The willingness to work constructively with others to achieve team goals

Philip Morris USA is an equal opportunity/affirmative action employer (M/F/V/D).

For immediate consideration, please apply online at: <http://appclix.postmasterlx.com/track.html?pid=402881bd18074d530118d306f4e35cb2&source=MRA>

## Marketing Research Associate

We are an established, fast-growing, high-end research-based marketing consulting company located in Princeton, NJ. We are looking for a Marketing Research Associate (4 to 6 years relevant experience) to execute all phases of quantitative marketing research engagements for our Fortune 500 client base (banking, health, technology, tourism, etc.). CSCI is the perfect place for people looking for the "anti-marketing research company." 1) All of the work is custom – no "solutions," "products," or "standard approaches" 2) No number-counting and crosstab reporting – everything needs to directly address the marketing problem 3) We work directly with our clients' executive management – we are partners, not vendors 4) Our partners are hands on – you will work closely with senior management at every phase in a project Our ideal candidate will be a hard working, driven perfectionist who is tired of the cookie cutter approach of larger marketing research firms. We offer highly varied work, a friendly, intellectual, and collegial environment, and no limit on opportunity to advance. Compensation is competitive and commensurate with qualifications. Email a letter of interest and your resume to [hr@customerstrat.com](mailto:hr@customerstrat.com).

## Manager, Data Collection

Macro International Inc. ([www.macrointernational.com](http://www.macrointernational.com)) seeks candidates for the position of Manager, Data Collection for Macro's soon-to-open, Springfield, OH CATI Survey Research Center. The Manager will have responsibility for the overall work product of the research call center. Bachelor's degree, or equivalent work experience, and 3+ years supervisory experience required. Call center experience, particularly in a research environment, preferred. Macro offers excellent compensation and benefits, including 401(k), profit sharing, and tuition reimbursement. EOE/M/F/D/V Reply with resume and salary requirements to [jobvt@](mailto:jobvt@)

[macrointernational.com](http://macrointernational.com). You must include "job code OH101" on the cover page of letters or in the subject line of e-mail.

## Qualitative Account Manager

High visibility opportunity available to set department strategies, recommend and move new qualitative initiatives forward and establish training programs for continuous learning. Directly supervise six project directors. Other responsibilities include: internal/external consulting regarding qualitative research design and execution, networking with vendors, overseeing projects from proposal through deliverables, and gathering and negotiating pricing to assist with proposals. Requirements include: BS degree and 6 years related experience in qualitative methods and research techniques, with 3 years management experience. Experience in qualitative interviewing and/or leadership facilitation strongly encouraged. Quantitative and international research experience a plus. MRSI is a Cincinnati based, full service custom market research supplier. We offer an exceptional environment working together with our outstanding research professionals, plus competitive salary and benefits. Contact: Mimi Moller, [mmoller@mrsi.com](mailto:mmoller@mrsi.com), 513-763-6247. MRSI, 720 E Pete Rose Way, Suite 200, Cincinnati, OH 45202.

## Market Research Analyst

Noel-Levitz is the consulting firm colleges and universities turn to first for enrollment management solutions. Institutions have looked to our team of higher education experts for help with student recruitment, financial aid, student retention, market research, Web site development, and more. Noel-Levitz has an opening for a Market Research Analyst in its Denver, Colorado office.

### Job Description

The position will provide analyses of market research data collected and prepare reports and presentations based on these analyses. The position will also support survey research projects as well, including questionnaire design and review, survey monitoring, and data validation.

### Minimum Requirements

A Bachelor's Degree in marketing is preferred. A minimum of two years experience with a marketing or research firm is required. MS Excel and MS Word are required. SPSS or SAS (or similar statistical software) helpful, but not required.

Noel-Levitz offers a competitive salary, comprehensive benefits package, and a great work environment.

If you are interested in joining our highly talented and motivated team, please send your resume, cover letter,

and salary requirements to: Noel-Levitz, Attn: Human Resources, 2350 Oakdale Boulevard, Coralville, IA 52241, or e-mail your resume to [jody-heid@noellevitz.com](mailto:jody-heid@noellevitz.com) by April 15, 2008. Candidates are required to submit a cover letter specifying skills/experience specific to this position. Salary requirements must be submitted in order to be considered. EOE

## Market Research Analyst- Wayne, NJ

BP is one of the largest oil and gas producers in America and is a major player in petroleum exploration and production around the world. If you are someone who is driven to make a difference, to prove yourself and ready to make a move in your career, BP is the place for you. BP/Castrol is currently seeking a:

### #11804 Market Research Analyst

To apply, visit our website at <http://www.bp.com/searchjobnumber> and enter **11804** in the Keywords/ Job ID field. If you are selected for the position, your employment will be contingent upon submission to and successful completion of a post-offer/pre-placement drug and alcohol screening as well as pre-placement verification of the information and qualifications provided during the selection process. EOE M/F/D/V

## Lead Analyst Research

Philip Morris USA, a leading manufacturer and marketer of adult consumer products, is seeking a highly qualified Lead Research Analyst to join our innovatively focused Market Research group in Richmond, VA. The selected candidate will provide actionable marketing recommendations based on ethnographic research within the Trend Scanning and Research Methods area of the business. Specific accountabilities include:

- Coordinating and effectively using a wide range of resources (primary and secondary research, plus publicly available trend information) to identify patterns, trends, and implications for the business
  - Managing multiple vendors, contracts, project deadlines and budgets
  - Making recommendations on choice of vendors and tracking vendor performance
  - Collaborating with other organizational functions to develop new infrastructure for trend scanning and research of consumer needs
  - Presenting research findings in a compelling fashion to create the conditions for idea generation and insights
- Qualifications:
- An advanced degree in a relevant field such as Market/Consumer Research, Psychology, Sociology, or Anthropology (An MBA+ relevant undergraduate degree will also be considered)

(Continued on page 37)

**FRIEDMAN**  
MARKETING SERVICES

¿Hola,  
y su opinion es ?

Friedman's bilingual staff  
are experts in  
Spanish Language  
interviewing

914 698 9591

30  
Years  
Of Excellence

# KNOW MORE. GO FAR.

**ARE YOU FISHING WHERE THE FISH ARE?** Your customers know why they chose you. Or why they prefer your competitor. More importantly, they share this information with each other. Vovici can help you capture this stream of constant feedback through online communities and Enterprise Feedback Management solutions. Track market trends. Identify new customers. Let *them* tell *you* what they want. With Vovici's industry-leading tools, you can cast a wide net or focus on catching bigger fish. Do you know your target?



**vovici**

1.800.787.8755 • [vovici.com](http://vovici.com)

(Continued from page 35)

Consumer research training and experience in both qualitative and quantitative research. Formal training in Ethnography is strongly desired • 4 years focused on custom (primary) research along with the demonstrated ability to identify patterns, trends, insights and business implications from diverse data sources • Well developed project and vendor management skills • Excellent oral and written communication skills as well as the ability to work in a team environment In addition to the opportunity to apply your skills toward key business objectives, we offer an excellent compensation package including a competitive base salary, incentive compensation, relocation, comprehensive health/vision/dental insurance and participation in our deferred profit sharing program. For further information regarding Philip Morris USA, visit our website at <http://www.cantbeattheexperience.com>. To apply for this position, please click on the link below, or copy and paste the link into your browser to apply on-line: <http://appclix.postmasterlx.com/track.html?pid=402881bd18074d530118f5dc7c601f47&source=MRA> Philip Morris USA is an equal opportunity/affirmative action employer (M/F/V/D). We support diversity in our workforce. Philip Morris USA is a drug-free workplace.

## Research Director

Frank N. Magid Associates, a world leader in research based consultation, seeks an experienced researcher capable of innovative research design, analysis and extensive presentation skills. This business-to-business researcher must possess excellent communication skills, experience with multivariate statistics (SPSS) and the ability to travel extensively. This Minneapolis based director will serve a range of industries and media. Expertise in survey methods and an advanced degree in marketing research is recommended. Those interested, please send a cover letter, and resume to: [ajreimer-myers@magid.com](mailto:ajreimer-myers@magid.com)

## Head, Market Research

CFA Institute is a global membership organization that awards the CFA designation. CFA Institute leads the investment profession globally by setting the highest standards of ethics, education, and professional excellence. The Virginia office has an opportunity for a high caliber individual to direct our Marketing team. The Head, Market Research will be responsible for providing global, high-quality market research to a broad array of stakeholders. Plan, budget, design and implement market research for assigned projects. Apply market research methodologies to ensure robust decisions for our Strategic Marketing initiatives and lead to a greater understanding of our clients' current and future needs. Requirements include: Master of Business

*Alert!*

Administration (MBA) or advanced degree with proven relevant experience. Bachelor's degree in finance/financial services discipline preferred. Experience working in business analytics, market research, statistical modeling, and/or business strategy. Details for this and other available positions can be found at: [www.cfainstitute.org/careers](http://www.cfainstitute.org/careers). Please respond by sending resume with cover letter and salary requirements via email to: [hr@cfainstitute.org](mailto:hr@cfainstitute.org) or fax to 1.434.951.5424.

## Market Research Associate

Support Market Research team with custom primary market research projects to internal clients including basic questionnaire design, comfort with data analysis, and writing reports. Conduct secondary data searches by leveraging a range of tools including qualitative & quantitative surveys, secondary sources including Nielsen data, IRI, internal data sources to create unique reporting to help CVS make business decisions. Must be comfortable conducting telephone and in-store research among customers. Code data from surveys. Communicate with internal and external clients as needed to understand project objectives, write Request for Proposals and review proposals, answer questions. Maintain, develop and employ best practices with the CVS Advisor Panel (our online proprietary panel of customers who are a vehicle for primary research). Communicate with vendor partners, the field and market research suppliers as well as maintain a process for access to our stores for market research purposes. Responsible for updating and maintaining online Market Research library. Maintain ongoing Market Research project list. Over time, manage at least 5 simultaneous custom market research projects on behalf of internal and external clients. Requirements : Bachelors degree in related field and 2+ years of relevant work experience in the market research and technology either in a corporate or consulting research capacity. Preference given to candidates with exposure to multiple segments of market

(Continued on page 39)

When Reliability Counts  
**Adapt Inc.**  
Automated Data Processing Technicians

**FULL SERVICE  
SURVEY PROCESSING**  
**Get your Data 24 hours  
after closing field.**

- Printing/Mailing
- Returns Management
- Coding/Transcription
- Also, Focus Group Audio Tape Transcription
- Data Entry
- Scanning
- Tabulation

**Call Dave Koch**

**1-888-52ADAPT**

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

The Premier Professional Development Program for Researchers Worldwide

# PRINCIPLES OF MARKETING RESEARCH

An Online Certificate Course

The *PRINCIPLES OF MARKETING RESEARCH* course has become the research profession's highest quality, most valued, and most widely supported educational program for core market research. Enroll anytime.

## GRADUATE TESTIMONIALS

*"For me, the PRINCIPLES OF MARKETING RESEARCH is the best course I have ever studied. 100% of satisfaction. Thank you for everything."*

— Alexandre Cecilia, NOVATEST, FRANCE

*"I am a market researcher and specialise in the qualitative research. The PRINCIPLES course gave me a very rich yet comprehensive overview of all aspects of market research including quantitative research. The PRINCIPLES OF MARKETING RESEARCH is a very useful refresher exercise, after 9 years in this profession."*

— Tapabi Chatterjee, NIELSEN, INDIA

A course discount is available to MRA members and their company colleagues. Go to our Web site for more details.



The University of Georgia  
Center for Continuing Education  
Conference Center & Hotel

**MRII** MARKETING RESEARCH  
INSTITUTE INTERNATIONAL



Marketing Research Association

For more information or to register for the course, go to [www.principlesofmarketingresearch.org](http://www.principlesofmarketingresearch.org)  
e-mail [Bob.Wells@georgiacenter.uga.edu](mailto:Bob.Wells@georgiacenter.uga.edu), or call +1-706-542-6692

Alert!

(Continued from page 37)

research, as well as technology and experience in retail industry. Experience designing, managing and interpreting market data projects Experience with telephone and in person interviewing for market research purposes Experience coding data a plus Resourceful and self-motivated Extremely detail-oriented with high quality standards Experienced managing multiple projects in a high-pressure environment Strong verbal and written communication skills High level proficiency of Microsoft Office products; Web-based survey technology a plus A writing sample is required for this position Please forward inquiries to Connie Yan at [connie.yan@mra-net.org](mailto:connie.yan@mra-net.org) with the subject #601.

## Senior Research Analyst - Sensory Product Research

This position collaborates with the Product Development team to set the direction of sensory and product usage research for adjacent products. This position requires the incumbent to have a thorough knowledge of research methods and to be able to define new approaches and link data to behavioral/sensory theory. An ability to influence others and gain consensus from the team (managers, directors) will be a critical success factor. Specific accountabilities include: • Collaborating with Consumer Sensory manager and the Product Development team to define the sensory research strategy and scope of work for adjacent products; • Working with cross functional teams to establish sensory research objectives and deliverables to include: • Designing sensory research studies • Ensuring proper conduct of research • Managing research in the field, ensuring that research teams are fully engaged in research and research findings

• Ensuring that research questions are answered by the research, engaging teams in new hypothesis and idea generation from the research • Preparing downloads and engaging teams in consensus building around findings • Presenting findings to project directors and VP of MICR • Outlining next steps of research • Working with others to ensure "common knowledge" base • Supervising others • Consulting and mentoring others to grow bench strength of sensory research team • Advancing the sensory research infrastructure • Maintaining and tracking budget for product area Qualifications: • A PhD or Masters Degree in Food Science, Social Sciences, or Psychology • Two or more years of experience with leading research teams, preferably in a consumer goods company • Excellent analytical and problem solving skills • A broad knowledge of statistics, research methodology development, and quantitative/qualitative research methods • A deep knowledge of one of the following technical areas: statistics, sensory methods, qualitative research methods, quantitative consumer research methods In addition to the opportunity to apply your skills toward key business objectives, we offer an excellent compensation package including a competitive base salary, incentive compensation, relocation, comprehensive health/vision/dental insurance and participation in our deferred profit sharing program. FOR IMMEDIATE CONSIDERATION, PLEASE CLICK ON THE LINK BELOW OR COPY AND PASTE THE LINK INTO YOUR BROWSER TO APPLY ON-LINE: <http://appclix.postmasterlx.com/track.html?pid=402881bd192793a8011958703a1c0026&source=MRA>

To view more or place job listings please visit :  
<http://www.mra-net.org/media/onlineclass.cfm>

**ASKi**

International Market Research GmbH

Premier quality fieldwork,  
competitively priced, *outstanding*  
Client Service

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

Global Market  
Research Services

Contact the office  
nearest you....

- **Germany**
  - Steffen Pohl
  - [SP@ASKi.de](mailto:SP@ASKi.de)
- **UK**
  - Wendy Baker
  - [WB@ASKi.de](mailto:WB@ASKi.de)
- **USA**
  - Kirsten Dietrich
  - [KD@ASKi.de](mailto:KD@ASKi.de)
- **France**
  - Habib Nafoussi
  - [HN@ASKi.de](mailto:HN@ASKi.de)


# Ask The Experts

Every other month, we will ask market research leaders questions that pertain to the profession.


*Question: Do you think Marketing Research has a cycle of business flow? Does your company have a cycle of business flow; for example, January is always dead or you make half your year's business in the 4<sup>th</sup> quarter? Why do you think that is? Do you have any predictions for cycles in 2008?*

## Michelle Elster, Vice President Rabin Research

*"For a long time it seemed to change every year. Now, I see two pretty consistent patterns: 1) A lot of projects run over the holidays (from Thanksgiving to after New Years). Clients need to dump budgets, so they spend money toward the end of the year. Another factor is that they like to get projects started and then may take their holiday*

*breaks while the projects are in the field. 2) We have seen a lot more qualitative first quarter. Clients do a lot of the preliminary work in the first quarter of the year and then follow with quantitative studies afterward. 2008 could be an animal of a different color. However, the first quarter has started off with a lot of qualitative, but there's no way of knowing how the economy is going to impact the rest of the year. Chances are good that budgets will be significantly lower, particularly in some sectors."* 

## Bryan Dorsey John Deere

*"I do think there is a cycle of (research) business flow throughout the year. However, more than by financial quarter or specific time of year (i.e., January), the influx of requests seem to be in the times leading up to and following strategic planning sessions. Outside of these scheduled peaks, the remainder of the year is filled with ad hoc requests that most closely match the business objectives."* 

## Nancy Ulrich, President Ulrich Research/Concepts in Focus


*"Business cycles are always one of my favorites because we tend to run counter to non-research businesses. For 27 years I have noticed some strange occurrences – When the economy is good, business is good. When the economy is bad, business is great! So bring on the recession and we will have a banner year. In all seriousness though, this has been a predictable trend over the years.*

*Within a 12 month period, I have noticed other strange trends:*

- A busy fourth quarter generally spells a slow January. We generally attribute busy fourth quarters to people scrambling to complete goals so they can qualify for their bonuses. The other explanation is that clients are so exhausted from the fourth quarter that they have not yet planned for the following year, so there is a natural delay while they recuperate.*

*However, once they regroup, we seem busier than ever and the deadlines can be daunting.*


- When the Christmas and New Year's Eve holidays fall on the weekend, that spells doom for field service. Clients can get a two-week vacation with taking only six or seven vacation days. I say we cancel all major holidays from this day forward!*
- The dates of major conferences (MRA, AMA, QRCA), play havoc with focus group facility bookings and even full service projects.*
- Business seems to stimulate more business. It is synergistic. The busier we are, the busier we stay. (Does that make sense?) The only thing to break it is a lull (see Conferences and Holidays).*
- In our area, no one books groups the Monday of the NCAA playoff (College basketball's March Madness for those of you who do not stay glued to the tube watching the non-stop games).*

*But no matter what the situation, business is always great!"* 

## Mark Rosenkranz, Managing Director Pacific Market Research

*"We do see a consistent cycle from year to year. January and February are often lighter months, and then we pick up from March through June. Late summers (August, September and into early October) are also lighter, and the 4th quarter is always the busiest time of the year.*


*So far, 2008 is not playing by those general rules. Our Q1 sales were strong. In part this is being driven by some new clients we picked up, but we also think that it might have to do with the presidential election.*

*We predict that 2008 could be less cyclical than previous years, but we don't think this will carry into 2009."* 

## John Gongs, President Gongs Research


*"We have diversified to the point that industry cycles are not part of the equation anymore. However, I can comment on a few trends that I have seen the past few years in our company:*

- The first and second quarters of each year tend to be slightly slower than the third and fourth quarters. Some clients do a lot of planning in January and don't get started until mid first quarter.*

- We see a slight slow down in the summer (June/July) due to a larger than normal amount of client vacations.*
- The busiest time of the year is September-December when companies try to complete their major projects before the end of the year. Some companies are also trying to spend their budget in the fourth quarter so they don't lose it the following year.*
- Each client tends to have their own cycle that is specific to their industry and their company, but they tend to even out in the long run."* 

## Owen Jenkins, CEO Kadence Business Research

*"We have seen a busy period of deliveries in the second quarter (April – June) for each of the past four years. It looks like it is busy again this year. My theory is that annual budgets come in January and it takes a month or two to go through the RFP process and a further month or two to field.*


*Our quiet periods are July/August – for holidays and January for holidays and budgets expiring at the end of the year- when January deliveries are 'bought.'" *

## Doug Magee, Vice President, Research MGA Communications, Inc.

*"For several years, MGA Communications has noticed several cycles of business flow within both our research and public relations services. Two cycles of increased demand primarily occur – one at the end of each calendar year and one at the beginning. The end of year boost in billings probably is due to budget reserves that clients have remaining and need to use before year's end so they receive the funding levels in the next budget cycle. The beginning of the year boost appears to be related, when clients have renewed budgets and often begin*

*a year funding new projects at a swift pace.*

*In late 2007 and early 2008, MGA encountered a new yet troubling occurrence with several new clients: delayed project starts. We had several new clients who appeared ready to move ahead with multiple activities yet when things got underway, approvals slowed to a crawl.*

*In some instances, months passed with little or no movement on a project. While this may be related to the economic slowdown and client staff having more to do than in the past, we hope this isn't a new trend we're seeing where project work gets stretched out for months."* 

# Have A Question For The Counsel?

Patrick Glaser, Director of Respondent Cooperation at CMOR is answering questions you have about respondent cooperation. In this feature, Patrick will address your specific RC questions, comments or concerns.\*

*Question: What are typical response rates for online vs. mail vs. telephone surveys these days? We're seeing declines in response to our surveys, particularly online. How can we ensure we get a representative sample when the response rate is 10% or less? What are some ways to increase response?*

Answer:

Thank you for your inquiry. I'm assisting MRA in responding to these types of questions. Response rates are tricky to interpret. Generally speaking, and without further investigation, one cannot say that a study with a 10% response rate is unrepresentative and a study with an 80% response rate is representative.

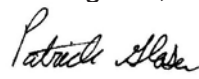
In the past few years, we've seen a plethora of research in this area which suggests that, first, imperfect (less than 100%) response rates can affect some of the variables in a given study (but may have no affect on others), and second, some studies with imperfect response rates may not be skewed at all, while others may be skewed heavily – non-response being only indirectly related to the response rate itself.

In fact, some methods of boosting response rates may actually harm the representivity of your results. For example, consider a study about golf (general population). Without any incentive this study achieves a 20% response rate after several contact attempts. The researcher then attempts to boost the response rate in hopes of improving validity – offering free golf balls to the respondent to participate. This in turn attracts respondents who previously refused to participate – thus boosting response rates another 5%. However, the validity (in this case) is harmed because those additional respondents are fans of golf (which is why the golf balls attracted them), and their opinions are not reflective of the general population. This is a somewhat simplistic scenario, but illustrates the complexity of the issue.

For a detailed explanation of how to interpret response rates (to the extent of our knowledge), I recommend the 2007 special edition of "Public Opinion Quarterly" available for free from the American Association for Public Opinion Research (AAPOR).

For general information about response rates for different modes of data collection, please stay tuned for the results of the 2008 CMOR Tracking Study report. We interviewed about 300 survey organizations and input data from their studies to determine their response rates. We'll be combining this information with the results from our previous iterations. This will be available later this Spring. It's not a random sampling of all of the surveys out there, but I'm convinced it's the best information available on this particular question.

Regards,

  
Patrick Glaser

\*To submit your questions for the Counsel, please e-mail Patrick at [pglaser@cmor.org](mailto:pglaser@cmor.org).

# Member Op-Ed: A Wake-Up Call For The Profession

Alice Irvan PRC, APR, secretary for MRA's Great Lakes Chapter

Thank you, Lawrence Brownell, for sounding a wake-up call to our profession in the April issue of *Alert!* I, too, am concerned about how the lack of quality in online research can lead to the extinction of our profession. I've seen hints of the future in various MRA writings indicating that by 2013 most of the research will be self administered using tools such as online, hand-held devices or other technology. However, I share Lawrence's concern that we as a profession are not doing enough to provide leadership in this area.

My own career path has blended years in marketing, communications and public relations with years in both supplier-side and End User research. For the past five years, I've considered myself a crusader for quality in research conducted for marketing, communications and public relations. I've also taught graduate level research courses in the field in a public relations degree program at a top university. Here's what I've experienced: in this marketplace, almost anyone with the desire to conduct a survey and with online access has no qualms about their qualifications to conduct research online – qualitative or quantitative.

In fact, the head of the public relations graduate program where I taught believes that students who complete one or two overview courses in research are then qualified to conduct quantitative and qualitative research for their employers or clients. There is no specific mention of professional organizations such as MRA, CASRO, AAPOR, or CMOR in the textbooks these courses use. Of course, in my classes, I include information about the research profession as we understand it.

With the advent of free or inexpensive online survey tools, individuals who are unaware of the standards and ethical guidelines of MRA, CASRO or other organizations dedicated to the research profession frequently send poorly designed surveys. Many of these individuals have little or no knowledge of statistics, survey design or data analysis. However, the deceptive ease of these online tools seduces individuals into believing their work is acceptable. In the meantime, we in the profession see eroding response rates, declining trust in researchers' ability to protect respondents' anonymity and loss of revenue. We argue among ourselves about the appropriate use of online data collection and are


concerned about the quality of online panels. Yet we haven't solved the problems.

For my part, I've developed a presentation called "*Beauties and Beasts: Web-based Surveys*" which I present as frequently as possible in venues such as the Public Relations Society of America and the International Association of Business Communicators.

In this presentation, I discuss ethics, statistical considerations and professional research resources such as the MRA. I encourage "do-it-yourselfers" to End Users of these "do-it-yourself" research or users of research conducted by untrained researchers to grasp that the methodology, sampling techniques, survey design, analysis and reporting may be flawed. I hope to raise awareness of professional standards and encourage involvement of professionally trained researchers.

There are several things professionals can do:

- First, we can seek and promote the MRA PRC certification so that those outside the profession recognize there is a body of knowledge that researchers must conquer.
- Second, we can follow Lawrence's suggestion to develop analytical tools for online data collection and accept that online data collection is an important methodology for future research.
- Third, we can seek to unify research organizations to speak with one voice for all professionals in the survey and opinion research industry.

Until these things happen, I plan to continue my personal quest to bring quality to online research and to focus my efforts on connecting with the communications and public relations professions. I will continue to support MRA and the PRC program. I will work whenever possible with my fellow professionals to monitor the environment and take appropriate action to protect our profession. Lawrence, I support your call to action and want you to know that I'm out here with you – crusading for quality. 

*Note: APR is the professional designation for the Public Relations Society of America and stands for Accredited Public Relations Practitioner.*

## Privacy In Research

(Continued from page 33)



Patrick Glaser Speaking at the WIN.

local research organizations in self-regulation.

In terms of respondent cooperation, can a researcher expect a respondent in an emerging market to have faith in a privacy policy? (Moreover, should the respondent have faith in an unknown organization's privacy policy or promise of confidentiality?)

As emerging markets increase in their importance to the research profession, this issue is destined to become increasingly important to the U.S. research community. The issue of standards is a classic area where respondent cooperation and government affairs overlap – and a critical reason for CMOR's dual mission of RC and Government Affairs (GA).

Notably, CMOR is not itself a standard setting organization and does not have an enforceable code of standards. This allows CMOR to provide independent feedback to associations throughout the world (MRA, ESOMAR, etc.) with respect to its areas of expertise: RC and GA.

To contact Patrick Glaser, CMOR's Director of Respondent Cooperation, e-mail [pglaser@cmor.org](mailto:pglaser@cmor.org).

Patrick Glaser is the Director of Respondent Cooperation, CMOR. He may be reached at [pglaser@cmor.org](mailto:pglaser@cmor.org).

CMOR is the only industry association actively performing the duties of watch dog on federal and senate issues. CMOR's offices are based in Washington, D.C.

For more information, please write to [information@cmor.org](mailto:information@cmor.org).

**Disclaimer:** The information provided in this message is for guidance and informational purposes only. It is not intended to be a substitute for legal advice. CMOR advises all parties to consult with private legal counsel regarding the interpretation and application of any laws to your business.

# Meet Kristin Luck

## 1.) Tell us about your job.

I've been the President of Decipher, a market research services firm, since June 2007 but in essence, I'm a market research entrepreneur and technologist. I've started and sold two market research firms (OTX and Forefront Consulting Group) since 2000 and certainly building innovative research businesses has been the most challenging (and satisfying!) part of my job. I feel incredibly fortunate that I was able to get into the market research technology space early on in my career. Looking at, recommending and creating new approaches and research methods for clients as technology evolves is a fundamental part of what we do at Decipher.

## 2.) How long have you been in the industry?

I've been in the industry since 1994. I started out at a social science research firm while I was still in college, conducting qualitative research for the National Institutes of Health. After graduation, I moved to Los Angeles to work at Lieberman Research Worldwide, which is really where my market research career took off.

## 3.) Most memorable milestone with the profession?

Starting and then selling the first research firm I founded (OTX) in less than five years. To grow a firm from two people in an old warehouse space on a seedy side street in Los Angeles to a 150+ person firm with four offices was an incredible experience. I look forward to doing the same with the team at Decipher!

## 4.) What made you choose this field of work?

I was horrible at math and was considering going for a B.A. instead of a B.S. in college until I took my first statistics course. My mother was a research scientist at Oregon Research Institute and getting exposure to research methods while I was exploring my love of statistics hooked me. My time at Lieberman, and in particular my exposure to entertainment research, sealed the deal.



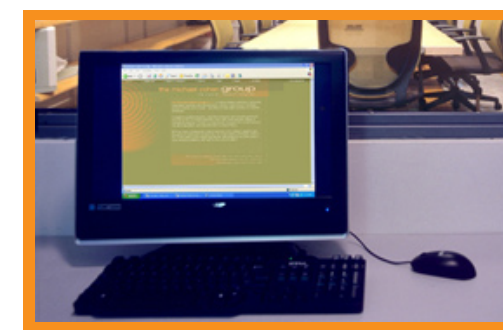
## 5.) What is your favorite part about being a member with MRA?

It's been interesting to see the evolution of the MRA over the past 10 years and I am particularly proud of my involvement with MRA's sister organization, IMRO, and the work we're doing in the interactive space.

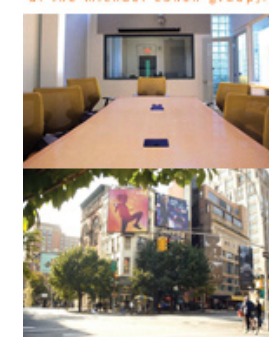
## 6.) Other than being a member of MRA, what other activities fill your day?

Since 2005 I've been trying to end my love affair with 60+ hour work weeks and I've been making a real effort to create a better work/life balance. Between my time at OTX and starting Forefront, I became a certified Pilates instructor and this winter.

## THE SOHO RESEARCH CENTRE



**SOHO**  
Research Centre  
at the michael cohen group, llc



The SOHO Research Centre is Manhattan's newest Focus Group Facility. Located in SOHO, one of New York City's most stylish and vibrant neighborhoods, it is the only facility in SOHO to offer exclusive use of its loft-style facility to one client at a time, ensuring exceptional personal service for you and your clients.

Our professional staff is well-equipped to handle any request including full-service recruiting in specialized markets.

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

To request a bid or for more information, please contact:

Monika Bialokur  
Senior Associate  
[mbialokur@sohoresearchcentre.com](mailto:mbialokur@sohoresearchcentre.com)  
375 West Broadway Suite 502  
New York, NY 10012  
212-431-0462

## MEET YOUR NEW NAVIGATORS.

If your destination is a venue in which to conduct successful focus groups on consumer products, advertising and concept testing – meet your new navigators. Decision Drivers can take you there – with no detours and a smooth ride.

With Decision Drivers at the wheel, all your market research needs, including facility services, field management, screener creation and moderation are road mapped and ready to roll.

As an owner-operated facility, we are personally driven to providing each and every client with an exceptional journey.

When you need market research to help drive your product or service, let Decision Drivers navigate your way.

**We'll drive you to success!**

NAVIGATORS:



Chris Driver



Jodi Lee

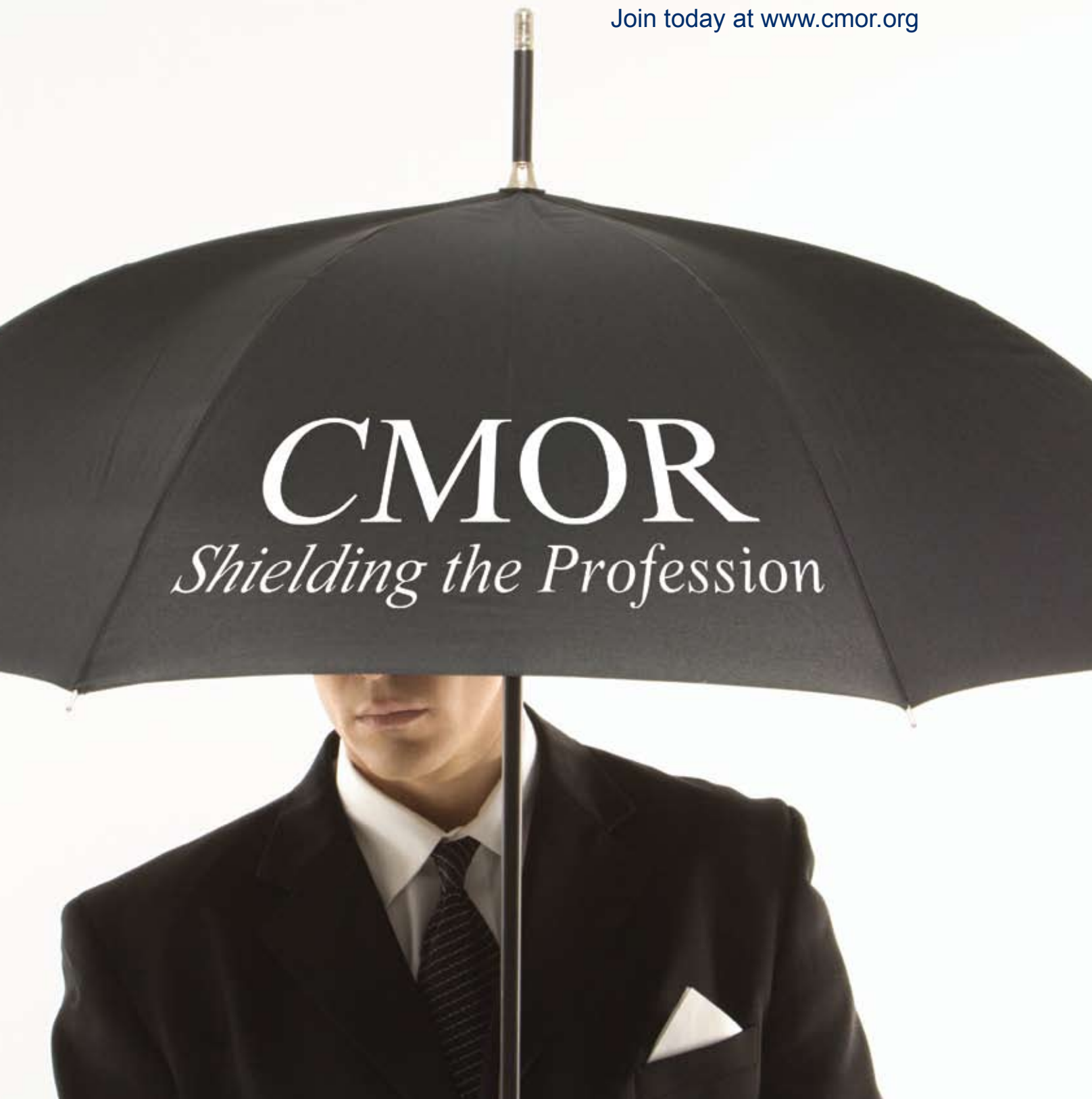
**DECISION DRIVERS**

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

Phone: (201) 391 0073  
221 West Grand Ave  
Montvale, NJ 07645

# It's Dangerous Out There... CMOR Keeps You Safe!

Join today at [www.cmor.org](http://www.cmor.org)



## “I AM PRC”



Paul Valdez




“Being a PRC means I know the latest marketing research techniques, trends and issues. My PRC shows that I care about the market research profession. It's a visible, verifiable example of my professional expertise.

Researchers should become a PRC because the program legitimizes market research and market researchers. PRC demonstrates to companies that they can trust the people with whom they're doing business.

The bottom line is that PRC advances our profession to the public.”



### PRC Upgrades to 2.0...

-  PRC's gain more flexibility with education requirements
-  Increased recognition for PRC's
-  A simplified classification structure to easily determine your research category and level of expertise

### Open Enrollment...

-  Apply between July 1st & December 31st with no required exam

New PRC 2.0  
Web Site  
Launches July 1st

Contact Jennifer Cattel, Certification Manager, MRA, at 860-682-1000 or [jennifer.cattel@mra-net.org](mailto:jennifer.cattel@mra-net.org) for more information.

Open  
Enrollment  
Begins July 1st

Alert!

# Bon Voyage Joyce

By Bruce Mendelsohn, Director of Communications, MRA

After more than 40 years of loyal, dedicated – and in her words, “unexpected” – service to the industry and CfMC, Joyce Rachelson is retiring. During a career that spanned 42 years – the past 25 at CfMC – Joyce was involved with MRA on the national and chapter levels. Nationally, she served as Technology Chair, Fundraising Chair, Director at Large, RIF Chair and Chapter Council Chair. Locally, she served the New York Chapter as Fundraising Chair, Director at Large, Secretary and President. She was a five-term secretary for the GLC chapter and also served as Programming Director. She also served with AAPOR, AMA, CASRO, CMOR, ESOMAR, MRIA and TTRA.

**1) Alert!: How long have you been in the market research industry?**

JR: 2008 marks my 42nd year in the industry. I’ve been at CfMC for more than half that time – 25 years. It’s been fun.

**2) Alert!: Why did you choose this field of work?**

JR: I didn’t. It chose me. Of course, when I was in college (Temple University) there were no courses in market research. Between terms for work I coded for A.J. Wood, Inc. in Philadelphia.

When I left school I went to Snelling & Snelling, a placement firm. They were looking for someone who knew “anything about market research.” I knew how to code, and 42 years later, here I am.

This isn’t what I planned to do; I wanted to be a cultural anthropologist. In a way, I am doing cultural anthropology – but I’m not like Margaret Mead, researching in Fiji or the Galapagos.

**3) Alert!: What is your most memorable “market research” milestone?**

JR: Lasting 42 years (laughs). For me, it’s been helping other people within the profession – getting jobs, finding job placement training people, doing volunteer work for associations like MRA.

I feel I’ve contributed a lot to these organizations and in the end, to the profession. I certainly have gotten much more from these organizations than I’ve given. For example, when I was Chair of MRA’s Chapter Council, I initiated the Volunteer Award that MRA gives out every June to recognize the “unsung heroes” in every chapter. I’m very proud of that award. I even got it one year!

I’ve also been honored with MRA’s Distinguished Service Award and received a similar service award from the Travel and Tourism Research Association (TTRA).

My whole career has been a milestone – especially because I didn’t expect to be in it for quite so many years.

**4) Alert!: What are some of the unique challenges to conducting effective, actionable market research in your specific industry niche?**

JR: My particular niche is selling software for the industry. My biggest challenge in selling software is getting customers to overcome their fear of technology.

In 1976, we (CfMC) were the first to market a CATI system. Getting people over

the notion that a computer can do the work of people – and do it better and more efficiently – was truly difficult. CATI didn’t take away jobs; it helped the people doing them to become more efficient. It helped lower the costs of doing surveys. with web surveys – people

Same thing fought them when they first came on the scene but now they’re mainstream. People who embrace new technologies will do better than those who don’t. The pure “paper and pencil” companies fear technology and they suffer because of it. They’re getting less and less work. Most of the questionnaires people administer today are just too complicated for paper and pens.

I’ve always felt that technology is helpful for market researchers. I’ve believed that from the very first card I sorted on an IBM 082 Card Sorter (how I remember that number I have no idea) (laughs).

**5) Alert!: What are some of the factors that contributed to your success in this niche of the market research profession?**

JR: My interest in technology has really helped. I like the idea of pushing the envelope; making things go faster and get done cheaper. At CfMC, I’ve enjoyed helping my clients do so as well.

**6) Alert!: What are some of the most influential changes you’ve seen in market research?**

JR: Technology. After all, without technology, where would our industry be today? The other influential change is the drop in respondent cooperation. I’ve been fascinated by how the industry is struggling to find ways to educate the public regarding the importance and relevance of market research. As an industry we certainly try to educate the public and I would love to see things like Ad Council ads on TV that explain market research and clarify the difference between market research and someone trying to sell you something.

The harder it is to get public opinion, the more difficult our jobs become. In the end, the public suffers because we don’t know what to give them. Last but not least, privacy issues. I mean, thank God for CMOR.

Alert!

**7) Alert!: Name some of the most memorable people with whom you have worked.**

JR: Two in particular got me involved in MRA: Arlene Cohen (whom most people know as Arlene Harris) and Peggy O’Connor. Because of them I got involved in MRA. Leif Gjestland, founder of CfMC, played a prominent role in my professional development. There are so many people it’s tough to name each one. I love them all; it’s a great industry with great people.


**8) Alert!: What will you do next?**

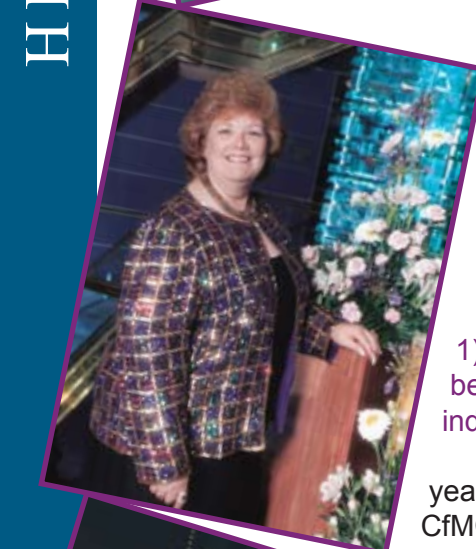
JR: I’m going cruising! First I’m on a 10-day cruise from Copenhagen up the coast of Norway and to England and Scotland. That’s on the inaugural cruise of Holland America’s newest ship, the Eurodam.

In September I’m on the Rotterdam from Athens to Istanbul through the Black Sea and to Israel, Egypt and Cyprus. My favorite line is Holland America – I love those ‘dam’ ships!

My goal is to one day to do the world cruise: 132 days. Cruising is how I indulge the Cultural Anthropologist still hiding inside me.

**9) Alert!: As your last word, what advice do you have for younger market research professionals?**

JR: Listen. Pay attention. You’ll learn more from listening than you will from reading a book or taking a class. Listen to the people you work with, at conferences, when interacting with clients. Quite simply, listening is the most important skill a market researcher can have – especially when it comes to selling technology. 



# THE BUZZ

## Profession News/Announcements

**Schlesinger Associates & The Research House** recently acquired Interactive Video Production.

**Market Decisions Corporation** recently purchased a Las Cruces, New Mexico call center.

**Linda K. Brazel** announced her retirement from Galloway Research.

**Observation Baltimore** hired **Judy Clarke** as their new Operations Manager.

**Social Networking:** Join MRA's Growing Social Network! Connect with MRA – and Your Peers – 24-7-365 Via MRA's New Sites on MySpace, LinkedIn and Facebook. Visit [www.mra-net.org](http://www.mra-net.org) for more details.

**Education-on-Demand...** Education you need when you need it. Visit [www.mra-net.org](http://www.mra-net.org) today!

**D3 Systems** recently hired **Janet Lee** as Project Manager.

**e-Rewards** donated \$50,000 to support the Marketing Research Association (MRA) Education Endowment Fund.

**HARPER Research** promoted **Nicky Halverson** to Team Leader. **Jason Shockey** was hired as Qualitative Researcher.

## Bạn có thể nói Tiếng Việt chứ? Do you speak Vietnamese? We do!

Vietnamese is the official language of Vietnam. It is spoken by 73 million people in Vietnam and three million overseas. Much vocabulary is borrowed from Chinese and originally it was written with Chinese characters. Today Vietnamese is written using an adapted version of the Latin alphabet.

CETRA specializes in translation and interpretation services to the marketing research industry. CETRA gives you peace of mind by delivering high-quality, on-time cross-cultural communications in all languages and professional, friendly, responsive service.

To receive a 5% discount on your translation or interpretation projects, contact us at 888-281-9673 or visit [www.cetra.com](http://www.cetra.com) and mention your MRA membership!



888-281-9673 • 215-635-7090 • [www.cetra.com](http://www.cetra.com)

## TRANSLATION CZAR

TRANSLATION OF ONLINE SURVEYS

[translation@sampleczar.com](mailto:translation@sampleczar.com)

# WE DEFINE QUALITY

It could be a place or simply a moment in time.  
It's finding something special at no extra cost.  
You can feel it and sense it.  
And you'll know it when you see it.  
Our facilities have it.



**For more than 40 years**, we've been constantly perfecting the art and science of qualitative and quantitative data collection, building a reputation as one of the largest and most innovative research services companies in the world. Over that time, we have won many prestigious honors. But more importantly, we've won the trust and confidence of some of the most discriminating companies and research professionals in the world.

We'd like to help you build your business. With a lifetime of experience and a dedicated staff of research professionals, providing personalized service we are your global research partner.



**Schlesinger Associates  
&  
The Research House**

**US:** ATLANTA • BOSTON • CHICAGO • CHICAGO O'HARE • DALLAS • HOUSTON • LOS ANGELES  
NEW JERSEY • NEW YORK • ORLANDO • PHILADELPHIA • PHILADELPHIA BALA CYNWYD  
PHOENIX • SAN FRANCISCO **UK:** CENTRAL LONDON • WIMBLEDON  
**TOLL FREE:** (USA) 866-549-3500 • (UK) +44 (0) 207 935 4979 • [www.SchlesingerAssociates.com](http://www.SchlesingerAssociates.com)

YOUR GLOBAL RESEARCH PARTNER, ANYWHERE, ANYTIME.



Marketing Research Association

110 National Drive, 2nd Floor  
Glastonbury, CT 06033  
[www.mra-net.org](http://www.mra-net.org) (860) 682-1000

## Upcoming Conferences

June 4-6, 2008: MRA Annual Conference and RIF  
Marriott New York Marquis

Nov. 3-5, 2008: MRA Fall Conference and RIF  
JW Marriott Las Vegas

PRSRST STD  
U.S. POSTAGE  
PAID  
HARTFORD, CT  
PERMIT #1754