



Marketing Research Association

COMPANY INFORMATION

Company _____

Address _____

City _____ State/Province _____ Zip _____ Country _____

Tel (____) _____ Extension _____ Fax _____

Web Site (URL) _____

NATIONAL MEMBERSHIP OPTIONS

	Dues	Subtotal
<input type="checkbox"/> Company Membership (Includes 1 free chapter membership per person)		
C-1: 1 primary member, 1 secondary member (2 Chapter memberships)	\$446	
C-3: 1 primary member, 3 secondary members (4 Chapter memberships)	\$816	
C-5: 1 primary member, 5 secondary members (6 Chapter memberships)	\$1,187	
Each Additional Company Member (Not including Primary and Secondary members)	\$188	
<input type="checkbox"/> Individual Membership (Includes 1 free chapter membership)	\$223	
<input type="checkbox"/> Student Membership	\$50	
<input type="checkbox"/> Additional Chapter-Only Membership	\$40	
Total Amount Due		

MEMBERSHIP CATEGORIES

Company Membership:

Primary and secondary representatives of companies & organizations working in the marketing research profession. All memberships are transferable among company employees.

Individual Membership:

Individuals engaged in opinion and marketing research, whether associated or not with a company. Memberships are not transferable, but stay with that member.

Student Membership:

For full-time college students interested in opinion and marketing research. Students must submit a copy of their current college identification card.

Chapter Membership:

Offers networking opportunities and participation in regional seminars & other events. Chapter-Only Membership is available for additional persons if their company has a Company Membership.

METHOD OF PAYMENT

- ☐ Check # _____ (make checks payable in U.S. dollars to MRA)
- ☐ Credit Card # _____
- ☐ MasterCard Name on Card _____
- ☐ Visa Expiration Date _____
- ☐ AmericanExpress Signature _____

FOR OFFICE USE ONLY

Amount Paid _____

Date Paid _____

Initials _____

Check/Approval # _____

MEMBERSHIP DIRECTORY INFORMATION

BUSINESS CATEGORY CODES

- 1-0 Primary Data Collection
- 1-2 Data Collection & Processing
- 1-3 Independent Field Management
- 2-0 Research (Design & Analysis)
- 2-1 Full Service Research
(In-House Design, Data Collection, Processing & Analysis)
- 2-2 Research Consultant
- 3-1 Manufacturing/Merchandising
- 3-2 Advertising
- 3-3 Health Care Services
- 3-4 Financial Services
- 3-5 Educational Institutions
- 3-6 Other Non-Profit
- 3-8 Telecommunications
- 3-9 Publishing
- 4-0 Focus Group Moderator
- 4-1 Focus Group Company Only
- 5-1 Coding
- 5-2 Tabulating
- 5-3 Data Processing Only
- 5-4 Sampling
- 5-5 Software Developer/Supplier
- 6-0 Other: _____

RESPONSIBILITY CODES

- 000 Owner/Exec. Dir./Sr. Mgmt.
- 001 Branch Manager
- 002 Middle Management
- 003 Account Executive/Sales
- 004 Administration
- 005 Design Analysis
- 006 Data Processing
- 007 Mgr. of Data Collection Dept.
- 008 Supervise Field Work
- 009 Project Coordinator
- 010 Focus Group Moderator
- 011 Interviewer
- 012 Recruiter
- 013 Other: _____
- 014 Student

LOCAL CHAPTER AREAS

- Atlanta/Southeast**
AL, AR, GA, LA, MS, NC, SC, TN
- Chicago**
IL, KS, MO, NE, So. WI
- Florida**
FL, PR
- Great Lakes**
IN, MI, KY, OH, PA, WV, MB, ON
- Mid-Atlantic**
DC, MD, VA
- Minnesota/Upper Midwest**
MN, No. WI, IA, ND, SD
- New England**
ME, MA, NH, RI, VT, PQ, LB, NS, PE, NF
- New York/Northeast**
CT, No. NJ, NY
- Northern CA/Pacific Northwest**
AK, ID, MT, No. CA, OR, WA, WY, No. NV, AB, BC, SK, NT
- Philadelphia**
DE, E. PA, So. NJ
- Southern CA**
HI, So. CA
- Southwest**
AZ, CO, So. NV, NM, OK, TX, UT

MEMBERSHIP INFORMATION

How did you hear about MRA?

- ☐ MRA Member ☐ MRA Chapter Function ☐ MRA National Conference ☐ MRA Web Site
- ☐ MRA Publications ☐ Membership Mailing ☐ MRA Ad/Industry Publication ☐ Other _____

Which feature(s) of membership most influenced you to join MRA?

- ☐ Networking ☐ Conferences ☐ Newsletter Subscription ☐ MRA Web Site
- ☐ Web Site ☐ Chapter Involvement ☐ Publications ☐ Blue Book
- ☐ Industry Status ☐ Ind. Study Program ☐ Membership Directory ☐ Other _____

APPLICANT INFORMATION

Please check Membership Type ☐ Company Primary ☐ Individual

Name ☐ Mr. ☐ Ms. _____
(First) (Middle) (Last)
 Title _____
 Company _____
 Address _____
 City _____ State/Province _____ Zip _____ Country _____
 Tel _____ Extension _____ Fax _____
 E-mail _____ Web Site (URL) _____
 Chapter _____ Metro Area _____
(Indicate City and State for listing in the geographic section of the MRA Member Directory)
 Business Category Code _____ Responsibility Code _____ (see Codes on page 2)
 Level of education ☐ High School ☐ Some College ☐ College Graduate ☐ Post Graduate
☐ I do not wish to receive fax communication from MRA ☐ I do not wish to receive e-mail communication from MRA

Please check Membership Type ☐ Company Secondary ☐ Company Additional ☐ Chapter Only

Name ☐ Mr. ☐ Ms. _____
(First) (Middle) (Last)
 Title _____
 Company _____
 Address _____
 City _____ State/Province _____ Zip _____ Country _____
 Tel _____ Extension _____ Fax _____
 E-mail _____ Web Site (URL) _____
 Chapter _____ Metro Area _____
(Indicate City and State for listing in the geographic section of the MRA Member Directory)
 Business Category Code _____ Responsibility Code _____ (see Codes on page 2)
 Level of education ☐ High School ☐ Some College ☐ College Graduate ☐ Post Graduate
☐ I do not wish to receive fax communication from MRA ☐ I do not wish to receive e-mail communication from MRA

Please check Membership Type ☐ Company Secondary ☐ Company Additional ☐ Chapter Only

Name ☐ Mr. ☐ Ms. _____
(First) (Middle) (Last)
 Title _____
 Company _____
 Address _____
 City _____ State/Province _____ Zip _____ Country _____
 Tel _____ Extension _____ Fax _____
 E-mail _____ Web Site (URL) _____
 Chapter _____ Metro Area _____
(Indicate City and State for listing in the geographic section of the MRA Member Directory)
 Business Category Code _____ Responsibility Code _____ (see Codes on page 2)
 Level of education ☐ High School ☐ Some College ☐ College Graduate ☐ Post Graduate
☐ I do not wish to receive fax communication from MRA ☐ I do not wish to receive e-mail communication from MRA

APPLICANT INFORMATION

Please check Membership Type ☐ Company Secondary ☐ Company Additional ☐ Chapter Only

Name ☐ Mr. ☐ Ms. _____
(First) (Middle) (Last)
 Title _____
 Company _____
 Address _____
 City _____ State/Province _____ Zip _____ Country _____
 Tel _____ Extension _____ Fax _____
 E-mail _____ Web Site (URL) _____
 Chapter _____ Metro Area _____
(Indicate City and State for listing in the geographic section of the MRA Member Directory)
 Business Category Code _____ Responsibility Code _____ (see Codes on page 2)
 Level of education ☐ High School ☐ Some College ☐ College Graduate ☐ Post Graduate
☐ I do not wish to receive fax communication from MRA ☐ I do not wish to receive e-mail communication from MRA

Please check Membership Type ☐ Company Secondary ☐ Company Additional ☐ Chapter Only

Name ☐ Mr. ☐ Ms. _____
(First) (Middle) (Last)
 Title _____
 Company _____
 Address _____
 City _____ State/Province _____ Zip _____ Country _____
 Tel _____ Extension _____ Fax _____
 E-mail _____ Web Site (URL) _____
 Chapter _____ Metro Area _____
(Indicate City and State for listing in the geographic section of the MRA Member Directory)
 Business Category Code _____ Responsibility Code _____ (see Codes on page 2)
 Level of education ☐ High School ☐ Some College ☐ College Graduate ☐ Post Graduate
☐ I do not wish to receive fax communication from MRA ☐ I do not wish to receive e-mail communication from MRA

Please check Membership Type ☐ Company Secondary ☐ Company Additional ☐ Chapter Only

Name ☐ Mr. ☐ Ms. _____
(First) (Middle) (Last)
 Title _____
 Company _____
 Address _____
 City _____ State/Province _____ Zip _____ Country _____
 Tel _____ Extension _____ Fax _____
 E-mail _____ Web Site (URL) _____
 Chapter _____ Metro Area _____
(Indicate City and State for listing in the geographic section of the MRA Member Directory)
 Business Category Code _____ Responsibility Code _____ (see Codes on page 2)
 Level of education ☐ High School ☐ Some College ☐ College Graduate ☐ Post Graduate
☐ I do not wish to receive fax communication from MRA ☐ I do not wish to receive e-mail communication from MRA



Marketing Research Association

THE CODE OF MARKETING RESEARCH STANDARDS

*Board Approval March 13, 2003
Member Ratification May 12, 2003*

All MRA members must sign and adhere to the *Code of Marketing Research Standards*. The standards are enforced, and complaints of alleged unethical behavior may be filed against an MRA member who is suspected to have violated the *Code*.

The official MRA document *Code of Marketing Research Standards* has been provided to you via e-mail, mail or in a PDF file from the MRA Web site at www.mra-net.org/codes/expanded_code.pdf. If viewing this document online click this link http://www.mra-net.org/codes/expanded_code.pdf

After you have read the full version of the *Code*, please read, sign, and fax or mail the Endorsement Agreement below with your Membership Application to MRA Headquarters.

Endorsement Agreement

By signing here I indicate that I have read, understand and agree to follow the principles of honesty, professionalism, fairness and confidentiality that are outlined in MRA's *Code of Marketing Research Standards*. I further understand that not conforming to this *Code* may result in termination of my membership in the Marketing Research Association.

Signature _____

Signature _____

Signature _____

Signature _____

Signature _____

Signature _____

Signature _____

Signature _____

Signature _____

Signature _____