

President's Corner

*Bob McGarry, Information Specialist Group
Chapter President*

My first column at the helm...A pulpit to express my views. It's what I've always wanted. Then, why am I sitting here writing this on a Friday afternoon three days after the deadline? Looks like it's just another area of life where I'm plagued by my life-long nemesis...procrastination.

It's not that I didn't know what I wanted to say. I've known that for months. I've known since Lisa Morse asked me to be the President-Elect. I've wanted to write about what I've gotten out of being a volunteer for this Chapter. I also wanted to acknowledge some of the people that have made this experience so rewarding.

The old adage "you get out of it what you put into it" really applies when it comes to volunteering. I had never volunteered for anything before Bev Koser called me four years ago and "convinced" me to join the Membership Committee. I always felt like I was too busy with work and family to fit in something that I thought I wouldn't personally benefit from.

Turned out to be the best "no" I couldn't say. I have been able to make a lot of great contacts over the years. Sure, I have been able to gain clients from these relationships but their biggest value has been in what they have taught me as far as leadership, diplomacy, networking, time management and planning...to name a few. Good volunteers have a habit of giving more of themselves than just elbow grease.

Along with Bev Koser and Lisa Morse, some other people I'd like to recognize for their contributions to the Chapter, as well as enhancing my personal experience, are Dave Koch, Lisa Denning and Tammie Frost-Norton. Nearly all of them have been Chapter Presidents. However, I have been most impressed with them when they are handling the rank-

2004 Upcoming Events

Golf Networking Event

Friday, August 13, 12:15 registration
Bunker Hills Golf Course
Coon Rapids

MN/UMW Chapter Fall Conference

Thursday, September 23
The Metropolitan, Minneapolis

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President's Corner

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and-file responsibilities that it takes to put on an event, get out a mailing or put together a *Verbatim* issue. Their example makes me want to strive to do all I can as well.

There are several other people that are worthy of mention. There are a lot of good people in this Chapter. However, we are still in need of more volunteers. The more people that are involved, the easier this process becomes and the more that can be done to increase the value and enjoyment for everyone. Jump in, you'll be glad you did.

Well, it looks like I made it through my first column. This wasn't so bad. Next week, I think I'll get started on my next column so I don't put myself in this predicament again. Yeah...right, if you believe that, I've got (ADD OWN CLICHÉ).

"Volunteers polish up the rough spots
in our communities."

Jefferson Award Winner Alice Sandstrom

August Golf Event

*Sponsored by the MN/Upper Midwest Chapter
Membership Committee - Friday, August 13*

This is the first Annual MN/UMW Membership Committee Adventure. We have a FOR REAL deadline on this one. Why? It's a golf event and we need to have firm numbers. You'll get a chance to demonstrate your golf skills (or lack thereof), spend time with current and potential MRA members, try to win some prizes, and eat.

Location: Bunker Hills Golf Course, Coon Rapids, MN

Deadline: August 4, 2004

Cost: \$70 for MRA members; \$80 for guests

Food?: Get real...it's a MRA event so there's always food!

We can't have "walk-ins" for this event and we can't give re-funds if you have to cancel after August 4. Either respond to the written invite in your mailbox or send an email to info@mnmra.org indicating you are registering.

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Respondents Who Volunteer:

Cooperation is dwindling, but study finds polls still valid

By Tammie Frost-Norton, Gantz Wiley Research and Lori Laflin,
GfK Custom Research Inc.

Our “volunteer base” of respondents is becoming less and less cooperative, as we all know. And one might wonder how well those who “volunteer” represent all respondents. However, a study by the Pew Research Center shows that even with higher participation refusal rates, polls conducted are still representative.

“The growing use of answering machines, voice mail, caller ID, and call blocking is not preventing survey organizations from reaching an adult in most of the households sampled. Across five days of interviewing, surveys today are able to make some kind of contact with the vast majority of households (76%), and there is no decline in this contact rate over the past seven years. But because of busy schedules, skepticism and outright refusals, interviews were completed in just 38% of households that were reached using standard polling procedures. In 1997, a majority of those who were reached (58%) cooperated with the survey. The decline in cooperation also was seen in a separate survey, which had a much longer field period and used more rigorous survey techniques. In this poll, which was in the field for five months, 59% of contacted respondents cooperated, compared with 74% in 1997.”

The interesting point is that the people, who *are* being reached, are still as representative as those from the times of better cooperation.

“...the decline in participation has not undermined the validity of most surveys conducted by reputable polling organizations. When compared with benchmarks obtained from the U.S. Census and other government surveys with response rates that exceed 90%, the demographic and social composition of the samples in the average poll today is remarkably accurate.”

Although this study speaks only to polling opinion research, it does give one hope for all survey research! For a full reading of this survey experiment, you may log onto the following website: <http://people-press.org/reports/display.php3?ReportID=211>

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Making Tracks: Research and The Hiawatha LRT Line

By Tammie Frost-Norton, Gantz Wiley Research

May Annual Meeting, May 20, 2004

Did you know you could now travel from Ft. Snelling to Minneapolis for \$1.75? The Hiawatha LRT line is up and running! Those who attended the Minnesota Upper Midwest Chapter Annual Meeting got a sneak preview of this sleek, new light rail transit line. Dr. Frank Loetterle, Planning Analyst for the Metropolitan Council, and currently Special Projects Manager for Light Rail Transit gave us the skinny, complete with pictures, and then educated us with a wealth of research background that went into this Minnesota First.

For the very curious, there was a nice background build-up explaining what light rail was NOT (not a subway, or streetcar or cable car, or commuter rail!); and explained clearly that light rail consists of electrically powered, high capacity, rail vehicles operating in 1 to 4 car trains on exclusive but not necessarily grade separated rights-of way. This means the rail does not share the street with traffic, but it does operate within street right-of-way. There were other fascinating facts regarding the propulsion system (4-6 axels powered by 750 volt direct current in an overhead contact system), the passenger station (expandable!) and the description of the line (12 miles, 17 stations, Downtown Minneapolis to Ft. Snelling [with stations at the MSP Airport] and eventually to Mall of America by December 2004). All of this was accompanied by pictures, which for the person addicted to breaking news, was an advance peek dream-come-true. Who else can boast they know that each unique station was designed with the help of local neighborhood groups for a community identity!

But down to the brass research tacks. Forecasting was used to determine future utilization of the rail. This included demographics, current networks (highway, bus transit), and a travel behavior inventory. They also studied the Portland Light Rail Transit system, conducting interviews both on-board and by telephone.

The Travel Behavior Inventory is now the foundation for all travel demand modeling in the region, maintained by the Metropolitan Council. It consisted of a home interview survey of 6,219 households in a twenty

county area. Multiple respondents in a household each kept a travel diary. The places identified in each survey were geo-coded with GIS software assigned to a Traffic Analysis Zone (with expansion factors). The volume of traffic was calculated, based on projected routes for all major roadways. These were compared to actual volumes as measured by Mn/DOT.

The Portland study was designed to determine what most people would consider a reasonable distance to travel to get to a station. They discovered the service area and market segment (how many walk, bike, bus, or drive to the line). 10,000 surveys were returned, a 72% response rate. About 55% of adult riders on surveyed trains were sampled. This information was also processed through a GIS geo-coding routine. Segmentation analysis was conducted for commute trips peak hours. This decided the walk-in service area, feeder bus-to-station, bus-in service area, and drive/ride-to-station plan for the Hiawatha LRT.

Ridership is expected to be 19,300 per weekday in 2005 and 24,600 per weekday in 2020. This reviewer can also personally share, that by two weeks after opening, south suburban folk have already discovered how handy it is to park at Ft. Snelling and ride the rail to a Twins game using the LRT Metrodome station, for \$1.75 per adult and \$.50 per child, and no hassles parking around the Dome! Check out that LRT.



What Volunteering Gives Me

By Linda Daniel, Harris Interactive

While I certainly agree that it is more blessed to give than receive, it's always a nice bonus when you get a return on a "gift." Volunteering is definitely a "gift." You give your time, your talents, and your energy. No one makes you do it (unless you know Bev Koser), and at times it's a real sacrifice. But anyone who tries to tell you that you don't receive anything in return from volunteering simply doesn't understand.

There are occasions when work commitments make it really hard to carve out the time to write a MRA event invitation, the Bait Box, or a newsletter article. But, I love to write. Give me a topic and I'll come up with something. Of course, my approach is usually just a bit off-center—OK, sometimes it's in an entirely different universe with an emerald sky and edible chocolate grass...a place where the postage machine doesn't hate me, the printer doesn't jam if I even glance in its direction, where my coworkers allow me to use a hammer while standing on a step ladder, and where I am definitely above average height and able to find beach shoes that don't have pictures of Barbie on them.

Below are four of the event teasers I've used over the past two years. I'm pretty certain you can't guess what topics they were publicizing.

- "There are many things that can send a market researcher to the emergency room with all of the classic symptoms of a heart attack."
- "All you wanted to do was go on-line, buy Great-Great-Aunt Sally a buggy whip exactly like the one called the Purple Star she had when she was a teenager, and have it shipped overnight to arrive in time to be the best present at her 105th birthday party."
- "One of the great challenges facing market researchers is finding someone to interview. We've all been overlooking the obvious. There is a great, untapped resource out there just waiting to be recognized. Since I thought of the idea, I'm going to apply for a patent...or a trademark...or whatever

legal protection a great idea deserves. Ready for it? Sleep walkers/talkers!"

- "My little brother has a sign on his office wall declaring that "no good deed goes unpunished." Of course, he also believes that every silver lining has a thundercloud behind it waiting to rain on his parade."

Each of those invitations turned out to be very welcome breaks in some pretty hectic days. They allowed me to move away from the facts and numbers we all deal with and let my imagination rip. The weird part is that, after indulging in my favorite volunteering activity, my brain actually functions better on my work projects. As I said in the beginning, I receive far more than I give.



Volunteering....Can You Help?

Showcase Your Company by Hosting a MRA Event:

Does your company have a room that will seat at least 40 people? Would you be willing to host a MRA event in that space? We'd make it very easy for you...we do the work and your company gets some great exposure. Why is this important? In addition to the obvious benefits to your company, having a company host an event keeps the cost of events down for both MRA members and guests.

More Than Meets The Eye: A review of the June Chapter Event

By Eric Flach, Flach Marketing & Research Services

It is a rare occurrence these days to find more inside a package than you were expecting. That is what happened when the Star Tribune gave an overview of what their Market Research Department is doing to help not only themselves, but also the services they provide to their client advertisers. Dave Gundersen and Rob Daves definitely changed my views about newspaper research. What follows is a brief recap of their presentation at the MRA MN/UMW Chapter event on June 17th at the Airport Hilton.

As you would expect, Gundersen and Daves do readership surveys. However, the level of sophistication was beyond what I was expecting. They have used readership surveys to meet strategic cost goals in reducing paper use and increase advertising revenues. They use perceptual mapping to identify the segments of readers who use the Star Tribune, what information the readers were using and what they would like to read. They use statistical modeling to estimate optimum quantity to print for specific sections. They use geographic mapping to help with distribution and as a value-added component for their clients. (More on that in a moment!) They even have a sophisticated focus group facility in-house for qualitative work. All in all, it is a pretty impressive research department.

Gundersen gave the overview of the department. The department does economic analysis as well as primary research, both qualitative and quantitative. He outlined how they helped their clients do media analysis and where newsprint will effectively fit in the clients' media plans, and where it doesn't.

Gundersen also gave an overview of the value-added component they have provided to their clients. A retail client needed to determine where a new retail outlet should be located. The Star Tribune used perceptual and geographic mapping to help this client locate their new retail outlet. The mapping components used census projections with a bit of Claritas thrown in for good measure. These tools helped to optimally locate four possible locations for the new store, thereby also increasing revenues for the Star Tribune.

Rob Daves gave an overview of the process used by the Star Tribune to update both the Business and Taste sections. He highlighted the segmentation process used and the survey work done to achieve the respective goals for each section. For the Business section, the goal was to reduce the amount of newsprint used by determining when to print the stock listings, and to what geographic portions of the Twin Cities to print the stock listings without losing readership or advertising. For the Taste section, the focus was on how to increase readership and consequently advertising in the section. From his presentation, it appears both goals were successfully met.

Daves went on to talk about survey non-response, but only briefly due to time constraints. Perhaps we can entice him back for another breakfast to continue with his thoughts on this topic!

The Survey and Opinion Research Profession Reacts To Article Promoting Fraud

(Excerpt from MRA Website www.mra-net.org)

Rocky Hill, CT - A surprising editorial featured in New York Magazine this week entitled "Group Thinker" has outraged the survey and opinion research profession. Author Will Leitch details from personal experience how to "make a living off of focus groups by telling them what they want to hear." In response to the inaccurate and offensive content highlighted in the column, the Marketing Research Association, Qualitative Research Consultants Association, Council for Marketing and Opinion Research, American Association for Public and Opinion Research and the Council of American Survey Research Organizations has taken immediate action in informing the publication the backlash of promoting fraudulent behavior.

The article published in the June 21, 2004 edition of New York Magazine guides readers on how to fabricate their answers to recruiters in order to get paid to

An Amateur Researcher's Story: Volunteer Retention at MVHS

By Heather Mickus, Concordia College

Every so often, an ignorant college student – with semi-insane scholastic ambition and naïve disillusionments about the number of hours in a calendar day – will step into a project that is much larger and much more complex than a novice college student should rightfully attempt and yet somehow manages to make it work. That college student, I hope, is me!

Concordia University, through its 16-month accelerated Bachelor of Arts degree program, requires its students to address a real life business issue through an independent comprehensive research thesis. As a part-time volunteer at the Minnesota Valley Humane Society (MVHS) of Burnsville, MN, I chose to address a relevant business concern: *Volunteer Retention*. While, at first, this topic seemed feasible in content and nature, I have found that it is actually quite complex due to the multi-faceted nature of its various components. Oh, how quickly an amateur researcher realizes how little she really knows...yet how resistant she is to surrender to the challenge!

I began my research by clarifying and defining the problem, as well as its corresponding symptoms, as explained by Lynae Gieseke, the Executive Director of MVHS. From there, I formed some assumptions, or hypotheses, based on my own observations of the volunteer program at MVHS. Knowing next to nothing about the management of people, much less volunteers, I made broad-based general assumptions such as: MVHS needs to be more structured with the training, management, and expectations of their volunteers; MVHS needs to provide feedback to their volunteers; and MVHS needs to resolve staff-volunteer interpersonal conflicts.

My second step was to begin the research. Admittedly knowing very little about volunteer programs, I opted to start my literature-based research prior to any other such methods, if for no other reason, to gain a better understanding of what makes a volunteer program what it is. Using skills obtained through my Concordia University "Research Methodologies" coursework, I was able to limit my literature review to credible, valid, and reliable sources, eliminating questionable sources through a process of critical

evaluation.

After having gained a general understanding of volunteer programs through my on-going literary research, I then chose to facilitate two simultaneous surveys – one to currently active volunteers and one to recently inactive volunteers. Each of these surveys were coordinated, compiled, and reported as separate entities, seeing that the survey populations represented by each of these surveys were completely and identifiably different.

The preparation for both surveys was a collaborative effort between the MVHS management staff and myself. The Inactive Volunteer survey form was actually borrowed, in whole, from the standard form that MVHS once sent to volunteers as they passed their 90-day non-volunteering periods. The Active Volunteer survey, on the other hand, was a combination and adaptation of prior years' MVHS volunteer surveys and a sample survey located on www.charityvillage.com/cv/research/rvol31.html. The survey contained a combination of quantitative and qualitative question types, consisting primarily of Likert-scale questions for easier evaluation of qualitative responses. Having been well versed in textbook survey methodologies, I found the preparation step, potentially, the least intimidating of the overall survey process.

Once the surveys were distributed and received by the participants, I was quickly in contact with Maritz Research's own Christy Gunnerud, a fellow MVHS volunteer whom I had never actually met prior to the survey. Given Christy's obvious interest in the survey, and given my complete lack of experience in the survey process, we formed and maintained a close working relationship through the remaining steps of the MVHS survey life cycle. As a financial administrator by trade, and proficient in MS Excel, I developed a spreadsheet tool early on in the survey process through which I was able to record, compile, and "tweak" the survey responses into varying views and to calculate the mean, mode, and median, where applicable. However, through Christy's advice, guidance, support, and enthu-

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Q & A with Jane Cook, National President-Elect for MRA VP Business Strategies, Frank N. Magid Associates, Marion, Iowa

Interview conducted by phone Monday, July 12th

By Randi Luoto

Tell us about yourself, Jane, like what is your job at Magid Associates?

Well, as VP of Business Strategies, I oversee the part of the business that is not media-related. You see, Magid has a history of strength in communications research and consulting. For example, a huge client for us is Electronic Arts who manufactures games targeting kids 16 to 34. Frank Magid began the business in 1956 and continues to be involved; although, his son Brent is our current president. Shortly after I started with the firm, in 1990, we solidified a second area of focus that is non-media related research: entertainment, health, financial services, education and more. That's my area and I love that it is never "cookie cutter." Two products that have enjoyed success on my watch are our (1) customer service optimizer that supports firms with call centers to improve operations and our (2) customer segmentation "churn tracker" that identifies consumer segments prone to switching behavior versus those who show more loyal tendencies so that clients can direct appropriate strategies to each.

How did you first get involved in MRA and why?

Back in 1992, we were pretty isolated from other major research firms, being here in Marion, Iowa. We faced the same challenges they did such as managing a growing phone room and building up computer systems. I wanted to talk with other firms to learn how the rest of the world was approaching the same things we faced. I began attending conferences, including MRA's, and networking with everyone. Then, I would return and share what I had learned with everyone here at Magid. It worked wonderfully. I vividly recall, for example, MRA state of the industry presentations that alerted us to trends, or threats, such as the growing importance of online in research, the impact of increased cell phone penetration and the impact of declining respondent cooperation rates.

So how did you go from that level of involvement to being President-elect?

Well, after I had been around at a few national conferences, I was asked to be on the Information Resources Council that had responsibility for selecting speakers and topics for national conferences. Then I took on the role of editor for the *Alert!* newsletter for a year or so. One of the things we introduced was an editorial calendar that assisted planning and scheduling. Then, I served as an at-large delegate to the national board for two years. Following that, I was elected treasurer and served in that post for two years. I guess I have a "nose for numbers" as I enjoyed my time as treasurer a lot. We made a number of changes in the investment policies and practices of the organization. We were able to streamline and simplify the financial reporting so board members could better understand where we were, financially, and make better decisions. Then, last fall, I agreed to run for president.

What will be your plans as MRA president?

I am very excited by two initiatives that should come to fruition in the next year: certification and partnerships. Certification is our effort to organize and make consistent a curriculum for marketing research professionals that would delineate various levels of proficiency for practitioners in our profession. We are considering using the Marketing Research Institute International's (MRII) core curriculum that articulates many of the bedrock principles of marketing research as an "entry level" training opportunity. We have plans to capture the information presented at MRA conferences and seminars, which is now largely lost after the conference or seminar adjourns, and use these to build a base of knowledge that could form the core of a continuing education effort. We have a committee that is focused on this issue and I am excited by their progress on this topic.

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Q & A with Jane Cook, National President-Elect for MRA (continued)

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The other initiative is partnerships and we have already had success in this area. We have added a seat on our board slotted for the Interactive Marketing Research Organization (IMRO). The whole idea of partnerships was sparked when we identified 17 different organizations within North America that focus on marketing research. Now, every organization cannot be everything to everyone, so we are in discussion with a number of different organizations to see how we might work together for joint benefit. This is what led to a decision by IMRO to become a division of MRA. IMRO wanted to provide its members with additional services like a newsletter and other educational opportunities and it gives MRA members access to a relevant group of research professionals for networking in the area of interactive marketing. MRA has internal staff that can put together publications, and association software that helps “run the business,” which make us an attractive candidate for partnership in the eyes of other organizations.

Okay, Jane, what do you do when you are just relaxing and having fun?

I enjoy time with my family, although none of my three pretty-grown-up children are currently living here in Marion, Iowa. I like to golf, read and participate in my book club and I will continue to be very active in the local community.



Thank you, Jane, and the absolute best to you as the next president of MRA.

Volunteer Retention at MVHS

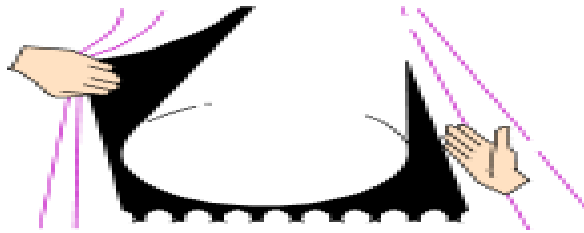
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siasm, I was able to report the results in several more meaningful ways that, inevitably, painted a clearer picture of the survey results and “wow-ed” the MVHS staff.

But did the results, aesthetically-pleasing as they were, tell us anything of significance, relating to my research topic? The answer is: Yes. In fact, the survey responses were remarkably consistent with many of the prevalent theories and ideologies of my literary research. For example, the survey responses of Inactive Volunteers concluded that those who have quit volunteering rated their volunteer experiences relatively high, in terms of overall satisfaction. The top three reasons for quitting, in fact, were: Time Constraints, Family/Life Changes, and Not Feeling Well Utilized. The survey responses for Active Volunteers indicated similar findings – that over 92% of the survey population was satisfied with their volunteer experience, and they were, for the most part, satisfied with the levels of training and feedback they received throughout their volunteer tenure. While I could ramble on (in writing) for days about the results of these surveys, I will resist the temptation.

While my survey response rates were lower than I would have liked, they were – for the most part – representative of the given population. Of the 300 Active Volunteers, 42 responded (14%), meeting the minimum requirement of 30 responses. Of the 75 Inactive Volunteers, only 25 responded – while this response rate feel slightly short of the minimum requirement of 30 responses, it did yield a 33.33% participation rate, which was comparatively higher than the response rate of Active Volunteers.

Through my literary research, complemented by the two small-scale surveys, I have gained tremendous amounts of knowledge about MVHS, volunteer programs, and volunteers themselves. While my research project is still a work-in-progress, I have – through my research methods, up to this point – been able to confirm/discount my original hypotheses and have been able to develop new hypotheses to further explore. And in the end, I hope to conquer the beast of college student credulity while also providing a quality solution to MVHS that will help their volunteer program well into the future.



Spotlight

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

SPOTLIGHT on Field Research Services



In January 2003, Bonnie Sargent launched Field Research Services. Her concept was to establish a field service option for market research in the Twin Cities that could offer a full spectrum of services while maintaining a scale that would allow for personal service. Bonnie drew on her more than twenty-five years experience in the field to recruit professional interviewers and to create a facility that could handle everything from focus groups to phone room research to professional interviews. Bonnie knows the value of accurate data collection and timely delivery, and these hallmarks are highlighted in the FRS tagline, “Good Data, Better Decisions, and Faster to Market.”

Bonnie chose to locate Field Research Services in the University/St. Anthony neighborhood of St. Paul because it is only two blocks from Interstate Highway 36 and convenient for both respondents and clients. Field Research Services’ facility is located equidistantly from the downtown areas of both St. Paul and Minneapolis, and it is only a fifteen-minute drive from the airport. Centrally located in the metro area, Field Research Services has a population pool of 2.5 million potential respondents to draw upon in the five-county region.

Field Research Services facility is in a freestanding historic office building with private parking. Occupying the lower level of the building, Field Research Services offers a full service focus facility. The focus room is 16x22, suitable for groups up to 12 people. The focus room is equipped with a ten-foot one-way mirror for client viewing, with fixed video and audio. The client viewing area has a snack bar and DSL ports, as well as seating for up to ten. A conference room seating 12 is also available. Smaller interview areas are suitable for dyad or triad interviews, such as professional interviews. Field Research Services facility also has a kitchen and food prep area suitable for taste tests.

Another component of the facility is a ten-station phone bank equipped with DSL networked computing. Operators are experienced interviewers and work equally well with web-based data entry or traditional surveys.

In addition to all of the options of a full service facility, Field Research Services has staff to collect data on site or on multiple sites. Bonnie has drawn on her knowledge of the Twin Cities market to assemble a cadre of interviewers who know the area and can cover client needs throughout the upper Midwest region. Field Research staffers are experienced at mystery shops, customer intercepts, and exit interviews.

Bonnie is always thinking about how to ‘take’ Field Research Services into the future. The answer that comes back is “technology, technology, and technology!” Whereas technology is a compass for this industry and Field Research Services will keep in sync with it, a larger desire is to work toward helping the Hispanic, Asian, African, and 55+ communities secure a voice in their consumer world. Our world is getting larger and more complex. Field Research Services will be there.

In the year and a half since beginning her new venture, Bonnie has enjoyed a steadily expanding list of satisfied clients and a growing database of respondents who have found their experience with market research an enjoyable one.

FTC Declines to create Do Not Spam Registry

On Tuesday, June 15, the Federal Trade Commission (FTC) announced to Congress that they would not establish a Do Not Spam registry.

According to the FTC, such a list could actually make the spam problem worse, due to issues of potential abuse and unenforceability. A spammer could simply use the registry as a database of e-mail addresses, and the ease of disguising one's e-mail identity would make it difficult for the FTC to detect such abusers.

"We find that a national do-not-e-mail registry would be ineffective and burdensome for consumers," FTC Chairman Timothy J. Muris told reporters in Washington. "Consumers will be spammed if we do a registry and spammed if we do not."

Instead, Muris signaled FTC support for the widespread adoption of new authentication technology that will make it more difficult to disguise the origin of e-mails. Several proposals from leading technology and software companies, such as Microsoft, are being considered and could be formally proposed to the FTC when they are complete.

The Council for Opinion and Marketing Research (CMOR) commented on the feasibility of a Do Not Spam registry when the FTC invited such input in March, chiefly to ensure that the marketing and opinion research profession was excluded from any regulatory definition of "spam." Survey research had not been implicated in the CAN SPAM Act that formed the basis for the FTC's regulatory decision. There is no expansion in the definition of spam as a result of the FTC's announcement, so survey research is still excluded from all spam-related legislation.

Research Profession Reaction

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be a respondent in a focus group. Leitch wrote: *It all began when I woke up to my status as a card-carrying member of the advertiser-horny 18-to-34-year-old, single-white-male segment of society. As such, my opinions are valuable. Focus groups pay serious money: anywhere from \$75 to \$300 an hour for sitting with a bunch of other guys and commenting on everything from alcohol packaging to the elastic waistband of your tighty-whities.*

Representatives for the industry concluded that potential harm may be caused by a writer's attempt at an anecdotal piece.

"It is critical to the survey and opinion research profession that legitimate respondents be utilized in the research process," said MRA Executive Director, Larry Hadcock. "Billions of dollars are expended annually based upon the outcome of survey and opinion research. To suggest ways to sabotage this process puts countless businesses that are critical to the US economy in jeopardy."

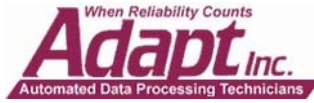
In order to express this sentiment to those responsible for publishing the article, a letter to the editor was drafted by MRA, QRCA, CMOR, AAPOR and CASRO. An excerpt from it read, "Printing the article is akin to telling readers how to cheat on the law boards, falsify medical credentials or steal from their employers. For your publication to further this unethical behavior is unconscionable." Leitch could not be reached for comment.

For more information, please contact:
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