



Cactus Call

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Southwest Chapter—Marketing Research Association

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CACTUS CALL is a bi-monthly publication issued by the Southwest Chapter of the Marketing Research Association.

Comments, suggestions and submissions should be sent to: Kim Larson at 435/753-9014, or klarson@drgutah.com

If you wish to place an ad, please call Robin McClure at 972/869-2366, for an order form. Please call as soon as possible as the next deadline is December 21, 2000.



Marketing Research Association

Message from the President

Fall brings many changes:

- A change in the weather
- A change in what sports get the most airtime on Sports Center (my true barometer for the seasons)
- And a change in the Annual Member Needs Assessment Survey.

This year the survey has several changes.

During these times of declining response rates (and concern over them), we decided to make the survey more user-friendly for both you and us. For you it is more detailed, it provides for more specific input from you, the member, and it can be administered by returning it by mail, fax, or taking it on the Internet! For us, the fact that you'll be more inclined to return the survey means more information and a greater chance that we can craft programs and information to serve you better.

You knew all that already, didn't you? I mean, you ARE in marketing research, and you DO know that low response rates cause problems for your client's studies, right? Other MRA chapters perform similar needs assessment studies, and many get response rates of 30%...40%...even 50%!

I won't begin to tell you what we got last year.

We did get a pretty good rate from the Las Vegas Survey, and we'd like to keep that momentum going. This year's survey has some Vegas questions as well as questions on chapter communications, events and services, and a little about why the heck you're a member in the first place. Of course, your answers are completely confidential. So don't just sit there, do the survey!

OK, read the rest of this month's *Cactus Call* (lots of good stuff this month) -- then go do the survey! Thanks.

Remember -- at any time you have a question, request, or issue, just drop me a note at mexinger@clearwater-research.com or call 208-376-3376 ext 195.

And don't forget to respond to the survey...

Mike, CNBRR
(Chief Nag for Better Response Rates)

2000/2001

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www.swmra.org

Things I Overheard (and I am still Laughing)

Compiled by: **Kim Larson**

I have received several very funny open-ends, stories and quotes from many companies who wish to remain anonymous. (For obvious reasons) This column is intended to make you laugh, so I extend my sincere appreciation to all contributors – you know who you are – for making me laugh. If you have an addition to this column, please send it to me. I promise to be the soul of discretion.

People say the darndest things (or sometimes its interviewers record the darndest things)

Note that these verbatims were collected from over 18 different phone centers around the country. The grammatical errors are left for your enjoyment

From a retailer questionnaire

I want to go to a store and be able to sue whatever I want.

I like to spend money indiscriminately and without concern of consequence so that they will be stuck with the bill when I'm done with my spending spree.

From pharmaceutical/hospital questionnaires

I had a child there and the doctor did not come fast enough. I had to sit there with my legs pressed together.

From political surveys

Can you tell me why you feel that way?

Because I like big apes.

Because I am very intelligent.

A person has a right to protect themselves and they can't with a stick.

I voted for the person that looked the best.

The people who are on the shows and give out the news are there for our digestion.

I don't like weathermen. They compete with each other.

There are some things I didn't realize that I haven't heard.

Why is that trend most important to you?

Because I think that were the future of educations.

Why would you vote no on (education issue)?

Because there fundin school enough.

There is already too many taxes. Who is Uncle Sam anyway? I could be Uncle Same and they could pay me.

Effishant.

Teach the children cerent tecnologies.

Edjucation.

Why don't you like Candidate A?

He's a liar that pretty much sums it up. He has kept no promises. His is making people more unhappy than I have ever seen in my lifetime. He is the worst type of human that there is. We just need to get rid of him because he acts like a dumb Yankee. Maybe he should move to Alaska and a whale will eat him.

Who do you feel is the one person or organization that you trust to help this community become what it should be?

McDonalds.

What is the number one issue in Iowa?

The hog issue is number one.

What is the most important issue facing Hawaii?

Men, I hate them.

What are the main problems facing New Jersey?

Women.

What is the biggest problem facing Mississippi?

Nevada.

What do you think are the most important problems facing your local community at the present time?

We have idiots for the city council.

My wife.

What are you seeing or hearing these days that most causes you to prefer (Candidate A) instead of (Candidate B)?

Probably because she is a woman. She was in the last election.

What have you heard about this candidate?

He should be the politician of Monkey's Elbow Kentucky - population 19.

Occupations

- farm sudical quality worker
- Mixologist
- Educationist
- Volunteer housewife
- Special worker
- Lawn broker

Religion

Seven Day Lamentist.

Computer study

I'm not a digital person. Gelatin silver rules. They can stuff their

smart cards and megabytes up their hard drive.

From a banking study.

What would you recommend this branch do to improve the service they provide?

Call us and give away free money. Actually what would be really nice is if they gave us a credit line of a million dollars and didn't even worry if we paid it back or not.

I think they've consolidated too many places and they're running too many cattle through one chute.

Get some human people in there.

Nothing jumps off the top of my head.

There is a legless guy that takes his leg off and blocks people from getting in and it really bothers me.

I can't talk clearly right now because I am drunk.

When I went to the Indiana Jones ride at Disneyland I thought that my head was going to explode and then when I went to the bank they were totally misunderstanding what I was saying. They charged me for a service charge. For 24 months I had to pay double service fees and then my purse got stolen and I had a brain hemorrhage which made it harder to understand why I had to pay a service fee. I think I should be compensated.

The bullet hole in the drive through window makes me nervous.

I want them to serve pizza and cookies in the lobby. They should have a floorshow if you have a long wait. The managers are useless, so they should probably sing and dance to earn their money.

What have you seen, read or heard about the UN climate treaty or proposal?

I heard about a treaty that would stop the weather from changing.

What else do you remember about the ads?

I always take them with a great assault.

The black sedan. The car was stationary and the spokesperson walked around the car. He was European looking and quite handsome. If you don't tell my husband, I think that spokesperson was quite sexy.

Can you describe the trouble with your car?

It has a wimpy horn. I am embarrassed to honk it.

Working conditions

I feel good, others feel good, but not as chirpy as a bird.

We hold all the world records.

You need more than half a horse.

If you could talk to someone from the company, what one piece of advice would you give them?

You guys need to make your surveys shorter.

An open-ended question to customers of a financial institution asked for the respondent to describe one situation, good or bad, in dealing with the institution that stood out in their mind. One answer was "I dated two employees there. It didn't turn out too good."



The 15th Annual Las Vegas Conference

JACKPOT STRATEGIES



Presented by...
Southwest, Southern California & Northern California/Pacific NW Chapters
Marketing Research Association
March 14-16, 2001 at Luxor Las Vegas

The 15th Annual Las Vegas Conference -- "Jackpot Strategies" -- is a back-to-basics theme designed to help researchers win the game of Marketing Research. Speakers will discuss key issues many of us face today:

- Labor issues
- Marketing our companies (and ourselves)
- The need for diversification (to survive)
- And that old favorite - low response rates

Add the glamour and glitz of the world's most fascinating city, and you've hit the jackpot! And there are more ways to win...If you send in your registration form and fees by February 23 — you could win a full conference registration package to the 43rd Annual National MRA Conference, June 6-8, 2001 in New York City. We'll select one person in a random drawing who registered by the above date and announce the winner in future communications and on the SWMRA chapter web at: www.swmra.org

Remember -- you must register by February 23, 2001 to WIN!!

We're still finalizing speakers, looking for dynamic and informative industry leaders who will entertain, inform, and keep you off the casino floor (and we're even covering some of that, too -- not your actual gaming, of course...)

We're back at the Luxor, one of the easiest places to find on the Strip. It's the second largest hotel in the world, with a great lineup of restaurants, shops, entertainment, a great pool, and much more.

- **Call Luxor at 800-288-1000 to make reservations and give them our code "T-MRA." Deadline for early hotel registration is February 13, so act now!**



For up-to-date information click on our web site -- www.swmra.org
Questions? Contact Mike Exinger at mexinger@Clearwater-Research.com
or call 208-376-3376 extension 195

The 15th Annual Las Vegas Conference

JACKPOT STRATEGIES



Registration Form (one registrant per form please)

Registration Costs: **\$195 Members** (SW, SoCal and NoCal/NW Chapters)
 \$220 Non-members (All Others)

Early registration cutoff is February 23 (at prices listed above)
 Late cutoff is February 28 -- add \$30 On-site registration -- add \$55

If more than one person comes from your company, their registration is \$10 LESS
Cancellation Policy -- No Refund After Late Registration Cut-Off 2/28/2001

Costs include: All Seminars - Opening Reception (6pm on Wednesday, March 14th)
 Thursday Breakfast & Lunch - Friday Breakfast & Lunch
 Conference concludes at 3:00 p.m. on Friday, March 16th

Cost per Event (ADDITIONAL GUEST TICKETS)

<input type="checkbox"/> \$50.00	Opening Reception	<input type="checkbox"/> \$25.00	Friday Breakfast
<input type="checkbox"/> \$25.00	Thursday Breakfast	<input type="checkbox"/> \$35.00	Friday Lunch (speaker)
<input type="checkbox"/> \$35.00	Thursday Lunch (speaker)	<input type="checkbox"/> \$125.00	One Full Day Package

NAME _____

COMPANY _____

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PHONE _____ / FAX _____

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CHAPTER AFFILIATION _____ AMOUNT ENCLOSED \$ _____

Sponsorships are available!

Red = \$50
 White = \$100
 Blue = \$150
 Platinum (speaker/meal) = \$250
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 at Dallas Focus
 Call: 972-869-2366 or
 dallas.focus@airmail.net

Make checks payable to:

SOUTHWEST CHAPTER MRA

Mail completed Registration Form & Check to:

Barb Rosner -- SW Chapter MRA
2902 South Newberry Road
Tempe, AZ 85282
Phone: 480-966-0190

For up-to-date information click on www.swmra.org
 Questions? Contact Mike Exinger at:
mexinger@Clearwater-Research.com or 208-376-3376 x195

Register Early for the conference by February 23rd
Register Early at the Luxor by February 13th



MRA Southwest Chapter Needs Assessment Questionnaire

The MRA Southwest Chapter Board would like your feedback! We would like to make your MRA chapter experience as positive as possible. We want to know how you feel about the Las Vegas Conference, Cactus Call, Chapter Celebration, Chapter Communications, and any unmet needs you have. So please take a few moments to fill out this questionnaire and fax it to Kim Larson, Discovery Research Group (435) 753-9014, or mail it 124 West Golf Course Road, Logan, Utah 84321

If you prefer -- complete the survey online at <http://www.swmra.org/survey>

SECTION 1 - Membership

1. How long (years) have you been a member of Southwest Chapter?

2. Do you belong to any other MRA chapters?

Yes	1
No	2

3. Do you belong to any other professional organizations related to your occupation? This WOULD include AMA, CMOR, QRCA, etc. but would NOT include Rotary, Elks, etc.)

Yes	1
No	2

4. Why are you a Southwest Chapter member? Select ALL that apply:

1. I wanted to network with other firms/members
2. I wanted to attend Las Vegas Conference
3. It was part of my overall MRA membership package
4. Company paid for it, no real reason
5. Other - Please specify: _____

SECTION 2 - Las Vegas

5. Have you ever attended a Las Vegas Joint Conference?

Yes	1
No	2 <i>Skip to Question 9</i>

6. On a scale from 1-5 1 being low, 5 high, how would you overall rate your last Las Vegas experience?

1	2	3	4	5
---	---	---	---	---

7. What ONE thing MOST made you rate the experience as you did?

18. Would you like to see more Chapter Celebrations? (For our first celebration we discussed the “how to’s” of managing a lot of employees and the many hats you have to wear. Also, how to interact with clients and meeting client expectations.)

- Yes 1
- No 2 *Skip to Question 21*
- Don’t know 3

19. Where would you like to have a Chapter Celebration? What month? What day of the week?

20. What topics would you like to see covered at a Chapter Celebration?

21. Do you have any needs the chapter is not fulfilling?

- Yes 1
- No 2 *Skip to Question 23*

22. If yes -- What are they?

23. On a scale from 1-5, with 1 being low and 5 being high, please rate your overall MRA Southwest Chapter experience.

1 2 3 4 5

Name (optional) _____

Company (optional) _____

Thanks for participating in this survey; we hope to make this chapter more productive and valuable to all members. ✚

FAX to Kim Larson, Discovery Research Group, (435) 753-9014.

IS THERE ANYTHING TO DO AFTER THE SESSIONS?

(an informal Las Vegas Guide, part 1)

By Mike Exinger

Believe it or not, someone actually asked me if there were any activities in Las Vegas once the conference sessions ended for the day. I explained that it was a little like being a kid in a candy shop (or a mosquito in a nudist colony) - one hardly knows where to start.

I love to visit Las Vegas, though I don't do it as often as I'd like, or as often as you might think. The Joint Chapter Las Vegas Conference is either half of my trips each year -- or it's the ONLY time I go (I'm working the rest...OK, most of the rest of the time). So how do I know what's going on? I read and rely on the Internet...and rather than me highlight some of the sights in Vegas, I thought I'd share some of the "sites" about Vegas.

Most of these websites have information on attractions, places to go, shows to see, restaurants, concerts, events, tournaments...you name it. Many offer specials on shows and events. Most have links to other Vegas-information sites. Some will even allow you to sign up for e-mail delivery of updates

and news (I get 5 or 6 of them, and they are incredibly helpful just before the conference). If you do sign up and they give you the opportunity to say who referred you, mention my name (no, I don't get anything, but some track this information as if it was...marketing research).

There are other sites that can teach you how to play the games of Las Vegas (you do plan on a little gambling, don't you?). We'll cover those sites in a future article.

Here are some sites to try:

- Complete coverage of everything and anything happening in the **Las Vegas** area: www.vegas.com
- Another all-inclusive site: www.lasvegas.com
- Las Vegas Insider Magazine (sign up for e-mail): www.insidervlv.com
- The Insiders Guide - learn how to navigate in sin city: <http://www.insiders.com/lasvegas>
- Viva Las Vegas (and get on an e-mail list): www.billhere.com



- The name says it all: www.ilovevegas.com
- Las Vegas Hack Attack - cabdrivers tell their secrets regarding dining, hotels, shows, room rates and more: www.lasvegastaxi.com
- Showbiz - THE entertainment guide for Las Vegas: www.lvshowbiz.com
- "Going to Las Vegas" - tips including where to find free shuttles and gaming lessons: www.goingtovegas.com
- Las Vegas Online Entertainment Guide: www.lvonline.com
- A2Z Las Vegas -- be sure to check out "the other side of Vegas" -- all about the cultural events and attractions (for those of you who won't be belying up to the slot machines): www.a2zlasvegas.com
- Gambling in Vegas, and anywhere - Rolling Good Times online magazine: www.rgtonline.com

Three of us at Clearwater are co-teaching a Marketing Research class at Boise State University. Here is an actual answer from our first test:

Question: Explain "sugging" and "frugging"

Answer: Sugging is a term used for selling under the guys in research...

(Of course, sugging is a term used for "selling under the guise of research")

PS -- yes, they use the same explanation and spelling for frugging, too.

-Mike Exinger

How Do I Get A Respondent To Listen To Me?

By Christina Guaderrama – On-Line Communications

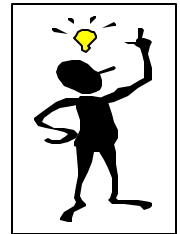
Using rebuttals is a very effective tool in Market Research. A rebuttal can sometimes make the difference between whether or not you are able to get a potential respondent to complete a survey. Most interviewers cannot be good interviewers unless they use rebuttals. I would like to explain how to effectively use a rebuttal.

A rebuttal is basically 3 simple steps.....**A-R-C**:

A - AGREE: When you get some friction thrown at you from the other end of the phone line, your first step is to always agree. You should be empathetic toward your respondent and their needs. Being appreciative of their time and concerns will get you far. Never use an actual rebuttal without agreeing first; otherwise it will wind up sounding like an argument.

R - REBUT: Your rebuttal should start immediately after your agreement and begin with the word "however". The rebuttal you use should show confidence; creativity and have a way of making your respondent see things from your perspective. Tough line up, huh? Also, if you can make your rebuttal sound as if it would be a benefit to them to participate with you, then you are really COOKIN! Rebuttals, for the most part, should not be scripted. They should come from YOU and sound as natural as possible. Sounding like an operator on the phone will kill them with boredom and you won't get anywhere.


C - CONTINUE: This is the last step, but by no means the least important. The concept is simple, but it is something that few interviewers actually grasp. After smiling, being confident, being creative, agreeing with them and using that AWARD WINNING rebuttal.... after ALL that...interviewers will lose a respondent because they didn't do this next step. They didn't **continue on with the survey**...they paused and let in the killer dead air!! That pause is like waiting for permission to continue... the respondent gets nerve and says "No thanks!"...**CLICK!** ARGGGGHHHH! You've got to "close the deal" by moving from your rebuttal directly back in to the survey.



Another thing to remember is to try to make your survey stand apart from the rest. We have to remember that our respondents constantly get calls from telemarketers and market researchers. It's YOUR job to let them know how important it is for them to participate in YOUR survey.

Looking for answers in mountains of data?
We live in the mountains – we know data.
Let us be your guide.

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wwatsdata@aol.com

Southwest C

HERE!!!!

The Southwest Chapter of the Marketing Research Association introduced its first-ever Scholarship Program this year, offering monetary awards to members and employees of member companies. The program was developed to encourage and assist educational pursuits among those employed in the marketing research industry. Course work eligible for assistance was broad to allow applicants to enhance or develop skills primary as well as ancillary to marketing research. Education could include such topics as software applications, oral communications and writing techniques.

The Program was so well received by so many worthy applicants that the Scholarship Committee went back to the Board to increase the budget for the current year from \$2,500 to \$3,300. Explained Scholarship Committee Chair, Nancy Hayslett, "This was such a good opportunity for the Chapter to demonstrate its support of continuing education that we wanted to do as much as possible for as many applicants as we could. In fact, the Committee is proposing a higher budget for the 2001-2002 fiscal year."

The seven 2000 SW Chapter MRA Scholarship Award recipients are: Jennifer Adamson, Saurage-Thibodeaux Research, Heather Draves, On-Line Communications, Shaun Earley, On-Line Communications, Karl Feld, Western Wats Center, Carlos Jauregui, Galloway Research, Shannon Sims, DFW International Airport, and Teresa Vollmecke, Consumer Psychology Research. We congratulate the winners, and applaud their efforts.

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