

2004 membership

A strong membership is critical to maintaining this valuable organization. Please renew your membership or join the MRE today. We've made it easy for you; simply go to the "membership" page on the MRE Web site and follow the online application link.

In 2004, you can become a member of the MRE for only \$40. This fee helps to subsidize the cost of maintaining the Web site, printing the directory, and hosting bimonthly meetings. Meeting fees will remain reasonable, as well. Meeting fees for members will be \$8, for non-members \$15 (meeting fees include lunch). We are continuing the member plus prepaid meeting fee option. The low cost of \$80 will pay your membership fee for 2004 and six prepaid meeting fees at a discounted rate.

News you can use!

USA Today has come out with a new survey — apparently, three out of every four people make up 75% of the population.

David Letterman

Many thanks to **Kevin Vaselakes**, MRE Trustee, for hosting the November meeting at Advantage Research. The food and ambience were fabulous!

The 2004 Officers are busy scheduling speakers for the coming year. If you have an idea for a topic or a speaker, feel free to contact **Molly Schmied**. (mschmied@nisource.com).

When you have the opportunity, thank an MRE Trustee! Their work behind the scenes helps to keep this organization going! A list of current 2004 Trustees can be found on the MRE Web site.

November recap

Jane Sheppard Miller, Director Respondent Cooperation for The Council for Marketing and Opinion Research (CMOR), joined us in November to discuss what CMOR is and the myriad activities in which the organization is involved that benefit the market research industry.

Ms. Miller's presentation, "Research Crisis and Crossroad," highlighted some of our industry's current challenges, including the rising cost of conducting research and the declining cooperation rates.

CMOR is dedicated to protecting and increasing the value that marketing and opinion research represents to the public by monitoring and influencing legislation, monitoring respondent cooperation, and demonstrating self-regulation.

CMOR has successfully protected the industry from potentially devastating legislation, including stopping legislation that would prevent research calls on Sunday; random-digit dialing; permission required before calling; audible beeps for all monitoring; and restrictions on media and advertising research, among many other issues.

Currently, as you might imagine, they are working on behalf of the research industry to protect us from the Do Not Call Registry and issues surrounding it.

Increasing legislation and communication technology (e.g., caller ID, privacy manager), as well as privacy issues and demands on time are creating a respondent cooperation crisis. CMOR has been tracking refusal rates since 1988. According to their research, the refusal rate in 1988 was 42%; in 2003 it was 79%. (No wonder costs are rising!)

Ms. Miller offered some advice to researchers who are interested in helping improve respondent cooperation rates. These include keeping questionnaires a reasonable length; training interviewers using proven best practices so that their interaction with respondents is professional and consistent; and crafting questionnaires that are engaging and well-written.

January meeting

Our first meeting of 2004 will be held **MONDAY, JANUARY 26** at the Columbus Metropolitan Library, Downtown. Professor H. Rao Unnava, from The Fisher College of Business, The Ohio State University, will discuss the marketing research behind the start up of Angie's List.

Monday, January 26, 11:30 to 1:00
Columbus Metropolitan Library, Downtown

RSVP on the MRE Web site!
<http://www.marketresearchexchange.org/meetings/>