



Striving for Satisfaction

How satisfied are your customers? Customer satisfaction is the greatest indicator of long-term loyalty, repeat purchasing, and productive word-of-mouth. We have conducted a wide range of satisfaction studies for organizations around the world. Rabin Research recently received approval to share a case study from a major piece of research it conducted for Citicorp Global on its global payment products. If you're interested in receiving a copy of this case study, let us know by emailing Michelle Elster at melster@rabinresearch.com.



Choice Based Conjoint Guides Product Design

Recently, Rabin Research completed a piece of research for a new medical procedure using Choice-Based Conjoint (CBC).

We tested 5 variables with 3-4 levels for each among consumers who were open to the procedure. The results of the study enabled the company to develop a product designed to maximize appeal and interest in the procedure. It also allowed them to better understand which aspects of the product should be promoted most heavily. (Due to confidentiality considerations we cannot share the sponsor of the study.)

Are you involved in new product development? If so, we can help you minimize risk and maximize opportunities using CBC or other similar methods. Call us to learn more.

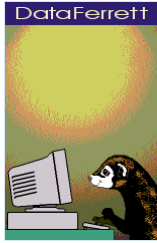
Our Latest Additions



Our good friend, **Dennis Gardner**, who some of you may remember from his earlier days at Leo Burnett Advertising and Draft, has decided to formalize his relationship with Rabin Research Company, assisting us in strategy, planning, and new business development. Please welcome Dennis at dgardner@rabin-research.com. *Fun fact about Dennis: he produces music on the weekends just for fun. You may see his name on a record label one day soon...*



Gina Gapp joined us about 3 months ago as our newest Assistant Project Supervisor. She is a recent graduate of University of New Hampshire with a degree in Business Administration with a focus in Marketing and a minor in Hospitality Management. Please welcome Gina at ggapp@rabin-research.com. *Fun fact about Gina: she was born in the U.K. and moved to New Hampshire when she was 13. Let us know if you detect a hint of an accent!*



We Think This is a Cool Tool

U.S. Census Bureau Releases Updated Beta Version of DataFerrett. The Bureau announced the release of an updated Beta version of DataFerrett, which includes several new features designed to improve access to the 2005-2009 5-year ACS Summary File in DataFerrett.

DataFerrett is a unique data analysis and extraction tool-with recoding capabilities-to customize federal, state, and local data to suit your requirements. (FERRETT stands for Federated Electronic Research, Review, Extraction, and Tabulation Tool.) Using DataFerrett, you can develop an unlimited array of customized spreadsheets that are as versatile and complex as your usage demands.

Detailed information can be found at http://dataferrett.census.gov/acs/acs2005-2009sf_readme_beta.html

If you do decide to test it out, the Census Bureau would greatly appreciate any feedback from the public regarding these new features. Please email your comments no later than October 21, 2011 to: dsd.ferrett@census.gov.



Winner Takes All

Congratulations to our 3rd quarter winner, Laura Chauncey from [Plan-It Marketing](#). She is our latest winner of an iPod nano.

Remember, the more proposals and/or estimates you request the better your chances are of winning. Each new request is an entry into the current quarter's drawing.

Contact us to find out how we can help you make better informed marketing decisions, or to request a proposal and be entered in the 4th quarter drawing

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Thanks for taking the time to read our newsletter. We look forward to hearing from you. [Visit our website](#) for more information about what we do and how we do it.

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