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Review

***Telephone interviewing
special emphasis issue***



May, 1987



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Quirk's MARKETING RESEARCH Review

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THE CASE OF THE DISAPPEARING BLIP

*...or, How Industrial/Business Research Can
Uncover Hidden Problems and Prevent a Downturn in Sales.*

*THE TIME: 6:30 PM
THE PLACE: THE EXECUTIVE OFFICES OF A MAJOR
MANUFACTURER.*

Several executives are gathered around a table in the corner office. It's late. Papers and print-outs are piled high in front of them. A man standing near the head of the table passes out still another report. "This is a study of our overall image and customer perceptions. "I'll just mention that it shows we're doing a good job in overall quality, product support...etc, etc. I'd say we're looking good."

(He pauses) "Oh there's something about engineering, but what the heck, nobody's perfect."

A Division Manager, looks up and says, "Harry, what did you say?"

"I said we can't be perfect, can we?"

"No, not that...something about engineering."

"Oh, that. The report shows a weaker than expected rating in our engineering capability, and said something about competitive performance. Probably nothing to worry about...?"

The group was suddenly alert. One by one, they began studying the report.

A few minutes later, it was agreed the "blip" regarding engineering must be examined more carefully. A meeting was held a few days later with the heads of engineering and McGraw-Hill Research. A new study was designed to probe deeper. Engineering would be responsible for the study—and report back to corporate.

Several weeks later, findings showed serious problems had developed. If allowed to go uncorrected, sales might take a nose dive.

Armed with precise information, a plan was made to overcome the shortcomings. Engineering Management was happy to know where to focus their attention and Corporate was pleased that they had provided needed assistance. Overview research that identified the problem—and led to sharply focused investigation—had once again saved the day. The blip disappeared.

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Stroh's Hispanic research "Is Spoken Here"

Stroh's, the premium beer from the Stroh Brewery Co. in Detroit, is spoken in more than one language these days.

Three Spanish language commercials were tested in 1986 in a high density Hispanic marketplace. After airing the commercials, substantial increases were measured for Stroh's from pre to post-tracking for unaided advertising, total advertising awareness, trial and conviction. One of the commercials, entitled "Party," represented almost 60% of total proven recall from the three commercials.

The two other commercials were entitled "Bar" and "Baseball."

The spots, developed by Bermudez Associates, the Los Angeles and New York based advertising agency, were adaptations of the current general market campaign, "Stroh's Is Spoken Here."

"Our challenge," says Bermudez president James Golightly, "was to utilize the same key campaign elements as seen in the general market executions and still be perceived as Hispanic."

The commercials

"Bar" shows a group of men meeting at their favorite local establishment to enjoy fellowship and camaraderie with Stroh's. "Baseball" presents the game in action and the post-game celebration with Stroh's. "Party," although certainly within the formal guidelines of the "Stroh's Is Spoken Here" campaign, was felt by Bermudez to be the most Hispanic of the three executions. Golightly says, "in 'Party,' we were able to infuse more cultural nuances in portraying Hispanics enjoying their Stroh's."

Research methodology

The Hispanic test market campaign used the same tracking method as is used for the general market campaign. Brand awareness, advertising awareness, trial and conviction were the principal criteria to be measured for the pre- and post-commercials airing.

The research methodology utilized was a telephone survey. The replicates for the pre- and post-samples were composed of Hispanic surnames

which were drawn at random from the telephone directory of the largest city in the ADI and outlying rural communities.

During the post-tracking phase, Bermudez initiated its own research. Intercepts at high Hispanic supermarkets and stores were conducted using the same questionnaire as was used for the telephone interview portion of the study.

Golightly explains, "Although both the client and ourselves were confident in the research being conducted, we wanted to obtain as much complementary data as possible."

The results from both studies were parallel, with no divergence in findings.

Optimum results

When conducting research in Spanish, Golightly emphasizes certain key points to ensure optimum measurement of results.

"Perhaps the most critical point is

Continued on p. 30

*Aquí se habla
Stroh's*

AHF asks: Do you know where your research is?

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**THE
IN-HOUSE
RESEARCH
HOUSE**



Americans prefer U.S. unknowingly buy foreign

By Beth E. Hoffman
managing editor

Americans like and want to buy U.S. made products yet end up buying more foreign goods than they realize because they can't distinguish the U.S. goods from the imported ones, a recent telephone survey reveals.

The survey of American buying habits asked 400 respondents their opinion of American products, whether they try to "buy American" and whether their most recent purchases were U.S. made or imported.

The questions were designed to test consumer reception of a new Sperry & Hutchinson Motivation, Inc. (S&H) program called "Bonus America." The program will be designed to encourage the purchase of American-made or assembled products.

Beginning in the fall of 1987, specifically designed Bonus America tags or labels, each worth a set value of "Bonus Points," will be attached to a product made by an American manufacturer. When consumers purchase these goods made by participating manufacturers, S&H will reward them bonus points that can be redeemed at no cost through a Bonus America catalog that features only American-made products.

"Americans feel guilty when they don't buy an American-made product, but when it comes down to the actual purchase they often buy lower-priced imports. The Bonus America program gives them an incentive and capitalizes on the 'buy American sentiment,'" says Poull Brien, S&H Motivation vice president.

Before this program was launched by S&H, research was done to determine consumer reactions to the Bonus America concept and their perceptions of American-made products. Research



results will be used to refine the program and to encourage manufacturer participation in the program.

Telephone survey

A random, nationwide sample of individuals 21 years of age or older were involved in the study. During the 10-day interviewing period, well over 400 calls in which participants fully answered the questionnaire, were completed.

Respondents were read a description of "Bonus America" then questioned to determine:

- Their interest in participating in the program.
- Things liked and disliked about the program.
- The program's expected effect on their buying of American products.
- The effect of product cost on their participation in the program.
- Their perceived origin of their most recent purchases.
- Perceptions of American-made products.
- Reactions to S&H running the program.
- Participation in other incentive programs.

The telephone survey, conducted by an independent New York research firm, was the best method to use because there wasn't a "specific target of consumers to reach. Everyone's a consumer," says Steve Webster, spokesperson for S&H Motivation.

"The technique was cost-effective and produced results very quickly with immediate feedback. It took us just 10 days to conduct the interviews and then tabulate the results and put them together," says Webster.

General findings

Some of the general findings of the study:

- Over half of all adults express interest in participating in Bonus America. Most of these people say that they will possibly rather than definitely participate.
- Interest in Bonus America is above average among prime consumer prospects, adults under 50 years old, with household income above \$20,000 and with children. Frequent purchasers of foreign-made goods are as interested in the program as are people who say they always buy American-made products.
- What most people like about Bonus America is its support of American-made products and the related economic benefits for the country. However, people who currently buy foreign-made products are likely to name both support of America and the bonus system as positive elements of the program.
- About four adults in 10 say they're likely to buy more American-made products once Bonus America starts. Half of those interested in participating in the program expect to buy more. A quarter of those people who don't expect to formally participate in the program nonetheless expect to buy more American products.
- Almost half of the respondents say they're likely to buy Bonus America products if they cost slightly more than competing products. Few people say they'd buy participating products that cost substantially more than the competition.

goods, ones

- Knowing that S&H will run Bonus America increases the interest of many people due to their familiarity with the company. Only a few people react negatively to S&H's involvement.

Positive findings

Favorable findings of the study include:

- More than half, 53%, say the quality of American products is improving and another 26% say quality is steady. Only 15% thought U.S. quality was on the way down.

- Significantly, the belief that domestic products are getting better was especially pronounced in the 21-39-year-old category. Almost 62% see an improvement compared with 45.6% in the over-40 sample.

Improving quality translated into the desire to buy more U.S. products. Forty-nine percent professed a willingness to buy American goods even at a slightly higher price. A substantial group, 27.2%, said they would pay a

substantially higher price for the U.S. product. Forty percent of the sample said they would buy even more American products once the "Bonus America" program starts.

Some positive conclusions include:

- Most consumers, 58%, are interested in the Bonus America program. They like it because they see it as good for America.

- There's interest in actively participating in the program; 20% say they're extremely likely to save points and redeem them for gifts.

- The S&H name tends to increase people's interest in program participation. Half of all consumers are more likely to participate because of S&H's involvement while only 8% are less likely to participate.

- Bonus America's benefit to participating products is not limited to attracting business from consumers who collect points. The program can also capitalize on other people's interest in purchasing American-made products

by drawing their attention to the origin of products in the program.

Negative findings

Consumers may want to buy American products but many can't tell the U.S. product from its foreign competition. Some of the discrepancies between what consumers thought they bought and what they really bought were startling.

- Fifty-one percent of those surveyed thought their most recent shoe purchase had been of "made in America" products. In fact, imports control 77% of the market.

- Nor are consumers aware of the origins of their golf clubs, tennis rackets and basketballs. About 12% thought their last sporting goods purchase was of foreign-made products; imports actually assumed 34% of 1985 U.S. sales.

- The same story holds for power hand tools. Imports constitute one-third of all sales. Only 8% of those surveyed thought they bought an import.

- Significantly, about one-quarter of the sample "didn't know" the origin of their most recent purchases. Some of this group no doubt includes people who "don't care." But the larger portion, those truly unsure of origin, represent a potentially enormous market that hasn't been affected by the numerous generic "Buy American" campaigns now being pitched, such as that from the Crafted with Pride Council. This is because such programs do not offer effective point-of-sales incentives to the consumer.

Of the 59% of the survey who said they definitely or possibly would participate in "Bonus America," more than half said they were attracted to the program by either the free gift in-

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travel habits subject of phone survey

Florida is one of the country's most popular vacation states. Everyone from the college student seeking fun and sun over spring break to older adults who want a warmer respite during the winter months migrate to this southern climate.

Attracting these and all types of people to Florida is serious business for the state and market research plays a big role in doing this. Studies of all kinds, from vacationing to business studies, are commissioned about six times a year through outside vendors, says Barry Pitegoff, administrator of the office of marketing research of the Florida Division of Tourism. Many of these studies involve telephone interviews, some of which use focus groups first in order to obtain the appropriate questions.

Unlike other studies before it, a telephone study completed in November, 1985, investigated the travel habits of Florida residents that would assist the Florida Department of Tourism in marketing in-state travel.

"What made this study interesting was that we normally conduct research on people who travel to our state. Instead, we wanted to find out where our residents travel," says Pitegoff.

Study objectives

To achieve the overall goal, the research investigated specific types of travel:

- Overnight pleasure trips of one week or longer. ("Pleasure trip" is defined in this survey as trips taken for vacation or pleasure purposes. Respondents were asked not to count any trips where they only visited friends or relatives and didn't do any sightseeing. "Trips" are defined as trips taken for pleasure or vacation purposes other than those taken only to visit friends or relatives).

- Overnight pleasure trips of less than one week.
- Day trips.

- Visits to national and state parks.
- Visits to historical sites.
- Visits to public attractions.
- Out-of-state travel.

For each type of vacation travel, the extent of travel, places visited, repeat visits, travel companions, accommodations, date of travel, method of travel and information sources were examined.

The research data were intended to help define market segments and suggest appropriate marketing strategies.

Research design

A computerized random-digit sample was used to reach telephone households in North, Central and South Florida. The sample was stratified by these three regions. During analysis, weights were applied to restore residents to their actual regional proportions.

Screening

Households were screened to locate family members who met four requirements:

- Twenty-five years of age or older.
- Live in Florida at least seven months of the year.
- Have lived in Florida for at least two years.
- Have a Florida driver's license.

To obtain a sample that is representative of qualified individuals, a random within-household respondent selection method was used to select a respondent for interviews. Specifically, after all household members meeting the above requirements were listed, the person with the next birthday was selected; repeated callbacks were made to reach that person.



Interviewing

Interviewing was conducted by telephone by an independent telephone research supplier that specializes in telephone interviewing. Each interview averaged 20 minutes.

In all, 868 interviews were completed in two waves. In Wave I, June 24-July 31, 1985, 493 interviews were conducted; in Wave II, Sept. 10-24, 1985, 375 interviews were conducted. No differences were found when analyzing the data by waves.

Study findings

The travel behavior of residents reveal: Almost six in 10 (56%) Florida residents have taken an overnight pleasure trip within the state in the last two years.

Overnight pleasure travel is related to income and age:

- Seventy-four percent of residents with income of \$45,000 or more take overnight trips, compared to 31% of those earning less than \$15,000 in household income.

- Approximately six in 10 of those under age 55 take overnight trips versus 45% of those 55 or older.

Almost nine in 10 residents (88%) who took in-state trips travelled for less than a week and 28% travelled for a week or more.

- Residents who take the most day trips also tend to take longer overnight pleasure trips.

About the same proportion of residents who travelled in-state (56%) travelled out-of-state (52%) in the last two years.

- This travel is related to life cycle (families with young children are less likely to take out-of-state pleasure trips than are residents who have no children).

- Out-of-state travel is more characteristic of the semi-retired than of the fully employed.

One week trips

Four in 10 of those who vacationed in-state for a week or longer took three or more overnight pleasure trips in the last two years, almost three in 10 (27%) took two trips and a similar proportion (28%) took one trip.

The Florida Keys and Orlando are the most popular destinations for overnight pleasure trips of a week or longer.

- At least half of those who visit Orlando visit Disney World.

On overnight pleasure trips of one week or longer, Florida residents most enjoy the beach and water activities (46%) and sightseeing (33%).

Vacationers return to places they enjoy; seven in 10 (71%) of those who took trips of a week or longer had been there before.

Overnight pleasure trips of one week or longer are most often planned for the spring and summer seasons (April through September, 72%).

Half of vacationers taking longer trips stay in a hotel or motel, while others stay in rented houses/condos/time-shares (12%), at campgrounds or recreational vehicle parks (12%), with friends or relatives (11%), or in some type of second residence (10%).

Most residents who take overnight pleasure trips of a week or longer have reservations (75% of those who stayed in hotels/motels, 100% of those who rented or time-shared, 45% of those at campgrounds). Of travellers with reservations, most make them themselves (84%, 70%, 100%, respectively).

The automobile is the favored means of transportation for Florida travel: 78% of travellers used their own car on their last trip of a week or more.

More than eight in 10 travel with someone else, half with a spouse and one-fifth with children. Three-fourths of those who travel with children travel with children under 13 years of age.

Out-of-state guests do not select the destinations of Florida trips of a week or longer.

Friends/relatives (32%) and personal experience (30%) are the main sources of information about destinations; 17% say "word-of-mouth."

Almost nine in 10 in-state travellers are satisfied with their longer trips.

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Barry Pitegoff has been administrator of the office of marketing research of the Florida Division of Tourism since 1981. He is responsible for coordinating the division's marketing research programs on tourism and travel trends. These include tracking the characteristics of present visitors to Florida, monitoring overall trends in the tourism industry in Florida and elsewhere and commissioning original marketing research studies designed to develop strategies for improving Florida's appeal as a travel destination.

Telefocus technique "replaces" focus groups for

By Beth E. Hoffman
managing editor

The well-known phrase about the telephone, "The next best thing to being there," is right on target with Funk Seeds International. For this worldwide seed operation headquartered in Bloomington, Ill., the telephone has virtually changed the whole notion behind what this company means by conducting focus groups.

No longer does FSI gather its focus group participants in a common location to test its agricultural ad concepts, the purpose for which the firm has traditionally used the technique. As of three years ago, the firm began connecting all of its focus group participants all across the country by telephone. This occurs through a type of



tele-conferencing system provided by an outside supplier which specializes in a telephone interaction research technique. The technique proved ideal when a tight deadline required prompt action.

"Market conditions demanded a quick turnaround on a particular series of print ads and management wanted a campaign launched in a month," explains Ken Rinkenberger, manager of marketing services at FSI. "It was a

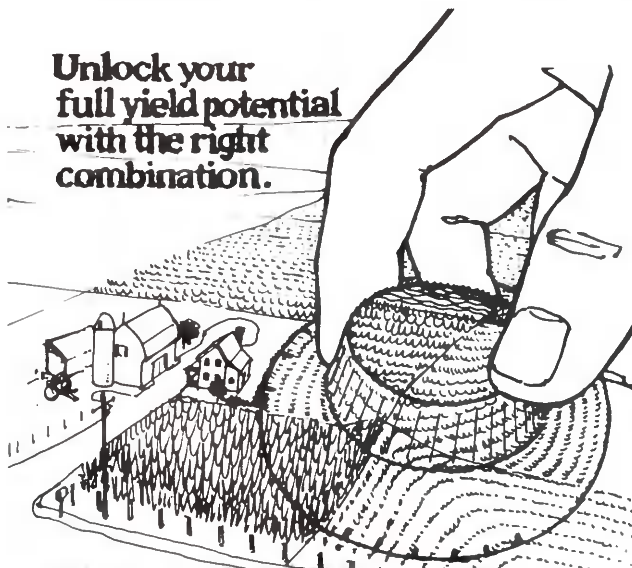
complex issue, so it needed testing."

Ad testing is critical for agricultural market researchers, especially this year when most companies will likely place fewer ads compared with last year. Since advertising frequency will be down, effectiveness must go up. It's important that those ads be on target.

Telefocus

One term describing this tele-conferencing technique is called telefocus. The particular supplier working for FSI controls the telefocus session from its New York office and provides a moderator and two technicians. One technician controls the phone lines of all the individuals involved and the second works for the client and keeps track of the time.

Normally three or four groups consisting of eight to 10 respondents are used to test a series of print ads.



Funk's performance teams



Funk's Performance Teams



Performance Teams you can bank on.

firm's ad testing

Rinkenberger says one of the biggest advantages of this technique is geographic representation of these participants. For example, instead of getting dairy farmers from just one geographical location, the firm can get dairy farmers from New York, Michigan, Wisconsin and Minnesota.

Says Rinkenberger, "With face-to-face groups, you're limited to say, 30-40 miles around Stevens Point, Wis. Everybody's the same. They're dairy farmers working that sandy soil up there. One well-known local farmer can dominate a session because all the other farmers may respect his opinion or may be afraid to disagree.

"With the telephone we can get very interesting mixes. And it's not as easy for one person to dominate. The farmer from Stevens Point may make a strong argument, but a person from Minnesota can say, 'Well that may be

the way you do things in Wisconsin, but over here we do it very differently.' When you've got people from all over the country, each wants to defend his own position. The telephone makes it easier for the respondents to challenge one another because they're not face-to-face."

Phone bank

To bring all of these respondents together, the supplier uses a phone bank which hooks up all the telephones of the respondents at their homes. A phone line and corresponding numbered light at the New York office is assigned to each one of the participants. When a respondent talks, the light connected to that individual's phone turns on. Using a dial which controls voice amplitude, the technician can adjust the dial to tune into the

Continued on p. 14



Ken Rinkenberger is manager of marketing services at Funk Seeds International, Bloomington, Ill. He served as a market research analyst for three years and has had responsibility for the market research function for the last five years at FSJ. Rinkenberger is a graduate of the University of Illinois where he received a BS in agricultural communications. He also has an MBA from Illinois State University in marketing and management.



Unlock your farm's full potential with the right combination.

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Unlock your farm's full potential. Ask your Funk's G Dealer about Funk's Performance Teams. Funk Seeds International, a Company of Ciba-Geigy Corporation. Home Office: Bloomington, Illinois 61701.



Performance you can bank on.

Opposite page, lower left, shows the original pencil ad layout created by Bader Rutter & Associates, the ad agency for Funk Seeds International. The same ad in its "rough comp" stage is at center. This was sent to the telefocus participants with a questionnaire about the ad and was used as the basis for discussion during a telefocus session. The ad in its final form, as it appeared in farm publications, is at left.

person who is talking. The switching technique allows the technician to monitor the flow of the conversation and to recognize when another person may want to make a point, says Rinkenberger.

Rinkenberger and other representatives from FSI are also hooked up to the phone bank. These individuals at FSI gather in a conference room and take notes during the sessions and communicate to the moderator and technicians through their speaker phone.

The last party hooked into the phone bank is FSI's ad agency, Bader Rutter & Associates, in Milwaukee, Wisc. Agency personnel also listen in on a speaker phone from a conference room. Through their speaker phones, both firms can communicate with one another and with the supplier without the participants being able to hear what is being said.

"I can communicate with the technician and have him ask the moderator to probe a farmer's statement that may have been missed in the discussion," says Rinkenberger.

Prior to the telefocus session, each group respondent is mailed a package of sample ads with instructions not to open them until the session is conducted. Each package contains three envelopes labeled A, B and C, and represents three different executions or concepts of the ad being tested. The ad which the group finds most effective will be developed and used in farm trade publications.

All three ads are in what Rinkenberger calls a "rough comp" stage. Along with the art is a scaler questionnaire which asks the farmers to indicate their feelings about the ad.

After all the participants are hooked up to the phone bank, the telefocus session begins when the moderator sets the stage for the meeting. The participants are asked to open envelope A first, look at the ad and respond to the questionnaire. During this time, the respondents are given a few minutes to answer the questionnaire while music is played over the phone. The technician moves down the line until all the respondents have been contacted privately.

When all the rankings on that ad have been received, the phone lines are opened up for discussion on the ad.

All three of the envelopes are han-

Funk Seeds International, headquartered in Bloomington, Ill., is a worldwide seed operation and a wholly-owned subsidiary of Ciba-Geigy Corp., a chemical concern. FSI markets four seed lines to farmers: corn, sorghum, soybeans and forages.

dled in this same way with individual reactions gathered first and a group discussion last. Rinkenberger says the value of getting the respondents' thoughts first is that it's an unbiased answer. The inability to hear others blurt out their comments and not see facial expressions forces the partici-

"Telefocus is not the answer to ad testing because there is some risk here, for example, not getting a broad enough sample. But for the budgets we have and in terms of our targeted groups, we're very comfortable with the method." Ken Rinkenberger

pants to make individual judgments on their own.

"It's important for us to get this unbiased reaction to the ad first," says Rinkenberger. "We want to find out whether the ad communicated what we wanted it to communicate and whether the participants understand it and did they like it and find it appealing, without them being influenced by what the others think or do."

Discussions on the three ads for each group of respondents normally lasts about an hour, after which the moderator will spend a few minutes speaking exclusively with the client and ad agency to provide some thoughts on what occurred.

The client and ad agency will also talk for a few minutes about the session. Usually within 24 hours after completion of the last group, the supplier will contact the client by phone with a more thorough analysis of the

sessions at which time FSI and BR&A make a decision on which ad to run.

The ability to get results practically overnight and the money saved from not having to travel or supply meals are reasons that make this technique very attractive to FSI. So much so the firm has "abandoned" the traditional focus groups, says Rinkenberger.

One reason FSI is able to make a decision so quickly on what ad to use is because no written report is developed. All decisions are made strictly on what has been discussed during the sessions and in the post-session discussions. With focus groups, a written report was always developed but probably not fully utilized anyway, says Rinkenberger.

"Not only did a written report take a week to get back but it added an additional \$2,000 we didn't need to spend. We found it to be of little value, only as proof to the boss that the study was actually done and to circulate it among people in the department."

Although FSI has done only occasional post-testing to see how effective the ads have been, Rinkenberger feels very confident they've communicated what the firm wanted the ads to communicate and that they have attracted readership.

Rinkenberger would admit, however, that the telefocus technique is not flawless. It may save the firm time and money but not getting the facial expressions or any of the nonverbals is a sacrifice.

Says Rinkenberger, "You don't quite get the complete feedback so it is a compromise. Plus, with focus groups, you have more time and flexibility in terms of completeness.

"Telefocus is not the answer to ad testing because there is some risk here, for example, not getting a broad enough sample. But for the budgets we have and in terms of our targeted groups, we're very comfortable with the method."

Continues Rinkenberger, "I can't claim telefocus is a perfect technique but life's a trade-off. This method is the best trade-off for us to use considering feedback quality, price and turnaround." MRR

Editor's note: Telefocus is the telephone focus group service of TeleSession Corp., New York City.

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Statistical significance may hinder proper

By Michael Baumgardner and Ron Tatham

Marketing researchers rely on tests of statistical significance to establish the reliability of observed effects (or lack of effects) in most studies. If Product X has significantly higher ratings than Product Y, then we are confident Product X is superior. If Product X has ratings that are not significantly different than from Product Y, we conclude the products are at parity.

While significance testing plays an

important role in marketing research, insuring that spurious effects will not lead to unfounded conclusions, there are areas of research where tests of statistical significance can actually hamper our ability to make correct decisions.

Oatmeal cookie

To illustrate this point, consider the following scenario:

After great expense and many months of effort, a manufacturer has reformulated the recipe for its oatmeal cookie, giving them what they think is a better tasting cookie. The reformulation involves a change in a flavoring

agent but has no impact on cost of manufacturing. They would like to introduce this reformulation, but only if it is indeed a superior product. A paired-comparison test is conducted among 300 cookie users and a test of statistical significance at the 95% confidence level leads to the conclusion that there is no difference in preference. The dejected cookie makers go back to the lab to start all over again.

Consider the following: Assuming the reformulated cookie is really a superior product and would be preferred by 55% vs. 45% of the population, then:

1. Going into this test with the plan to test at the 95% confidence level, the researcher only had a 43% chance of making a correct decision (and a 57% chance of saying the new product is no better than the old). In other words, rather than conduct this experiment, the researcher would have had a higher probability of making a correct decision by flipping a coin!

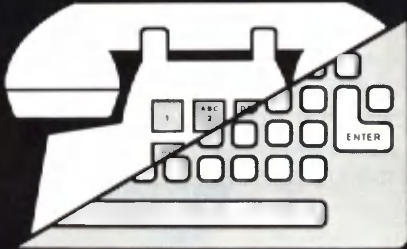
2. If the researcher had gone into

Michael H. Baumgardner is vice president of Burke Marketing Research's Consulting & Analytical Services Division. Baumgardner has worked in the area of marketing research and statistics for over 10 years. He has a Ph.D. and masters degree from Ohio State University. Ron Tatham is president of Burke Marketing Research. Tatham, formerly professor of marketing at Arizona State University and the University of Cincinnati, has worked in marketing research for over 15 years. His Ph.D. is from the University of Alabama. Both Baumgardner and Tatham have published extensively in marketing related books and journals. Burke Marketing Research is a division of SAMI/Burke.

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testing decision making

TABLE I
PAIRED COMPARISON TESTS OF OVERALL PREFERENCE¹
Probabilities of Making "Correct" Decisions (Concerning Whether or Not a Difference Exists)
For Given Differences, Sample Sizes, and Confidence Levels

Confidence Level:	True Population Preference Differences Between Two Products															
	No Difference				55% vs. 45%				60% vs. 40%				65% vs. 35%			
Total Sample Size:	50% ²	80%	90%	95%	50% ¹	80%	90%	95%	50% ¹	80%	90%	95%	50% ¹	80%	90%	95%
50	50%	80%	90%	95%	76%	29%	20%	13%	92%	56%	45%	34%	98%	81%	73%	62%
100	50%	80%	90%	95%	84%	38%	24%	18%	98%	76%	62%	54%	99%	96%	91%	87%
200	50%	80%	90%	95%	92%	53%	42%	31%	99%	93%	89%	83%	99%	99%	99%	99%
300	50%	80%	90%	95%	96%	66%	52%	43%	99%	98%	97%	94%	99%	99%	99%	99%
400	50%	80%	90%	95%	98%	77%	64%	52%	99%	99%	99%	98%	99%	99%	99%	99%
500	50%	80%	90%	95%	99%	80%	72%	62%	99%	99%	99%	99%	99%	99%	99%	99%

¹Assuming two-tailed tests.

²In practice, one could argue that no two products are exactly equal in the population. Therefore, when testing at the 50% confidence level, the probability of making an error can never really fall below 50%. However, a "winning" product will always be identified, even if true differences are negligible.

³Can also be interpreted as probability of finding correct directional difference.

this study planning to ignore significance testing and simply say the product with a higher preference is the winner, (s)he would have had a 96% chance of making a correct decision. This correct decision would have led to production of a cookie with a 5% greater preference at no cost to the producer.

Making "correct" decisions

What went wrong? Table I provides probabilities of making "correct" decisions for given differences, sample sizes and confidence levels for paired comparison tests. Note that using a confidence level of 50% is equivalent to doing no test of statistical significance at all; whichever product is

higher in preference is the winner. What Table I demonstrates is that, given there is a difference between products, your best shot at correctly identifying the winner is by ignoring significance tests. Employing significance tests can too often lead you to conclude there is no difference be-

Continued on p. 18

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tween products when in fact there is.

What if there is no difference between products? In actuality, no two products are exactly equal in preference in the population. So "no difference" implies a "trivial difference." This being the case, the probability of making a correct decision regarding the superior product (even if the difference is trivial) can never fall below 50% if you ignore tests of statistical significance (i.e., you will always do

at least as well as flipping a coin). If you were to employ a test of statistical significance, your confidence level is your probability of making a correct decision (if you equate a "trivial" difference with "no" difference).

Give some thought

The real moral to this story is that one must give some thought to the implications of a test of statistical significance before doing a test. It all gets back to Type I (concluding a difference exists when it does not) and Type II (failing to find a difference when one does exist) errors. You can greatly

reduce Type II error by not doing a test of statistical significance. You may conclude a difference exists when it is trivial, and you may conclude the wrong product is a winner when the differences are trivial, but the probability of making a correct decision will stay above 50% if you ignore significance testing.

For this to be true for studies involving tests of statistical significance, you must first define what a trivial difference is. For example, if 55% vs. 45% is trivial, then we made a correct decision in the earlier example when we concluded there was no difference between products.

Defining not easy

Defining trivial difference is not always easy. If there is a large cost difference between manufacturing the current cookie and a potential reformulation, the increase in preference must be larger to compensate for the increased cost. However, if the cost difference is negligible, than any increase in preference may not be "trivial."

In any case, if you are willing to specify what trivial is, and you are willing to spend whatever is necessary to obtain the proper sample size, then you can control your probability of making a correct decision to any level you desire. Since, in practice, this does not happen very often in marketing research, one will probably run into situations where tests of statistical significance can be harmful to the decision making process. In such situations, one should feel free to ignore them. MRR

Tough times

Only 24% of those Californians polled say they expect the state's economy to improve in the next 12 months, the smallest share in the seven years the question has been asked.

The annual "economic well-being" survey by San Francisco-based Field Institute shows that 51% said the state was enjoying good times. However, the percentage of respondents who said they were better off financially than last year and who predicted they'd be in even better shape next year, was down from recent years. About one-quarter of respondents said it was a bad time to make a major purchase, roughly twice as many who thought that way a year ago.

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centive or the value added by a free gift.

The bottom line: high visibility, in-store promotion of domestic products coupled with an additional incentive to buy will sell more product, shows the S&H research findings.

"Americans want to buy American products, it's just that many of them don't know how. Unless the product has a lot of money behind it to support the "American Made" concept - beer and cars are good examples - there's usually no way to tell the import from the real McCoy," says William Weller, S&H motivation president. "Manufacturers need to take the initiative to promote their domestic products through better promotions and incentives."

Adds Webster, "There's been some discussion about whether or not the 'Made in the USA' theme has run its course. Our opinion is that the theme remains viable. If there's any 'burnout,' it's due to poorly conceived marketing plans that really don't capitalize on this sentiment." MRR



"There's been some discussion about whether or not the 'Made in USA' theme has run its course. Our opinion is that the theme remains viable. If there's any 'burnout,' it's due to poorly conceived marketing plans that really don't capitalize on this sentiment." Steve Webster

College borrowing increased 3-fold, study finds

In the past decade, borrowing for college expenses has increased three times. Much of the increase is occurring among students who can least afford to be burdened by heavy debt, a congressional study reveals.

Concern about placing too much debt on students is growing because as many as half the undergraduates leaving school are in debt, states a report released last December by the Joint Economic Committee. "Growing student indebtedness has raised questions about the implications of debt burdens for the national economy, for the individual well-being of borrowers, for equality of access to higher education and even for the educational process itself," the report said.

Increasing the emphasis on federal

student aid programs on loans rather than grants is favored by the Reagan administration. And within loan programs, administration officials want to diminish the role of federal guarantees.

Prepared by Janet Hansen, a policy analyst for the College Board, the Joint Economic Committee report examined federal, state and institutional student aid programs for undergraduates. The report said data aren't available either to confirm or reject the dispute that students are being overburdened by debt.

The report said "much speculation" that recent declines in black college enrollment are the result of shifts in student aid to loans from grants can't be proved with data now available. The study did say that "loans, unlike grants, aren't neutral in their effects on different groups."

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Understanding data requires recognition of types of error

Every survey that is based on a sample from a large universe is subject to two different types of error, error which relate to very different ways in which survey results can yield a misleading picture.

"Error," says Alan Roberts, former manager of market research, Wayne Seed Division of Continental Grain Co., Chicago, are factors which may cause the picture portrayed by the sample to differ from the picture that would have emerged if a completely accurate count (U.S. Census) had been made of the universe from which the sample was drawn.

"These two types of error are called sampling error and for want of a better word, non-sampling error," says Roberts. "Sampling error relates to the reliability of data; non-sampling error relates to the validity of data."

Reliability

Reliability is a concept like repeat-

ability, says Roberts. That is, if you keep repeating, in all executionary details, your first survey, a technical statement can be made that results will probably fall within a certain range, that numbers generated will have a degree of stability, a certain percent above or below what the first survey reported.

"Note that this has nothing whatsoever to do with how accurately your survey reflects the real world out there, the world of everybody that your little survey did not communicate with," says Roberts. But that limitation never prevents researchers from making what they call "confidence statements" about the "statistical significance" of their numbers.

The confidence they speak of, such as 90% or 95% or 19 chances out of 20, comes only from a probability theory. It enables researchers to make

very impressive statements that differences in numbers generated by a survey are either significant (i.e., outside range of numbers one would expect on a chance basis, given sample size) or not significant (i.e., within expected range).

Says Roberts, "This is all good and well, but survey research is used to guide decision-making by management. What management needs is a true picture, a true road map or blueprint, of a given market, and/or of the purchase processes that drive that market. There is only very limited value in management knowing that findings of a first survey would probably be very similar to those of a second survey, if it were identically conducted. Such knowledge begs the issue of whether the survey methodology was any good in the first place. In other words, statements of statistical significance beg the issue of data validity and hence its usefulness.

Types of error

One can scarcely list all possible types of non-sampling error, all the ways that a sample survey can yield misleading data, all sources of invalid information about a target market that can be associated with sample surveys. Just a dozen such types are listed here:

(1) Non-probability sample, which is by far the most common type of sample used and puts "up for grabs" the issue of degree to which the sample of convenience actually used reflects or fails to reflect the universe (or market) that management seeks to gain information about.

(2) Non-response, even when at an "allowably" low rate such as 15 or 20%, creates doubt (seldom addressed in research) as to how survey results

Continued on p. 58

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environments, allows both transparencies and slides to be shown without changing machines. Contact Craig Miller, Audiscan Products Co., 1412 130th Ave. N.E., P.O. Box 1456, Bellevue WA 98009. (206) 454-0694, or toll free, (1-800) 426-0852.

Affluent market study

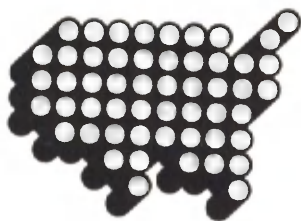
Find/SVP announces "The Affluent Market," a study which helps marketers focus on what segment of the affluent market they should target. Each chapter is split into four sections that examine the market



according to four distinct definitions: Household income over \$50,000; The top quintile; Net worth over \$250,000; and Spendable discretionary income. Contact Lisa S. Mercer/Clare Midgley, G.S. Schwartz & Co., (212) 696-4744.

Data screening enhancement

National Planning Data Corp. announces the first in a series of major enhancements to the MAX Online Demographic Data Management and Reporting System. This first enhancement, available in September, concerns modifications to the data screening features of MAX bringing users much more analyti-



cal flexibility to meet their particular demographic data applications. These new data screening features are invoked using the new CREATE command. Available at any level of MAX geography, CREATE will let us-

ers retrieve the geography of interest - Census tracts, ZIP codes, counties - based on demographic as well as geographic relationships. Contact National Planning Data Corp., P.O. Box 610, Ithaca, NY 14851. (607) 273-8208.

Footwear study

MRCA Information Services and the Footwear Industry Assn. announce "Dress and Casual Footwear: Changing Consumer Preferences." David Zuger, Stuart Pearlman & Co., 4 Landmark Sq., Stamford CT 06901. (212) 370-4940.

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Poll shows president's position weakening as leader

Most Americans feel that President Reagan is increasingly less pertinent to the governing of the country, a recent Wall Street Journal/NBC News poll indicates.

Mr. Reagan's recent efforts to re-

talize his presidency haven't convinced people that he can regain his position as a strong national leader, the nationwide survey suggests. On the contrary, many seem to regard him as being too uninvolved in decision-making and unlikely to change.

When asked who they thought will exert the most influence on the policies and decisions made in the White

House during the next two years, the 2,153 adults in the poll chose Mr. Reagan third, behind new White House Chief of Staff Howard Baker and members of the cabinet. Just 27% felt Mr. Reagan would have the most influence over his own White House.

Furthermore, most people don't believe that Mr. Reagan is capable of changing his management style to face the criticisms of the Tower Commission's report on the Iran-Contra affair. The president is "too set in his ways," say 56%, while 40% say he will alter his management style.

Despite Reagan's steps to take command - efforts that have involved the replacement of former Chief of Staff Donald Regan with Baker, a nationally televised speech and the appointment of FBI Director William Webster to be director of central intelligence - 54% of those polled say Mr. Reagan doesn't pay enough attention to major policy issues involving his administration. That figure is up from 46% in January.

The poll's more promising news revealed: 52% of those polled say they look to Mr. Reagan for "leadership on the direction the country is going;" 65% now believe that he is healthy and vigorous enough to be an effective president during the next two years, up from 60% in a Journal/NBC poll in January.

More than three-quarters of those polled, however, think the president isn't as strong a leader now as he was during his first term. A majority, 54%, now say his performance as president is "only fair" or "poor," compared with just 50% in the January poll.

As in the January poll, Americans still feel by a 2-to-1 margin that Mr. Reagan isn't as fully in control of his administration as he should be.

Some other findings of the poll show:

- The public now is even less convinced that he is doing all he can to solve the problems created by the sale of arms to Iran: 46% say yes, 49% say no. In January, 50% said yes and 42% said no.

- Fifty-two percent, however, don't think he should resign even if it turns out that he knew about the diversion of funds to the Contras, while 41% say he should.

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• Mr. Reagan's policy of aiding the Nicaraguan Contras remains very unpopular: 58% disapprove and 29% approve.

• Fifty-three percent favor a budget compromise with Congress to reduce the Federal budget deficit even if it results in a tax increase, while 40% don't favor such a compromise.

Housing costs, vacancies up

The number of available housing units are up more than ever before but housing costs still rose faster than overall consumer prices in the early 1980s, the Census Bureau announced.

The number of housing units in the country was expected to reach 100 million by the end of March, 1987, the Bureau said. In a separate study, the Bureau reported that housing costs have climbed faster in the 1980s, adding to a drop in the rate of home ownership over the past six years.

The consumer price index rose 17% during 1980-83, the Bureau said, while monthly housing costs rose 26% for homeowners with mortgages and 27% for homeowners without mortgages.

The cost of rent and utilities rose a whopping 31% in the early 1980s. The median value of owner-occupied housing units during 1980-83 increased 16% and the sales price of new homes increased 17%.

The decline in the home-ownership rate during the 1980s has been the first drop since the Census Bureau started monitoring such figures in 1940. From the 1980 peak of 65.8%, the percentage of units owned or partially owned by at least one occupant fell to a low of 63.5% in the last quarter of 1985. In the last quarter of 1986 the home ownership rate was 63.9%, but Census officials said the increase may not be statistically significant.

The 1981-82 recession and high interest rates, as well as increased home prices are cited as reasons for the decline in home ownership, said Arthur F. Young, director of the Bureau's housing division.

The Bureau said the South has led the nation in housing starts since the agency began tracking such information. Housing units tracked by the survey include apartments, mobile homes, vacation homes and single family homes.

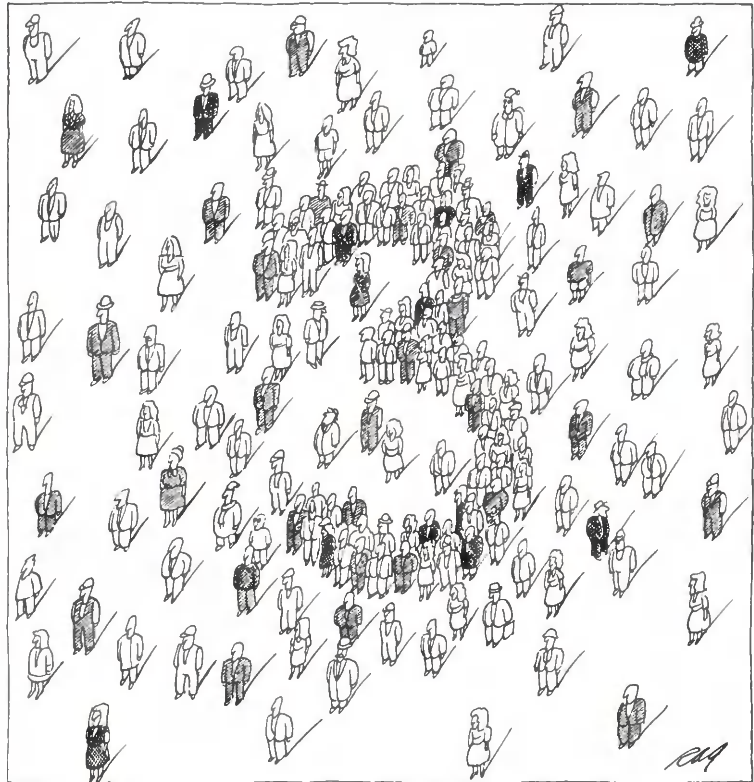
Business executives express interest in teaching

Many business executives and military personnel with scientific backgrounds express interest in pursuing a second career as math or science teachers in public schools, according to a recent survey.

The National Executive Service Corps, a volunteer organization, said

32% of 3,400 business professionals surveyed in seven major companies said they were interested in seeking a post-retirement career in teaching. Of the 929 military personnel surveyed, 41% were interested in teaching.

The survey sponsor, The Carnegie Corp. of New York City, said it is giving the National Executive Service Corps \$392,000 to implement a pilot teacher recruitment project at two military bases and two industry sites. The sites have not yet been determined.



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Along with the growth of telephone research in the U.S. has come the need to maintain the highest standards for the interviewing method, says Joel Henkin, vice president, director of client service at R.H. Bruskin Associates, New Brunswick, N.J. In this column, Henkin shares his insights to questions about telephone interviewing.

What kinds of challenges do market research firms and independent telephone facilities face in terms of telephone research?

Some of those challenges include developing a high quality interviewing staff; creating a staff of supervisors to recruit and train interviewers; utilizing WATS lines for cost efficiency; and utilizing state-of-the-art (CATI) computer assisted telephone interview equipment in order to improve interviewing procedures.

How does one provide a good interviewing staff?

The challenge of providing an excellent interviewing staff is achieved initially through an extensive training program. Potential new interviewers must first call us by telephone for an appointment. If they 'pass' the telephone test they are then asked to come in and fill out an application. The next step requires the potential interviewer to conduct one or more interviews with our training coordinator. The interview contains rather complex skip patterns and subjects which some interviewers might feel uncomfortable asking. If the applicant passes this phase, then he or she will go to a one day training class, followed by one day of on-the-job training. For the first

few weeks of employment, all of an interviewer's work is monitored very closely.

From where do you recruit your interviewers?

Since R.H. Bruskin Associates is located in downtown New Brunswick, just a few blocks from the campus of Rutgers University, many of our interviewers are undergraduates or graduate students. We find that most university students are high quality interviewers because they are 'verbal' and reliable.

Also, the challenge of developing a staff of supervisors to hire and train interviewers is becoming greater. Research facilities must compete with offices, fast-food restaurants, convenience stores, and even factories for the same student manpower. Therefore, today's supervisors must not only train but recruit interviewers as well.

Joel Henkin is vice president, director of client service at R.H. Bruskin Associates, New Brunswick, N.J. Henkin, who has been involved in market research for over 20 years, was previously with The Gallup Organization and before that, research manager at Continental Can Co.

Vacation breaks

In the summer of 1986, these areas of the U.S. were the most popular destinations of vacation travellers, according to the U.S. Travel Data Center for BETTER HOMES & GARDENS:

- South Pacific, 25%
- Pacific, 14%
- East north central, 13%
- West north central, 12%
- East south central, 10%
- Mid-Atlantic, 10%
- West south central, 8%
- Mountain, 6%
- New England, 3%



Joel Henkin

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55% want smoking ban, poll reveals

By a 55%-43% margin, Americans support a ban on smoking in all public places, a Gallup poll indicates.

Furthermore, they show a growing support for outlawing all forms of cigarette advertising, a criterion awaiting congressional action.

In 1977, in Gallup's first assessment of the cigarette advertising issue, opposition to a total ban outweighed support by 54% to 36%. By 1981, opposition had fallen to a mere 51% majority while the number of backers rose to 43%. Today, statistically equivalent numbers favor (49%) and oppose (47%) a total ban.

Many employers have begun drastic restrictions on smoking in the workplace because of the potential heavy risks nonsmokers face by breathing cigarette smoke. Almost all federal installations as well as many places of public accommodation now are covered by these restrictions, according to a recent poll.

Of course, the views of smokers and nonsmokers differ greatly on the issue of banning smoking in public places. Nonsmokers favor such a ban by 69% to 30% while smokers oppose it by a 72% to 25% vote.

In regard to banning all cigarette advertising, the divergence is less significant. Smokers oppose a total ban by more than a 2-1 ration, 68% to 30%. Nonsmokers favor the measure by a narrower 57% to 38% margin.

The results are based on telephone interviews with 1,015 people 18 and older, including 299 cigarette smokers and 716 nonsmokers. The interviews were conducted March 14-18 in scientifically selected localities nationwide. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects could be four percentage points in either direction, Gallup claims. For results based on the subsamples of smokers and nonsmokers, the margin of sampling error could be eight points and five points, respectively. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into poll findings.

U.S. aid to public schools

For the fifth straight year, Federal aid to public schools in fiscal 1985 declined and fell to 6.1% of total school revenue, the Census Bureau reported.

Federal aid to public schools reached \$8.9 billion in fiscal 1985, which ended September 30, 1985. This is in comparison to \$9.1 billion, or about 9% of the total, in fiscal 1980. Out of the \$8.9 billion in fiscal 1985, \$1.4 billion went to local school systems; another \$7.5 billion was dis-

persed through state and local governments for vocational education, school lunch and other programs.

Public school revenue totalled \$146 billion in fiscal 1985, a 9% increase from the year before, the Census Bureau reported.

The main reason for the rise was an 11% increase in direct state aid. State aid accounted for 46% of general public school revenue in fiscal 1985. Local taxes and governments accounted for 48% of total revenue for schools, with property taxes being the single largest source of local revenue.

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Despite scandal, students still seek finance career

Eighty-seven percent of students at Duke University's Fuqua School of Business say they believe insider-trading is common in investment banking, yet more than half still want to pursue a career in that field.

These sentiments were despite the recent developments in the Ivan Boesky insider-trading case. The af-

fair, students believe, was an exception, not the norm.

In the Fuqua survey, most students condemned Boesky as a crook who got carried away by greed and deserved to be punished for his wrongdoing. Sixty-seven percent felt that the \$100 million penalty that Boesky paid to the SEC was too small.

Despite this, 44% of the Fuqua students said they would buy stock on a tip that a company was going to be acquired. Furthermore, 89% of the stu-

dents thought it was unethical to omit vital information from a government environmental report but split 50-50 over whether price-fixing between competitors was wrong.

In regard to courses on ethical behavior in the business world, 61% of students said they doubted that business schools could teach ethical behavior.

Privilege poll

When asked who will have more privileges when they grow up, a survey of youths by the American Chicle Youth Poll reveals:

- Men, 55%
- Women, 19%
- Same, 19%
- Don't know, 19%.

Stroh's

Continued from p. 6

that the interviewers must be fully conversant and have good writing skills in Spanish. This is of maximum importance not only in securing and recording the most complete possible response from an interviewee, but also in putting prospective interviewees at ease upon initial introduction. Our experience tells us that Hispanics, generally speaking, are extremely cooperative and incredible fonts of information. The conveyance of this information, however, is totally dependent upon the firm chosen to conduct your research. Know who you are working with."

In telephone interviewing, Golightly states that the replicate source for sample composition is extremely important. "A Hispanic surname by no means guarantees that the individual speaks Spanish or watches Spanish language TV," says Golightly.

For intercept interviewing, a geographic familiarity with the Hispanic community in the marketplace is crucial to productivity. "Thorough knowledge and first-hand inspection of recommended locations, and their respective traffic patterns should be established to guarantee efficient levels of productivity."

Both Stroh Brewery and Bermudez were pleased with their efforts and as a result of the test market findings, feel strongly that Stroh's will be "spoken" in expanded Hispanic media markets in 1987. MRR

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About half of Florida residents who took in-state pleasure trips of less than a week took three or more such trips in the last two years.

The most popular destinations for pleasure trips of less than a week are Orlando (21%), the Keys (13%) and Disney World (10%).

Residents taking pleasure trips of one week or less most enjoy the beach and water activities (36%) and sightseeing (36%).

More than three-fourths (77%) returned to places they had visited before.

Almost three-fourths of those who took trips of less than a week in the past two years report trips of two or three nights away.

- Seven in 10 favor vacation over long weekends.

Spring and summer are favored seasons for shorter overnight trips as well as longer; 70% took their last shorter overnight trip in these quarters.

Three-fourths of residents who take shorter overnight pleasure trips stay at a hotel/motel.

- Of these, about six in 10 have reservations, most made by themselves.

Of residents staying at rented facilities, six in 10 have reservations, mostly self-arranged.

Almost half of those staying at campgrounds or in recreational vehicles have reservations that were also most often made by travellers.

For shorter overnight trips as for longer, the automobile is favored. Almost nine in 10 used their own cars.

Only 5% of those taking short, overnight vacations travel alone.

- More than half travel with a spouse, a fourth with children (usually under age 13) and a third with friends.

Out of state guests exert more influence on the choice of destination for shorter trips than for longer trips; on short overnight trips half suggested the travel destination.

Personal experience (36%), friends/relatives (31%) and word-of-mouth (20%) are the main sources of information for short trip destinations (as well as longer trips).

Nine in 10 report satisfaction with their last trip of less than a week.

Day trips

Four in ten (44%) residents have taken a day trip in the last six months; nearly two-thirds of these day-trippers took three or more such outings in the last six months.

- Older residents with no children at home are least likely to take day trips.
- Day trips are more frequently taken by residents who also take overnight pleasure trips.
- Residents who take overnight pleasure trips of

one week or longer (60%) are more likely to take day trips than are residents who take shorter vacations (48%).

Age affects the mobility of taking day trips; the older the resident, the less frequency of day excursions.

Disney World is the single most popular day trip destination.

Sightseeing (40%) and water and beach activities (19%) are the most popular day trip activities.

Day-trippers return to favored destinations (as do those taking longer trips).

More than half (53%) of residents who take day trips take them in the spring; most travel in their own cars (92%).

Nine-tenths of day-trippers travel with someone else; half with a spouse, more than a third with friends, almost a third with children (under 13, in most cases).

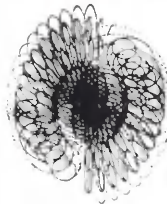
A third of the out-of-town guests who accompanied residents on day trips suggested the travel destination.

Almost half of day-trippers cite personal experience as their source of information for the trips.

- Word-of-mouth (26%) and friends/relatives are also mentioned frequently.
- Data suggest that retired residents (17%) use periodicals more frequently than do fully employed residents (5%).

Continued on p. 56

Analytical Computer Software, Inc.



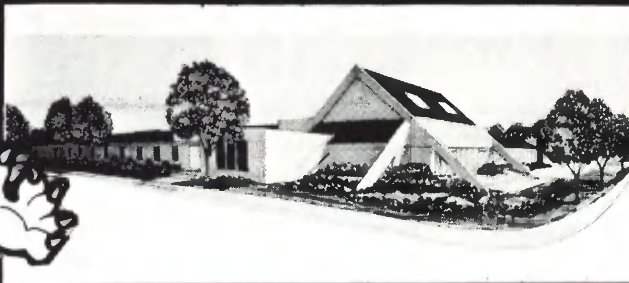
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 research firm in this region. We're experts at the confidential
 gathering of information. Information about your market, your
 products and services, your employees. Your opportunities.

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 consumer telephone surveys, we can devise an economical research
 program that will isolate pertinent findings and produce specific
 strategic recommendations to help you achieve the marketing edge
 you need.

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 breaks going your way, call David Martin at AMRA today. At no
 cost to you, he'll send one of our representatives over to discuss
 your situation—and how we can help.



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15. Our in-house coding, key entry, typing, and production, all so important in a research organization, are professionally operated and controlled from top to bottom.
16. Our sophisticated, in-house, computer division is staffed by experts working with the finest state-of-the-art equipment available anywhere.
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18. Clients have discovered a great way of saving money on their research by taking advantage of our regular screening of users of low incidence products and brands.
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20. Our 100-station, in-house telephone facility, almost all CATI supported, operates day and night, every day of the week. It’s there for client use whenever the need arises.
21. Our telephone interviewers are thoroughly trained and carefully supervised to assure you of maximum quality on your studies.
22. We do a large volume of research in all of the following ways. . . . telephone, personal, mail, focus groups, mall, shopping, one-on-one depth, and even more.
23. Our prices are competitive, and, in all cases, realistic.
24. We have America’s most widely used, and fastest delivery, national weekly telephone omnibus service.
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26. We conduct thousands of interviews each year among executives and professional people.
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ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*	ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
LOS ANGELES					Interviewing Service of America	60	40	60	60
Barna Research Group 1225 N. Pacific Ave. Suite C Glendale, CA 91202 (818) 500-8481	16	6	16	0	16005 Sherman Way Van Nuys, CA 91406 (818) 989-1044	<i>(See Advertisement Page 36)</i>			
California Survey Research 5400 Van Nuys Blvd. Suite 307 Van Nuys, CA 91401 (818) 986-9444	21	6	21	21	Maritz Marketing Research, Inc. 15851 East Whittier Blvd. Whittier, CA 90603 (213) 947-4602	50	30	50	0
Consumer Pulse of Los Angeles 1815 Hawthorne, Galleria #269 Redondo Beach, CA 90278 (213) 371-5578 or (800) 336-0159	20	4	20	0	Markoteam Associates 228 Orangefair Mall Fullerton, CA 92632 (714) 526-0600	10	0	10	0
Creative Data, Inc. 7136 Haskell Ave., Suite 101 Van Nuys, CA 91406-4198 (818) 988-5411	22	0	9	0	MSI International 11911 Artesia Blvd. Cerritos, CA 90701 (213) 483-6893	55	48	48	8
Davis Market Research Services 23801 Calabasas Road Calabasas, CA 91302 (818) 888-2408	43	29	43	43	National Marketing Research of California 347 South Ogden Drive Los Angeles, CA 90036 (213) 937-5110	24	0	24	0
Field Research Corp. 15910 Ventura Blvd. Suite 1719 Encino, CA 91436 (818) 981-3200	34	0	30	30	Plog Research 18631 Sherman Way Reseda, CA 91335 (818) 345-7363	20	20	20	0
Heakin Research, Inc. 6633 Fallbrook Fallbrook Mall Canoga Park, CA 91307 (818) 712-0660	10	0	0	0	Primer Marketing Research 2391 Orchid Hill Place Santa Ana Heights, CA 92707 (714) 852-8866	10	0	8	0
					Quality Control Services (QCS) 3565 Torrance Blvd. Torrance, CA 90505 (213) 316-9011 or (800) 325-3338	8	0	8	0

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| <input type="checkbox"/> Nat./Local (S. Cal) Coverage. | <input type="checkbox"/> On Site and Remote Monitoring. | <input type="checkbox"/> Responsive Service. |
| <input type="checkbox"/> Bilingual/Spanish. | <input type="checkbox"/> Computer Assisted Calling. | ISA is built to meet your needs
and budget. Call Michael
Halberstam or Lynne Denne.
(818) 989-1044 |
| <input type="checkbox"/> Nat./Local Probability Sample. | <input type="checkbox"/> Experienced Interviewers. | |
| <input type="checkbox"/> Coding and Tab. | <input type="checkbox"/> Flexible Scheduling. | |

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142 143 144 145 146 147 148 149 150

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Quality Controlled Services (QCS) 15827 Russell Street Whittier, CA 90603 (213) 947-2533 or (800) 325-3338	8	0	8	0
<i>(See Advertisement Page 22)</i>				
The Questions Shop, Inc. 1500 E. Lincoln Orange, CA 92665 (714) 974-8020	24	0	24	0
Wado West, Inc. 5430 Van Nuys Blvd., #102 Van Nuys, CA 91401 (818) 995-1400	20	20	20	20
<i>(See Advertisement Back Cover)</i>				

MODESTO

AIS Market Research 1800 Coffee Rd., Suite K66 Modesto, CA 95356 (209) 439-1562	10	0	10	0
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SACRAMENTO

All States Surveys 5681 Franklin Blvd., Suite 220 Sacramento, CA 95824 (916) 424-1999	7	0	7	0
Heakin Research, Inc. Arden Fair Mall 1607D Arden Way Sacramento, CA 95815 (916) 920-1361	13	0	0	0

SAN DIEGO

Analysis Research Ltd. 4655 Ruffner St., Suite 180 San Diego, CA 92111 (619) 268-4800	25	1	25	25
<i>(See Advertisement Page 58)</i>				
CIC Research 1215 Cushman Ave. San Diego, CA 92110 (619) 296-8844	35	0	35	0
Fogerty Research 4828 Ranson Court, Suite C San Diego, CA 92111 (619) 268-8505	30	0	30	12
San Diego Surveys, Inc. 4616 Mission Gorge Road San Diego, CA 92120 (619) 265-2371	40	0	40	40
Taylor Research 3202 Third Ave. San Diego, CA 92103 (800) 262-4426	24	0	24	0
<i>(See Advertisement Page 18)</i>				
Taylor Research 5500 Grossmont Center Dr. La Mesa, CA 92041 (800) 262-4426	12	0	12	0
<i>(See Advertisement Page 18)</i>				

SAN FRANCISCO

ADF Research 1456 Lincoln Ave. San Rafael, CA 94901 (415) 459-1115	25	15	25	0
Consumer Research Associates 1738 Union St., Suite 100 San Francisco, CA 94123 (415) 928-7777	25	0	5	5
Erick & Lavidge, Inc. 111 Maiden Lane San Francisco, CA 94108 (415) 434-0536	24	23	24	24
R.P. Evans & Associates World Trade Center/Suite 314 San Francisco, CA 94111 (415) 982-2333	20	20	20	2
Field Management Association 309 El Cerrito Plaza El Cerrito, CA 94530 (415) 527-8030	25	0	25	0

ORGANIZATION STATIONS* CRT'S* ON-SITE* OFF-PREMISES*

Field Research Corporation 234 Front Street San Francisco, CA 94111 (415) 392-5763	40	40	40	40
Fleishman Field Research 120 Montgomery, Suite 1990 San Francisco, CA 94104 (415) 398-4140	40	12	12	0
Heakin Research, Inc. Tanforan Park Mall San Bruno, CA 94066 (415) 952-8558	7	0	0	0
Nichols Research, Inc. 108 S. Sunnyvale Sunnyvale, CA 94086 (408) 773-8200	65	10	65	0
Nichols Research, Inc. 1155 Newpark Mall Newark, CA 94560 (408) 773-8200	10	0	10	0
Nichols Research, Inc. 2036 San Mateo Fashion Isl. San Mateo, CA 94404 (408) 773-8200	10	0	10	0
Quality Controlled Services (QCS) 1820 Galindo, Suites 3 & 4 Concord, CA 94520 (415) 687-9755 or (800) 325-3338	20	0	20	0
<i>(See Advertisement Page 22)</i>				
Research & Decision Corp. 369 Sutter Street San Francisco, CA 94108 (415) 989-9020	26	0	26	0
Wado West, Inc. 8-D Serramonte Center Daly City, CA 94105 (415) 992-9300 or (818) 995-1400	13	13	13	13
<i>(See Advertisement Back Cover)</i>				

SAN JOSE

Heakin Research, Inc. 10123 N. Wolfe, Suite 2031 Cupertino, CA 95014 (408) 253-4690	6	0	0	0
Phase III Market Research 1150 No. First St., Suite 211 San Jose, CA 95112 (408) 947-8661	16	0	16	0

COLORADO

COLORADO SPRINGS

Consumer Pulse Colorado Springs 750 Citadel East Citadel Mall #1084 Colorado Springs, CO 80909 (303) 480-0128 or (800) 336-0159	8	2	8	0
<i>(See Advertisement Page 58)</i>				

DENVER

Consumer Pulse of Denver 5801 W. 44th, Lakeside Mall #B-103 Denver, CO 80212 (303) 480-0128 or (800) 336-0159	20	4	20	0
<i>(See Advertisement Page 58)</i>				
Ruth Nelson Research Services 2149 S. Crape Denver, CO 80222 (303) 758-6424	64	0	64	10
Quality Control Services (QCS) 701 W. Hampden Cinderella Mall, Suite 33 Englewood, CO 80110 (303) 789-0565 or (800) 325-3338	7	7	7	0
<i>(See Advertisement Page 22)</i>				

*STATIONS - No. of interviewing stations at this location
 *CRT'S - No. of stations using CRT'S for interviewing
 *ON-SITE - No. of stations which can be monitored on-site
 *OFF-PREMISES - No. of stations which can be monitored off-premises

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*	ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
SAMI/Burke, Inc. Vantage Bldg., 3805 Marshall Suite 102 Wheatridge, CO 80033 (303) 425-5788	45	0	45	45	Metro Research Services, Inc. 10710 Lee Hwy., Suite 207 Fairfax, VA 22030 (703) 385-1108	11	0	11	0
CONNECTICUT					National Research, Inc. 5454 Wisconsin Ave. Suite 840 Chevy Chase, MD 20815 (301) 951-9550	50	0	50	0
DANBURY					Olechak Market Research 6194 Greenbelt Road Greenbelt, MD 20770 (301) 441-4660	15	0	15	0
Performance Plus, Inc. Danbury Fair Mall Danbury, CT 06810 (617) 872-1287	8	8	8	0	The Smith Company 1038 29th Street NW Washington D.C. 20007 (202) 298-7700	115	0	115	0
HARTFORD					Westat, Inc. 1650 Research Blvd. Rockville, MD 20580 (301) 251-1500	103	103	103	103
The Bourget Research Group 80 South Main Street W. Hartford, CT 06107 (203) 236-5794	12	0	12	0	FLORIDA				
Pert Survey Research 522 Cottage Grove Road Bloomfield, CT 06002 (203) 242-2005	30	12	30	30	FORT LAUDERDALE				
NEW HAVEN					CSI Qualitative Research Center 915 Middle River Drive Suite 109 Fort Lauderdale, FL 33304 (305) 566-5729	10	0	10	0
Ad Factors Marketing Research Monroe, CT 06468 (312) 858-3760	30	18	30	30	JACKSONVILLE				
NORWALK					Irwin Research Services, Inc. 565 So. Main Street Jacksonville, FL 32207 (904) 398-8300	55	20	55	50
Caney Research Group 16 South Main Street Norwalk, CT 06854 (203) 854-6790	10	0	10	0	MIAMI				
STAMFORD					Behavioral Science Research 1000 Ponce de Leon Blvd. Coral Gables, FL 33134 (305) 448-7622	15	1	15	0
Goldstein/Krall Marketing Resources P.O. Box 3321 Ridgeway Sta/25 Third Stamford, CT 06905 (203) 359-2820	40	0	40	40	Connect USA 18861 So. Dixie Hwy. Miami, FL 33157 (305) 255-8902	30	0	30	0
Coast To Coast Telephone Center 1346 Washington Blvd. Stamford, CT 06902 (203) 325-2335	14	0	14	0	Heakin Research, Inc. 9569 W. Atlantic Coral Square Mall Coral Springs, FL 33071 (305) 753-4466	10	0	0	0
The Saugatuck Group 212 Post Road West Westport, CT 06880 (203) 226-6042	30	0	30	0	Jean M. Light Interviewing Services 8551 Coral Way Miami, FL 33155 (305) 264-5780	27	0	27	7
DISTRICT OF COLUMBIA					Rife Market Research 1825 NW 167th St., Suite 109 Miami, FL 33056 (305) 620-4244	27	0	27	0
Action Surveys, Inc. 7564 Standish Place Rockville, MD 20855 (301) 424-7222	120	0	120	0	Natalie G. Weitzman, Inc. 850 Ives Dairy Road California Club Mail Miami, FL 33169 (305) 653-6323	17	0	17	0
Consumer Pulse of Washington 8310 C Old Courthouse Rd. Vienna, VA 22180 (703) 442-0960 or (800) 336-0159	16	4	16	0					
<i>(See Advertisement Page 58)</i>									
Covington-Burgess Market Research 1921 Eleventh St. NW Washington D.C. 20001 (202) 745-0919	14	0	14	0					
Decision Data Collection 7405 Colshire Dr., Suite 218 McLean, VA 22102-7490 (703) 556-8682	16	0	14	0					
Heakin Research, Inc. Laurel Court 14882 Balt. Washington Blvd., Laurel, MD 20707 (301) 776-9800	12	0	0	0					
HTI Custom Research 4511 Knox Road College Park, MD 20740 (301)779-7950	50	30	50	50					

ORGANIZATION STATIONS* CRT'S* ON-SITE* OFF-PREMISES*

ORLANDO

Barbara Nolan Mktg. Research
U.S. Test. Co.
560 Osceola Street 25 0 25 0
Altamonte Springs, FL 32701
(305) 830-4542

The Datafax Company, Inc.
2600 Maitland Center Pkwy. 12 0 10 0
Suite 170
(See Advertisement Page 57)
Maitland, FL 32751
(305) 660-8878

TALLAHASSEE

MGT of America, Inc.
2425 Torreya Drive 16 0 16 12
Tallahassee, FL 32303
(904) 386-3191

TAMPA

Adam Market Research, Inc.
2511 No. Grady Avenue 5 0 5 2
Suite 401
Tampa, FL 33607
(813) 875-4005

Data Inquiries
715 No. Sherrill 8 0 8 0
Tampa, FL 33609
(813) 877-9617

Gulf Coast Research Corp.
4415 Central Avenue 5 0 0 0
St. Petersburg, FL 33713
(813) 321-4419

Suburban Associates
4350 W. Cypress 15 0 15 0
Tampa, FL 33607
(813) 874-3423

Tampa Bay Opinion Mart
3302 W. Buffalo Ave./#1005A 7 0 0 0
Tampa, FL 33607
(813) 223-5806

Total Research Corporation
5130 Eisenhower Blvd. 60 0 60 60
Suite 210
Tampa, FL 33634
(813) 887-5544

GEORGIA

ATLANTA

Atlanta Marketing Research Center
3355 Lenox Road NE, Suite 660 15 0 15 0
Atlanta, GA 30326
(404) 239-0001

Booth Research Services, Inc.
6100 Lake Forest Drive 40 40 40 40
Atlanta, GA 30328
(404) 257-9791

Compass Marketing Research
3294 Medlock Bridge Road 40 40 40 0
Suite 100
Norcross, GA 30092
(404) 448-0754

Consumer Network, Inc.
3612-B Chamblee Tucker Rd. 15 0 15 0
Atlanta, GA 30341
(404) 939-2535

Erick & Lavidge, Inc.
9 Corporate Square 52 44 44 44
Atlanta, GA 30329
(404) 325-3221

Joyner Hutcheson Research, Inc.
1900 Century Place 20 0 20 0
Atlanta, GA 30345
(404) 321-0953

ORGANIZATION STATIONS* CRT'S* ON-SITE* OFF-PREMISES*

Mid-America Research, Inc.
3393 Peachtree Road NE 6 6 6 0
Atlanta, GA 30326
(404) 261-8011

Peachtree Surveys, Ltd.
6095 Barfield Rd., Suite 120 28 8 28 0
Atlanta, GA 30328
(404) 257-1230

Quality Controlled Services (QCS)
1945 Cliff Valley Way 28 0 28 0
Suite 250
(See Advertisement Page 22)
Atlanta, GA 30329
(404) 321-0468 or
(800) 325-3338

SAMI/Burke, Inc.
Shannon Twr/4405 Mall Blvd. 45 45 45 45
Suite 100
Union City, GA 30291
(404) 964-0099

Scotti Research-Elrod Div.
1800 Peachtree Rd. NW 14 0 14 14
Suite 500
Atlanta, GA 30309
(404) 352-0686

John Stolzberg Market Research
1800 Century Blvd., Suite 795 14 0 14 0
Atlanta, GA 30345
(404) 329-0954

ILLINOIS

CHICAGO

Ad Factors Marketing Research
751 Roosevelt Road 50 30 50 50
Glen Ellyn, IL 60137
(312) 858-3760

Adler Weiner Research Co.
6336 No. Lincoln 12 0 12 0
Chicago, IL 60659
(312) 463-5552

Alpha Research Group, Inc.
400 No. Schmidt Road 85 22 85 85
Bolingbrook, IL 60439
(312) 759-0700

Assistance in Marketing Chicago
1650 N. Arlington Heights Rd. 10 10 0 0
Arlington Heights, IL 60004
(312) 392-5500

Baxter Research Int.
270 W. North Ave. 10 0 0 0
Villa Park, IL 60181
(312) 832-2617

Irwin Broh & Associates, Inc.
1011 E. Touhy Avenue 20 5 20 20
Des Plaines, IL 60018
(312) 297-7515

Central Telephone Interviewing Sys.
6445 N. Western Avenue 50 50 50 50
Chicago, IL 60645
(312) 274-3700

C/J Research, Inc.
3150 Salt Creek Lane 100 60 100 100
Arlington Heights, IL 60007
(See Advertisement Inside Front Cover)
(312) 253-1100

Communications Research, Inc.
233 E. Wacker Dr., Suite 2105 25 0 25 0
Chicago, IL 60601
(312) 938-0200

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*CRT'S - No. of stations using CRT'S for interviewing
*ON-SITE - No. of stations which can be monitored on-site
*OFF-PREMISES - No. of stations which can be monitored off-premises

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*	ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
Consumer & Professional Research 1515 Sheridan Road Wilmette, IL 60091 (312) 938-7744	8	0	8	0	PEORIA Scotti Marketing Research, Inc. 1118 No. Sheridan Road Peoria, IL 61606 (309) 673-6194	14	0	14	0
Conway/Milliken & Associates 875 No. Michigan Chicago, IL 60611 (312) 787-4060	80	80	80	80	ROCKFORD Ad Factors Marketing Research Rockford, IL 61101 (312) 858-3760	100	60	100	100
Data Research, Inc. 1311 Butterfield Rd., Suite 304 Downers Grove, IL 60615 (312) 971-2880	30	0	30	30	INDIANA FORT WAYNE Dennis Research Services, Inc. 3620 E. Paulding Road Fort Wayne, IN 46816 (219) 447-1585	15	0	6	0 <i>(See Advertisement Page 30)</i>
Erick & Lavidge, Inc. 3041 Woodcreek Drive Downers Grove, IL 60515 (312) 810-0100	42	12	42	42	INDIANAPOLIS Circle City Research Corp. 3707 N. Shadeland Ave., #B-1 Indianapolis, IN 46226 (317) 545-8000	8	0	0	0
Focuscope Unlimited, Inc. 137 N. Oak Park Ave., #207 Oak Park, IL 60301 (312) 386-5086	20	0	15	0	Emmis Research 1099 No. Meridan, Suite 250 Indianapolis, IN 46204 (317) 630-2828	52	40	52	0
Goldring & Company 737 No. Michigan Chicago, IL 60611 (312) 440-5250	40	0	40	40	Herron Associates, Inc. 710 Executive Park Drive P.O. Box 744 Greenwood, IN 46142 (317) 882-3800	26	10	26	0
Heakin Research, Inc. 1853 Ridge Road Homewood, IL 60430 (312) 799-8101	32	0	0	0	Herron Associates, Inc. 1251 U.S. 31 No., #C-26 Greenwood, IN 46142 (317) 882-6471	4	4	0	0
Kapuer Survey Center 3436 N. Kennicott Arlington Heights, IL 60004 (312) 870-6700	120	28	120	120 <i>(See Advertisement Page 56)</i>	Strategic Marketing & Research, Inc. 303 N. Alabama, Suite 210 Indianapolis, IN 46204 (317) 262-4680	20	20	18	18
Market Facts, Inc. 676 No. St. Clair Street Chicago, IL 60611 (312) 280-9100	106	35	106	106	Walker Research, Inc. 3939 Priority Way Indianapolis, IN 40280-0432 (317) 843-3939	80	48	80	80
Mid-America Research, Inc. 999 No. Elmhurst Rd. Mt. Prospect, IL 60056 (312) 392-0800	25	25	25	0	IOWA CEDAR RAPIDS Frank N. Magid Associates One Research Center Marion, IA 52302 (319) 377-7345	65	0	65	0
MIL Research, Inc. 307 No. Michigan, #1818 Chicago, IL 60601 (312) 726-8099	6	0	6	0	DAVENPORT Per Mar Research 425 West Second Street Davenport, IA 52801 (319) 326-6291	14	2	10	0
Precision Field Services 7900 N. Milwaukee Avenue Niles, IL 60648 (312) 966-8666	15	0	15	0	Scotti Marketing Research, Inc. 320 W. Kimberly Road Davenport, IA 52806 (319) 386-1905	10	0	10	0
Quality Controlled Services (QCS) 55 W. 22nd Street Lombard Office Park, Suite 107 Lombard, IL 60148 (312) 620-5810 or (800) 325-3338	10	8	10	0 <i>(See Advertisement Page 22)</i>	DES MOINES Integrated Marketing Research System (IMR) 507-10th Street, Suite 802 Des Moines, IA 50309 (515) 282-7800	15	11	11	0
The Research Group 8289 Golf Road Niles, IL 60648 (312) 966-8900	20	0	20	15	Per Mar Research 1720-6th Avenue Des Moines, IA 50314 (515) 244-5660	14	0	8	0
Survey Center, Inc. 505 N. Lakeshore Drive Suite 3708 Chicago, IL 60611 (312) 943-2686	80	0	80	80					
Survey Center, Inc. 9838 S. Roberts Road Palos Hills, IL 60463 (312) 943-2686	20	10	20	0					
United States Testing Co. 300 Marquardt Wheeling, IL 60090 (312) 520-3600	100	0	100	100					

ORGANIZATION STATIONS* CRT'S* ON-SITE* OFF-PREMISES*

MASON CITY

Directions In Research
Box 1731 20 0 20 0
Mason City, IA 50401
(515) 423-0275

KANSAS

KANSAS CITY
(See Kansas City, MO)

WICHITA

Wichita Marketing Research, Inc.
224 Ohio 10 0 10 0
Wichita, KS 67214
(316) 263-0491

KENTUCKY

LOUISVILLE

Personal Opinion, Inc.
3415 Bardstown Road 17 5 3 0
Suite 206A
Louisville, KY 40218
(502) 451-1971
SAMI/Burke, Inc.
7505 LaGrange Rd., Suite 102B 20 0 20 20
Louisville, KY 40220
(502) 423-1124
Stevens Research Services, Inc.
3010 Hikes Lane 11 0 11 0
Louisville, KY 40220
(502) 456-5300
Wilkerson and Associates
3339 Taylorsville Road 25 0 25 25
Louisville, KY 40205-3130
(502) 897-0637

LOUISIANA

BATON ROUGE

Robert S. Miller Associates, Inc.
340 St. Joseph Street 40 0 40 0
Baton Rouge, LA 70802
(504) 388-9551

NEW ORLEANS

Analytical Studies, Inc.
708 Rosa 18 7 18 0
Metairie, LA 70005
(504) 835-3508
Heakin Research, Inc.
1401 E. Esplanade 10 0 0 0
Esplanade Mall, Suite C3
Kenner, LA 70065
(504) 464-9188

MARYLAND

BALTIMORE

Chesapeake Surveys
305 W. Chesapeake Avenue 25 0 25 0
Suite L19
Towson, MD 21204
(301) 296-4411
(See Advertisement Page 19)
Consumer Pulse of Baltimore
8200 Perry Hall 16 4 16 0
1152 White Mrsh. Mall
Baltimore, MD 21236
(301) 256-7700 or
(800) 336-0159
(See Advertisement Page 58)

ORGANIZATION STATIDNS* CRT'S* DN-SITE* OFF-PREMISES*

Opinion Centers of Maryland
6400 Rossville Blvd. 32 8 24 0
Baltimore, MO 21237
(301) 391-7750

MASSACHUSETTS

BOSTON

Bennett Research
230 Western Ave., Suite 201 20 4 20 20
Boston, MA 02114
(617) 254-1314
CSI Telephone Center
170 Linden, Suite 1B 10 0 10 0
Wellesley, MA 02181
(617) 237-4729
Decision Research
33 Hayden 20 20 20 20
Lexington, MA 02173
(617) 861-7350
(See Advertisement Page 43)

All research facilities are not alike.

Decision Research Corporation operates focus group facilities in New York City and Lexington, Massachusetts (a suburb of Boston). Each facility features state-of-the-art audio/visual recording systems and one-way observation mirrors.

What's more, we have a select group of expert moderators who are skilled at group and in-depth interviews, as well as qualitative analysis. All of our recruiting is done on site by professionally trained recruiters who are accustomed to working with "hard-to-recruit" groups.

For quantitative studies, we offer extensive field interviewing and data processing services. We maintain our own statistical consulting staff, a programming staff, and computers. Our quantitative research services include monitored CRT and telephone facilities, intensive training for interviewers, and individual briefings for each project.

Decision Research Corporation

Decision Research
33 Hayden Avenue
Lexington, MA 02173
617-861-7350
Telex-951929

LAR/Decision Research
1841 Broadway
New York, NY 10023
212-586-2118

*STATIONS - No. of interviewing stations at this location
*CRT'S - No. of stations using CRT'S for interviewing
*ON-SITE - No. of stations which can be monitored on-site
*OFF-PREMISES - No. of stations which can be monitored off-premises

Circle No. 122 on Reader Card

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
Dorr & Sheff, Inc. 90 Windom Street Boston, MA 02134 (617) 787-3677	32	0	32	0
Field Facts, Inc. Dedham Mall, Route 1 Dedham, MA 02026 (617) 326-0865	6	0 <i>(See Advertisement Page 23)</i>	6	0
Performance Plus, Inc. 160 Cochituate Rd. Framingham, MA 01701 (617) 872-1287	33	10	10	0
Quality Controlled Services (QCS) 190 N. Main Natick, MA 01760 (617) 653-1122 or (800) 325-3338	20	0 <i>(See Advertisement Page 22)</i>	20	0
Research Data, Inc. 624 Worcester Road Framingham, MA 01701 (617) 875-1300	55	24	55	55

SPRINGFIELD

Pert Survey Research 150 Fearing Amherst, MA 01002 (203) 242-2005	30	0	30	30
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MICHIGAN

DETROIT

Amrigon 25 W. Long Lake Road Bloomfield Hills, MI 48013 (313) 258-2300	200	200	200	200
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ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
Bobby Interviewing/ Opinion Search 28840 Southfield, #242 Lathrup Village, MI 48076 (313) 569-9922	15	0	15	15
Consumer Pulse of Detroit 725 South Adams Road Birmingham, MI 48011 (313) 540-5330 or (800) 336-0159	40	16 <i>(See Advertisement Page 58)</i>	40	40
Detroit Marketing Services, Inc. 18000 W. Eight Mile Rd., #100 Southfield, MI 48075 (313) 569-7095	24	6	12	24
E. Friedman Marketing Services, Inc. 25130 Southfield Road Suite 200 Southfield, MI 48075 (313) 569-0444	32	0	22	0
General Interviewing Surveys 17117 W. Nine Mile Road Suite 1020 Southfield, MI 48075 (313) 559-7860	20	0	20	0
Heakin Research, Inc. 32165 Gratiot Macomb Mall, Suite 790 Roseville, MI 48066 (313) 294-3232	7	0	0	0
Hi Scope/The Opinion Place 31005 Orchard Lake Road Farmington Hills, MI 48018 (313) 557-2773	10	0	10	0
Market Interview 33029 Schoolcraft Livonia, MI 48150 (313) 421-3420	30	30	30	30

TRENDFACTS FIELD SERVICES



The TRENDFACTS 25-line/daytime, 35-line/evening central bank CRT WATS/ALLNET/SPRINT telephone interviewing facility has high-speed, long-distance accessing, least-cost routing, and includes undetected monitoring and recording capabilities.

(313) 855-7811 FARMINGTON HILLS, MI

TRENDFACTS FIELD SERVICES

- Modern, central bank telephone interviewing facilities and services. Includes editing, coding and topline survey tabulations.

→ **CONTACT:** Mary Muffit (313) 855-7811

TRENDFACTS RESEARCH DIVISION

- Provides research design, project costing, sample derivation, questionnaire development, data processing, analyses and reporting services. Straight "crosstabs" to multivariate analytical capabilities.

→ **CONTACT:** Bob Quigley (313) 855-7810

COMPUTERFACTS ANALYTICAL

- Complete data editing, coding, terminal entry and micro/mini computer processing services utilizing IBM/AT&T and Honeywell. Statistical packages include regression, factor, conjoint and multi-dimensional analyses.

→ **CONTACT:** Bernie Lis (313) 582-9090

ORGANIZATION	STATIONS*	CRT'S*	DN-SITE*	OFF-PREMISES*
Nordhaus Research, Inc. 20300 West 12 Mile Road Southfield, MI 48076 (313) 827-2400	75	10	75	75
Product & Consumer Evaluations 28535 Orchard Lake Road Farmington Hills, MI 48018 (313) 553-4100	45	23	45	45
Survey Data Research, Inc. 30300 Telegraph Road Suite 185 Birmingham, MI 48010 (313) 540-7400	20	12	20	0

TRENDFACTS Research/Field Services
Divisions of the Creative
Group, Inc.
31800 Northwestern Highway
Suite 380
Farmington Hills, MI 48018
(313) 855-7810 or 7811

(See Advertisement Page 44)

GRAND RAPIDS

Datatrack, Inc. 161 Ottawa Avenue NW Grand Rapids, MI 49503 (616) 776-7230	50	0	35	50
Kennedy Research, Inc. 405A Waters Building Grand Rapids, MI 49503 (616) 458-1461	50	0	35	35
Western Michigan Research, Inc. 6143 1/2-28th Street SE Grand Rapids, MI 49506 (616) 949-8724	14	0	14	14

KALAMAZOO

Bo Mar Research, Inc. 511 Monroe Street Kalamazoo, MI 49007 (616) 342-5880	15	0	15	0
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MINNESOTA

MINNEAPOLIS/ST. PAUL

Custom Research Telephone 10301 Wayzata Blvd. P.O. Box 26695 Minneapolis, MN 55426 (612) 542-0800	45	45	45	45
Bette Dickinson Research, Inc. 3900-36th Avenue North Minneapolis, MN 55422 (612) 521-7635	15	0	15	15
Jeanne Drew Surveys, Inc. 5005 1/2-34th Avenue So. Minneapolis, MN 55417 (612) 729-2306	19	0	15	0
Focus Market Research, Inc. 801 West 106th Street Bloomington, MN 55420 (612) 881-3635	23	0	10	0
N.K. Friedrichs Associates, Inc. 920-C Butler Square 100 N. 6th St. Minneapolis, MN 55403 (612) 333-5400	30	22	30	0
Heakin Research, Inc. Knollwood Mall, 8332 Hwy. 7 St. Louis Park, MN 55426 (612) 936-0940	10	0	0	0
IMI Research Corporation 6600 France Avenue South Minneapolis, MN 55435 (612) 920-7824	24	0	24	24
Mid-Continent Research, Inc. 821 Marquette Avenue 1700 Foshay Tower Minneapolis, MN 55402 (612) 333-7776	9	0	9	0

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
MRC, Inc. 5820-74th Ave. No., Suite 105 Brooklyn Park, MN 55443 (612) 561-4467	11	0	11	0
Midwest Interviewing & Research 7515 Wayzata Blvd., Suite 201 Minneapolis, MN 55426 (612) 545-7001	8	2	8	0
Plasman & Associates 7301 Ohms Lane Minneapolis, MN 55435 (612) 831-5421	14	6	14	0
Project Research, Inc. 1313 Fifth Street SE Minneapolis, MN 55414 (612) 331-9222	50	25	50	50
Quality Controlled Services (QCS) 7200 France Avenue South Suite 234 Minneapolis, MN 55435 (612) 831-7133 or (800) 325-3338	35	10	35	0
Research Systems, Inc. 1809 So. Plymouth Road Suite 325 Minnetonka, MN 55343 (612) 544-6334	16	0	11	11
Rockwood Research Corp. 1751 West County Road "B" St. Paul, MN 55113 (612) 631-1977	34	24	34	34
SAMI/Burke, Inc. 6500 Brooklyn Blvd. Brooklyn Center, MN 55429 (612) 566-3375	22	0	22	22
Twin City Interviewing Service 3225 Hennepin Avenue So. Minneapolis, MN 55408 (612) 823-6214	7	0	7	0
Winona Market Research Bureau 8200 Humboldt Avenue South Minneapolis, MN 55431 (612) 881-5400	40	0	40	40

(See Advertisement Page 22)

(See Advertisement Page 46)

MISSOURI

KANSAS CITY

The Field House 7220 West 98th Terrace Overland Park, KS 66212 (912) 341-4245	30	0	30	0
Heakin Research, Inc. 4200 Blue Ridge Blue Ridge Mall Kansas City, MO 64133 (816) 737-1130	5	0	0	0
Heakin Research, Inc. 116 Independence Center Independence, MO 64057 (816) 795-0706	6	0	0	0
Heakin Research, Inc. 4601 State Indian Springs Branch Kansas City, KS 66102 (913) 596-2244	5	0	0	0

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*ON-SITE - No. of stations which can be monitored on-site
*OFF-PREMISES - No. of stations which can be monitored off-premises

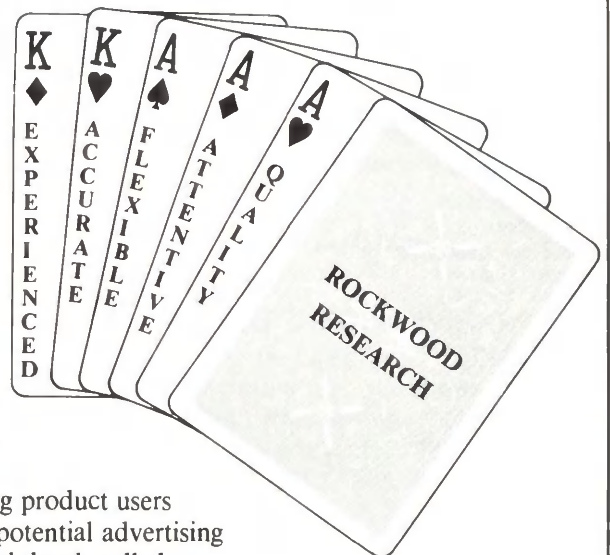
ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*	ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
Quality Controlled Services (QCS) 10875 Grandview Street Corporate Woods Office Park #2230 Overland Park, KS 66210 (913) 345-2200 or (800) 325-3338	30	10	15	0	Marketeam Associates 555 N. New Ballas Rd. St. Louis, MO 63141 (314) 569-1324	40	0	40	0
		(See Advertisement Page 22)					(See Advertisement Page 19)		
Quality Controlled Services (QCS) 8600 Ward Parkway Kansas City, MO 64114 (816) 361-0345 or (800) 325-3338	16	5	16	0	Quality Controlled Services (QCS) 1655 Des Peres Rd., Suite 100 St. Louis, MO 63131 (314) 966-6595 or (800) 325-3338	10	0	10	0
		(See Advertisement Page 22)					(See Advertisement Page 22)		
Quality On Time Interviewing 8889 Bourgade, Suite 100 Lenexa, KS 66219 (913) 894-9012	13	9	13	0	Quality Controlled Services (QCS) St. Louis Survey Center 8700 Manchester Road St. Louis, MO 63144 (314) 968-4672 or (800) 325-3338	44	12	44	0
							(See Advertisement Page 22)		
USA-800 Box 16795 Kansas City, MO 64133 (800) 821-7700	70	10	60	0	Superior Surveys of St. Louis 10795 Watson Road St. Louis, MO 63127 (314) 965-0023	12	0	12	0
Valentine-Radford Research Group 911 Main Street P.O. Box 13407 Kansas City, MO 64199 (816) 842-5021	18	18	18	0	Wade West, Inc. 536 Northwest Plaza St. Louis, MO 63074 (314) 291-8888 or (818) 995-1400	10	10	10	10
							(See Advertisement Back Cover)		
ST. LOUIS					Westgate Research, Inc. 650 Office Parkway St. Louis, MO 63141 (314) 567-3333	31	0	31	0
Consumer Opinion Research, Inc. 10795 Watson Road St. Louis, MO 63127 (314) 965-0053	14	0	14	14					
Fact Finders 2029 Woodlands Pkwy. Suite 101 St. Louis, MO 63146 (314) 991-1838	24	0	24	24					
					SPRINGFIELD				
					Martell Research 3-100 Corporate Centre Springfield, MO 65804 (417) 882-5999	12	0	12	0

It's In The Cards . . .

When it comes to full-service, quality market research, Rockwood Research is holding all the cards. Our experienced professional staff will give your project personal attention from start to finish. We have in-house focus group interviewing facilities, a computer-assisted telephone system, local and national capabilities, on-site data processing.

Whatever your requirements — attitudes or perceptions among product users tracking awareness of your advertising, brand share or testing potential advertising concepts — you can be assured the staff of Rockwood Research has handled *thousands* of similar projects for firms like yours.

Remember, Rockwood Research is large enough to provide all the market research services you need, and small enough to give your project individual attention. Call us today.



ROCKWOOD RESEARCH

1751 West County Road B • St. Paul, MN 55113 • 612-631-1977

Circle No. 124 on Reader Card

ORGANIZATION STATIONS* CRT'S* ON-SITE* OFF-PREMISES*

NEBRASKA

LINCOLN

Coy Interviewing Services, Inc.
380 Bruce Drive
Lincoln, NE 68510
(402) 488-3753 16 0 16 0

SRI Research Center
300 South 68th Street
Lincoln, NE 68510
(402) 489-9000 240 120 240 240

OMAHA

Midwest Survey, Inc.
8922 Cuming Street
Omaha, NE 68114
(402) 392-0755 13 0 13 0

Northwest Surveys, Inc.
319 South 17th., #500
Omaha, NE 68102
(402) 346-6767 38 24 38 38
(See Advertisement Page 55)

NEVADA

LAS VEGAS

Las Vegas Surveys, Inc.
1370 E. Flamingo Road
Las Vegas, NV 89119
(702) 796-6451 20 0 20 0

NEW HAMPSHIRE

NASHUA

New England Interviewing, Inc.
5 Coliseum
Nashua, NH 03063
(603) 889-8222 15 0 15 0

NEW JERSEY

ASBURY PARK

Contrac, Inc.
317 Brick Boulevard
Bricktown, NJ 08723
(201) 920-0500 45 0 45 45
(See Advertisement Page 30)

Heakin Research, Inc.
Seaview Square, Route 35 & 66
Ocean, NJ 07712
(201) 922-0300 7 0 0 0

NEW BRUNSWICK

R. H. Bruskin Associates
303 George Street
New Brunswick, NJ 08903
(201) 249-1800 100 76 100 100
(See Advertisement Page 35)

Capricorn Marketing Research
Field Service
322D Englishtown Road
Old Bridge, NJ 08857
(201) 251-9000 25 0 25 0

PRINCETON

The Gallup Organization
53 Bank Street
Princeton, NJ 08542
(609) 924-9600 51 0 51 51

McGraw-Hill Research
Telephone Interviewing Center
Princeton-Hightstown Road
Hightstown, NJ 08520
(609) 426-5946 48 24 48 48
(See Advertisement Pages 5 & 21)

ORGANIZATION STATIONS* CRT'S* ON-SITE* OFF-PREMISES*

Gpinlon Research Corporation

N. Harrison Street
P.O. Box 183
Princeton, NJ 08542-0183
(609) 924-5900 100 60 100 100
(See Advertisement Page 25)

Response Analysis Corp.
377 Wall Street
P.O. Box 158
Princeton, NJ 08542
(609) 921-3333 45 0 45 45

Total Research Corporation
5 Independence Way
Corp. Center
Princeton, NJ 08540
(609) 921-8100 16 0 16 16

NEW MEXICO

ALBUQUERQUE

Sandia Marketing Services
923 Coronado Mall NE
Albuquerque, NM 87110
(505) 883-5512 14 8 14 0

NEW YORK

BUFFALO

Survey Service of Western New York
1911 Sheridan Drive
Buffalo, NY 14223
(716) 876-6450 20 20 20 0

NEW YORK

AHF Marketing Research
20 West 33rd Street
New York, NY 10001
(212) 244-5555 54 54 54 54
(See Advertisement Page 7)

Edward Blank Assoc.
71 West 23rd Street
New York, NY 10010
(212) 741-8133 150 0 150 150

Brehl Assoc. Marketing Research
11 Grace Avenue
Great Neck, NY 11021
(516) 466-6882 25 0 25 25

Contrac, Inc.
375 So. Washington Avenue
Bergenfield, NJ 07621
(201) 385-8300 85 50 85 85
(See Advertisement Page 30)

Central Marketing, Inc.
30 Irving Place
New York, NY 10003
(212) 260-0070 150 0 150 150

Central Telephone Interviewing Sys.
1 Park Avenue
New York, NY 10016
(212) 689-5064 25 25 25 25

Commercial Analysts Co.
352 Park Avenue
New York, NY 10010
(212) 481-5000 44 21 44 44

Steve Davis WATS
821 Broadway, 5th Floor
New York, NY 10003
(212) 505-6100 10 0 10 10

Diversified Research, Inc.
16 N. Astor Street
Irvington, NY 10533
(914) 591-5440 50 25 50 50

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ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*	ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
DTW Marketing Research Group, Inc. 395 Pleasant Valley Way West Orange, NJ 07052 (201) 325-2888	25	0	10	10	Stewart Surveys, Inc. 579 Franklin Turnpike Ridgewood, NJ 07450 (201) 447-5100	32	8	32	0
Elrick & Lavidge, Inc. One Sears Drive Paramus, NJ 07652 (201) 599-0755	8	8	0	0	Suburban Associates 210 South Broad Street Ridgewood, NJ 07450 (201) 652-2223	15	0	15	0
Facts Center 205 Lexington Avenue New York, NY 10016 (212) 679-2500	94	0	94	0	The Telephone Centre, Inc. 3 Cottage Place New Rochelle, NY 10801 (914) 576-1100	60	57	60	60
George Fine Research, Inc. 220 N. Central Park Avenue Hartsdale, NY 10530 (914) 328-0200	26	26	26	0	Tele-Quest Wats Marketing Services, Inc. 211 W. Chester Street Long Beach, NY 11561 (516) 432-7733	25	0	25	25
Focus World/Consumer Reaction Research 272 Highway 34 Aberdeen, NJ 07747 (201) 290-1202	25	0	25	0	Valdes Research Company 5601 Riverdale Avenue Bronx, NY 10471 (212) 543-6450	10	0	10	0
FRC Research Corp. 404 Park Avenue So. New York, NY 10016 (212) 696-0870	20	0	20	0	Wats Interviewing Network 71 Union Avenue Rutherford, NY 07070 (201) 460-7090	45	0	45	45
Louis Harris & Associates 630-5th Avenue New York, NY 10111 (212) 698-9600	40	40	40	40	The WATS Room 120 Van Nostrand Avenue Englewood Cliffs, NY 07632 (201) 585-1400	60	20	60	60 <i>(See Advertisement Page 59)</i>
Hooper Telephone Research Center 205 East 42nd St. 17th Floor New York, NY 10017 (212) 490-3197	35	0	35	35	ROCHESTER				
Innovative Concepts 960 South Broadway Hicksville, NY 11801 (516) 433-3215	40	0	40	40	Gordon S. Black Corporation 1661 Pennfield Road Rochester, NY 14625 (716) 248-2805	50	50	34	10
Market Trends/Admar Research 304 Park Avenue South New York, NY 10010 (212) 677-1700	20	0	20	0	NORTH CAROLINA				
Maritz Marketing Research, Inc. 1515 Route 10 Parsippany, NJ 07054 (201) 292-1775	28	28	28	0	CHAPEL HILL				
Mktg., Inc. 200 Carleton Avenue East Islip, NY 11730 (516) 277-7000	140	60	140	140	FGI 700 Eastowne Drive P.O. Box 3767 Chapel Hill, NC 27514 (919) 929-7759	40	0	40	40
Mktg., Inc. 2 Engineers Lane Farmingdale, NY 11735 (516) 277-7000	60	0	60	60	CHARLOTTE				
National Wats Services 65 Route 4 East River Edge, NY 07661 (201) 342-6700	75	16	75	75	Consumer Pulse of Charlotte 5625 Central Avenue Eastland Mall Charlotte, NC 28212 (704) 536-6067 or (800) 336-0159	6	2	6	0 <i>(See Advertisement Page 58)</i>
Rich Enterprises, Inc. 2611 Pettit Avenue Bellemore, NY 11710 (516) 826-8822	52	0	52	52	KPC Research 600 South Tryon Street Charlotte, NC 28202 (704) 379-6342	40	30	40	0
Schulman, Ronca & Bucuvalas, Inc. 444 Park Avenue South 8th Floor New York, NY 10016 (212) 481-6200	55	0	55	55	Leibowitz Market Research Assoc. One Parkway Plaza, Suite 110 Charlotte, NC 28217 (704) 527-2282	25	10	0	0
Seaport Surveys 134 Beekman Street New York, NY 10038 (212) 608-3100	15	0	15	15	GREENSBORO				
Sheer Communications, Inc. 9 Albertson Avenue Albertson, NY 11507 (516) 484-3381	50	40	30	30	M/A/R/C Northline Ave, Forum V Mall Suite 661 Greensboro, NC 27408 (919) 855-6700	64	64	64	64
Statistical Research, Inc. 111 Prospect Street Westfield, NY 07090 (201) 654-4000	45	37	45	45	Wade West, Inc. 2300 W. Meadowview Road #203 Greensboro, NC 27407 (919) 854-3333 or (818) 995-1400	56	56	56	56 <i>(See Advertisement Back Cover)</i>
					RALEIGH				
					Diener & Assoc., Inc. 200 Park Offices Drive Suite 111 Research Triangle, NC 27709 (919) 549-8945	10	10	10	10

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
A North Carolina Interviewing Service 4208 Six Forks Rd., Bldg. 2 Suite 333 Raleigh, NC 27609 (919) 871-0555	8	0	3	0

TARBORO

Statistical Analysis Center P.O. Box 1218 Tarboro, NC 27886 (919) 823-0950	30	15	30	30
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OHIO

CINCINNATI

ADI Research, Inc. 9406 Main Street Cincinnati, OH 45242 (513) 984-2470	20	0	20	0
Assistance In Marketing 11890 Montgomery Road Cincinnati, OH 45249 (513) 683-6600	42	12	42	0
B&B Research Services, Inc. 8005 Plainfield Road Cincinnati, OH 45236 (513) 793-4223	20	0	20	0
Burgoyne Information Services Consumerviews Division 705 Central Avenue Cincinnati, OH 45202 (513) 621-7000	57	9	57	57
Consumer Testing Services 311 Philadelphia Covington, KY 41011 (606) 431-7700	10	0	10	0
Erick & Lavidge, Inc. 11 Triangle Park Cincinnati, OH 45246 (513) 772-1990	31	16	31	31
Fields Marketing Research, Inc. 7979 Reading Road Cincinnati, OH 45237 (513) 821-6266	20	0	20	0
Marketing Research Services, Inc. 15 East Eighth Street Cincinnati, OH 45202 (513) 579-1555	125	125	125	125
Marketvision Research, Inc. 4480 Lake Forest Dr. Cincinnati, OH 45242 (513) 733-5600	72	50	72	60

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
Research & Results, Inc. 29 Triangle Park, Suite 2902 Cincinnati, OH 45246 (513) 772-9111	10	0	10	0
SAMI/Burke, Inc. 2621 Victory Parkway Cincinnati, OH 45206 (513) 852-3726	122	122	122	122
Walker Research, Inc. 1717 Dixie Hwy., Suite 500 Ft. Wright, KY 41011 (317) 843-3939	40	20	40	40

CLEVELAND

Business Research Services, Inc. 510 The Arcade Cleveland, OH 44114 (216) 241-6292	12	0	12	0
Cleveland Survey Center 691 Richmond Mall Cleveland, OH 44143 (216) 321-0006	10	0	10	0
Consumer Pulse of Cleveland 4301 Ridge Road Cleveland, OH 44144 (216) 351-4644 or (800) 336-0159	16	8	8	0
<i>(See Advertisement Page 58)</i>				
Marketeam Associates 3645 Warrensville Center Road Shaker Heights, OH 44122 (216) 491-9515	12	0	12	0
<i>(See Advertisement Page 19)</i>				
Opinion Center/Asst. in Marketing 13426 Cedar Road Cleveland, OH 44118 (216) 932-3753	12	4	12	0
Rosen Research 25906 Emery Road Cleveland, OH 44128 (216) 464-5240	10	0	10	0
SAMI/Burke, Inc. 6862 Engle Road Englewood Mall, Suite 210 Middleburg Heights, OH 44130 (216) 243-4462	22	0	22	22

COLUMBUS

B&B Research Services, Inc. 1500 W. 3rd Avenue Columbus, OH 43212 (614) 486-6746	10	0	10	0
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- CRT INTERVIEWING CAPABILITY
- CONSTANT ON-SITE SUPERVISION
- ELECTRONIC MONITORING CAPABILITY
- FAST TURN-AROUND/COMPETITIVE PRICING

• COMPUTER/TABULATION FACILITY •

- SIX IN-HOUSE COMPUTERS
- DATA ENTRY INCLUDING COMPLETE VERIFICATION
- FLEXIBLE CROSS-TABULATIONS WITH STATISTICAL CALCULATIONS
- ELECTRONIC DATA BASE TRANSFER CAPABILITY

FOR INFORMATION: BETTY SPENCER OR GEORGE MAYNARD

Dwight Spencer and Associates, Inc.

1299 GRANDVIEW AVE. • COLUMBUS, OH. 43212 • (614) 466-3123

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
Columbus Research Center 700 Morse Rd., Suite 201 Columbus, OH 43214 (614) 885-1858	16	8	8	0
Clark Jones, Inc. 1029 Dublin Road Columbus, OH 43215 (614) 488-2466	35	0	29	0
Quality Controlled Services (QCS) 7634 Crossroad Drive Crossroads Center Columbus, OH 43219 (614) 436-2025 or (800) 325-3338	10	0	10	0
<i>(See Advertisement Page 22)</i>				
Saperstein Associates, Inc. 1414 E. Broad Street Columbus, OH 43205 (614) 253-7665	20	12	18	18
Dwight Spencer & Associates, Inc. 1290 Grandview Avenue Columbus, OH 43212 (614) 488-3123	30	8	30	12
<i>(See Advertisement Page 49)</i>				
T.I.M.E. Market Research 6276 Busch Blvd. Columbus, OH 43229 (614) 846-3163	18	0	18	0

DAYTON

Ruth Elliott Research Services 1401 E. Stroop Road Dayton, OH 45429 (513) 294-5959	8	0	0	0
SAMI/Burke, Inc. 3077 S. Kettering Blvd. Suite 119 Moraine, OH 45439 (513) 296-1070	45	45	45	45

TOLEDO

Creative Marketing Enterprises 3609 W. Alexis Road Toledo, OH 43623 (419) 473-2020	20	20	20	20
Maritz Marketing Research, Inc. 3035 Moffat Drive Toledo, OH 43615 (419) 841-2831	35	0	35	0
Market Research of Toledo 3450 W. Central, Suite 124 Toledo, OH 43606 (419) 531-7117	15	0	15	0
NFO Research, Inc. P.O. Box 315 Toledo, OH 43654 (419) 666-8800	184	140	184	184

YOUNGSTOWN

Markotoam Associates 5555 Youngstown-Warren Rd. Eastwood Mall, Suite 2636A Niles, OH 44446 (216) 544-5253	10	0	10	0
<i>(See Advertisement Page 19)</i>				

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OKLAHOMA

OKLAHOMA CITY

Johnson Marketing Research, Inc. 2915 N. Classen Blvd., #350 Oklahoma City, OK 73106 (405) 528-2700	14	0	14	0
Oklahoma City Research Quail Springs 2501 W. Memorial Road Oklahoma City, OK 73134 (303) 758-6424	8	0	8	0

TULSA

Gayle's Force/Tulsa Surveys 1535 So. Sheridan Tulsa, OK 74112 (918) 836-4512	30	0	30	30
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OREGON

PORTLAND

Columbia Information Systems 333 SW 5th Portland, OR 97204 (503) 225-0112	40	36	40	40
Griggs-Anderson Field Research 110 SW Yamhill Portland, OR 97204 (503) 241-8700	28	0	28	0
Northwest Surveys, Inc. 5322 NE Irving Portland, OR 97213 (503) 282-4551	35	6	35	35
<i>(See Advertisement Page 55)</i>				
Omni Research 9414 SW Barbur Blvd., #A Portland, OR 97219 (503) 245-4014	10	4	10	10

PENNSYLVANIA

PHILADELPHIA

Ad Factors Marketing Research Philadelphia, PA 19001 (312) 858-3760	30	18	30	30
Central Telephone Interviewing Sys. 4850 Street Road Trevose, PA 19049 (215) 364-4166	50	50	50	50
Chilton Research Services 201 King of Prussia Rd. Radnor, PA 19089-0193 (215) 964-4606	250	250	180	180
Consumer/Industrial Research Service 600 No. Jackson Street Media, PA 19063 (215) 565-6222	30	0	30	30
Consumer Pulse of Philadelphia 2203 Plymouth Meeting Mall Philadelphia, PA 19462 (215) 825-6636 or (800) 336-0159	17	4	17	0
<i>(See Advertisement Page 58)</i>				
The Data Group, Inc. 2260 Butler Pike Plymouth Meeting, PA 19462 (800) 523-0885	123	100	123	112
Delta Market Research, Inc. 333 N. York Road Hatboro, PA 19040 (215) 674-1180	30	0	30	30

ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
Int'l. Communications Research, Inc. 105 Chesley Drive Yorktown Bldg. Media, PA 19063 (215) 565-9280	100	100	100	100
Intersearch Corporation 132 Welsh Road Horsham, PA 19044 (215) 657-6400	350	80	350	350
Market Dimensions, Inc. 203 E. Baltimore Pike Media, PA 19063 (215) 565-9610	26	0	26	26
Mar's Surveys, Inc. Cinnaminson Mall, Route 130 Cinnaminson, NJ 08077 (609) 786-8514	22	0	22	0
Omni Facts 505 Old York Road Jenkintown, PA 19046 (215) 885-9001	30	0	30	30
Quality Controlled Services (QCS) 2577 Interplex Drive KOR Center A, Suite 101 Trevose, PA 19047 (215) 639-8035 or (800) 325-3338	5	5	5	0
<i>(See Advertisement Page 22)</i>				
Quick Test Opinion Center 1819 JFK Boulevard Philadelphia, PA 19103 (215) 564-1670 Opens Summer 1987	50	25	25	25
<i>(See Advertisement Page 3)</i>				
Ricci Telephone Research, Inc. 30 So. Sproul Rd. Broomall, PA 19008 (215) 356-0675	25	0	25	25
RSVP Interviewing Services 1916 Welsh Road Philadelphia, PA 19115 (215) 969-8500	75	0	75	75
<i>(See Advertisement Page 29)</i>				
Savitz Research Center, Inc. Valley Forge Plaza, Suite 750 King of Prussia, PA 19406 (215) 962-0609	16	16	16	16
Suburban Associates Montgomery Office Plaza North Wales, PA 19454 (215) 822-6220	15	0	15	0
The Telecommunications Center, Inc. 1111 Street Rd., Suite 304 Southampton, PA 18966 (215) 364-8170	18	0	18	18
TeleSpecs Research Services, Inc. 447 W. Moreland Road Suite 1A Willow Grove, PA 19090 (215) 657-7900	12	0	12	12
TMR, Inc. 700 Parkway Broomall, PA 19008 (215) 359-1190	35	0	35	35
Valley Forge Information Services Valley Forge Corporate Center 1000 Adams Avenue King of Prussia, PA 19406 (215) 666-0611 or (800) 345-6338	215	125	215	215
<i>(See Advertisement Page 51)</i>				
The Vanderveer Group 555 Virginia Drive Ft. Washington, PA 19034 (215) 646-7200	70	0	70	70

*STATIONS - No. of interviewing stations at this location
 *CRT'S - No. of stations using CRT'S for interviewing
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ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*	ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
PITTSBURGH					NASHVILLE				
Heakin Research, Inc. Ross Park Mall 1000 Ross Park Mall Blvd. Pittsburgh, PA 15237 (412) 369-4545	7	0	0		Quality Controlled Services (QCS) 719 Thompson Lane 100 Oaks Mall Office Tower 401 Nashville, TN 37204 (615) 383-5312 or (800) 325-3338	8	6	0	0
M/A/R/C 224-5th Avenue, Suite 216 McKeesport, PA 15132 (412) 678-8877	73	73	73	73	(See Advertisement Page 22)				
Marketing Investigations, Inc. 1106 Ohio River Road Suite 605 Pittsburgh, PA 15143 (412) 741-2410	10	0	10	0	SAMI/Burke, Inc. 1994 Gallatin Rd., Suite 204 Madison, TN 37115 (615) 859-3010	20	0	20	20
Pert Survey Research 1000 Westview Drive West View, PA 15229 (203) 242-2005	30	0	30	30	TEXAS				
SAMI/Burke, Inc. 717 Liberty Ave., Suite 1401 Pittsburgh, PA 15222 (412) 391-4181	20	0	20	20	AMARILLO				
Santell Market Research 300 Mt. Lebanon Blvd. Suite 2204 Pittsburgh, PA 15234 (412) 341-8770	20	4	20	0	Opinions Unlimited, Inc. 1500 W. 13th Amarillo, TX 79102 (806) 373-7491	16	5	16	0
SOUTH CAROLINA					AUSTIN				
CHARLESTON					Austin Polling & Market Research 1609 Shoal Creek Blvd. Suite 202 Austin, TX 78701 (512) 474-1005				
Bernett Research 2150 Northwood Blvd. 62 Northwoods Mall No. Charleston, SC 29418 (803) 553-0030	6	0	6	0	Texas Field Service 1200 Highland Mall Austin, TX 78752 (512) 459-3139	16	16	16	0
COLUMBIA					CORPUS CHRISTI				
Metromark Field Services 3030 Devine Street Columbia, SC 29205 (803) 256-8694	30	0	30	30	WADE WEST, Inc. 5858 So. Padre Isl. Dr., #38 Corpus Christi, TX 78412 (512) 993-6200 or (818) 995-1400	4	4	4	4
GREENVILLE					(See Advertisement Back Cover)				
Carolina Market Research 88 Villa Road Greenville, SC 29615 (803) 233-5775	16	0	16	0	DALLAS/FORT WORTH				
TENNESSEE					Accurate Marketing Research, Inc. 2214 Paddock Way, Suite 100 Grand Prairie, TX 75050 (214) 647-4272				
CHATANOOGA					Brisendine & Associates, Inc. 4800 So. Hulen, Suite 248 Ft. Worth, TX 76132 (817) 292-8073				
Wilkins Research 1921 Maris Hill Rd. Chatanooga, TN 37421 (615) 894-9478	15	0	15	0	Brisendine & Associates, Inc. 9619 Wendell Road Dallax, TX 75243 (817) 292-8073	8	3	8	0
KNOXVILLE					Data Bank Marketing Research 1194 W. Pioneer Parkway Arlington, TX 76003 (817) 265-3737				
O'Connor Surveys 601 W. Baxter Ave. Knoxville, TN 37921 (615) 525-9989	8	0	8	0	Fenton Swanger Consumer Research, Inc. 14800 Quorum Dr., Suite 250 Dallax, TX 75240 (214) 934-0707	33	33	33	33
MEMPHIS					Focus On Dallas 3530 Forest Lane, Suite 8 Dallas, TX 75234 (214) 350-5411				
Chamberlain Interviewing Service 3865 Viscount Ave., Suite 11 Memphis, TN 43118 (901) 795-6800	8	0	8	0	M/A/R/C 1700 Wilshire Denton, TX 76201 (817) 566-6668	123	102	123	123
Heakin Research, Inc. 4434 Mall of Memphis Memphis, TN 38118 (901) 795-8180	12	0	0	0	Market Research Services of Dallas 3201 E. Highway 67, #B1 Mesquite, TX 75150 (214) 270-8755	5	0	5	0
					MVA Research 433 Las Colinas Blvd. W. Suite 940 Irving, TX 75060 (214) 556-2314				

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Savitz Research Center, Inc. 20131 Hwy. 59 1122 Deerbrook Mall Humble, TX 77338 (713) 540-2020	8	8	8	8

McALLEN

MT&T 3525 No. Tenth Street McAllen, TX 78501 (512) 631-3449	10	0	10	1
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LUBBOCK

UMS Research Group 1516-53rd Street Lubbock, TX 79412 (806) 744-6740	32	0	27	0
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SAN ANTONIO

Creative Consumer Research 6222 Northwest Exp. Suite 105 San Antonio, TX 78201 (512) 734-7025	20	0	20	0
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Galloway Research Service 4346 NW Loop 410 San Antonio, TX 78229 (512) 734-4346	48	24	48	48
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Gibson & Associates, Inc. 6655 First Park Ten., #231 San Antonio, TX 78213 (512) 736-2010	13	0	10	10
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ORGANIZATION	STATIONS*	CRT'S*	ON-SITE*	OFF-PREMISES*
National Data Network 4103 Parkdale San Antonio, TX 78229 (512) 699-9781	13	0	13	13

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Decision/Making/Information 1999 North Columbia Lane Provo, UT 84604 (801) 226-1524	100	35	100	100
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SALT LAKE CITY

Utah Market Research 50 S. Main Crossroads Plaza Mall Salt Lake City, UT 84144 (801) 363-8726	10	0	10	0
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NORFOLK

Continental Research 4500 Colley Avenue Norfolk, VA 23508 (804) 489-4887	13	0	13	13
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Field Facts, Inc./The Atrium 6477 College Park Square Suite 206 Virginia Beach, VA 23464 (804) 523-2505	17	0	17	0
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(See Advertisement Page 23)

RICHMOND

Basso Survey Services, Ltd. 114 North Mall Willowlawn Shopping Center Richmond, VA 23230 (804) 285-2113	8	0	8	0
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Smith Research Center P.O. Box 13676 Richmond, VA 23225 (804) 231-4528	8	0	8	8
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South Eastern Institute of Research 2325 West Broad Street Richmond, VA 23220 (804) 358-8981	55	0	40	40
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WASHINGTON

SEATTLE

Columbia Information Systems 190 Queen Ann Ave. No. Seattle, WA 98109 (206) 285-1919	32	24	32	32
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Consumer Opinion Services, Inc. 12825-1st Avenue South Seattle, WA 98168 (206) 241-6050	17	0	17	0
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(See Advertisement Page 26)

GMA Research Corp. 11808 Northrup Way Bellevue, WA 98005 (206) 827-1251	24	24	24	0
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Market Trends, Inc. 14711 NE 29th Place Suite 101 Bellevue, WA 98007 (206) 885-4900	32	24	32	32
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Northwest Surveys, Inc. 2100 North 45th Seattle, WA 98103 (206) 547-5600	55	10	55	55
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(See Advertisement Page 55)

SAMI/Burke, Inc. The 1411-4th Ave. Bldg. Room 505 Seattle, WA 98101 (206) 682-8106	20	0	20	20
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Wado West, Inc. 15600 NE 8th Street Seattle, WA 98008 (206) 641-1188 or (818) 995-1400	10	10	10	10
<i>(See Advertisement Back Cover)</i>				
SPOKANE				
Inland Market Research Center 1715 "B" N. Atlantic Spokane, WA 99205 (509) 326-8040	21	0	21	0
WEST VIRGINIA				
CHARLESTON				
Ryan-Repass Research, Inc. 901 Virginia Street East Charleston, WV 25327 (304) 343-7655	15	0	15	0
WISCONSIN				
GREEN BAY				
Wisconsin Research 1270 Main Street Green Bay, WI 54302 (414) 436-4646	14	0	14	0
MILWAUKEE				
Bisbing Business Research 6525 W. Bluemound Blvd. Milwaukee, WI 53213 (414) 774-0623	40	0	40	40
Consumer Pulse of Milwaukee 275 W. Wisconsin Avenue #3004 Plankington Bldg. Milwaukee, WI 53203 (414) 274-6060 or (800) 336-0159	12	4	12	0
<i>(See Advertisement Page 58)</i>				
Dieringer Research Associates, Inc. 3064 N. 78th Street Milwaukee, WI 53222 (414) 445-1717	24	0	24	0
Lein/Spiegelhoff, Inc. 235 N. Executive Drive Suite 300 Brookfield, WI 53005 (414) 797-4320	30	0	27	0
Mazur/Zachow Interviewing 4319 No. 76th Street Milwaukee, WI 53222 (414) 438-0806	15	0	15	15
Milwaukee Market Research, Inc. 2835 North Mayfair Road Milwaukee, WI 53222 (414) 475-6656	10	6	10	0

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Continued from p. 31

• Day-trippers with no young children at home are more likely than those with young children to rely on word-of-mouth (32% vs. 16%).

Florida attractions

Almost half of Florida residents visited Disney World in the last two years.

• Residents with children under age 13 are more likely to visit Disney World and Sea World than are other residents.

• Attractions that charge admission are less frequently visited by older residents with no children.

• As income increases, the tendency to visit Disney World, Sea World and Busch Gardens increases.

• As age increases, the tendency to visit attractions in Florida decreases.

In the last two years, a third of Florida residents visited a state or national park in the state.

• The Everglades and Ocala National Forest are the most popular parks.

• Older residents, lower-income residents and retired residents are least likely to use Florida's parks.

Marketing objectives

The Florida Division of Tourism uses the research results to consider some of the possibilities for

achieving short- and long-term marketing objectives in promoting in-state travel.

• Target segments and poor prospects:

The overlapping market segments that Florida can particularly address are: Residents under age 45; families with children under age 13; and middle-to-upper income households. These segments are Florida's in-state travellers and will be most receptive to information about Florida destinations.

Out-of-state vacationers have specific needs: Diversity of destinations and friends and relatives. The state should accept their reasons for leaving the state; they are not likely to be persuaded to substitute in-state for out-of-state travel and they may be persuaded to add in-state travel to yearly vacation plans.

The senior market (age 65 and over) is a poor prospect for in-state travel because: Some have arrived where they want to be and have no interest in travel; some are too infirm; some don't have enough money.

• Destinations:

Central Florida is a popular destination. So are Orlando, Daytona, St. Augustine and The Keys. Parks and historic sites are appealing to middle-to-upper-income vacationers, an important segment.

• Traveller needs:

Families with young children have special needs which must be taken into consideration: Low-cost activities; recreational facilities; family travel packages; baby-sitting services; restaurant services; paid attractions; days that include both active and relaxing activities.

Continued on p. 60

BUSINESS DIRECTORY

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— NAMES OF NOTE —

Jan Gebhardt has joined C/J Research, Inc., Arlington Heights, IL, as a senior account supervisor. She was formerly with Elrick & Lavidge.

Barbara N. O'Neil has joined the Dallas NSI Marketing Staff as client service executive. She comes to Nielsen from Houstonian Magazine in Houston, where she was national sales manager.

Penina Maier has been promoted to vice president and director, marketing research division of Sieber & McIntyre Inc., Chicago.

SAMI/Burke, Inc. has announced the addition of **Kathy O'Connell** as client service manager of promotion decisions in Westport, CT. In her new position, O'Connell will be serving both new and existing clients. O'Connell was formerly account executive with MAJERS Corp. in Stamford, CT.

Frank Stanton, president of Simmons Market Research Bureau, has been named chairman of MRB Group, Inc., subsidiary of JWT Group, Inc.

trial, technical and international areas and research director **Andrea Haller**, who is in charge of the group specializing in consumer and healthcare subjects.

Robert Gilmore, president of **Northwest Surveys, Inc.** announces the opening of their newest WATS facility in Omaha, Neb. This "state of the art" data collection facility has 38 interviewing stations of which 24 are CRT equipped. Including their existing WATS facilities in Seattle, Wash., and Portland, Ore., Northwest Surveys now has a combined total of 128 interviewing stations offering regional or national WATS capabilities for industrial and consumer clients. For more information, contact Pam Dainard or Betty Ball at (206) 547-5600.

Weightman Research has been named the fifth operating unit of Weightman Group, Philadelphia's largest independently owned and managed communications company. **Paul Strasser**, currently vice president/director of marketing research for the Weightman Group, has been named president of Weightman Research.

Continued on p. 58

IT SEEMS LIKE RESEARCH FIRMS ARE SPRINGING UP ALL OVER



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April, 1987

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VOPAN

MARKETING RESEARCH

Robert Kassow, president of Quick Test Opinion Centers, Philadelphia, died unexpectedly on April 10. He was 42 years-old.

Christopher Avery has joined National Demographics and Lifestyles, New York and Denver, as senior consultant for financial services. He was formerly a management consultant with Jan Feddersen & Associates.

Smith's Fifth Avenue, New York City, announces two promotions. **Arthur Teicher** and **Vivian Werner**, both vice presidents, have been made principals and directors. Teicher was with Federal Express before joining Smith's in 1976 and Werner, who joined the agency in 1977, had been president of Research Systems, Inc.

Joining King World, New York City, as research director is **Richard Elkind**. He was formerly marketing manager at WCBC-TV, New York City. MRR

Error

Continued from p. 20

would have changed if non-respondents had all, in fact, participated in the survey. In many procedures, such as widely used intercept surveys in shopping malls, no information at all is available about refusals, and there is no basis for learning more about non-response.

(3) Response by a non-targeted individual can arise in by-mail surveys when the questionnaire is executed, or influenced, by a person other (e.g. family member) than addressee.

(4) Interrespondent bias can occur in by-mail surveys, as when neighbors participating in the same survey get together, but more commonly occurs with research done in any theater-type setting where respondents sit side-by-side as they execute self-administering questionnaires. Or, during one-on-one interviewing in a public area, a subsequent respondent may overhear questions and answers from the interview with a prior respondent.

(5) Respondent "yea-saying" is a widely encountered phenomenon. It is based on a psychological need, more strongly felt by some individuals than in others, to please the interviewer by answering according to how the respondent senses the interviewer would like to have a question answered.

(6) Respondent fatigue may arise early or late in an interview, but more likely toward the end. Fatigue is a euphemism for unrest, since the respondent need not become physically tired and it does not require a two-hour interview process for such unrest to arise. Commonly, interviews are solicited with explicit or implied promise that they will be brief and/or easy. If, at any point, the respondent concludes

that the interview has gone beyond his/her expectations, termination may occur. But, more likely, the respondent will be too polite to cut off the interviewer and will simply begin to answer whatever comes to mind that will more swiftly conclude the interview. Quality of data deteriorates in that process.

(7) Questionnaire bias can involve either construction (sequence of questions) or phrasing. Order bias is a special issue that can occur within a question. Professional researchers are usually competent enough to avoid the more obvious types of questionnaire bias, but when operating management starts hanging "whistles and bells" on the professional's questionnaire draft, much bias can creep in. Even in otherwise unbiased questionnaires, some order bias may be unavoidable, as when sample size or other cost factors do not permit rotation of listing order to the fullest extent needed to avoid any possible bias.

(8) "Iffy" questions that yield "soft" data, i.e., data of low predictive or descriptive value, abound in questionnaires. Most notorious is the almost universal five-point "intent to buy" questions (definitely would buy/probably would buy/might or might not buy/probably would not buy/definitely would not buy). Any question that asks for more than a respondent's actual (past) behavior and/or current opinions tends to be "iffy."

(9) Questions outside the respondent's qualified range of personal knowledge or interests the researcher hopes will be answered "don't know." Unfortunately, many respondents feel that admitting ignorance about a subject may undermine their self-image. So, they prefer to guess and their answers are tabulated right along with those of knowledgeable respondents.

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(10) Interviewer bias can be insidious, especially in surveys where interviewing is not centrally controlled. Personal, one-on-one interviewing is a situation permitting overt or subtle exercise of influence by the interviewer on response pattern. This may occur with minor rephrasing of a question by the interviewer, tone of voice, facial expression, anything that clues the respondent as to an expected answer. Often, after completion of several interviews, the interviewer begins to expect a certain response pattern and may, without fully appreciating it, communicate that expectation in the course of subsequent interviews.

(11) Interviewing cheating need not be of the most egregious (and easily detected) sort that involves reporting of many totally fictitious interviews. It can also be more limited or subtle, as when an interviewer who has skipped a question or two, or experienced a termination just before asking the last couple of questions, yields to the temptation of raising her completion count by inventing a few brief answers here and there, after the interview. Or, the interviewer may find an apparently cooperative would-be respondent who fails to meet respondent qualifications specified in the survey design and yields to temptation of completing that interview after falsifying one or more questions on the qualifier.

(12) Simple incompetence in data gathering is probably a bigger source of invalid data than actual cheating, although both stem from the same root cause: interviewers tend to be poorly trained, part-time people, often grossly undercompensated given the importance of what they do. Sloppy interviewing techniques can take many forms, including misrecording answers, failure to probe, skipping or rephrasing questions, asking questions or reading lists out of required sequence and failing to qualify respondents.

Probable validity

Of course, do not exhaust all possible examples of non-sample error and do not address problems of maintaining data quality across the edit, code and tabulation stages, says Roberts. They are set out only to underscore how much false security may be involved when management accepts sample survey results in an uncritical way, basis a researcher's confidence statement about the statistical significance of various reported totals.

Far more salient to the success of management decision-making is the need for management to assess the probable validity of survey data referred to in decision-making, to dig into the design, methodology and controls used in the survey, to satisfy themselves that data reported likely will supply a reasonably accurate pic-



Alan Roberts

ture of the market and market segment that it purports to measure.

Someone once drew an analogy between total survey error and the hypotenuse of a right triangle, where the other two sides represent sampling error and non-sampling error, says Roberts. That is, the hypotenuse must be longer than either of the other two sides, because it is the square of the sum of the squares of the other two sides (e.g., the survey error hypotenuse is five when the sides are three and four).

That metaphor is useful because, first, it focuses attention on possible error other than that implicit in every sampling process and, additionally, it positions total survey error as necessarily something greater than sampling error alone.

Unfortunately, the metaphor is also a bit simplistic and misleading. Sampling error can be (and should be) stated with quantitative precision; all other sources of error - any factor tending to undermine data validity - are too diverse to permit quantification and require qualitative assessment by professionals whose skills extend into many areas besides probability statistics.

Assessing impact

In the real world, the confidence statement of statistical significance seems so scientific that the difficult, often messy, process of assessing impact of non-sampling error is all too easily overlooked. We are not used to thinking of a right triangle with two sides in ratio of one to 20 or 30. Yet, in terms of usefulness of survey findings, when survey error side is one and non-survey error side, if quantifiable, would turn out to be many times larger, management can be really "blindsided" by the size of the hypotenuse. MRR

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Florida

Continued from p. 56

Many Floridians use hotels and motels for vacation travel but very few use travel agents. A directory of hotels and motels and a listing of "800" reservation numbers should help travellers with their vacation planning.

Advertising/communications

The results of the study are helping stimulate different ways Florida can effectively advertise to residents.

The research revealed that Floridians like to travel during April-September. Taken that, advertising themes which communicate the following messages may encourage more travel: Short lines at attractions; facilities available; less traffic; reduced rates; and, perfect time for family vacations.

Floridians also take many short trips, thus advertising themes that emphasize getaway weekends and ideal destinations for long weekend trips would be effective.

Floridians love the beach and water. Advertising themes may stress the proximity of beaches and water, regardless of other benefits/pleasures offered by destinations.

Historic sites and parks appeal to middle- and upper-income travellers. Advertising may stress the variety of destinations available; appeal to a sense of adventure by stressing the destinations residents do not know about; for security seekers, reminding them of the fun they had the last time they visited.

Lastly, Floridians like to pack up the family car and take off. An advertising theme could stress the ease of overnight reservations at hotels and motels.

Pitegoff says newspaper ads with the theme of "playing in your own background" have been developed. Additionally, the Florida Department of Tourism is working in cooperation with automobile clubs to distribute this information.

Telephone advantages

The advantages of using the telephone in doing this type of study is that it's cost-efficient and an easy way to reach people, says Pitegoff. It also allows them to get a "nice cross-section of people in the state."

"Besides," adds Pitegoff, "people like to talk about their vacations and what they did." MRR

Coke Classic is best seller

Coca-Cola Classic was the nation's best selling soft drink in 1986, edging out Pepsi, the industry newsletter Beverage Digest says.

Its 18.9% of the \$38 billion soft drink market pushed Coca-Cola Classic up from a 5.9% share and fourth-place finish in 1985 when it brought back its original taste. This action was after consumer disapproval of the new coke flavor, forcing the company to bring back the old flavor three months later.

Pepsi-Cola claimed 18.5% of the market, down 0.1 percentage point. Diet Coke was next at 7.1%, followed by Diet Pepsi at 4.3% and Dr. Pepper at 4.1%.

Focus group additions and corrections

The following listings were omitted from the Focus group directory that was included in the December/January issue:

GEORGIA

ATLANTA

Peachtree Surveys, Ltd.
6095 Barfield Rd., Suite 120
Atlanta, GA 30328
404-257-1230
Contact: Myra Ebner
1-3-4-5-6-7B

ILLINOIS

OAK BROOK

Oak Brook Interviewing Center
1415 W. 22nd St., Suite 220
Oak Brook, IL 60521
312-574-0330
Contact: Irene Potocki
1-3-4-6-7B

LOUISIANA

BATON ROUGE

Robert S. Miller Associates, Inc.
Bon Marche Mall
Baton Rouge, LA 70802
504-388-9551
Contact: Dr. Robert Miller
1-3-4-5-6-7A

NEW JERSEY

PRINCETON

Response Analysis Corp.
377 Wall St./P.O. Box 158
Princeton, NJ 08542
609-921-3333
Contact: Flo Ishibashi
1-3-5-6-7B

ARIZONA

PHOENIX

Arizona Field Research, Inc.
3221 N. 16th St., Suite 103
Phoenix, AZ 85016
602-274-6288
Contact: Jayne Majors
1-3-5-6-7B

CALIFORNIA

SAN JOSE

Phase III Market Research
1150 N. First St., Suite 211
San Jose, CA 95112
408-947-8661
Contact: Clara Marie
Nancy Pitta
1-3-4-6-7B

A third focus group room was opened at:

Natalie G. Weitzman, Inc.
Market Research Center
California Club Mall
850 Ives Dairy Rd.
Miami, FL 33179
305-467-2644
Contact: Freddi Wayne
Natalie G. Weitzman
1-3-4-5-6-7A

Trade Talk

Continued from p. 62

involved in the distribution of the magazine because of a personal tie-in.

Twelve different advertising categories have been set up such as toys, computers, fast foods, sports equipment and health. In return for a specified number of pages of advertising, an advertiser would enjoy the option to accept copies for their own marketing, advertising and distribution. Each advertiser contract is tentatively scheduled for six months.

Hoffman interviewed 50 individuals he stopped outside of supermarkets, drug stores and bookstores in the Minneapolis/St. Paul area who had purchased the premier issue. Approximately 80% of the individuals were women. Hoffman showed them the list of advertising categories and asked if they would be offended if the magazine issues carried any advertising based on those categories.

About 10-15% said they would not like to see any soft drink ads. Other beverage ads such as milk were fine, and dental ads, another category included, was also favored.

Hoffman also spoke with librarians about the advertising concept. They said they would not want any advertising of a controversial nature, ads which could be potentially dangerous to a child's health or ads which may be harmful to a child's psyche. They were also uncomfortable with fast food advertisers but favored a computer advertiser because of the tool's learning potential. Through these personal in-

Jerry Hoffman, president of J-Publishing Co., Minneapolis, has been a writer and publisher for 28 years. After working as a newspaper columnist for several different publications, Hoffman launched several national publications; Snowmobile Times, Product News, Recreational Vehicle Business and Snow Week, a tabloid newspaper that was sold in 1977.

terviews, Hoffman hoped to accomplish a very important objective.

"Before we accept any advertising, we'll want to be absolutely certain that we're serving the best interest of the reader. They are the people we have to impress."

For this reason, Hoffman plans to initiate direct-mail questionnaires to get reader comments, suggestions and requests for future issues. Additionally, Hoffman will continue to get input from educators, librarians and advertisers.

Hoffman believes that lack of reader input combined with poor marketing and distribution are areas where many publications fall short.

"Too many people who start a magazine don't do any marketing surveys once they've become established," says Hoffman. "Instead they maintain a 'public-be-damned' attitude. But the fact is you're not doing enough by just putting a magazine on the newsstands and crossing your fingers hoping it will sell." MRR

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By Beth E. Hoffman
managing editor



Research aids children's magazine

In an age of specialized magazines, Jerry Hoffman has become a "something for everyone" children's magazine publisher. At a time when all avenues of circulating a children's publication have supposedly been explored, Hoffman has unmasked the unexplored.

Hoffman's unique approach with Magic Window, a new general interest, monthly magazine aimed at children aged 6-12 may make Hoffman a trend setter in magazine publishing.

What sets Magic Window apart from other children's titles like Ranger Rick, Boy's Life and Sesame Street is that its editorial content offers variety for kids of all learning abilities.

"We're not a one-dimensional publication," says Hoffman, who's been in magazine publishing for nearly 30 years. "We also appeal to the slow learner as well as to the advanced and avid reader."

His circulation approach is somewhat one-of-a-kind as well. While other magazines maintain what Hoffman says is "children's-books-be-long-in-the-bookstore" mentality, he opts for more broad-based circulation. Along with bookstores and subscriptions, Hoffman is selling Magic Window in supermarkets, drug stores and newsstands. The first three issues were distributed to Minnesota residents and national distribution is slated for July, 1987.

Market research

Hoffman says 20 months of market research went into developing the magazine which debuted with the January/February, 1987 issue. He started out by studying the competition, approximately 21 specialized nationally

distributed children's publications. Hoffman found them to be largely "single and dimensional, primarily non-profit or controlled and sold primarily in bookstores."

Says Hoffman, "There's no creativity or risk-taking involved in these publications. Few of the magazines on the market are all-encompassing or provide children with a variety of topics to read about."

The others also feature a heavy emphasis on graphics, Hoffman claims. Currently, Hoffman is running 50% graphics and 50% text with the ideal being 60% and 40% respectively. Both formats, however, encourage more reading, exactly what educators, parents and librarians want to see, he says.

Theme and format

Hoffman spent time asking librarians, analysts, book buyers and educators what they thought would be an ideal children's magazine. Through

these discussions, Hoffman decided to adopt a fun, entertaining but educational theme for his publication. Social issues, such as politics and alcohol, drug or child abuse would be avoided.

Hoffman also decided to go with a 5 by 7 in. digest format, a decision made without consulting his experts and which he says was a "complete risk." The "small book for small hands" can then fit nicely into a child's knapsack or coat pocket.

Subscriber phone calls

After the first issue mailed in December, 1986, Hoffman received 100 reader subscription cards. Over a three day period, these subscribers, both children and parents, were called by Hoffman's own staff to find out what they thought about the magazine and suggestions they had for future issues.

Approximately 5,000 media buyers from the St. Paul school district and 7,000 from the Minneapolis school district were also asked to critique the issue.

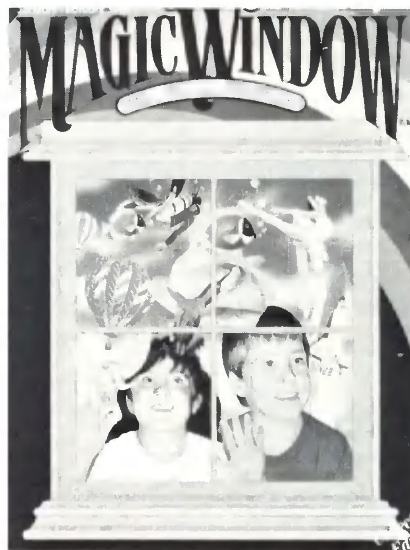
Out of the 100 subscribers, 75 were contacted. Overall, the reaction to the magazine was very positive and only two said they didn't like it. The complaints about the magazine were that it was too small and didn't lay flat due to its hard-bound stitching.

Display advertising

During this period, Hoffman was also interviewing other purchasers of Magic Window to get their input on his display advertising idea.

Beginning with the July, 1987 issue, Hoffman wants to run single category advertisers who might also be in-

Continued on p. 61



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