

Quirk's

MARKETING RESEARCH

Review



**1987
focus group
issue**

Bulk Rate
U.S. Postage
PAID
MINNEAPOLIS, MN
Permit No. 2565

December/January, 1987

“Not only was the focus group great, the Sushi was out of this world.”

From supplying chopsticks to recruiting CEO's, when it comes to assuring perfect focus groups, nobody goes out of their way in more ways than Quick Test Opinion Centers.”

That's why Quick Test has been leading the way with consistent state-of-the-art data collection for over 18 years. Our dedication to providing you with nothing less than quality service has made Quick Test the premier choice among research professionals.

From New York to I.A., each of our 19 permanent, centrally-located facilities is luxuriously appointed and staffed with professionals who meticulously meet your needs while maintaining the confidentiality of your project.

The point is this. Come to Quick Test and be assured that your mind won't be the only thing that will be well fed.

QUICK TEST OPINION CENTERS™

Where the focus is always on you.

800-523-1288



SERVICES: FOCUS GROUPS • PRE-RECRUITED ONE-ON-ONES • SHOPPING MALL INTERVIEWING • COMPUTER DATA COLLECTION • EXECUTIVE AND INDUSTRIAL INTERVIEWING • DOOR-TO-DOOR INTERVIEWING • CENTRAL LOCATION AND OTHER FIELD RESEARCH • COMPUTER DATA BANK

LOCATIONS: MASSAPEQUA, NY: Sunrise Mall • NEW YORK CITY: 747 Third Ave. • MOORESTOWN, NJ: Moorestown Mall • PHILADELPHIA, PA: Nesha-miny Mall • ATLANTA, GA: Town Center at Cobb • TAMPA, FL: Countryside Mall • CHICAGO, IL: Hawthorn Center • Ford City • MINNEAPOLIS, MN: Burnsville Center • NASHVILLE, TN: Hickory Hollow Mall • OKLAHOMA CITY, OK: Cross Roads Mall •

DENVER, CO: Villa Italia Mall • HOUSTON, TX: Sharpstown Center • SAN ANTONIO, TX: Windsor Park Mall • PHOENIX, AZ: Los Arcos Mall • SAN FRANCISCO, CA: Sun Valley Mall • Southland Mall in Hayward • SUNNYVALE, CA: Sunnyvale Town Center • LOS ANGELES, CA: West Covina Fashion Plaza • ORANGE COUNTY, CA: Westminster Mall

QUICK TEST OPINION CENTERS™ AN EQUIFAX COMPANY

**NEW ATLAS VERSION 1.2
AVAILABLE NOW!**



WE EVEN TASTE BETTER!

But the ultimate test is performance and ATLAS comes up number 1 every time. Some mapping packages on the market today provide the basics like • Unlimited zooming • Automatic region labeling • Interactive text anywhere on the map • Direct Entry and editing of data.

ATLAS gives you the basics PLUS • Dot density mapping • Bivariate mapping (two variables on the same map) • Circles in miles around points. AND with MAPEDIT you can also • Add new geographic features and regions using mice, cursor keys or digitizing tablets. PLUS 21 other exclusive ATLAS features. In addition, SLP provides a large library of ATLAS compatible data and boundary files such as • Cities and major highways boundary file • 3 and 5-digit ZIP code boundary files • Census tract and MCD boundary files • Block group boundary files • Countries of the world boundary files • 1980, 1986 and 1991 demographic data files • Retail sales potential data files • Business counts by SICcode data files. When you need to show more than just a simple map... you need ATLAS. Chase Manhattan Bank, Dun & Bradstreet, Sears and many Fortune 500 companies are users of our mapping software.



**WE ALSO
FEATURE
MAPS FOR
YOUR
MACINTOSH**

This complete mapping system in an unchewed package is available to you for only \$449.00 (\$149.00 for MapEdit option). Remember, SLP maintains a full staff of technical support specialists at no cost to you.



**Strategic Locations
Planning**

"The World Leaders in Computerized Mapping"
4030 Moorpark Ave. # 123 San Jose, CA 95117
Brochure Hotline 800-628-2828 Ext. MAP
(24 hours; 7 days a week)
For Direct Information (408) 985-7400

Please send me more information.

Name _____

Company _____

Address _____

City _____ State _____

Zip _____ Phone () _____

FREE! 20 Day Trial (Not A Demo)

I would like to try ATLAS for 20 days without obligation to buy

I agree to return the package uncopied and unchewed if not purchased. Send \$9.95 for shipping/handling.

Visa MC American Express

Signature _____

Date _____

Card # _____ Exp. Date _____

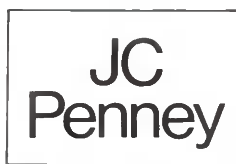
MRR186

Focus Groups: PROPER PLANNING ESSENTIAL FOR SUCCESS

Productive and useful focus groups result from careful and proper planning. p. 10.



For Wooddale Church, research points the way in meeting the needs of the community. p. 14.



JCPenney research identifies singles' needs and expectations as family members, employees and consumers. p. 6.

**1987
focus
group
issue**

Cover

Focus group facility at Survey Center Marketing Research, Chicago. This second issue of *Quirk's Marketing Research Review* places special emphasis on focus groups and focus group facilities beginning on p. 10.

Contents

- 6 Singles' lifestyles explored in JCPenney study
- 10 Focus groups: Proper planning essential for success
- 14 Research aids in growth, success of church
- 20 NBC/Journal poll is tested, precise process
- 31 Focus group directory

Departments

- 4 Sales Reps
- 22 Names Of Note
- 26 Trade News
- 69 Business Directory
- 69 Index Of Advertisers
- 70 Trade Talk

SALES REPS

Advertising Sales Office: Midwest: James Fair, National Accounts Manager, P.O. Box 23536, 6607 18th Ave. So., Minneapolis, MN 55423. Telephone: 612-861-8051.

West Coast: Lane E. Weiss, 582 Market St., Suite 611, San Francisco, CA 94101. Telephone: 415-986-6341.

Publisher

Tom Quirk

Managing Editor

Beth E. Hoffman

Editorial Advisor

Emmet J. Hoffman

National Accounts Manager

James Fair

Advertising Coordinator

F. Keith Hunt

Circulation Director

James Quirk

Printing Supervisor

Robert K. Truhlar

Business Manager

Marlene Quirk

Quirk's Marketing Research Review will be issued eight times in 1987 — February, March, April, May, June/July, August/September, October/November and December/January — by Quirk Enterprises, 6607 18th Ave. So., Minneapolis, MN, 55423. Mailing address: P.O. Box 23536, Minneapolis, MN 55423. Telephone: 612-861-8051.

Subscription Information: *Quirk's Marketing Research Review* is mailed at no cost to qualified buyers of marketing research services located in the U.S. To all others: U.S. and possessions \$32 for all 1987 issues. Canada and foreign countries \$48. Single copy price to U.S. is \$5; foreign countries \$8.

Address all correspondence to *Quirk's Marketing Research Review*, P.O. Box 23536, Minneapolis, MN 55423.

Copyright 1987 by *Quirk's Marketing Research Review*. All rights reserved.

BPA membership applied for October 1986

Redefine your market potential!

- Imagine the advantage of using the most powerful technology for qualitative research.
- Imagine the advantage of having this technology before your competition.
- This advantage is called the Perception Analyzer.

THE APPLICATIONS. Perception Analyzer can be used to develop a continuous profile of people's reactions and response to –

- TV and radio advertising
- New products
- Advertising copy
- Animations
- TV and radio talent
- Mock trials

No other tool provides the precise response profiles for visual and auditory test materials generated by the Perception Analyzer. Reactions can be measured every second as participants watch and listen. Demographic characteristics can be recorded using the dials to allow comprehensive data analysis and comparison of different segment reactions to test materials. Perception Analyzer is an excellent tool for conjoint analysis, pricing studies, and action threshold assessment.

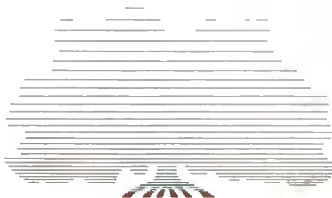
THE PRODUCT. The Perception Analyzer is completely self-contained and portable. It can accommodate up to 50 participants. Each participant has a handheld dial tied directly to a central processing unit which digitizes and records the participant reactions. The participants use their dials to instantaneously indicate their reaction to either visual or auditory stimuli, providing a continuum of response which cannot be achieved using conventional focus group or mall intercept strategies.

THE OPPORTUNITY. Gain a strategic advantage by enhancing your qualitative research with the most advanced audience data-collection system available. With the Perception Analyzer Network forming in cities throughout the United States, Canada

and the world, you'll have access to a wide variety of major markets. If it's a rural test location, no problem. The Perception Analyzer is fully portable.

Whether you choose to lease or buy the system, or contract with a member of the PA Network for service, the Perception Analyzer can redefine your market potential by giving you precise, second-by-second feedback on any visual or auditory test material. With vital information like this, you can aim your message or product at the right target . . . every time.

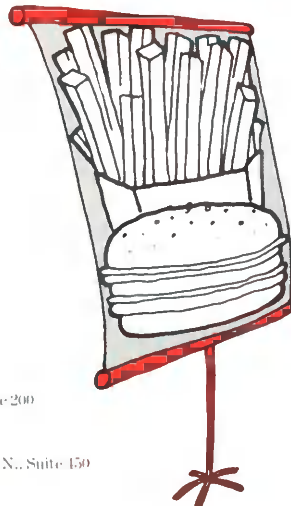
In the U.S. call:
Mike Malone at (503) 225-0112
or Jerry Finch at (206) 285-1919
for more information.



COLUMBIA
Information Systems

333 SW 5th Ave., Suite 200
Portland, OR 97201
503/225-0112

190 Queen Anne Ave. N., Suite 450
Seattle, WA 98109
206/285-1919



Singles' lifestyles explored

This is the second of a two-part series on two consumer studies conducted by the Public Issues and Consumer Programs Department of the JCPenney Co. in New York. In the October/November issue of Quirk's Marketing Research Review, we covered the Consumer Feedback '84[®] program on dual-income families. In this issue, we'll investigate the Consumer Feedback '85[®] study on singles. Both studies were directed by Satenig S. St. Marie, divisional vice president and director of Public Issues and Consumer Programs for JCPenney. An outside marketing researcher conducted the focus group interviews which were the basis for both studies. The Bureau of Census data provided the information used in the graphs.



Satenig S. St. Marie is the divisional vice president and director of Public Issues and Consumer Programs for JCPenney Co., Inc., New York. Prior to her current position, St. Marie served as extension home economist in the Extension Service of the University of Massachusetts and the University of Connecticut. In 1959, she joined Penneys as educational consultant, was promoted to manager of educational and consumer relations in the New York central office in 1964 and in 1973, was promoted to director of consumer affairs. St. Marie has been an active board member and involved in numerous professional organizations. She has received many honors and awards and is listed in WHO'S WHO IN AMERICA.

By Beth E. Hoffman
managing editor

The singles population was the subject of a recent consumer study conducted by the Public Issues and Consumer Programs department of the JCPenney Co. The purpose of the study — Consumer Feedback '85 — was to develop an increased understanding of the various lifestyles of single people and to understand the values that underlie those lifestyles. In addition, the study aimed to identify the changing needs and expectations of singles at home, at work and in the marketplace and to suggest some of the implications of the issues raised.

Retailers, or anyone else in contact with consumers, have an interest in the singles population because of their growing numbers. In 1960, when the marriage rate was particularly high, there were not quite 41 million singles in the U.S. Today there are almost 77 million, approximately 43.1% of the population.

Singles defined

For purposes of this study, singles are defined as the never-married, the divorced, the widowed and everyone from age 15 who is not now married. While the total number of singles has nearly doubled since 1960, the number in the 25-39 age group has nearly tripled. In this same age group, four times as many singles maintained their own households in 1983 as in 1970.

The large number of singles between the ages of 25-39 are having a profound influence on society. At each stage of development, this baby boom generation has forced the age groups above it and those below it to adjust to its needs. Explained one study participant: "I think that economically our group has been one that has been sought after as far as our wants and needs are concerned. As time goes by, I suspect that will continue to be true. As we grow older, there'll probably be more facilities for older people. I think we

probably have more concern because of our numbers."

Because of the large size and influence of the 25-39 year old singles population, the study was limited to this age group and further limited by income. For men, the income parameters were set at \$25,000-50,000. For women they were set at \$17,000-50,000. The parameters vary because statistically there is a verifiable disparity between the incomes of men and women. This income group controls a large portion of the discretionary income of singles.

Singles reside mainly in metropolitan areas so focus groups were conducted in or near five major cities across the country: Chicago, Denver, Houston, Los Angeles and Washington, D.C. Separate focus groups were held for single men, single women and single women with children. Twelve focus groups (a total of 100 persons), were involved. Since statistically this study is a small sample, it is meant to surface issues and to suggest implications rather than to provide conclusions.

Education and occupation

All of the participants in the study were at least high school graduates; slightly more than half have a college degree or more. They were generally responsible for their household expenses, with some sharing of that responsibility with another person. The majority of single men and single women had never been married. Except for one widow and one never married, all the single women with children were divorced. Two divorced men were raising their children.

The occupations of the participants varied. Although a number of women were teachers and a number of the men engineers, a female engineer, a female truck driver, a male chef and a male florist were among those included. Some of the other occupations rep-

d in JCPenney study

resented were: police officer, Air Force officer, carpet layer, bank officer, financial analyst, personnel director, accountant, nurse, loan underwriter, cartography instructor for the military, clerk, sales representative, paralegal, commercial artist, fine arts painter, F.B.I. fingerprints examiner, computer programmer, masonry contractor, secretary, insurance claims supervisor, physical therapist and dental hygienist.

Lifestyle defined

"Lifestyle" is defined in this study as an expression of a person's self, relationships and career as well as the interaction of his or her roles as an individual, family member, worker, citizen and consumer.

To gather information about people that helps to define their lifestyles, the focus group session technique proved to be a valuable tool. During these sessions, it was immediately evident that the singles were not homogeneous. Not one lifestyle was shared by all the participants yet certain commonalities existed. The following are remarks some participants made concerning the single lifestyle, their varying degree of independence, their life in comparison to their parents and the advantages of being a part of the baby boom:

The participants saw being single as a valid, acceptable lifestyle:

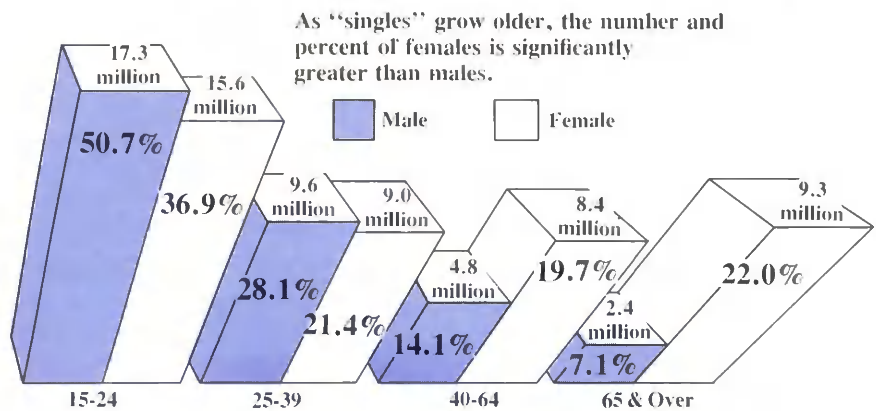
"It is not a stigma anymore as it used to be. You had to be married by 25 or that's it. At least they realize now that you don't have to be married to have a productive life."

"I think that now if you are working full-time, you have the option of staying single and supporting yourself and doing a lot of travelling and living your own life."

Independence was seen as a major advantage of being single. The degree of independence, however, was

See next page

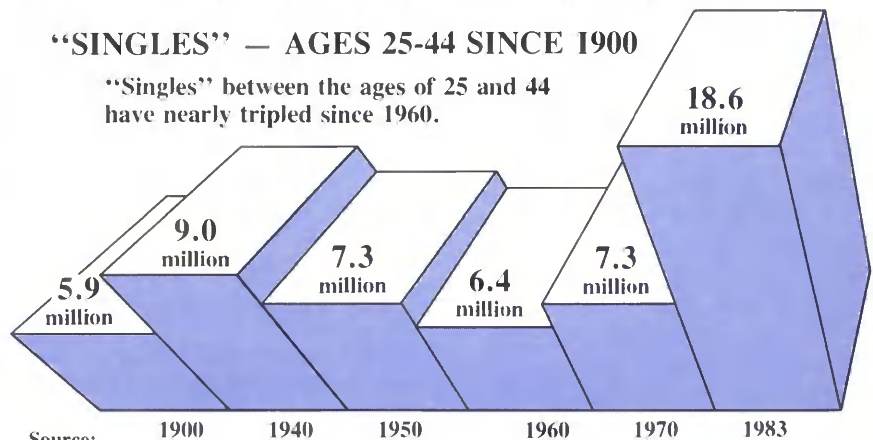
"SINGLES" POPULATION — BY SEX AND AGE



Source: Bureau of Census — Current Population Reports P-20, No. 389 (March 1983)

"SINGLES" — AGES 25-44 SINCE 1900

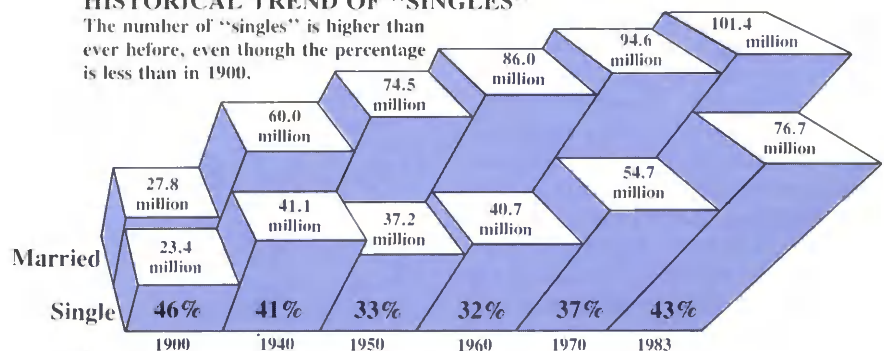
"Singles" between the ages of 25 and 44 have nearly tripled since 1960.



Source: Bureau of Census — Historical Statistics of the United States: Colonial Times to 1970. Current Population Reports, P-20, No. 389 (March 1983)

HISTORICAL TREND OF "SINGLES"

The number of "singles" is higher than ever before, even though the percentage is less than in 1900.



Source: Bureau of Census — Historical Statistics of the United States: Colonial Times to 1970. Current Population Reports, P-20, No. 389 (March 1983)

conditioned by the presence of dependent children:

“What I enjoy about my life now is the freedom. I can pretty much come and go as I please.”

“I’m raising my kids and going to work and wanting to be home with them, doing things with them and still have time for myself. But I have a lot of freedom and I really enjoy myself. I go out a lot and I socialize . . . meeting people, taking classes.”

The participants felt better off than their parents:

“In some ways I’m a lot more independent and adventuresome and non-conforming and much more powerful in the world than my mother was at this age.”

“I think my father probably had a more difficult time in those years. For one thing, he didn’t have a college education and I do, so you know he didn’t have anywhere near the earning power, even in terms of those dollars back then, that I do now.”

Being part of the baby boom generation, although it increased the competition in school and for jobs, has its advantages:

“One thing I definitely noticed positive about being in that generation is that the world is gearing up for us. . . .”

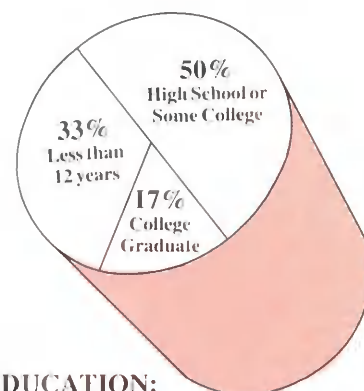
“It is great because there are more people in our age group. Every time I pick up a newspaper, I say . . . we are a large group of people and it is a group that is recognized and has a big voice.”

Lifestyle categories

As the participants further discussed what was important in their lives and about their mingling roles as family members, citizens, workers and consumers, it was evident that they did not share a common lifestyle. Even those comparable in age, income, geographical location or education did not have similar responses. Under these circumstances it became even more important to concentrate on the participant’s individual comments and to allow them to group themselves accordingly. As a result, three groups of singles with similar lifestyles seemed to emerge. These were: changing singles, focused singles and settled singles.

A review of the responses elicited in the focus group sessions validated the presence of the three lifestyle groups.

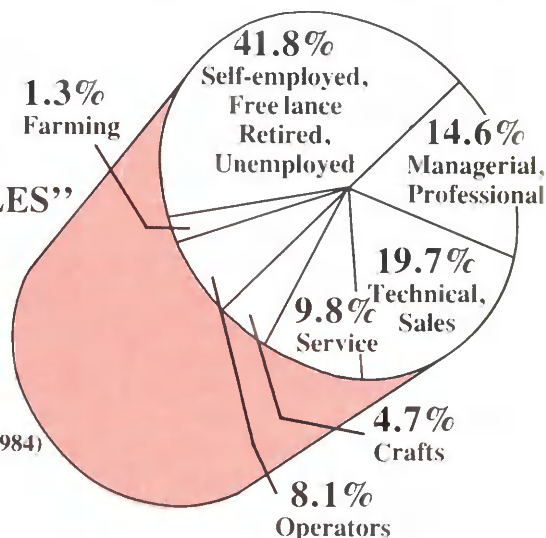
Further divisions, however, were recognized. For each basic lifestyle, there were differences in the participant’s attitudes about self, relationships and career, creating a total of nine lifestyle variations. These nine lifestyle variations did not have strict boundaries. The importance of the nine types are that they provide a new way of understanding singles and of showing that being single is a multi-faceted way of living.



EDUCATION: HEAD OF "SINGLES" HOUSEHOLDS

Source: Conference Board (1984)

OCCUPATIONS: HEAD OF "SINGLES" HOUSEHOLDS



Source: Conference Board (1984)

The nine lifestyle variations illustrate the point in life at which the singles were when they participated in the focus groups sessions. These singles will not always stay in the same lifestyles. As their lives change, so too their position in that particular lifestyle type. But in the foreseeable future, there will always be singles who fit into the nine lifestyle types.

Below are some comments in reference to the nine lifestyle variations from some of the participants in the changing, focused and settled groups. Their comments refer to views on self, relationships and career:

Changing singles/Self:

“I’ve been single over a year now and basically what I am trying to find out is what I want out of this life.”

“Well, I guess I am so busy trying to get my life in order.”

Relationships:

“I know that I would like to have babies and I do feel a sense of pressure.

It didn’t hit me until last year when I turned 30 and up until that point I really wasn’t thinking about it at all and then all of a sudden I began to think if I want to be a parent, I have got to take steps.”

Career:

“I’m changing positions and will probably be changing my living arrangements and location.”

“I am in a position now where if I prove to do a good job, I could in fact own a small company of my own, doing the same type of thing I am now doing.”

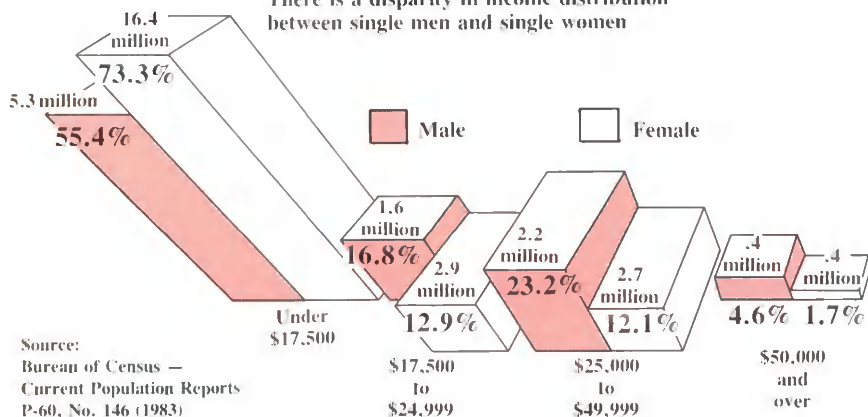
Focused singles/Self:

“I don’t like to dedicate myself to my job. I feel my job is important, but there are other things that are more important — freedom, going out, the outdoors, going to the beach, having fun with my friends.”

“I categorize my lifestyle as independent, perhaps self-centered, to the point of being somewhat selfish.”

“SINGLE” MEN AND WOMEN — HOUSEHOLD INCOME

There is a disparity in income distribution between single men and single women



Relationships:

“I’m very big on family. I enjoy my children very much. And we do a lot together.”

“It is very difficult for a single father to raise children and have a career that is extremely demanding.”

Career:

“I make a lot of money. I love my job. I travel all the time. I get great benefits.”

“To get paid for it and be able to go out and do what I enjoy and be of value to the community, that’s why I took the job.”

Settled singles/Self:

“I just like my independent lifestyle. I like to date the men I want to date. I don’t have to go out with anybody if I don’t want to and I enjoy going home and being alone a lot of times.”

“I am just real happy right now in my life. I am working full-time. And I have the freedom to come and go. And I make my own decisions. And I am able to travel a lot.”

Relationships:

“Since I’ve been up here ten years, I’ve developed a support system, groups of people, male and female, that help me out.”

“I really don’t bother dating that much. I don’t have any real feelings about getting married again. Maybe after my kids grow up and leave. They are 15 and 16 now and my life is basically centered around doing things with them.”

Career:

“It’s going a lot better than I ever hoped for. I’ve got my own business,

plus a full-time job, too.”

“I’ve got a good responsible job, which I enjoy and get paid fairly well.”

Personal choices:

On the subject of personal choices, common views and responses arose for each of the three groups of singles on their home environment, clothing and managing finances.

Changing singles/

Home environment:

Singles in the changing group tend to see the place where they live as a

“I am just real happy right now in my life. I am working full-time. And I have the freedom to come and go. And I make my own decisions . . . ,” said one respondent.

temporary situation, a place to sleep. Their living space may or may not be shared. For the most part, the furnishings are basic and the decorating is “hodgepodge.” Many of them reported that they do not eat or entertain often at home.

“A mishmash because I’ve got two roommates and we have crammed in the collection of all our stuff.”

“How many meals a week do I prepare? Zero. I never eat there.”

Clothing:

When the changing singles were describing their work wardrobes, they used such words as “comfortable,” “practical,” and “versatile.” Both men and women spoke of liking to have

things that were fashionable and that could be mixed and matched for greater flexibility. Easy upkeep was important, too. For outside work, however, many of them expressed a preference for clothing that was “different.”

“My style is conservative blues, browns and grays, things I can mix and match all the time.”

“For my casual clothes, I like fashion.”

Managing finances:

Changing singles find it hard to save. When they do, it is probably for such short-term goals as a vacation, a VCR or to make a down payment on a car. They do limited long-term planning and use credit to help their cash flow. Their biggest need is for help with managing their money.

“I try to set aside so much a month, mainly for travelling or some major purchase, like a down payment for a car or to buy a TV.”

“I don’t have an IRA because if I’m going to put money away, I need it where I can get at it.”

Focused singles/Home environment:

Focused singles are apt to see home as a place to take refuge from the demands of the outside world. They may have a roommate to help with expenses. They care about decorating and have invested in some big ticket items. They eat out often, but they also like to eat and entertain at home with the help of a microwave. They think of their home as stable, but not necessarily permanent. Many are interested in the financial advantages of home ownership.

“At night, I can just sit there with the radio playing and a glass of wine and just relax and unwind. It is my own little world.”

“I don’t want to put all my money into junk, so I buy quality furniture. That’s why I don’t have much.”

Clothing:

Singles who are focused on their careers spend most of their clothing budget on conservative clothes for work. If, however, they wear a uniform to work or some other kind of utilitarian clothing, or if they are focused on themselves, they enjoy dressing up after work.

Proper planning esse

Ideas for achieving focus group results

It would be great to claim that every one of the 150 focus group projects I have conducted have been uniformly successful. There have been a few times when I felt less than totally satisfied with the final results. And almost every time I felt this way the problem could be traced back to the preparation period before the first session was ever held.

Certainly, qualitative research can be a valuable research tool. But anyone involved in the process should realize that productive and useful focus groups just don't happen. They are the result of careful and proper planning.

Focus groups and one-on-ones may be the fastest growing segment of marketing research. They are used more and more not only in conjunction with quantitative projects but also alone to develop information for use in the decision-making process. Some marketing managers seem to want to use this method to the exclusion of all others and do so with valid reasons.

Set the objective

As with all research projects, the first item of consideration is setting the objective(s). The objective should be such that when the project is completed, actionable decisions can be taken. Everyone who will be involved in the project should be made aware of the objective.

Determine the need

There are many different reasons why one may decide to use focus groups. Sometimes it is to assist in the development of questionnaires. Occasionally focus groups are used after quantitative research to better understand the statistical results. And there are many instances when they are sufficiently definitive in themselves that no additional research is needed. For whatever purpose that focus groups are planned, it is important that the

method selected is the most efficient and effective way of obtaining the needed information.

Select the moderator

Once it has been decided to consider focus groups as the research methodology, it is time to involve the moderator (facilitator). The earlier the moderator becomes involved, the greater likelihood the project will be successful.

Most firms use outside moderators. There are many good reasons for this decision. First, experienced moderators are professionals who, through years of experience in this particular segment of research, have developed special skills and expertise which most in-house moderators cannot achieve with occasional projects. Second, the professional moderator is in a position to devote the time necessary to prepare for the project while usually the in-house moderator has to take on a project

as an extra assignment and does not have adequate preparation time.

There is no certification program for moderators. If you have not been involved in a focus group project, you should go outside for assistance. Moderators are usually unable to supply sample audio tapes because the tapes are the property of the clients and cannot be released without approval.

To find a suitable moderator, I suggest contacting friends in the research community or talking to someone who is a member of the Qualitative Research Consultants Assn. (QRCA). The QRCA describes itself as a not-for-profit professional organization of independent qualitative research consultants. Its members are those whose "individual professional role is primarily that of design, conduct and analysis of qualitative research." The address for the QRCA can be found in the Product and Service Update section of this issue.

As a client you should feel comfortable with your moderator. If you are



C/J RESEARCH, INC., Arlington Heights, Ill.

Here's how to continue your subscription!

I am a buyer of marketing research services/products. yes no

I wish to receive a FREE subscription to
Quirk's Marketing Research Review. yes no

Name _____ Title _____

(Please Print)

Company _____

Address _____

City _____ State _____ Zip _____

Telephone No. _____

Signature _____ Date _____

Place peel-off
address label
here

PLACE
STAMP
HERE

Quirk's
MARKETING RESEARCH
Review

**P.O. Box 23536
Minneapolis, Minnesota 55423**

By Tom Quirk
publisher

uncertain as to what to expect from a moderator or what can be obtained from focus groups, you might find it worthwhile to take a training course for focus group moderators which are offered by a number of reputable suppliers. Even if you never conduct a session yourself it would be an excellent way of learning what to expect.

Remember that a focus group moderator is selling his/her skills and time. When engaging a moderator, make sure that you come to an agreement as to what the moderator will provide. Set specific dates for various phases of the project and expect to hold to them.

It is critical at this juncture that everyone in the project be made aware of, and agree to abide by agreements on dates, materials and other details. Many times I have sat in at the first of a series of focus group sessions and hoped that the packaging or advertising materials would arrive before the participants. If someone is uncertain as to whether he or she can meet a deadline, either change the dates or find an alternative source of supply.

Work with the moderator on preparing the moderator guide or outline. Moderators work in different ways and the appearances of these may vary greatly. It is important that the moderator be well versed in the subject matter and be fully aware of the study objectives in order that all important topics will be covered during the sessions.

After selecting a moderator, hold off judgment until the project has been completed. Some subjects or topics are more difficult than others. Wait until you receive the final report before reaching conclusions.

Field suppliers

Field suppliers usually provide recruiting and the facilities. Most of the field services with focus group facilities also recruit and there are some which specialize in recruiting only. But whether you, the client, or the moderator make the arrangements for the field services, your input is going to be

very important. The quality of the facility can be important but proper recruiting is critical to success of the project. Usually it was possible for me to work around a facility problem but it is a waste of time and money if the right audience doesn't attend.

Recruiting critical

Recruiting can be one of the most difficult and frustrating tasks in marketing research. If there is any area where clients tend to create problems it is in

continued p. 24

UNHEARD OF

(The facility with all the "pluses")



Plus #1:

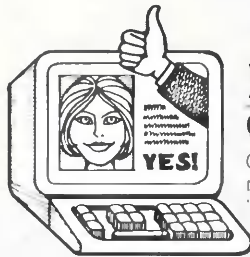
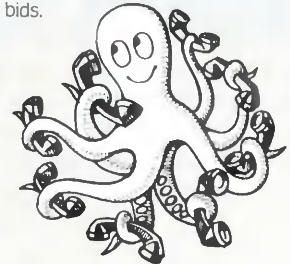
Expert On-Staff Recruiters

Manhattan's vast versatile market:
CEOs, Doctors, Finance and Hi-Tech
Areas, White / Blue Collar and
Mature segments, Kids. Prompt bids.

Plus #2:

Over 100-line WATS Service

Quick turnaround on list jobs.
Low cost. Bi-coastal facilities.
No overtime rates.



Plus #3:

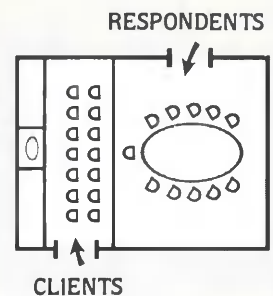
Quality Control

Computerized technology:
monitors recruiting to eliminate
"professional" respondents.

Plus #4:

Privacy

Separate entrances
for client and respondent.
(Separate restroom
facilities, too.)



Plus #5:

Luxury in New York

An impressive Qualitative Research Facility.
Brand new. Plush. Fine food and service.



Focus Plus

(212) 807-9393

The Qualitative Research Facility with the best New York bas to offer.

79 Fifth Avenue, New York, N.Y. 10003

Research aids in growth



Terry White, business administrator of Wooddale Church in Eden Prairie, Minn., has a broad background in music, journalism, public relations and TV. A graduate of Grace College, Winona Lake, Ind., White received his masters in music education from Indiana University, Bloomington, Ind.,

and has completed candidate coursework for a doctorate in journalism and mass communications. He has taught at Grace College, the University of Iowa and St. Paul Bible College. White is currently teaching journalism at Northwestern College which is located in the Minneapolis/St. Paul area.

A suburban Minneapolis church provides ample proof that market research and a desire to be customer-driven have a place in religion. According to Terry White, business administrator of Wooddale Church in Eden Prairie, Minn., these two components have been of great value in the success and growth of his congregation.

"Marketing research has proven invaluable for Wooddale," White said. "It supports the idea that our congregation is our best marketing tool. When people like what's happening here, they bring their friends and neighbors. Then we get more people."

It's obvious people like what's happening at Wooddale Church. Since its move in July, 1984, from the city of Richfield nine miles west to Eden Prairie, the attendance has increased by more than 50%. An average 1,600-1,700 people attend the church's three Sunday morning services, of which 25-30 each Sunday are first-time visitors.

The congregation's size is one factor that has allowed it to build a \$4.2 million facility, which represents the first two of four eventual phases. Members not only raise the nearly \$1 million needed to cover Wooddale's annual operating budget but also an additional \$350,000 each year for missions. Along with the church's physical expansion, there has been an equally impressive implementation and expansion in the number of support groups, classes and church-related functions.

Preliminary work

The seeds of Wooddale's growth in all of these areas can be attributed to some preliminary work done long before any dirt was dug or cement was laid on the plot of land where the church building now stands. It began in 1982 when a nationally-known marketing research company, in consultation with the church's administration, conducted a two-part marketing research study. The study consisted of telephone surveys and focus group sessions, both of which helped to find out what the people in the community were like and how best their needs could be met.



Wooddale Church, Eden Prairie, Minn., occupies just a portion of the wooded 32 acres of land which is owned by the church. The facility is worth \$4.2 million and represents the first two of four eventual phases.

success of church

Outgrown facilities

The search for a new location began because previous facilities could no longer accommodate a growing congregation. The Rev. Leith Anderson, senior pastor of Wooddale Church, along with the church's administration, looked at vacant schools and community buildings but none was adequate. Search then began for the closest plot of open land where new facilities could be built. A wooded, somewhat isolated plot near a major freeway was located.

Before construction began on the land, Anderson and three lay church leaders travelled to six relocated churches throughout the U.S. to learn about the problems which they encountered in relocating. One mistake all the churches had made was in not purchasing enough land to allow further expansion. Upon returning to the Minneapolis area, Anderson and the lay people urged increasing the site size. It was more than doubled, from 15 acres to 32.

Objectives

The new location provided the church not only with more space but a unique first presence in the area. It also started a whole process of reassessment in an effort for the church's leaders to expand its ministry in meeting the needs of, and reaching more people who were not attending a church. The objectives of the research study were to ask prospective members about:

1. Their awareness of churches in the Minneapolis suburbs of Eden Prairie, Hopkins, Edina and Bloomington.
2. Their perceptions of the maximum distance they were willing to drive to church.
3. Their attitude toward churches and toward various specified church activities.
4. Their perceptions of a church's responsibilities toward its congregation and community.
5. Their reactions to specified names of churches.

Telephone survey

The first phase of the marketing research was a telephone survey conducted in July-August, 1982. The pur-



A long screening process went into developing the distinctive Wooddale Church logo. It represents the letter "W" for some people; for others, Christ's outstretched arms, but for most it signifies a butterfly. Because the butterfly undergoes metamorphosis, the symbol is appropriately accompanied by the words, "A place to belong . . . A place to become."

pose of it was to reach people who didn't attend church and find out how the church could appeal to them.

A total of 360 males and females, ages 21-55, were selected for the study. They were chosen randomly by computer out of the phone book. All lived within a five-mile radius of the Eden Prairie location. The participants varied in their religious affiliations and were grouped into two cells: churched and unchurched. Respondents were considered "churched" if they had attended a service at least two times within the past eight weeks. They were considered "unchurched" if they had attended fewer than that. There were 120 participants in the churched category and 240 in the unchurched segment. Eleven major questions and a number of sub-questions covered the objectives of the study. Each interview lasted approximately 20 minutes.

Awareness studied

When asked of their awareness of churches in the area, only 2% of the respondents were able to name Wooddale Church in an unaided question. The highest unaided response was Colonial Church of Edina, with 7% of the respondents naming it. However, when asked if they had heard of Wooddale Church, 49% responded that they had.

The maximum time the respondents were willing to drive one way to get to church was 10-15 minutes. The

churched respondents were willing to drive longer. This response proved the importance of being located close to the freeway, thus solidifying the decision to purchase the land in Eden Prairie.

In expressing their attitude toward churches and various church activities, the respondents revealed a need for a variety of support groups. Seventy percent favored a single-parent support group, 71% wanted a divorce recovery group, 71% favored a chemical dependency group and 73% wanted a Bible study group. As a result, all of these groups are now vigorously active, White said.

The respondents perceived the church's responsibilities toward its congregation and community as having to develop a sense of fellowship and evangelism and aid in the personal and spiritual growth of the individual. Respondents also said the church should draw more attention to the Bible.

"We discovered that people have a real need and desire to understand the teachings of the Bible," White said. "So now we have 'Growth Groups,' an assembly of individuals who meet weekly to encourage one another in Bible study."

The interest in learning more about the Bible spurred the development of The Wooddale Lay School of Ministry. This is a program of courses which cover such topics as "Methods of Bible Study," "Discovery," (a study in the basics of Christian faith), personal finance, spiritual gifts, and others. Classes are held once a week for six weeks and are taught by the church staff and lay people.

Probably the most significant change Wooddale made was in its name. Previously it was called "Wooddale Baptist Church." Some of the participants thought the word "Baptist" in the church's name had positive connotations but 56% assigned negative connotations to it. The latter group felt it was too limiting, that one had to be Baptist to attend the church.

"People weren't even giving the church a chance with the word 'Baptist'"

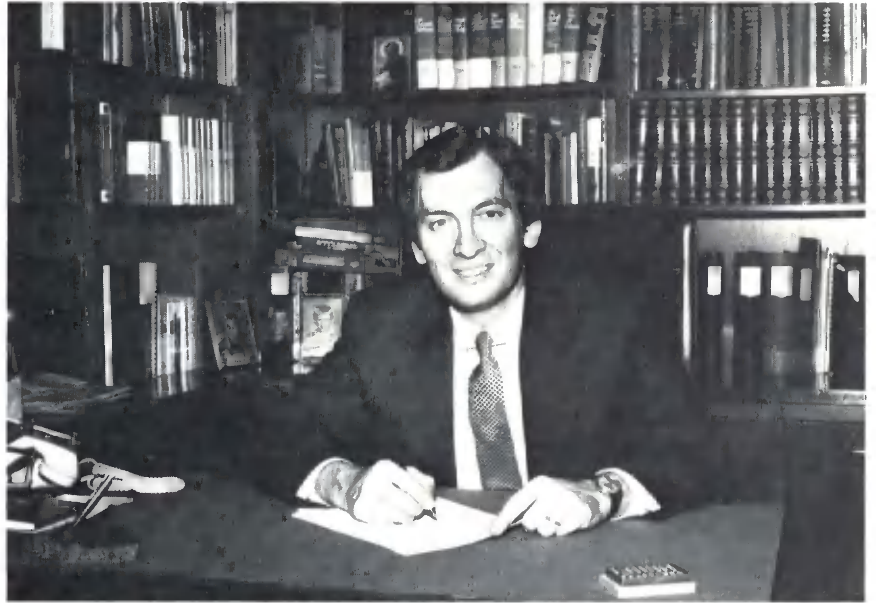
See next page



in the name, White said. "If it's perceived as a negative, a barrier, let's remove it and enable the church to meet the needs of the people."

The consensus from the focus groups revealed that the name "Wooddale Baptist Church" was unappealing and too traditional. Many names that didn't have a denominational label, such as "Church of the Way," were too general and were identified with religious cults. "Church of Our Savior" was the name most favored by the respondents but "Wooddale Church" was also popular. The word "Wooddale" had the highest name recognition of all the names mentioned so it was retained. The word "church" was also retained because it was more positively perceived than similar words such as "chapel," "community" or "fellowship."

Wooddale Church continued p. 23




"People don't buy something just because they're brand loyal but because a particular need they have is being met by that product. People choose churches today based on that same principle." Rev. Leith Anderson

The Fieldwork Solution.

Quality Data Collection.

Rapid Turnaround.

Competitive Pricing.

- | | | |
|---|---|--|
| <input type="checkbox"/> 50 Phone Stations. | <input type="checkbox"/> Validation Services. | <input type="checkbox"/> Senior Staff Supervision. |
| <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. |
| <input type="checkbox"/> Nat./Local Probability Sample. | <input type="checkbox"/> Experienced Interviewers. | (818) 989-1044 |
| <input type="checkbox"/> Coding and Tab. | <input type="checkbox"/> Flexible Scheduling. |  |

INTERVIEWING SERVICE OF AMERICA, INC., 16005 SHERMAN WAY, VAN NUYS, CA 91406

Attendance tracking part of church's internal research

Wooddale Church of suburban Minneapolis conducts internal marketing research by keeping tabs on visitors to find out what their needs are and then striving to meet those needs. This encourages visitors to get involved in the church and to come back again and again, said Ken Travilla, associate pastor of pastoral care at Wooddale.

Pastor Travilla, who is also in charge of membership, said attendance data is collected from visitors and members who fill out a registration card each Sunday. The index-shaped card asks for the individual's name and address, if they are a member or a first-time visitor, if a regular attender or a visitor, demographic data such as year in school, whether single or single parent and the age category they fit into. There is also a list of boxes to check with items stating different ways Wooddale can help the registrant such as "Becoming a Christian" and "Church Mailings." The date and time of service attended are also requested.

Volunteers sort the cards after the Sunday services and note the first-time visitors and repeat visitors. First-time visitor names go into a computer. Names of members, visitors and regular registrants are also computerized.

On Monday's, a letter goes out from Pastor Anderson to all first-time visitors and those visitors who have not yet been contacted with a letter. Pastor Travilla follows up with a phone call within the following two days to thank them for attending and to ask them how they found out about the church. To get them further acquainted and more comfortable with the church, Pastor Travilla

suggests a contact person in one of several teen or adult groups. The contact person then invites the visitor to attend group meetings and is in charge of introducing him to other members and greets him at future services.

If visitors attend services at least three times within a two-month period, their status changes to "Regular Attender." Their name and address are then put in the weekly "News and Needs" Sunday evening bulletin. Anderson sends a second letter and Pastor Travilla calls again to thank them for coming back to Wooddale and to ask if they have connected with anyone in the group. They are then invited to attend the "Regular Attender" social get-together. Three months later a volunteer calls and asks if they have settled into any of the classes at the church.

Their attendance continues to be monitored each week and they must attend a Sunday service at least once a month to stay off the absentee list. If they don't attend at least once a month, a member of the discipleship board will call to inquire if there is a need which isn't being met or to answer any questions. According to Pastor Travilla, attendance tracking is effective in drawing prospective members to the church and in fulfilling expectations concerning the responsibilities the church has toward its members.

The back of the registration card invites registrants to write comments, prayer requests, praise and news. This information goes into the "News and Needs" bulletin. It provides yet another way for the Wooddale administration to research its members. MRR

Wooddale Church

REGISTRATION CARD

Name (Mr., Mrs., Miss) _____

Address _____

City _____ Zip _____ Phone _____

- Member Regular Attender
 First-time Visitor Visitor

How did you hear about Wooddale Church?

Home church? _____

- Child Jr. High Sr. High College _____
 Single Single Parent 20-30 31-40 41-50 51-65 over 65

How may we help you?

- Becoming a Christian Believer's Baptism Church Membership
 Church Mailings Pastoral Call Offering Envelopes Other (use reverse)

Date _____

- Service: 8:30 a.m. 9:45 a.m.
 11 a.m. 6 p.m.

"I wouldn't think anything of paying \$150 for a suit, but during the weekend I just wear jeans and old sweatshirts and such."

"I work with little children so I dress casually for work but I will go out and spend \$150 for leisure."

Managing finances:

Focused singles are investment oriented, interested in CDs, stocks, money markets, tax-free bonds and real estate. They are also interested in a high return on their investments, in tax shelters and want to learn more about how to manage their finances. They see credit as a convenience. Life insurance was of interest primarily to those who were focused on children.

"Our generation seems to be investment crazy. Especially single women like myself. Lately it's 40-50% women in investment groups."

"I don't always have the cash on me so it is easier for me to charge it. I charge most things and pay off my charges at the end of the month."

Settled singles/Home environment:

Many of the settled singles own their own homes which gives them a sense of permanence and security. They take pleasure and pride in decorating and are willing to invest in furniture and furnishings. They eat and entertain often at home.

"As I needed things, I tried to buy things which I thought were of quality and which I'd be comfortable with for a long time."

"It's a very friendly place and it's a place where I entertain and my children entertain."

Clothing:

Settled singles tend to plan ahead and to buy an investment wardrobe geared to last. In making their apparel choices, they aim for a balance among classic styling, quality and price.

"I don't mind paying the money if it is something that is going to last a long time."

"I have this mental cost-per-wear thing that I do in my head. I break it down into the number of times I am going to wear this in relation to how much it is going to cost me."

Managing finances:

Settled singles are concerned with such long-term goals as owning a home and planning for retirement. They are unsure whether Social Security will be

available to them, in view of the predicted drain on the system when the baby boom generation retires. They are conservative investors who want security for themselves and their children. They want financial advice on their long-term investments.

"People that seem to be about our age now are thinking much more about savings because they think there's not going to be anything in Social Security when they are older."

"You're cautious now, you know. I don't want to put \$5,000 in the stock market and all of a sudden lose that. I have to think about putting it into something safer."

Career choices:

Each of the three types of singles also discussed the subject of career choices. They offered different perspectives concerning their "attitudes toward work" and their "attitudes toward benefits."

**Changing singles/
Attitudes toward work:**

Among singles in the changing lifestyle, attitudes toward work vary. Those who are changing their self-understanding tend to view work as a source of income. For those who are in changing relationships, work is not a primary concern. Many singles, however, are changing careers and are looking for more from the workplace — more opportunity, more money, more satisfaction, more challenge. Some of them talk about wanting to turn their jobs into careers and others want to go into business for themselves.

"I have a secret desire to do something for the arts and the skills I am now developing are toward that."

"It gives you a sense of accomplishment to know that if you start a business, only you can answer for it. Only you can make it work."

Attitudes toward benefits:

Changing singles want benefits that have the most direct and immediate applications — medical and dental insurance, vacation time and a company-subsidized cafeteria. Company savings plans are apt to be the only savings they have.

"Life insurance is free for me through my company. I wouldn't carry it otherwise."

"We have a pretty generous leave. It is nice to have."

**Focused singles/
Attitudes toward work:**

Some focused singles are career driven while those who are focused on themselves or on their children may see their jobs as a paycheck, a means to an end. Many of the women with children have more than one job. Some of the focused singles work for themselves.

"I put in a lot of extra hours and a lot of overtime. It makes me feel good knowing that what I'm doing is helping bring me further up the ladder."

"... If I am going to be the sole supporter and provide the way I want to provide, I had to go for the money."

Attitudes toward benefits:

Focused singles want benefits that are financially advantageous, such as medical, dental and life insurance, profit sharing and retirement plans. They use education benefits to advance in their careers. Some of those focused on themselves or their children expressed a desire for more flexible hours.

"I have a tax-free retirement account through my job. I never see it, which is why I have it."

"They paid my books, tuition and everything. I got more money after I took the courses."

**Settled singles/
Attitudes toward work:**

The settled singles tend to be satisfied with their situation in the workplace. They feel financially secure and find fulfillment and stability in their jobs or careers.

"I feel fulfillment with it and I enjoy going in and talking to people all day ... and knowing that I can help."

"My job is exasperating at times, but I love the creativity involved. It has given me confidence in my own independence."

Attitudes toward benefits:

For settled singles, it is important to have benefits that are financially advantageous in the long run. They want benefits that offer security, including medical, dental and life insurance, profit sharing and retirement plans.

"I have a great retirement plan. My employer puts in 20% and I'm getting an average 10½% interest on that."

"My company has made improvements in the profit-sharing plan since I have been there. And that is my little security. When I'm 65, I'll retire." MRR

The Burke Institute

Center for Applied Marketing Research

We cordially invite you to learn marketing/research methods and applications from the professionals who **do** more customized marketing research and have **taught** it to more people than **anyone else in the world...**

SCNEDULE OF CURRENT SEMINARS IN NORTN AMERICA FOR JANUARY–JUNE, 1987

SEMINAR	LOCATION	DATE	SEMINAR	LOCATION	DATE
Practical Marketing Research: A user oriented discussion of traditional and contemporary methods for research practitioners	New York	January 12-14	Experimental Uesigns For Marketing Research	New York	June 25-26
	Phoenix	February 2-4		Applications of Marketing Research	New York
	Chicago	February 24-26	San Francisco		March 19-20
	San Francisco	March 16-18	Atlanta		May 21-22
	Cincinnati	April 27-29	Chicago	July 2-3	
Atlanta	May 18-20	Product Research	New York	February 24-25	
Toronto	June 8-10		Cincinnati	June 9-10	
Chicago	June 29-July 1	Advertising Research	New York	January 29-30	
Introduction to Marketing Research: An overview of essential terminology, methods and applications for beginners	New York		March 24-25	Chicago	April 1-2
	Questionnaire Construction Workshop	New York	February 10-11	Positioning and Segmentation Research	New York
Cincinnati		March 24-25	Chicago		March 30-31
Tampa		April 21-22	Researching For Pricing Uecisions	Cincinnati	January 20
New York		June 2-3		Chicago	April 3
Tahulation & Interpretation of Marketing Research Bata: Translating research data into decision making information	Chicago	January 19-20	New Product Forecasting: Techniques and models for consumer products	New York	February 26-27
	New York	February 16-17		Sales Forecasting Techniques For Marketing Decision Making: Methods for industrial and consumer products	Cincinnati
	Cincinnati	April 20-21	Concept/Product Optimization Using Conjoint Analysis		Cincinnati
	Los Angeles	June 1-2		Managing Marketing Research: Planning, organizing and controlling research activities	Tampa
Writing Actionahle Marketing Research Reports	Phoenix	February 5-6	San Francisco		May 26-27
	Cincinnati	April 30-May 1	International Marketing Research	New York	March 10-11
Toronto	June 11-12	Contemporary Marketing Strategy and Tactics: A Practical discussion of key issues in marketing decision making		Tampa	March 3-4
Advanced Questionnaire Construction Workshop	New York		February 12-13	Chicago	June 18-19
	Cincinnati	March 26-27	Industrial Marketing Research	Available for In-House Presentation	
New York	June 4-5	Pharmaceutical Marketing Research		Available for In-House Presentation	
Interviewing Executives & Professionals	Cincinnati		February 17-18	Marketing Research for Financial Institutions	Available for In-House Presentation
	Cincinnati	May 14-15	Telecommunications Marketing Research		Available for In-House Presentation
Moderating & Evaluating Focus Groups	New York	February 5-6		Marketing Research For The Health Care Industry	Available for In-House Presentation
	Cincinnati	March 10-11	Marketing Research For Public Utilities		Available for In-House Presentation
	Tampa	April 23-24		Marketing Research Fnr The Airline and Transit Industry	Available for In-House Presentation
	Cincinnati	May 26-27	Reducing Risks and Identifying Oppertunities Through Marketing Research		Available for In-House Presentation
Advanced Focus Greup Werkshnp	Cincinnati	March 12-13		Using Multivariate Analysis: A PC. Based Applications Workshop	Cincinnati
	Cincinnati	May 28-29			
Oral Presentation Of Marketing Research Results	San Francisco	May 28-29			
	Tools & Techniques et Oata Analysis: Everything you should know about analyzing marketing research data	Chicago	January 21-23		
New York		March 18-20			
Cincinnati		April 22-24			
Los Angeles		June 3-5			
Practical Multivariate Analysis	New York	February 2-4			
	Cincinnati	June 29-July 1			

For additional information please call **Ms. Lisa Raffignone** at **800-543-8635** or **513-852-3775**

SAMI/BURKE, INC.
800 Broadway
Cincinnati, Ohio 45202

Argentina • Australia • Brazil • Ganada • France
• Germany • Italy • Japan • Sweden • Taiwan
• United Kingdem • Venezuela • United States



NBC/Journal poll is tested, precise process

Going to the polls last Nov. 4 meant a relatively quick trip into and out of the voting booth. For the polling department at NBC in New York, it was a day-long affair. From the time the polls opened in the morning until they closed at night, an NBC pollster was stopping voters to ask which candidates they had selected. This regular event at NBC is called "Election Day Voter Polling," a survey of 35,000 voters nationwide.

At 1,700 poll stations across the country, an NBC representative polls approximately 30 voters during that day. The voting day is split in half with 15 people polled in the morning and 15 people polled in the afternoon.

Conducting polls is nothing new to NBC. They've been doing it for 15 years. And since September, 1985, NBC has combined its efforts with the Wall Street Journal, creating the Wall Street Journal/NBC News poll.

According to Bill Casey, deputy editor at the Wall Street Journal and liaison for the joint polling, the polls are conducted on general interest, non-specialized topics ranging from politics to social issues. Approximately 10 polls are conducted each year.

"NBC and the Wall Street Journal jointly agree on the event and the timing of the polls. Of course if it's a timely event, like election night, it determines when we will conduct a poll as well as how quickly we need to get the results."

Collecting the data is a highly scientific process. It starts at NBC where interviewers poll a telephone sampling of 1,600 people nationwide. Polls are conducted for two nights beginning at 5 p.m. and concluding at 10 p.m. local time. This enables NBC to get a full eight hours of interviewing completed each night.

The sample is drawn from 400 locations across the country. Individual households are selected by a probability

no more than three percentage points in either direction.

Polling provides an excellent way to get the public's view on a variety of issues but additionally, to aid in editorial decision-making, said Casey.

"The information we get from the polls helps us know what to emphasize in a story and what's interesting to people."

Sometimes the Wall Street Journal will conduct focus groups to flesh out

THE WALL STREET JOURNAL

sample design which is drawn to represent a regional sample. This gives all telephone numbers, listed and unlisted, an equal chance of being selected. The telephone exchanges are then plugged into NBC's computers and the dialing can begin.

One adult, 18 years or older, is chosen from each household. A representative sample of males (approximately 47%), and females (approximately 53%), is obtained. Thus if the quota for males has been reached, only females will be polled for the remainder of the sampling.

Because the procedure involves a scientific sampling of individuals in all 50 states, results are almost precise. The pollsters claim chances are 19 of 20 that if all households with telephones in the U.S. had been surveyed using the same questionnaire, the results would differ from the poll findings by

and provide qualitative information to go along with the quantitative data which can be retrieved through the polls. In the past year, the Wall Street Journal has conducted 12 focus group sessions. Normally one session is conducted for each topic explored. More sessions are conducted nationally if the responses of participants will vary depending on what part of the country a participant resides or if comparisons need to be made for different regions across the nation.

All articles in the Wall Street Journal which have involved focus groups to get information are written by an editorial staff person who sits in the conference room with the participants or in the observation room of the focus group facility.

"We're involved in the focus group sessions because we want to participate as much as possible," added Casey. MRR

COST EFFECTIVE PRODUCT TESTS SINCE 1969

Specialists in:

- Low incidence categories and brands.
- Measuring risk when changing formulas.
- Monitoring product quality over time.

Serving clients such as: Campbell Soup Co., Duffy-Mott Co. Inc., General Telephone & Electronics, Intercontinental Hotels, Peter Paul Cadbury, Rose Holland House, Inc., Schweppes USA Ltd.

REITTER WILKINS & ASSOCIATES, INC.

708 THIRD AVENUE, NEW YORK, N.Y. 10017 (212) 972-2222

The Premier Developer of Software for Market Research Applications

For 20 years, Computers for Marketing Corporation (CFMC) has been building a reputation for technological leadership in the marketing research industry. Employing the most advanced programming techniques, and placing special emphasis on on-going support and product enhancement, CFMC has developed truly superior programs for computer-assisted interviewing, crosstabulation, and other research functions, including:

SURVENT, the first computer-assisted telephone interviewing system ever developed for minicomputers, is now the most widely used program of its kind. SURVENT is extremely sophisticated and powerful in its capabilities, enabling users to develop and effectively administer all aspects of even the most complex telephone projects.

SURVENT's phone management system is frequently cited as the standard of excellence in the research industry. It includes complete capabilities for managing the operations of your phone room, including call scheduling, interfacing with least-cost-routing switches, and autodialing. SURVENT also provides full Supervisory capabilities with interviewer monitoring and the production of an array of management reports to help analyze and improve interviewer performance and the overall productivity of your facility.

PC-SURVENT is a version of the popular SURVENT program, designed to work on PC's. A modular system, PC-SURVENT can grow with the requirements of the user, and is a good solution for both mall interviewing and smaller phone facilities.

MENTOR, a full-featured crosstabulation system designed for use by tab "experts", was originally developed in 1967 and has been enhanced and upgraded throughout

the years, making it one of the most comprehensive and flexible systems for research tabulation available today. It is so powerful, in fact, that it is the program selected by a number of leading service bureaus. MENTOR includes sophisticated database management capabilities which are particularly useful for researchers conducting large or on-going projects such as syndicated research or tracking studies.

SURVEYOR automatically generates labelled marginals or question-by-banner crosstab runs for studies which use SURVENT or PC-SURVENT for data collection.

MICROPUNCH/NANOPUNCH are data entry systems which closely emulate an IBM-type keypunch machine. MICROPUNCH runs on the 11P3000 minicomputer; NANOPUNCH runs on IBM PC's and compatibles.

STATPAK is a set of programs for performing a variety of multivariate statistical tests. STATPAK is unique in that it accepts multipunch data without the need for costly, time-consuming reformatting.

For further information about CFMC's products or services, please contact:

Computers for Marketing Corporation

Worldwide Headquarters:
547 Howard Street
San Francisco, California 94104
Tel: (415) 777-0470
Telex: 5106003978 CFMCORP

U.S. Regional Marketing & Service Bureau Locations:
Eastern Region:
122 East 25th Street
New York, New York 10010
Tel: (212) 598-6946

Midwestern Region:
Kettering Tower, Suite 1910
Dayton, Ohio 45342
Tel: (513) 228-2652

Mountain Region & Service Bureau:
1800 Grant Street, Suite 370
Denver, Colorado 80203
Tel: (303) 860-1811

Western Region & Service Bureau:
547 Howard Street
San Francisco, California 94105
Tel: (415) 777-0470



NAMES OF NOTE

Maritz Marketing Research Inc. has announced that **Dr. Jim Herman** has joined the company's St. Louis Full Service Division as a research manager. Herman was formerly an associate professor at Washington University.

Quality Controlled Services has announced the appointment of **Joyce Lancaster** and **Roger Mayland** as vice presidents. Lancaster, a 13 year-veteran of the company, has management responsibility for field service operations in the Southern and Eastern U.S. Mayland, who has been with the company since 1982, has field service management responsibilities in the Northern and Western U.S.

Burgoyne, Inc., announces a change in its corporate name to **Burgoyne Information Services**. Burgoyne's new corporate headquarters are now at One Centennial Plaza, Cincinnati, Ohio 45202-1909. (513) 621-7000.

Susan Rynn has been promoted to research director, Association of Independent Television Stations, Washington, D.C., from manager of research, USA Network.

Opinion Research Corp. has announced two promotions at their Princeton, NJ office: **Ellen M. Saxon**, to research director from research associate and **Sherry Pollack Burford** to research executive from research director. In ORC's Chicago office, **Michael A. Zicha** has been promoted to research director from research associate. The organizational research group has expanded to ORC's Chicago office and will be headed by **Dr. Hlene Gochman**.

Rick Rinzler has been promoted to research account executive, from senior project director, Research 100, Princeton, NJ. **Theresa Wrobel** joins Research 100 as senior project director. She was formerly manager of market research, United Jersey Banks.

Ronald A. Hoxter has been named vice president/director of Chilton Research Services, Radnor, PA.

Herbert Weinberger has been named vice president of O-Xicro-N, NY, from vice president, corporate research director, Selling-Areas Marketing, NY.

Kenneth A. Fox, formerly associate director, market research, Beatrice/

Hunt Wesson, Fullerton, CA, has been named director of market research, NutraSweet Co., Skokie, IL.

Winona Research, Inc., announces a change in its corporate name and location in Arizona. The company's new name is **Winona Market Research Bureau, Inc.** (Winona MRB, Inc.) It is located at 8800 North 22nd Ave., Phoenix, AZ 85021-4258. (602) 371-8800

Lisa Freedman, formerly project director of Arbitron Ratings, Laurel, MD office, has been named manager, marketing research services.

Nancy Gildin, Custom Research, Minneapolis, has been promoted to director, marketing services, from account manager. **Jackie Mettingly** has joined CR as senior account director. She was formerly assistant marketing research manager, General Mills, Inc., Minneapolis.

Cherie Bann has joined Dain Bosworth, Inc., as marketing information manager. She was previously with General Mills Inc., Minneapolis.

WHICH WEIGH?

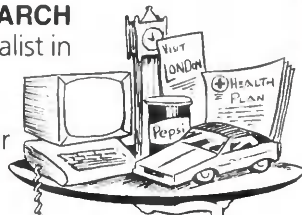
Which product will a customer choose? How do they weigh their options and priorities? Which feature(s) will they give up to get? Which marketing information/research will reveal the true hot buttons?

EVERY DECISION INVOLVES TRADE-OFFS!

All customers make choices by weighing alternatives and making concessions and compromises. Traditional marketing research and management information sources seldom includes this critical aspect of basic behavior!

TRADE-OFF RESEARCH

is a full service specialist in conjoint/ trade-off analysis. We use interactive computer techniques.

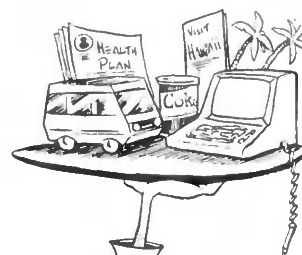


We have 15 years of "What If?" prediction modeling experience . . . with 100's of projects covering most business and consumer categories.

Learn *which weigh* your customers will react . . . *before you commit significant time and money*. Think of it as management CAD/CAM with spreadsheet capabilities. Gain a competitive edge with proprietary strategic information. Studies can be completed in a matter of weeks on very reasonable budgets.

WHICH SUPPLIER DO YOU USE?

That too is a matter of Trade-offs. Check us out, *weigh* your options and make the best choice. For an estimate or demo contact Harris Goldstein, President.



**TRADE-OFF
RESEARCH, INC.**

11365 VENTURA BLVD., STE. 123
STUDIO CITY, CA 91604
(213) 508-6345

Added White, "The name 'Wooddale' has a nice rural feel to it and is very appropriate for the wooded area surrounding the church."

The concluding information gathered in the study was demographic data. Said White, "The congregation is a homogeneous group. They are young, in their early 40s, relatively well-educated and have young families. They are the junior executive types."

Focus groups

The second part of the study, which was conducted after the telephone survey was completed and reviewed, involved two focus group sessions. There were 12 participants in each group, all of whom were involved in the telephone survey and who were "unchurched." The questions that were asked of the participants were different from the ones asked in the telephone survey.

The primary issues addressed were what the participants liked and disliked about church, why they go or don't go to church, and what they feel the church should be doing for them. Various church advertisements were also passed around to get the participants' reaction to them. Said Pastor Anderson, who was one of the observers of the focus group sessions, "We learned that the focus group participants, and probably most people, don't read church ads. One reason may be because these ads usually appear in a special church section of the newspaper which is usually only read by church people. Another reason may be because the ads don't promise to fulfill a need which a prospective attender is looking for in a church."

Continued Anderson, "Do you know where Mt. Olivet (one of the largest Lutheran churches in the country located in Minneapolis), advertises? In the TV section of the paper where they're more apt to reach people who aren't church-goers. Now, they know their audience."

When Wooddale advertises in the newspaper, they run special events ads or special interest ads. One special interest ad Wooddale has used is one in which readers are given opportunity to submit suggestions for the "Sermons-You-Want-To-Hear" program. The poll is conducted either by telephone or newspaper to find out what subjects people most like addressed in Sunday

sermons. Several suggestions are chosen and presented in a four-week special series. This yearly project represents one way Wooddale conducts informal but on-going marketing research.

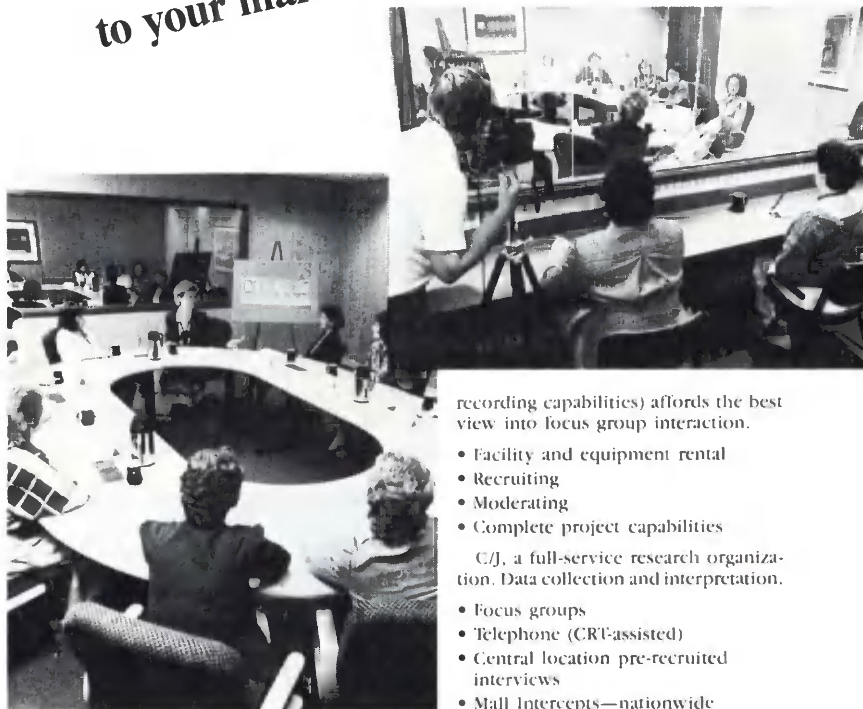
The Wooddale advertisements have a way of appealing to and attracting unchurched people. Despite this, they only create visibility and familiarity, said Anderson. It's the people involved in the church who make the difference.

"The major marketing instrument of any church is its people. We get people to come to Wooddale primarily because other people invite them."

Attracting new members through invitation sounds easier than it really is. According to Anderson, getting members is more difficult today than ever before because people are choosing churches much like they are choosing consumer products.

"People don't buy something just because they're brand loyal but because a particular need they have is being met by that product. People choose churches today based on that same principle. They don't attend a church just because their mother and father went there. They attend a church if they perceive their needs are being met there." **MRR**

C/J IN FOCUS Another answer to your marketing research questions.



The new C/J Focus Group Room.

Here you will find every resource and a staff that is fully capable of supporting your exact requirements.

Our large and comfortable client viewing room (with both audio and video

recording capabilities) affords the best view into focus group interaction.

- Facility and equipment rental
 - Recruiting
 - Moderating
 - Complete project capabilities
- C/J, a full-service research organization. Data collection and interpretation.

- Focus groups
- Telephone (CRT-assisted)
- Central location pre-recruited interviews
- Mall Intercepts—nationwide
- Personal door-to-door interviewing
- Professional occupation interviews
- Exit interviews
- Continuous tracking

You are cordially invited to discuss your research requirements with the C/J professionals.

C/J RESEARCH, INC.

3150 Salt Creek Lane • Arlington Heights, IL 60005
312/253-1100

If you think RESEARCH IS IMPORTANT...

Let's Huddle



and discuss your research strategy

The Datafax Company provides national, regional and local custom tailored research expertly designed and executed to meet your specific needs. Recent projects include: advertising awareness studies for the National Dairy Board, orange juice volumetric projects for The Florida Citrus Commission, physician and patient studies for major health organizations, image studies for major national and international attractions, advertising awareness studies for restaurant groups and share of the market - competitor evaluation studies for providers of nationwide computer services in the insurance industry.

We know that good research requires thoughtful planning, careful implementation, and knowledgeable analysis and interpretation of research results. We would welcome the opportunity to discuss your research investments in depth and work closely with you in order to develop research projects which will provide you with actionable research results.

Even if you do not have immediate plans for research projects, we would like to have the opportunity to introduce ourselves to you and acquaint you with our firm.

- Just call Dr. Gordon McAleer, Sheila Raw or Felicia Lassg;
- Toll free outside Florida (800) 233-3578;
- In Florida call (305) 660-8878.

Full Service and Field Service.
Located in central Florida—the vacation capital of the world.

THE
DATAFAX
COMPANY, INC.
2600 MAITLAND CENTER PARKWAY
SUITE 170
MAITLAND, FLORIDA 32751

Proper planning

continued from p. 13

being extremely optimistic on incidence levels. Recruiters want to be successful and if the client provides an unrealistic recruiting goal, the recruiter in his or her frustration is liable to try so hard to meet these goals that participants will be recruited who do not really meet the criteria set by the client.

I had a case where the client wanted to recruit a group in a community. It turned out that there were only eight individuals in this community who would meet the client's screening requirements. But he did not inform either the recruiting organization or myself of that fact until after the meeting when complaints were made that unqualified people attended. Therefore, to avoid disappointments and problems set quotas that are reasonable and, if anything, be conservative in the estimates of incidence rates. Doing otherwise is foolish and will only work to your disadvantage.

In deciding which facility to use, determine that the conference room has sufficient space for whatever it is you wish to do. Also, make certain that the viewing room is sufficiently large to accommodate the group who is going to view the proceedings. If you have special needs of the facility, cover it well in advance rather than at the last minute. Usually the people at the facility will try to accommodate your extra needs but some items are difficult to

provide on short notice.

Many times the local field service will suggest the incentive needed for recruitment. In most cases, I found it was to my advantage to take their advice. Another item which the facility can provide is audio tapes. (Ask for duplicates because tapes can break.) They usually can also provide video tape equipment. Although three-quarter inch tapes have been popular, I prefer the half-inch because equipment is less expensive and easier to obtain. If all research houses could standardize on one-half inch tapes, substantial savings on equipment without any loss in quality would result.

Project leader

For a focus group program to be successful, it is important that everyone involved be in the communication stream. One person should be in charge. That person should be the primary contact with the moderator. This individual should be the only one authorized to make any changes in the program, outline, or screening criteria. Because of this responsibility and position of authority, the project leader should be in attendance at every session. All others at the client level should communicate with the moderator through the project leader. Failure to follow this procedure can cause many problems and divert the project from its original goals.

Following these planning guidelines requires organization and discipline. But the final result should be successful focus group programs. MRR

for QUALITY telephone interviewing...

THE WATS ROOM, INC.

- Quality data collection for nearly two decades, on hundreds of thousands of interviews, from a central WATS telephone facility.
- Professional project people and a continuously-trained and monitored staff ensures that YOUR project is executed to the highest standards.
- We incorporate the latest CRT interviewing system and telephone switching equipment, all within a facility designed for maximum managerial and quality control.
- Comprehensive range of sampling capabilities. A fully-equipped conference room for on-site meetings. Complete Client off-site monitoring abilities.
- Fully independent service. Ready to Assist YOU in complete confidentiality.

Experienced, Dependable, Professional.

THE WATS ROOM, INC.

120 Van Nostrand Avenue • Englewood Cliffs, NJ 07832

Telephone (201) 585-1400

Brochure available on request.



Tracking service

Burke Marketing Services, Inc., announces STARTER (Syndicated Tracking of Awareness, Reported Trial, and Estimated Repeat), a syndicated telephone tracking service for national new product introductions. STARTER continuously tracks awareness, claim trial and estimated repeat for 144 brands. Each brand is in the survey for 18 months. Top-line data is reported quarterly and full analysis is provided at the end of 18 months. Clients can purchase data on any of the brands being tracked or back data for a very low monthly cost. Contact Randy Brooks at (513) 381-8898.

Store testing

Burgoyne Information Services offers Scan-a-Test controlled store tests. Scan-a-Test can read "year ago scanner data" and provide store shopping area demographics as well as store rankings for up to 25 key demographic factors for comparison with test product and share. This store test answers questions on the impact/effectiveness of promotions, line extensions, packaging, display and price variations in major metropolitan markets. Contact a Burgoyne account representative in Cincinnati (513) 621-7000, White Plains (914) 949-3214 or San Francisco (415) 392-0130.

Micro-computer package

An upgraded version of the Atlas micro-computer mapping software package has been introduced by Strategic Locations Planning. Atlas AMP (Advanced Mapping Package) 1.2 provides improvements in speed and custom mapping features over the 1.0 version. One new feature is DataEdit, which provides powerful database and report generation capabilities and allows the user to bypass outside spread sheets when entering custom data files. Contact Strategic Locations Planning, 4030 Moorpark Ave., Suite 123, San Jose CA 95117. (408) 985-7400.

Geographic options

National Planning Data Corp. announces the addition of more geographic cross-referencing options to the MAX Online Demographic Data Management and Reporting System. These will include retrieving information on the census tracts contained in each of a group of 5-digit zip codes; or the zip codes contained in selected counties or metro areas; or the counties included in each of a group of ADIs or DMAs. With the inclusion of "user-defined" geography, users can obtain listings to cross-reference their specific trade areas or sales territories by county, zip code, census tract, etc. Contact National Plan-

ning Data Corp., P.O. Box 610, Ithaca, NY 14851. (607) 273-8208.

Pesticide guide

Agricultural chemical manufacturers, marketers, media and ad agencies can now obtain, at no cost, a handy reference guide, "Who Markets Which Brands™ For What? . . . Selected Ag Pesticides For Selected Crops" from Knobler Research. Contact Bill Knobler, 1615 Northern Boulevard, Manhasset NY 11030. (516)365-6280 or (212)517-3023.

Research handbook

Qualitative Research Consultants Assn., Inc., offers free of charge to purchasers of qualitative research the "Code of Recommended Practices and Ethical Standards for Qualitative Research" handbook. In addition, requests can be made for a current list of the association's members, their addresses and telephone numbers at no cost. Contact Qualitative Research Consultants Assn., Inc., P.O. Box 6767, FDR Station, New York, NY 10022.

Dallas Houston Philadelphia

Our Rooms have the Best View.

- ◆ At last, somebody's built a focus group room that lets clients see and hear what they're paying for in comfort and style. Our viewing room features seating for twelve people on two levels. A lighted writing table helps make for easier note-taking. Adjoining the viewing room is an ante-room designed specifically for private meetings with the moderators.
- ◆ The 18 ft. by 14 ft. focus group room features a sound-proof full-wall mirror. Inside, microphones and camera are hidden from view and are part of state-of-the-art audio and video systems.
- ◆ First-class facilities for first-class results. That's the Savitz difference, along with trained recruiters who consistently get the people *you* specify, and professional male and female moderators if you need them. All of this, plus the most convenient locations in Dallas, Houston and Philadelphia. Call Harriet Silverman at (214) 386-4050 today. You'll get a whole new look at effective focus group research.

Savitz

RESEARCH CENTER INC

214-386-4050

603 Carillon Plaza 13601 Preston Road Dallas, Texas 75240

More immigrants, fewer natives

Over the past 10 years U.S. women have been bearing too few children to maintain long-term population growth. Demographers expect that if this trend continues, the U.S. will have to rely increasingly on immigration to expand the population. Both legal and illegal immigration accounted for about 26% of the nation's population growth last year. Census Bureau projections, however, indicate immigration's share will rise to 50% early in the next century

and then provide the bulk of the nation's population growth in the second half of the 21st century.

These projections are based on the assumed continuation of what demographers call the "birth dearth." Since this began in 1972, the total fertility rate, which measures the number of children the average woman bears, fell below the 2.1 rate necessary to maintain a stable population.

Norman Ryder of Princeton University's Office of Population Research says "there's a very strong consensus among people who are supposed to

know" that the fertility rate will remain below the population-replacement level. Though Ryder acknowledges that demographers have incorrectly predicted fertility trends in the past, he thinks that modern contraceptive techniques combined with the benefits women derive from working will keep the rate low.

Dun & Bradstreet to buy Majers

Dun & Bradstreet Corp. has agreed to purchase Majers Corp., an Omaha, Neb., marketing research firm.

Majers measures and evaluates the results of promotions that influence retail sales, such as store displays and cents-off coupons. The firm employs 500 people and has annual revenue of about \$35 million.

New York-based Dun & Bradstreet is a marketer of business-information services. The company had world-wide operating revenue in 1985 of \$2.8 billion.

Majers would become a unit of Dun & Bradstreet's Nielsen Marketing Research division in Northbrook, Ill.

Researchers discuss quality vs. price

Quality will become increasingly important in the future as customers continue to place emphasis on better products and services. Few companies, however, will overlook price, cost or perceived value as they try to improve quality.

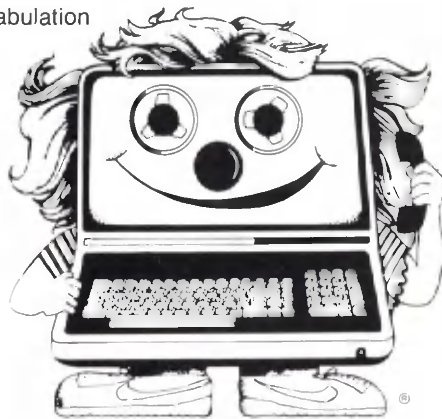
That was the conclusion of a four-person panel on "Cost vs. Quality: Strategic Optimization," in a meeting held recently in Princeton, N.J. The panel members were: Gus Diaz, marketing research manager, Volvo Cars of North America; Susan C. Greendale, marketing director, The New York Times; Michael Hartman, marketing services director, GTE Midwestern Telephone Operations; and Richard Nelson, group research manager, Campbell Soup Co.

The panelists agreed that quality was an important issue for their companies and that, in most cases, the customer defines quality in their market segments.

"Of course, quality is relative," said Nelson. "Our customers have different expectations about a 39¢ can of chicken noodle soup than they do about a more expensive product in our line, a single-serving jar of soup retailing for \$1.69.

CENTRAC, The Leader in Computer Assisted Telephone Market Research featuring OSCAR*

- OSCAR speeds results to you with definitive accuracy
- Features on line data access and tabulation
- Over 100 computerized telephone stations with visual and audio monitors to insure quality control.
- A large, well-trained staff of interviewers
- Years of growth with hundreds of satisfied clients since 1971



*On Site Computer Assisted Research

Centrac
INC. 375 S. Washington Ave. • Bergenfield • N.J. 07621

For details call Ron Leeds, Joe Calvanelli, Queene Ayzajian, Shirley Steinfeld, or Lydia Kihm at: (201) 385-8300

Marketeam Associates

St. Louis, MO Cleveland, OH
Youngstown, OH Los Angeles, CA
1-800-325-4962

Carl E. Block, President
Valerie Bess, National Field Director

- Focus Group Facilities
- Telephone Interviewing
- Mall/Store Intercepts
- In-Home Product Placement
- Door-to-Door Interviewing
- Audits

However, they expect quality and consistency in each."

Although luxury cars are a far cry from soup, some of the same standards of quality apply to each, according to Diaz. "Consumers would like a product that does not surprise them in any way. They want this year's model to perform at the same level or higher than their previous car, just as they want every can of chicken noodle soup to taste as good as every other can," he said.

Meeting customers' expectations about quality is important to The New York Times as well, said Greendale. "We have a heritage that we must live up to," she said. "Although a newspaper like The New York Times cannot be all things to all people, we have an obligation to meet the needs of our readers and advertisers and to uphold the standard of quality they've come to expect."

However, putting the customer first in terms of quality is sometimes more complex than it appears, according to Hartman. "When customers express a preference, it is a company's responsibility to translate those desires into ac-

tions the company can deal with internally," he explained. "Customers are not always clear about their priorities. In the case of telecommunications, for example, they want better service, better quality and lower prices. Those preferences can't all be met immediately. The question is, which should you do first?"

The panelists agreed that measuring quality among customers may be relatively simple, but finding out how customers perceive value is more complex. "You can compare brands of soup, but in the real world, consumers have a whole array of choices, all of which have an impact on how they perceive value," said Nelson. "For instance, what is the value of a can of soup for lunch compared to a frozen entree compared to a fast food meal?"

In terms of the future, Diaz said: "As a company that values its relationship with its customers, Volvo has an obligation to learn everything it can about their perceptions of quality, price and value so that it can make plans for the future. Unless we have this information, we can't hope to keep our customers' loyalty."

Greendale agrees that information is crucial for making cost vs. quality strategic decisions. "We're not only researching our readers and advertisers, we're trying to predict social trends," she said. "That's the only way we can ensure that the cost and quality decisions we make now will take our company in the right direction for the future."

Participation levels up in 1986

Participation levels in surveys conducted by the marketing research industry have increased significantly compared to other years. Additionally, a larger majority of those surveyed supported statements that reflect positively on the industry's image.

These are key findings of the seventh biennial Industry Image Study conducted by Walker Research, Inc., Indianapolis. The study monitors consumers' attitudes toward polls and surveys and has been fielded since 1974. The results track consumers' behavior

continued p. 30

CHESAPEAKE

SURVEYS

Welcomes You to Baltimore

Our Services Include:

- New modern focus group facility and spacious client viewing room.
- Full recruiting capabilities.
- Specializing in consumer and all areas of medical and professional.
- Fully equipped test kitchen.
- 16 WATTS lines and local telephone interviewing.
- Complete telephone monitoring system.
- Professionally trained interviewers for all types of interviewing.

Call us for a quote on your next focus group or telephone survey.

Carolyn Hilton
Field Director

CHESAPEAKE SURVEYS

305 W. Chesapeake Ave., Suite L19 • Towson, MD 21204
(301) 296-4411

**Talk to a
PULSE/PC
program and
your PC
becomes your
Personal Consultant**



- PULSE/QSEG™** The Market Segmentation and Profile System
- PULSE/QUAD™** The Quadrant Analysis System
- PULSE/MPC™** The Multiple Paired Comparison System
- PULSE/RSAMP™** The Balanced Block Random Sample Generator

- OUR PC programs are conversational, interactive, and USER FRIENDLY
- OUR tutorial manuals are designed for quick learning
- OUR *research report ready* output is organized for expedient analysis
- YOUR cost is probably LESS than you would pay a consultant or a service for a single application!!!

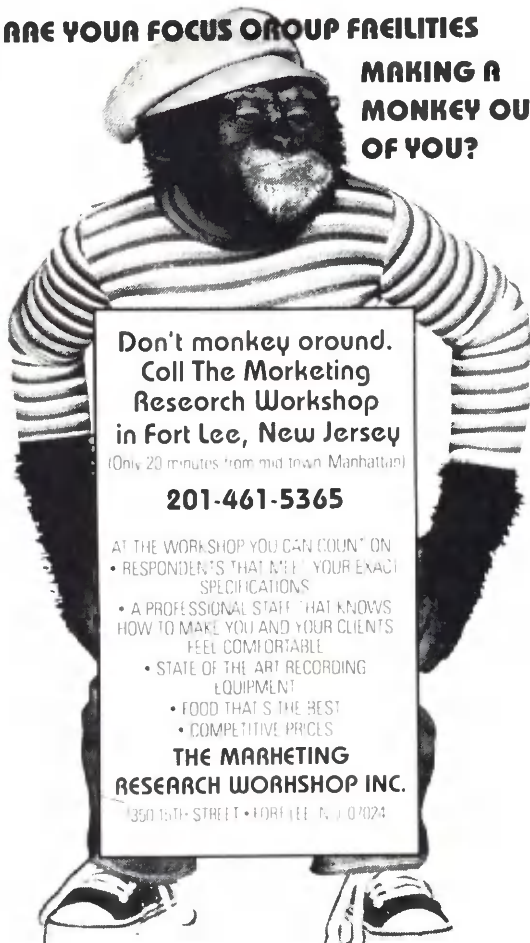
SPECIAL INTRODUCTORY OFFER:

The four manuals plus a demonstration disk for \$60 (deductible from 1st purchase of any of the programs.)

For information call **201-447-2104** or write to:

**Pulse Analytics Inc.
P.O. Box 116 • Ridgewood, NJ 07450**

**ARE YOUR FOCUS GROUP FACILITIES
MAKING A
MONKEY OUT
OF YOU?**



**Don't monkey around.
Call The Marketing
Research Workshop
in Fort Lee, New Jersey**

(Only 20 minutes from mid town Manhattan)

201-461-5365

- AT THE WORKSHOP YOU CAN COUNT ON
- RESPONDENTS THAT MEET YOUR EXACT SPECIFICATIONS
- A PROFESSIONAL STAFF THAT KNOWS HOW TO MAKE YOU AND YOUR CLIENTS FEEL COMFORTABLE
- STATE OF THE ART RECORDING EQUIPMENT
- FOOD THAT'S THE BEST
- COMPETITIVE PRICES

**THE MARKETING
RESEARCH WORKSHOP INC.**

1350 15TH STREET • FORT LEE, N.J. 07024

Consumer ch among

In the marketplace, there are readily perceivable differences among singles who are changing, focused and settled. With respect to general attitude, changing singles tend to buy to satisfy short-term needs and focused singles tend to buy what they want while settled singles are more likely to buy according to priorities in their overall plan.

The following are comments from some participants in each of the three groups concerning issues relating to consumer choices.

Choosing a store:

Changing singles: "If I see what I want, it makes little difference where I buy it."

Focused singles: "I believe in specialty stores. I think they have the best for your money. You get what you pay for."

Settled singles: "If you buy things and they hold up . . . you can pretty well assume that other things that you buy will be just as good. So I think the store's own reputation has a lot to do with it."

Primary consumer focus:

Changing singles: "They have a bargain basement . . . If you look thoroughly, you can get some real good quality pieces that are marked down. The clothes are stylish, too. I like style and fashion."

Focused singles: "When it comes to dress, if it is something I want, I don't care about the price. I would spend \$400 on a suit. That's pretty much for me and the suit would have to last me . . . but the way I look in it, the way the material feels and the occasion — that's why I would buy it."

Settled singles: "I don't want good quality that is three times the price I'd want to pay for it. I want quality and value to go together."

Shopping approach:

Changing singles: "I look around, I check the stores. You can find the same thing cheaper someplace else if you look hard enough."

Focused singles: "I feel we're working women. We have our homes to clean, our children to take care of and our own sanity to take care of. I don't have that much extra time to shop."

Settled singles: "For a big purchase, I normally go to the library and pick out a consumer report and read about it and then I'm going to shop around quite a lot to see if I can get a better value somewhere else."

Voices diverse singles

Influences on buying behavior:

Changing singles: "Friends who shopped at particular stores and had either good or bad experiences."

Focused singles: "Convenience for me would be the number one factor because I don't have a whole lot of time to shop."

Settled singles: "I shopped around for an entire year looking at the papers for a VCR until I saw a one-day sale. It was the lowest price that I saw, so I bought it."

Brand orientation:

Changing singles: "Designer and brand names are not all important to me. Who wants to pay extra for somebody's name on the thing?"

Focused singles: "... When the designers come out with something, you wait a whole year until they copy it down at the less expensive stores. So they are really setting the trends. They are very stylish and fashionable. That is why I like them."

Settled singles: "They're buying merchandise here and there in large volume and bringing it all together at a good price. So I think it means that you're getting a better value when they have a label with their own name on it."

Sale orientation:

Changing singles: "I buy everything on sale. I don't ever pay full-price. I feel stupid if I do. I feel I was taken. Why should you pay more for something if you could get it for less?"

Focused singles: "I shop the sales, but not too often, because if I want it, I want it. I don't care what the price is, I get it."

Settled singles: "... Instead of looking at the paper and seeing what is on sale and going to get it, I figure out what I need and wait patiently until someday it appears in the papers ..."

Service orientation:

Changing singles: "That store will always treat you fairly. If you don't like something or if it's not right, they won't argue about taking it back."

Focused singles: "I get very good service in specialty stores. They will do alterations at no charge. They have their own charge card. They will notify you of their sales."

Settled singles: "If I pay money for it, I want the service. If I have a problem with it, I want somebody to take care of the problem without any headaches." MRA

Consumer Opinion Services

Covering the Northwest
with our Expanding Network of
Mall Facilities



Seattle Main Office

- 3000 Square Feet
- Beautiful Spacious Focus Group Facility
- 22 Line Telephone Center
- 4 Oven Test Kitchen with Mirror
- 5 Minutes to Airport

Focus Groups
Central Telephone
Audits
Pre-recruited Groups
Executive
Medical
Demos
Door to Door

AMA (206) 241-6050 MRA
Ask for Jerry Carter or Dorothy Carter

Consumer Opinion Services, Inc.
12825 - 1st Avenue South
Seattle, Washington 98168

Over 20 Years in the Northwest

QUALITY INTEGRITY SERVICE

toward, and opinions of, the marketing research industry so that problems can be detected and addressed. According to Dr. Elizabeth Kyzr-Sheeley, senior research associate, "The information also provides regular feedback about market research from survey participants who are critical to the industry's long-term success."

Topline results of the 1986 survey indicate that reported research participation in the past year has risen to 33% compared to 23% in both 1982 and 1984. Overall the image of the industry is positive and significantly more re-

spondents find the interview experience interesting and beneficial. However, there is greater belief that the true purpose of some surveys is not disclosed.

The survey confirms that telephone interviewing remains the most popular data collection technique (76%), while mall intercept, despite a decline, is still the most frequently used face-to-face methodology (30%). While door-to-door research also continues to decline, mail interviewing has seen a resurgence.

Survey participants continue to be a different group from nonparticipants in that they have higher income and educational levels.

Respondents were asked to identify a critical element in shaping their at-

titudes toward the interview experience as in 1984. The most important reason cited for a pleasant experience was the personality and/or attitude of the interviewer. However, the design of the questionnaire had significantly more influence on evaluation of the interview in 1986.

The sales pitch under the guise of a survey has long been of concern to the marketing research industry because it impacts public perception and respondent cooperation in an adverse manner. In 1986 four out of 10 of those interviewed reported exposure to a sales pitch disguised as a survey.

"Although some of the downward trends from the 1984 survey have either been stabilized or reversed in 1986, the research community must continue to address issues important to the public," said Kyzr-Sheeley.

The 1986 survey involved a nationally representative sample. Interviews with 500 respondents were completed in June plus over-quota interviews to obtain 200 consumers who reported that they had participated in a survey within the past year.

Washington, D.C. a woman's city

Two out of every three, or 65%, of Washington, D.C.-area women work outside the home, reveal Census Bureau figures. That's the highest labor participation rate for women of any U.S. metropolitan area. Over 60% of women in Dallas, Atlanta and San Francisco work. In Pittsburgh and New York, about 45% of women are in the local work force.

The Greater Washington Research Center, which obtained the figures from the 1980 Census, says Washington leads other metro areas in the number of women in managerial or professional, as opposed to clerical jobs. Washington has 35%. Slightly more than 20% of working women in Miami, Pittsburgh and St. Louis occupy managerial or professional positions.

Washington-area retailers and service companies should consider expanding business hours to attract the female labor force, the research center suggests. Also, the number of working women in the national capital area is now so high that there are relatively few non-working women available for jobs. That's a problem for growing businesses but an opportunity for job-seeking women willing to move to Washington. MRR

Full Service Marketing Research Firm

In-house Focus Group Interviewing Facilities

Computer Assisted WATS Telephone Capabilities

Complete on-site Data Processing Capabilities

Experienced Professional Staff

Rockwood Research

1751 WEST COUNTY ROAD B • ST. PAUL, MINNESOTA, 55113 • 612-631-1977

SOMETIMES IT DOESN'T PAY TO REPEAT YOURSELF

In survey research, repeating respondents can be dangerous to your DATA'S health.

REPEAT RESPONDENT MATCHING

This one of a kind computer validation method points out which interviewers are causing quality problems. You can validate focus groups, door-to-door, mall and telephone studies.

Join the many health conscious manufacturers, suppliers, and field services which validate their research this superior way.

OVER 1 MILLION INTERVIEWS VALIDATED

For more information and a free trial, call JOHN ELROD



SIGMA RESEARCH COMPANY

1275 15th Street
Fort Lee, NJ 07024-1950
(201) 886-0550

1987

F O C U S



Consumer Opinion Services, Inc., Seattle, Wash.

G R O U P

D I R E C T O R Y

Alabama	p. 33	Louisiana	p. 46	Oklahoma	p. 57
Arizona	p. 33	Maine	p. 46	Oregon	p. 57
Arkansas	p. 34	Maryland	p. 46	Pennsylvania	p. 57
California	p. 34	Massachusetts	p. 47	Rhode Island	p. 59
Colorado	p. 38	Michigan	p. 48	South Carolina	p. 59
Connecticut	p. 38	Minnesota	p. 50	South Dakota	p. 60
Delaware	p. 39	Mississippi	p. 51	Tennessee	p. 60
District of Columbia	p. 39	Missouri	p. 51	Texas	p. 63
Florida	p. 39	Nebraska	p. 52	Utah	p. 65
Georgia	p. 40	Nevada	p. 52	Vermont	p. 66
Idaho	p. 41	New Hampshire	p. 52	Virginia	p. 66
Illinois	p. 41	New Jersey	p. 52	Washington	p. 66
Indiana	p. 44	New Mexico	p. 52	West Virginia	p. 66
Iowa	p. 44	New York	p. 52	Wisconsin	p. 66
Kansas	p. 45	North Carolina	p. 55	Canada	p. 67
Kentucky	p. 45	Ohio	p. 55		

Modern focus group facilities from across the country



Wolf/Altschul/Callahan Inc. Marketing Research, New York

Right:
KAPULER Market-
ing Research Inc.,
Arlington Heights,
Ill.



Left:
QUICK TEST OPINION
CENTERS, PHILADELPHIA

Right:
DECISION RESEARCH
CORPORATION, Lexington,
Mass.



Right:
TRENDFACTS
RESEARCH/
FIELD SERVICES,
Farmington Hills,
Mich.



HOME ARTS GUILD RESEARCH CENTER, Chicago

Right:
The field house, inc.,
Overland Park, Kan.



ruth nelson research services, Denver

Right:
O'HARE IN FOCUS,
Des Plaines, Ill.



TROTTA ASSOCIATES, Marina Del Ray, Calif

ALABAMA

BIRMINGHAM

Connections, Inc.

4 Office Park Circle, Suite 310
Birmingham, AL 35223
205-879-1255

Contacts: Jenny Hawkins
Liz Reed

1-3-5-6-7B

Parker Marketing Research Div./Scotti Bureau/Mktg. Research

4650 Ave. W/Suite G
Birmingham, AL 35208
205-781-3265

Contact: Lois Hudson
1-3-4-5-6-7A

Polly Graham and Associates, Inc.

3000 Riverchase Galleria, Suite 310
Birmingham, AL 35244
205-985-3099

Contacts: Polly Graham
Charles Graham

1-3-4-5-6-7B

ARIZONA

PHOENIX

Angeletti Marketing Research Interviewing Service

Indian Village Shopping Center
4015 A North 16th St.
Phoenix, AZ 85016
602-956-2500

Contacts: Marian Angeletti
Beverly Foster

1-3-6-7A

Arizona Field Research, Inc.

3221 N. 16th St., Suite 103
Phoenix, AZ 85016
602-274-6288

Contacts: Jayne Majors
Barbara Coffey

1-3-4-6-7B

Arizona Market Research Services

Metro Center Mall
9609 Metro Parkway West
Phoenix, AZ 80521
303-758-6424

Contact: Ruth Nelson
1-3-4-6-7A

Arizona Market Research Ruth Nelson Research Services

Executive Park Offices
10220 North 31st Ave.
Phoenix, AZ 85051
303-758-6424

Contacts: Ruth Nelson
Vicki St. Gemme

1-3-4-5-6-7B

Fieldwork Phoenix, Inc.

4801 S. Lakeshore, Suite 204
Tempe, AZ 85282
602-820-4944

Contact: Barbara Willens
1-3-4-5-6-7B

O'Neil Associates

412 East Southern Ave.
Tempe, AZ 85282
602-967-4441

Contacts: Mike O'Neil, PhD
Carolyn Berg, MBA
1-3-4-5-6-7BC

Phoenix Research Services

Colonnade Mall
1911 E. Camelback Rd.
Phoenix, AZ 85016
602-264-1133

Contact: Louise Dickinson
1-3-4-6-7A

Phoenix Research Services

Paradise Valley Mall
4550 30 E. Cactus Rd.
Phoenix, AZ 85016
602-264-1133

Contact: Louise Dickinson
1-3-4-6-7A

Quality Controlled Services

4513 E. Thomas Rd.
Phoenix, AZ 85018
602-840-9441

Contacts: Dorothy Simon
Joan Shacklock

1-3-4-5-6-7A

See Advertisement Page 65

Salter Research Services

Cinema Park Shopping Center
5515 1 North 7th St.
Phoenix, AZ 85014

602-265-2890
Contacts: Susan Salter
Janet Grover

1-3-4-6-7A

Walker Research, Inc.

4655 S. Lakeshore Dr.
Tempe, AZ 85283
602-831-2971

Contacts: Nancy Hayslett
Beverly Anthony

1-3-4-5-6-7B

TUCSON

Arizona Field Research, Inc.

The Tucson Mall
4500 N. Oracle, Box 360
Tucson, AZ 85705
602-887-3502

Contacts: Annette Idso
Marcie Chandelera

1-3-4-6-7A

Field Market Research/FMR

6045 E. Grant Road
Tucson, AZ 85712
602-886-5548

Contact: Sydney Lemen
1-3-4-5-6-7C

Gotting it together from them to you

- Group Sessions
- Media Survey
- Consumer Studies
- Telephone Research - Phone Bank
- Mall Intercept
- Experienced Staff
- Project Management
- Viewing Room/One-Way Mirror
- Permanent Central Location Facility
- Enclosed Mall - Air Conditioned

For complete information, contact
Fay Parker
Owner

**Market Research & Analysis
Field Staff, Inc.**
(Research Center)

766 Westwood Mall Shopping Center
Houston, Tex. 77036 • Tel. 713/271-5690

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

Luth-Maher Research
8757 E. Broadway
Tucson, AZ 85710
602-886-3071
Contacts: Helen Maher
Kathy Zittlosen
1-3-4-6-7B

ARKANSAS

FORT SMITH

Bedell Incorporated
515 North 6th St.
Ft. Smith, AR 72902
501-782-8261
Contact: Pam Marshall
1-6-7B

LITTLE ROCK

Area Marketing Research Assoc.
303 W. Capitol Ave.
Little Rock, AR 72201
501-376-1158
Contacts: Mary Watson
Larry Cole
1-3-4-5-6-7B

Arkansas Answers
8720 Stanton
Little Rock, AR 72209
501-568-0260
Contact: Ginger
1-3-4-6-7C

Professional Research Organization, Inc.
10 Corporate Hill Dr., Suite 100
Little Rock, AR 72205
501-221-3303
Contacts: Tammie Henson
Lois Cobb
1-3-4-5-6-7B

CALIFORNIA

FRESNO

AIS Marketing Research
4955 Anderson, Suite 134
Fresno, CA 93727
209-525-2727
Contacts: Jan Rivas
Annette Giannini
1-2-3-4-5-6-7B

Anthony, Marquis and Switzer
790 W. Shaw, Suite 360
Fresno, CA 93704
209-627-3995
Contacts: Nick Anthony
Carl Switzer
1-5-6-7B

Anthony, Marquis and Switzer
617 W. Tulare Ave.
Visalia, CA 93277
209-627-3995
Contacts: Nick Anthony
Carl Switzer
1-2-3-4-5-6-7C

Bartels Research
145 Shaw Ave., Suite C 1 & 2
Clovis, CA 93612
209-298-7557
Contacts: Linda Lancaster
Joellen Bartels
1-3-4-5-6-7B

LOS ANGELES

Adept Consumer Testing
17323 Ventura Blvd., Suite 308
Encino, CA 91316
818-905-1525
Contacts: Mark Tobias
Janice Dunn
1-3-4-5-6-7B

Bank Marketing Research
5430 Van Nuys Blvd., Suite 102
Van Nuys, CA 91401
818-995-1533
Contact: Edie Goldberg
1-2-3-4-5-6-7B

Car-Lene Research, Inc.
13350 E. Telegraph Rd.
Sante Fe Springs, CA 90670
213-946-2176
Contact: Danella Hawkins
1-3-4-6-7A

Cole, Green Groups
25835 Narbonne Ave.
Lomita, CA 90717
213-534-2000
Contacts: Carol L. Dean
Patricia K. Green
1-3-4-5-6-7B

Consumer Pulse of Los Angeles
Galleria at South Bay #269
Redondo Beach, CA 90278
213-371-5578
Contact: Connie Canzone
1-3-4-5-6-7A
See Advertisement Page 48

Creative Data, Inc.
7136 Haskell Ave., Suite 101
Van Nuys, CA 91406
818-988-5411
Contacts: Abby Goldstein
Marie Hume
1-2-3-4-5-6-7B

Davis Market Research Services
23801 Calabasas
Calabasas, CA 91302
818-888-2408
Contact: Anita Marks
1-3-4-6-7B

Diagnostic Research, Inc.
1480 Colorado Blvd.
Los Angeles, CA 90041
213-254-4326
Contact: Lauren Meister
1-3-5-6-7B

Earl Wilson and Associates
6355 Topanga Canyon Blvd. #507
Woodland Hills, CA 91367
818-340-6201
Contacts: Earl Wilson
Lois Wilson
2-5-6-7B

Facts 'N Figures
Panorama Mall, Suite 78B
Panorama City, CA 91402
818-891-6779
Contacts: Dee Escoe
Phyllis Alberts
1-3-4-5-6-7A

Focus One
202 S. Stanley Dr.
Beverly Hills, CA 90211
213-659-4843
Contacts: Lotte Singer
Susan Hyman
1-3-5-6-7C

Fox Research
852 S. Lucerne Blvd.
Los Angeles, CA 90005
213-934-8628
Contact: Betty Fox
1-2-3-4-5-6-7B

House of Marketing
3446 Madera Ave.
Los Angeles, CA 90039
213-661-1109
Contacts: Kathleen Schulte
Julie Bozanic
1-2-3-4-5-6-7D

House of Marketing
95 N. Marengo Ave.
Pasadena, CA 91101
818-792-5959
Contacts: Kathleen Schulte
Julie Bozanic
1-3-4-5-6-7B

Integrity Research
20201 Sherman Way, Suite 109
Canoga Park, CA 91306
818-700-1002
Contact: Pat Ansel
1-3-4-5-6-7B

Jirard & Jirard Creative Concepts
22260 Parthenia St.
Canoga Park, CA 91304
818-716-8333
Contacts: Arlyne Jirard
Muriel Jirard
1-3-5-6-7B

L and J Research
2029 Century Park East, Suite 520
Los Angeles, CA 90067
213-553-8526
Contacts: Lou Jacobs
Gayle Bidner
1-3-5-6-7B

Los Angeles Mktg. Research Associates
5712 Lankershim Blvd.
N. Hollywood, CA 91601
818-506-5544
Contacts: Bill Bilkiss
John Laurence
1-3-5-6-7B
See Advertisement Page 35

Marketeam Associates
228 Orangefair Mall
Fullerton, CA 92632
714-526-0600
Contacts: Martha Monson
Valerie Bess
1-3-4-5-6-7A
See Advertisement Page 26

National Mktg. Research of California
347 S. Ogden Dr., Suite 203
Los Angeles, CA 90036
213-937-5110
Contacts: Carole Lzarus
Phyllis Fisher
1-3-6-7B

PKM Marketing Research Services
15618 B East Whittwood Lane
Whittier, CA 90604
213-694-5634
Contacts: Patricia Koerner
Edie Koerner
1-3-4-5-6-7A

Plog Research, Inc.
18631 Sherman Way
Reseda, CA 91335
818-345-7363
Contacts: Kenneth M. Travis
David M. Kalmus
1-3-4-5-6-7C

Quality Controlled Services
15827 Russell St.
Whittier, CA 90603
213-947-2533
Contact: Mary Lou Smith
1-3-4-6-7C
See Advertisement Page 65

Quality Controlled Services
3565 Torrance Blvd.
Torrance, CA 90505
213-316-9011
Contacts: Carol Riegler
Shiela Gillam
1-3-4-6-7C
See Advertisement Page 65

Quick Test Opinion Center
519 Fashion Plaza
West Covina, CA 91790
818-960-8547
Contacts: Vickie Casulas
Christie Persich
1-3-4-6-7A
See Advertisement Inside Front Cover

Smeczka Research
8825 A South Sepulveda Blvd.
Los Angeles, CA 90045
213-670-4824
Contact: Dona Nishioka
1-3-4-5-6-7B

**Southern California
Interviewing Service**
17200 Ventura Blvd., Suite 120
Encino, CA 91316
818-783-7700
Contacts: Ethel Brook
Anne Moiseyev
1-3-4-5-6-7A

Suburban Associates of Los Angeles
2001 S. Barrington, Suite 109
Los Angeles, CA 90025
213-478-2565
Contact: Carol Kunicki
1-3-4-6-7B

Trotta Associates
13160 Mindanao Way, Suite 180
Marina Del Ray, CA 90291
213-306-6866
Contacts: Diane Trotta
Margie Hocevar
1-2-3-4-5-6-7B

United States Testing Company
2157 Montclair Plaza Lane
Montclair, CA 91763
714-624-1244
Contact: Mary Schultz
1-3-4-6-7A
See Advertisement Back Cover

Wade West
5430 Van Nuys Blvd., Suite 102
Van Nuys, CA 91401
818-995-1400
Contact: Edie Goldberg
1-2-3-4-5-6-7B
See Advertisement Inside Back Cover

Wade West/Long Beach
Long Beach Plaza
369 Long Beach Blvd.
Long Beach, CA 90802
213-435-0888
Contact: Edie Goldberg
1-3-4-6-7A
See Advertisement Inside Back Cover

ORANGE COUNTY


Discovery Research Group
17815 Sky Park Circle, Suite L
Irvine, CA 92714
714-261-8353
Contacts: Kay Lavish
Kim McDermott
1-3-4-5-6-7B

Quick Test Opinion Center
136 Westminster Mall
Westminster, CA 92683
714-898-0906
Contact: Linda Green
1-3-4-6-7A
See Advertisement Inside Front Cover

South Coast Research
10848 Katella
Anaheim, CA 92804
714-539-9500
Contact: Nancy Fidel
1-3-4-5-6-7A

The Question Shop, Inc.
1500 E. Lincoln Ave.
Orange, CA 92665
714-974-8020
Contacts: Nancy Kleinschmit
Myra Conti
1-3-4-5-6-7A

Wade West-Orange County
18003 Sky Park South, Suite L
Irvine, CA 92714
714-261-8800
Contacts: Charlene Kaloper
Marci Resh
1-3-4-6-7B
See Advertisement Inside Back Cover



los angeles
MARKETING RESEARCH ASSOCIATES

5712 LANKERSHIM BOULEVARD • NORTH HOLLYWOOD • CALIFORNIA 91591

A COMPLETE FIELD SERVICE

PERMANENT MALL FACILITIES

- Consumer Studies • New Product Testing • Door to Door
- Taste Tests • Store Audits • Medical/Pharmaceutical
- Executive • Mall Intercepts

**Focus Sessions/Client Viewing Rooms
Audio/Video Tapings / Questionnaire Design
Deadline and Budget Adherence**

JOHN LAURENCE LESLIE TYLER BILL BILKISS
(818) 506-5544 • (818) 506-5618

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

Weiss and Associates
42 Fashion Square Mall
Le Habra, CA 90631
818-888-5464
Contact: Rick Weiss
1-3-4-6-7A

RIVERSIDE

Field Management Associates
3601 Riverside Plaza
Riverside, CA 92506
714-369-0800
Contact: Robert Hellman
1-3-4-6-7A

L A Research, Inc.
Canyon Crest Towne Center
5225 Canyon Crest Dr.
Riverside, CA 92507
714-788-2280
Contacts: Adrienne Goldbaum
Lorraine Sachs
1-3-6-7A

SACRAMENTO

Heakin Research, Inc.
Arden Fair Mall
1607 D Arden Way
Sacramento, CA 95815
916-920-1361
Contact: Roberta Barth
1-3-4-6-7A

Research Unlimited
1012 Second St.
Sacramento, CA 95814
916-446-6064
Contact: Stacey Smithers
1-3-4-6-7C

Research Unlimited
Country Club Center
3382 El Camino, Suite 40
Sacramento, CA 95821
916-446-6064
Contact: Stacey Smithers
1-3-6-7A

SAN DIEGO

Analysis/Research, Ltd.
College Grove Shopping Center
4655 Ruffner
San Diego, CA 92111
619-268-4800
Contacts: Arlene Lowenthal
Michael-Leonard Creditor
1-3-4-5-6-7A
See Advertisement This Page

Analysis/Research, Ltd.
Skylight Plaza, Suite 180
4655 Ruffner
San Diego, CA 92111
619-268-4800
Contacts: Arlene Lowenthal
Michael-Leonard Creditor
1-2-3-5-6-7B
See Advertisement This Page

Directions in Research, Inc.
5353 Mission Center Rd., Suite 219
San Diego, CA 92108
619-299-5883
Contacts: David Phife
Jeanette Taylor
1-3-4-5-6-7B

Fogerty Research
4828 Ronson Ct. #C
San Diego, CA 92111
619-268-8505
Contacts: Patty Fogerty
Amy Thomas
1-3-5-6-7B

Hayes Marketing Research
7840 El Cajon Blvd., Suite 400
La Mesa, CA 92041
619-464-8611
Contact: Philip Hayes
1-3-6-7B

Jagorda Interviewing Services
3615 Kearny Villa Rd., Suite 111
San Diego, CA 92123
615-573-0330
Contact: Gerald Jagorda
1-2-3-4-6-7B

Luth Research, Inc.
Plaza Bonita Mall
3030 Plaza Bonita Rd.
National City, CA 92050
619-479-5884
Contact: Ellen Cornelius
1-3-4-5-6-7A

Novick Ayres Research
2657 Vista Way, Suite 5
Oceanside, CA 92054
619-967-1307
Contacts: Louise Ayres
Sue Novick
1-2-3-4-5-6-7A

San Diego Surveys, Inc.
4616 Mission Gorge Place
San Diego, CA 92120
619-265-2361
Contacts: Jeannine Tilley
Jean Van Arsdale
1-3-4-5-6-7B
See Advertisement Page 27

Taylor Research
Grossmont Center Mall
5500 Grossmont Center Drive
La Mesa, CA 92041
619-299-6368
Contact: Susan Taylor
1-3-4-5-6-7A
See Advertisement Page 37

Taylor Research
3202 Third Ave.
San Diego, CA 92103
619-299-6368
Contact: Susan Taylor
1-3-4-5-6-7C
See Advertisement Page 37

Tertium Quid Ltd.
2611 Hwy. South 101
Cardiff, CA 92007
619-436-7756
Contacts: John Voigt
James H. Reavis
1-3-5-8-7C

SAN FRANCISCO

Consumer Research Associates
1738 Union St.
San Francisco, CA 94123
415-928-7777
Contacts: Rich Anderson
Don Orsino
1-2-3-4-5-6-7B

Corey Canapary and Galanis
Penthouse North
447 Sutter St.
San Francisco, CA 94108
415-397-1200
Contact: Elizabeth Canapary
1-3-5-6-7B

Ecker Consumer Recruiting, Inc.
220 S. Spruce Ave., Suite 100
So. San Francisco, CA 94080
415-871-6800
Contacts: Florence Ecker
Bette Rosenthal
1-2-3-4-6-7B

Elrick and Lavidge, Inc.
111 Maiden Lane, 6th Floor
San Francisco, CA 94108
415-434-0536
Contact: Mary Jo Grumbacher
1-3-4-5-6-7B

Far West Research, Inc.
1315 23rd Ave.
San Francisco, CA 94122
415-564-8923
Contacts: Natalie Glasow
Cliff Levy
1-3-5-6-7B

Field Management Associates
309 El Cerito Plaza
El Cerito, CA 94530
415-527-8030
Contact: Hal Berke
1-3-4-5-6-7A

“QUALITATIVE RESEARCH IS THE PRECIOUS JEWEL OF MARKETING RESEARCH TECHNIQUES

At Analysis/Research Limited, we treat your Focus Group like the expensive jewel it is: with professional care and polish, to produce the brilliant results which come only from years of experience.

Let your Qualitative Research shine with Analysis/Research Limited.

The Precise Mix of Science and Art

Arline M. Lowenthal
President

ANALYSIS RESEARCH LIMITED

SAN DIEGO • LONDON • MEXICO
Telephone 619/268-4800

Fleischman Field Research, Inc.
120 Montgomery St., Suite 1990
San Francisco, CA 94104
415-398-4140
Contacts: Molly Fleischman
Andy Fleischman
1-2-3-5-6-7B

Heakin Research of California
Tanforan Park Mall
1150 El Camino Real
San Bruno, CA 94066
415-952-8558
Contact: Steve Martin
1-3-4-6-7A

Margaret Yarbrough & Associate
Claremont Resort Hotel, Suite 15
Berkeley, CA 94705
415-531-9099
Contacts: Margaret Yarbrough
Joyce Perri
1-3-6-7D

MSI Hillsdale
14 Hillsdale Mall
San Mateo, CA 94403
415-574-9044
Contacts: Liane Farber
Delinda Satero
1-3-5-6-7A

Nichols Research
Newpark Mall
1155 Newpark Mall
Newark, CA 94560
408-773-8200
Contacts: Colleen Flores
Dottie Travis
1-3-4-6-7A
See Advertisement Page 69

Nichols Research
La Hacienda Shopping Mall
795 E. El Camino Real
Sunnyvale, CA 94087
408-773-8200
Contacts: Colleen Flores
Dottie Travis
1-3-4-6-7A
See Advertisement Page 69

Nichols Research
2036 Fashion Island
San Mateo, CA 94404
415-345-7793
Contacts: Colleen Flores
Dottie Travis
1-3-4-6-7A
See Advertisement Page 69

Public Response Associates
601 Van Ness, Suite 2056
San Francisco, CA 94102
415-771-2525
Contact: Larry Wisch
1-3-5-6-7D

Qualitative Research Associate
415 N. San Mateo Dr., Suite 1
San Mateo, CA 94401
415-348-3861
Contact: Sandy Walrose
1-3-4-5-6-7B

Quality Controlled Services
1820 Galindo Street, Suite 3 & 4
Concord, CA 94520

415-687-9755
Contact: Leroy Dorsey
1-3-4-6-7B
See Advertisement Page 65

Quick Test Opinion Center
177A Sun Valley Mall
Concord, CA 94520
415-798-2700
Contact: Sandie Rittler
1-3-4-6-7A
See Advertisement Inside Front Cover

Quick Test Opinion Center
203 Southland Mall
Hayward, CA 94545
415-785-4650

Contact: Jim Lango
1-3-6-7A
See Advertisement Inside Front Cover

Research and Decisions Corp.
369 Sutter St., Suite 203
San Francisco, CA 94108
415-989-9020
Contact: Linda Gagliardi
1-3-5-6-7B

Tragon Corporation
365 Convention Way
Redwood City, CA 94063
415-365-1833
Contacts: Janet Williams
Brian McDermott
1-3-4-5-6-7B

IN SAN DIEGO

TAYLOR RESEARCH...

... has been the leading field service since 1956. What began as a small interviewing service in the door-to-door era has become a centrally managed organization covering the depth and breadth of America's 7th largest city. We rely on rigorous operating standards, intensive supervision, and personal attention from senior staff members to ensure our clients of the highest quality field work. At TAYLOR RESEARCH, we make it our business to complete your project on time and under budget.



GROSSMONT CENTER, a regional mall noted for its "heartland" shopper profile, is host to nearly 150 merchants and four major anchor stores.

TAYLOR RESEARCH occupies prime space at the mall. Facilities include two large focus group rooms, each with its own comfortable and completely stocked viewing area. There is a well equipped professional test kitchen for taste tests. An additional 800 square feet of interviewing stations allows us to maintain tight security for our clients.

San Diego's Banker's Hill district is home of TAYLOR RESEARCH's oldest facility. In the Victorian era structure are a modern, fully equipped test kitchen, a spacious focus group room with a private, comfortable viewing area, and twenty-five telephones in a closely supervised bank.

TAYLOR RESEARCH has talked to over 900,000 respondents about several thousand products. The quality of our work has earned us the friendship of major corporations nationwide!



Phone: 1-800-262-4426

In California: 1-619-299-6368



3202 THIRD AVE. SAN DIEGO, CA. 92103

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

SAN JOSE

Quick Test Opinion Center

1268 Town Center
Sunnyvale, CA 94086
408-773-9777

Contacts: Jim Musumeci
Gerry Kelly

1-3-4-6-7A

See Advertisement Inside Front Cover

COLORADO

COLORADO SPRINGS

Consumer Pulse Of Colorado Springs

The Citadel Mall #1084
750 Citadel Drive East
Colorado Springs, CO 80909
303-596-6933

Contact: Kathleen Hefferinan
1-3-5-6-7D

See Advertisement Page 48

United States Testing Company

Chapel Hills Mall, Suite 315
1710 Briargate Blvd.
Colorado Springs, CO 80918
303-598-8070

Contact: Esther Brewer
1-3-4-6-7A

See Advertisement Back Cover

DENVER

Colorado Market Research Ruth Nelson Research Services

2149 S. Grape St.
Denver, CO 80222
303-758-6424

Contacts: Ruth Nelson
Vicki St. Gemme
1-3-4-5-6-7B

Consumer Opinion Center

Crossroads Mall
1600 28th St. #277
Boulder, CO 80301
303-449-4632

Contacts: Bevo Beaven
Nels Larson
1-3-4-5-6-7A

Consumer Pulse of Denver

Arapahoe East Center
6810 S. Dallas Way
Englewood, CO 80112
303-799-4849

Contact: Laura Wassil
1-3-4-5-6-7B

See Advertisement Page 48

Fieldwork Denver, Inc.

At The Tivoli
901 Larimer, Suite 601
Denver, CO 80204
303-825-7788

Contacts: Bonnie Wardlow
Anne McIntyre
1-3-4-5-6-7D

Fieldwork Denver, Inc.

2993 S. Peoria, Suite 304
Aurora, CO 80014
303-337-0830

Contacts: Bonnie Wardlow
Anne McIntyre
1-3-4-5-6-7B

Friedman Marketing/Colorado

Consumer Opinion Center
1600 28th St., Suite 277
Boulder, CO 80301
303-449-4632

Contact: Bevo Beaven
1-3-4-5-6-7A

Information Research, Inc.

1582 S. Parker Road #303
Denver, CO 80231
303-751-0190

Contacts: Vera Adams
Lee Olkjer
1-3-4-5-6-7B

Information Research, Inc.

1250 S. Hover Road, Suite 51
Longmont, CO 80501
303-443-3548

Contacts: Herta Brown
Vera Adams
1-3-4-5-6-7A

Quality Controlled Services

Cinderella City Mall
701 W. Hampden Ave., Space R-13
Englewood, CO 80110
303-789-0565

Contact: Dunlap Scott, Jr.
1-3-4-6-7A

See Advertisement Page 65

Research Services, Inc.

Northglenn Mall
1401 Blake St., Suite 202
Denver, CO 80202
303-629-0545

Contact: John Emery, Jr.
1-3-4-5-6-7A

Telecomnet

5255 Marshall St., Suite 201
Arvada, CO 80002
303-422-8038

Contact: Mary Ellen Filuta
1-3-4-5-6-7B

CONNECTICUT

BRIDGEPORT

Firm Facts Interviewing

307 Kenyon Street
Stratford, CT 06497
203-375-4666

Contact: Harriet Quint
1-3-4-5-6-7C

J B Martin Interviewing Service

4695 Main Street
Bridgeport, CT 06606
203-371-4158

Contact: Joan Martin
1-3-4-5-6-7B

DANBURY

Performance Plus, Inc.

Danbury Fair Mall
Danbury, CT 06810
617-872-1287

Contacts: Shirley Shanes
Leslie Carter
1-2-3-4-5-6-7A

GREENWICH

Greenwich Opinion Center

P.O. Box 280

1154 E. Putnam Ave.
Old Greenwich, CT 06870

203-637-0405

Contact: Laura Spelke
1-3-6-7C

HARTFORD

Focus Facility Hartford

80 South Main St.
W. Hartford, CT 06107
203-236-5794

Contact: Elizabeth Bourget
1-3-5-6-7B

See Advertisement Page 69

Hartford Research Center

1321 Silas Deane Hwy., 2nd Floor
Wethersfield, CT 06109
203-529-8006

Contact: Norman Spector
1-3-4-5-6-7B

Karen Associates, Inc.

740 North Main, Suite C
W. Hartford, CT 06117
203-236-2947

Contacts: Ruth Levine
Louise Fechter
1-3-5-6-7B

NEW HAVEN

CSI Testing Center

Connecticut Post Mall
1201 Boston Post Rd.
Milford, CT 06460
203-877-2739

Contacts: Karen Noel
Patricia Oeckler
1-2-3-4-5-6-7A

NORWALK

Research America, Inc.

488 Main Ave.
Norwalk, CT 06851
203-849-1212

Contact: Charleene Katz
1-3-4-5-6-7B

Trost Associates, Inc.

585 Main Ave.
Norwalk, CT 06851
203-847-7204

Contact: John Trost
1-3-4-5-6-7C

NORWICH

Karen Associates, Inc.

Norwichtown Mall
Norwich, CT 06360
203-236-2947

Contacts: Ruth Levine
Louise Fechter
1-3-4-5-6-7A

STAMFORD

Consumer Dialogue Center

25 Third St.
Stamford, CT 06905
203-359-2820

Contacts: Lila Sabol
Susan Paganessi
1-3-4-5-6-7B

Goldstein/Krall Marketing Research

P.O. Box 3321, Ridgeway Station

25 Third Street
Stamford, CT 06905
203-359-2820
Contacts: Frederick Goldstein
Anders Krall
1-3-4-5-6-7B

Southern New England Focus Ctr.
1011 High Ridge Road
Stamford, CT 06905
203-322-5996
Contacts: Susan Weiss
Syma Meyer
1-3-4-6-7B

DELAWARE

WILMINGTON

Insights, Inc.
126 C. Senatorial Dr.
Wilmington, DE 19807
302-656-7711
Contacts: Margaret Lang
Margaret Consie
1-3-5-6-7B

WASHINGTON, D.C.

**Blair Enterprises Public
Opinion and Market Research**
9897 Good Luck Road
Lanham, MD 20706
301-794-8366
Contact: Antoinette T. Blair
1-3-5-6-7B

Consumer Pulse of Washington
8310 C Old Court House Rd.
Vienna, VA 22180
703-442-0960
Contact: Tricia Barnes
1-3-4-5-6-7B
See Advertisement Page 48

Decision Data Collection, Inc.
Commons Shopping Village
7405 Colshire Dr. #218
McLean, VA 22102
703-556-8682
Contact: Dale Brown
1-3-5-6-7A

Heakin Research, Inc.
Laurel Centre Mall
14882 Baltimore-Washington Blvd.
Laurel, MD 20707
301-776-9800
Contact: Amy Vokes
1-3-4-6-7A

House Market Research, Inc.
1201 Seven Locks Rd., Suite 209
Potomac, MD 20854
301-424-1930
Contacts: Pauline E. House
Karen A. House
1-3-4-5-6-7B

House Market Research, Inc.
3500 East West Hwy.
Hyattsville, MD 20782
301-424-1930
Contacts: Karen House
Pauline House
1-2-3-4-5-6-7A

Joan Shugoll Associates, Inc.
Carrollton Mall
River Dale Rd.

New Carrollton, MD 20784
301-656-0310
Contacts: Joan Shugoll
Debra Rosenthal
1-3-4-5-6-7A

Joan Shugoll Associates, Inc.
4701 Willard Ave., Suite 503
Chevy Chase, MD 20815
301-656-0310
Contacts: Joan Shugoll
Debra Rosenthal
1-3-4-5-6-7B

Market Dynamics, Inc.
2108 Gallows Road
Vienna, VA 22180
703-734-0850
Contacts: Paul Duffy, PhD
Lisa Hedrick
1-3-5-6-7B

Metro Research Services
10710 Lee Hwy., Suite 207
The Outlet Mall
Fairfax, VA 22030
703-385-1108
Contact: Nancy Jacobs
1-3-4-5-6-7A

**McLaughlin Research
Interviewing Service**
1118 Galloway St. NE
Washington, DC 20011
202-526-0177
Contact: Alma McLaughlin
1-3-5-6-7C

Olchak Market Research, Inc.
Beltway Plaza Mall
6194 Greenbelt Rd.
Greenbelt, MD 20770
301-441-4660
Contact: Rhoda Olchak
1-3-5-6-7A

Opinion Centers, Inc., Div. of A I M
6710 E. Springfield Mall
Springfield, VA 22150
703-971-6717
Contacts: David Weinberg
Jean Disalle
1-3-4-5-6-7A

Riva Market Research, Inc.
4609 Willow Lane
Chevy Chase, MD 20815
301-652-3632
Contacts: Naomi R. Henderson
Jo Ann Hairston
1-2-3-5-6-7C

The Prism Corporation
4400 Jenifer St. NW, Suite 200
Washington, DC 20015
202-686-8250
Contacts: Doug Lampe
Elizabeth Segal
1-3-4-5-6-7B

FLORIDA

FORT LAUDERDALE/ BOCA RATON

Alenik Field Services, Inc.
Pine Island Ridge Plaza
8960 St. Road 84
Ft. Lauderdale, FL 33324
305-474-3800

Contacts: Jay Alenik
Lester Alenik
1-3-4-5-6-7A

CSI Qualitative Research Center
Galleria Professional Bldg.
915 Middle River Dr., Suite 109
Ft. Lauderdale, FL 33304
305-566-5729
Contacts: Dolores Pam
Patricia Oekler 203-797-0666
1-2-3-4-5-6-7B

FORT MEYERS

DLI Opinion Center
Edison Mall
4125 Cleveland Ave.
Ft. Meyers, FL 33901
813-275-0223
Contacts: Dave Lesansky
Doris Lesansky
1-3-4-5-6-7A

JACKSONVILLE

Irwin Research Services, Inc.
Riverwalk Mall #15
565 S. Main
Jacksonville, FL 32207
904-396-7058
Contact: Kathryn Blackburn
1-3-4-5-6-7D

MELBOURNE

**Irwin Research Services of
Southern Florida**
Melbourne Square Mall
1700 W. New Haven Ave., Suite 577
Melbourne, FL 32904
305-729-9809
Contacts: Lucille Fleming
Dean Serbezoss
1-3-4-6-7A

MIAMI

Behavioral Science Research
1000 Ponce De Leon Blvd.
Coral Gables, FL 33134
305-448-7620
Contacts: Daniel Clapp
Loretta Cronk
1-3-5-6-7B

Findings International Corp.
1641 SW 87th Ave.
Miami, FL 33165
305-266-9798
Contacts: Orlando Esquivel
Felisa Esquivel
1-3-4-5-6-7C

Jean M. Light Interviewing Service
8551 Coral Way-2nd Floor
Miami, FL 33155
305-264-5780
Contacts: Jean M. Light
Dee Gleber
1-3-4-5-6-7B

Mar's Surveys, Inc.
3215 N. University Drive
Coral Springs, FL 33065
305-755-2805
Contacts: Ron Teblum
Joby Bernstein
1-3-4-5-6-7A

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

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

Research Miami
7951 SW 40th St., Suite 208
Miami, FL 33155
305-266-3066
Contacts: Richard Smith
Mory Martinez
1-3-5-6-7B

Rife Market Research, Inc.
1825 NW 167th St. #109
Miami, FL 33056
305-620-4244
Contacts: Mary Rife
Sandy Palmer
1-3-4-5-6-7B

Strategy Research Corp.
Douglas Bldg., 4th Floor
100 NW 37th Ave.
Miami, FL 33125
305-649-5400
Contact: Mike Tonino
1-3-6-7B

ORLANDO

Barbara Nolan Market Research
Florida Mall, Room 422
Orlando, FL 32809
305-830-4542
Contacts: Ellen Shamblin
Barbara Nolan
1-3-4-5-6-7A

Barbara Nolan Market Research
560 Osceola St.
Altamonte Springs, FL 32701
305-830-4542
Contacts: Ellen Shamblin
Barbara Nolan
1-3-4-5-6-7C

Pilar Ellis Market Research, Inc.
500 N. Orlando Ave., Suite 1398
Winter Park, FL 32789
305-628-1835
Contacts: Pilar Ellis
Dorinda Dolan
1-2-3-4-5-6-7B

The Datafax Co., Inc.
2600 Maitland Center Pkwy., Suite 170
Maitland, FL 32751
305-660-8878
Contacts: Carole Redstone
Sheila Raw
1-3-5-6-7B
See Advertisement Page 24

TAMPA/ST. PETERSBURG

Adam Market Research, Inc.
2511 N. Grady Ave., Suite 401
Tampa, FL 33607
813-875-4005
Contact: Mark R. Siegel
1-3-4-5-6-7B

Data Inquiries
715 N. Sherrill
Tampa, FL 33609
813-877-9617
Contacts: Gwen Weinberger
Lisa Brandy
1-3-4-6-7C

Gulf Coast Research Corp.
4415 Central Ave.
St. Petersburg, FL 33713
813-321-4419
Contact: Eva Hughes
1-3-4-5-6-7A

Tampa Bay Opinion Mart
Tampa Bay Center Mall
3302 W. Buffalo Ave.
Tampa, FL 33607
813-223-5806
Contacts: Virgil Hughes
Alma Stilley
1-3-4-6-7A

Tampa Marketing Research, Inc.
3815 W. Humphrey St. #105
Tampa, FL 33614
813-935-2151
Contacts: Rosemary Daft
Steve Daft
1-3-4-5-6-7B

Total Research Corp.
Sunforest Executive Park
5130 Eisenhower Blvd., Suite 210
Tampa, FL 33634
813-887-5544
Contacts: Suzanne Lucas
Barbara Gall
1-3-4-5-6-7B

WEST PALM BEACH

Check II Market Research
900 Osceola Drive, Suite 207
West Palm Beach, FL 33409
305-471-5310
Contacts: Charlene Bowman
Jody L. Goodman
1-3-4-5-6-7B

Lois Weinstein Associates
824 US Hwy. One, Suite 110
N. Palm Beach, FL 33408
305-622-4579
Contact: Lois Weinstein
1-3-5-6-7B

Profile Marketing Research Profocus
321 Northlake Blvd.
N. Palm Beach, FL 33408
305-863-1477
Contact: Judy A. Hoffman
1-3-5-6-7B

GEORGIA

ATLANTA

Atlanta Marketing Research Service
3355 Lenox Rd. NE, Suite 665
Atlanta, GA 30326
404-239-0101
Contacts: Robin Salter
Paul A. Warner
1-3-5-6-7B

Chase Research, Inc.
294 Interstate North, Suite 150
Atlanta, GA 30339
404-956-0951
Contacts: Shari Szalwinski
Alfred Illingworth
1-2-3-5-7B

Compass Marketing Research
3294 Medlock Bridge Rd., Suite 100
Norcross, GA 30092
404-448-0754
Contacts: Anne Rast
Beth Tershberger
1-3-4-5-6-7B

Consumer Network, Inc.
3330 Peachtree Rd. NE
Atlanta, GA 30326
404-231-4399
Contact: Virginia Triro
1-3-4-6-7B

Consumer Search
4166 Buford Hwy.
Atlanta, GA 30345
404-321-1770
Contacts: Scott Tannenbaum
Judy Tannenbaum
1-3-4-5-6-7A

Elrod Marketing Research, Inc.
1800 Peachtree Road NW, Suite 500
Atlanta, GA 30309
404-352-0686
Contacts: Lyne Heuseo
Monica Leonard
1-3-4-5-6-7B

Field Facts, Inc.
4205 Roswell Rd.
Atlanta, GA 30342
404-843-3807
Contact: Maureen Milot
1-3-4-5-6-7C
See Advertisement Page 46

Ian Mac Farlane and Company, Inc.
One Park Place
1900 Emery St. NW, Suite 450
Atlanta, GA 30318
404-352-2290
Contacts: Ian Mac Farlane
Steve Gaskins
1-3-5-6-7B

Jackson Associates, Inc.
3070 Presidential Dr. #123
Atlanta, GA 30340
404-454-7060
Contacts: Margaret Hicks
Judith Baer
1-3-4-5-6-7B

John Stolzberg Market Research
1800 Century Blvd., Suite 795
Atlanta, GA 30345
404-329-0954
Contacts: John Stolzberg
Sharyn Fink
1-3-4-6-7B

Joyner Hutcheson Research, Inc.

1900 Century Place
 Atlanta, GA 30345
 404-321-0953
 Contacts: Wanda Hutcheson
 Angel Sims
 1-2-3-4-5-6-7B

**Lansdell and Associates
Marketing Research**

108 Courthouse St.
 Jonesboro, GA 30236
 404-477-7782
 Contacts: Jesse Lansdell
 Doris Lansdell
 2-3-4-5-6-7B

Lenox Square Mall

3393 Peachtree Rd. NE
 Atlanta, GA 30326
 404-261-8011
 Contacts: Joan Ferdinands
 Harriet Borgart
 1-3-4-5-6-7A

P.V.R.

655 Village Square Dr.
 Stone Mountain, GA 30083
 404-294-4433
 Contacts: Glenda Fears
 1-3-4-5-6-7B

Plaza Research

2401 Lake Park Drive
 Atlanta, GA 30080
 404-432-1400
 Contact: Rhoda Davis
 1-2-3-4-5-6-7B

Quality Controlled Services

1945 Cliff Valley Way, Suite 250
 Atlanta, GA 30329
 404-321-0468
 Contacts: Susan Lipsitz
 Joyce Martin
 1-2-3-4-5-6-7B
 See Advertisement Page 65

Southern Surveys

254 E. Paces Ferry Rd., Suite 208
 Atlanta, GA 30305
 404-233-3100
 Contact: Rick Phillips
 1-3-5-6-7B

SAVANNAH**Carolyn Cooper Research, Inc.**

Oglethorpe Mall, Suite 18-A
 Savannah, GA 31406
 912-355-0498
 Contact: Carolyn Cooper
 1-3-4-5-6-7A

Savannah Marketing Research Ctr.

7373 Hodgson Memorial Dr., Bldg. 2
 Savannah, GA 31406
 912-355-4689
 Contacts: Robin Salter
 Paul A. Warner
 1-3-5-6-7C

IDAHO**BOISE****Marcept Consulting & Research**

815 Park Blvd., Suite 200
 Boise, ID 83707
 208-343-4607
 Contact: Jeff Kline
 2-3-5-6-7B

ILLINOIS**CHICAGO****Adler Weiner Research Company**

34 E. Oak St., 3rd Floor
 Chicago, IL 60611
 312-463-5552
 Contact: Deanna Springer
 1-3-4-5-6-7B

Adler Weiner Research Company

6336 N. Lincoln
 Chicago, IL 60659
 312-463-5552
 Contact: Deanna Springer
 1-3-4-5-6-7C

Assistance in Marketing

1650 N. Arlington Hgts. Rd.
 Arlington Heights, IL 60004
 312-392-5500
 Contacts: Sue Carlson
 Lorraine D. Leneker
 1-3-4-5-6-7B

Assistance in Marketing

Spring Hill Mall
 Route 31 and 72
 Chicago, IL 60118
 312-392-5500
 Contact: Susan Carlson
 1-3-4-5-6-7A

Assistance in Marketing

Century City Mall
 2828 N. Clark St.
 Chicago, IL 60057
 312-392-5500
 Contact: Susan Carlson
 1-3-4-5-6-7A

B Angell and Associates, Inc.

One East Superior St., 6th Floor
 Chicago, IL 60611
 312-943-4400
 Contact: Sharon Lowery
 1-3-5-6-7B

Baxter Research Interviewing

North Park Mall
 270 W. North Ave.
 Villa Park, IL 60610
 312-545-7833
 Contact: Alice Baxter
 1-3-4-6-7A

Baygood Research Company, Inc.

6054 Touhy
 Chicago, IL 60648
 312-792-0626
 Contact: Mildred Stock
 1-3-4-5-6-7B

Bryles and Associates

Bremen Mall
 6847 W. 159th St.
 Tinley Park, IL 60477
 312-532-6800
 Contacts: Fran Schick
 Robert Bryles
 1-3-4-6-7A

Bryles and Associates

260 Orland Park Place
 Orland Park, IL 60462
 312-403-0300
 Contact: Delores Lehr
 1-2-3-4-5-6-7A

C/J Research, Inc.

3150 Salt Creek Lane
 Arlington Heights, IL 60005
 312-253-1100
 Contacts: Cheryl Joseph
 Howard Gundee
 1-3-5-6-7B
 See Advertisement Page 23

Car-Lene Research, Inc.

Northbrook Court
 Northbrook, IL 60062
 312-498-1305
 Contact: Marlene Colby
 1-3-4-6-7A

Car-Lene Research, Inc.

Deerbrook Mall
 188 S. Waukegan St.
 Deerfield, IL 60015
 312-564-1454
 Contacts: Maureen Fields
 Carol Turen
 1-3-4-6-7A

Comiskey Research, Inc.

205 W. Grand Ave., Suite 108
 Bensenville, IL 60106
 312-860-2255
 Contacts: Helen Comiskey
 Shirley Kielbasa
 1-3-4-5-6-7B

Communications Workshop, Inc.

168 N. Michigan Ave.
 Chicago, IL 60601
 312-263-7551
 Contact: Wilma Blagaich
 1-3-4-5-6-7B

Consumer Surveys Company

Northpoint Shopping Center
 346 E. Rand Road
 Arlington Heights, IL 60004
 312-394-9411
 Contact: Floyd Berlant
 1-3-4-6-7A

Consumer/Professional Research

Plaza Del Lago
 1515 Sheridan Rd.
 Wilmette, IL 60091
 312-256-7744
 Contact: Margie Morich
 1-3-5-6-7A

Conway Milliken and Associates

875 N. Michigan Ave., Suite 4060
 Chicago, IL 60611
 312-787-4060
 Contact: Rita Pyrble
 1-3-4-5-6-7B

1. Conference Style Room
 2. Living Room Style Room

3. Observation Room
 4. Test Kitchen

5. Moderator Available
 6. Video Tape Equipment Available

7A. Shopping Mall
 7B. Office Building

7C. Free Standing
 7D. Other

CSI Qualitative Research Center
 Doral Plaza Bldg., Suite 1004 So.
 151 N. Michigan Ave.
 Chicago, IL 60601
 312-819-0056
 Contacts: Marilyn Dent
 Patricia Oeckler
 1-2-3-4-5-6-7B

D C Market Research, Inc.
 9957 So. Roberts Rd.
 Palos Hills, IL 60465
 312-430-3122
 Contacts: Don Croker
 Beverly Murphy
 1-3-5-6-7B

Data Research, Inc.
 1311 Butterfield Rd., Suite 304
 Downers Grove, IL 60515
 312-971-2880
 Contact: Ken Jennrich
 1-3-6-7B

Dimensional Marketing, Inc.
 211 E. Ontario St., 16th Floor
 Chicago, IL 60611
 312-280-0700
 Contacts: Paul Petro
 Peggy Sharp
 1-3-45-6-7B

Elrick and Lavidge, Inc.
 3041 Woodcreek Drive, 2nd Floor
 Downers Grove, IL 60515
 312-810-0100
 Contact: Ken Stroik
 1-3-4-6-7B

Fieldwork Chicago, Inc.
 6200 N. Hiawatha, Suite 720
 Chicago, IL 60646
 312-282-2911
 Contacts: Alice White
 Nancy Broman
 1-2-3-4-5-6-7B

Focuscope Unlimited, Inc.
 137 N. Oak Park Ave., Suite 207
 Oak Park, IL 60301
 312-386-5086
 Contacts: Ann Rooney
 Mary Hartman
 1-3-4-6-7B

Gatherings
 385 Ann Terrace
 Wheeling, IL 60090
 312-541-1537
 Contact: Rachel Magnus
 1-4-6-7C

Goldring and Company, Inc.
 737 North Michigan Ave.
 Chicago, IL 60611
 312-440-5252
 Contact: Marge Schneider
 1-2-3-4-5-6-7B

Home Arts Guild Research Center
 35 E. Wacker Drive
 Chicago, IL 60601
 312-726-7406
 Contacts: Pat Lane
 Kathy Francis
 1-3-4-5-6-7B
See Advertisement This Page

Illinois Center Market Research
 151 N. Michigan Ave., Suite 2413
 Chicago, IL 60601
 312-856-1697
 Contacts: Peggy Ryan
 Darla McGrail
 1-3-4-5-6-7B

Kapuler Survey Center
 North Arlington Atrium
 3436 North Kennicott
 Arlington Heights, IL 60004
 312-870-6700
 Contacts: Mikki Thompson
 Sandy Greenfield
 1-3-5-6-7B
See Advertisement Page 69

Luhrs Marketing Research Corp.
 740 North Rush St., Room 104
 Chicago, IL 60611
 312-944-5279
 Contacts: Gay Luhrs
 Pat Lenahan
 1-3-4-6-7B

M/A/R/C, Inc.
 18 W. 100 - 22nd St., Suite 106
 Oakbrook Terrace, IL 60181
 312-620-5111
 Contacts: Marge Voykovieh
 Leslie Gonner Losh
 1-3-4-6-7B

Management Development Assoc.
 1403 N. Main, Suite 207
 Wheaton, IL 60187
 312-462-0606
 Contacts: Jan Sokoloski
 Ralph Sudfeld
 1-3-4-5-6-7B

Marketing Services
 2525 Gross Point Road
 Evanston, IL 60201
 312-864-4100
 Contacts: Carolyn Ripley
 Pauline Houlden
 1-3-5-6-7B

Mid-America Research
 280 Orland Square Shopping Center
 Orland Park, IL 60642
 312-349-0888
 Contact: Betty Jorgensen
 1-3-4-6-7A

Mid-America Research
 Randhurst Shopping Center
 999 N. Elmhurst Rd.
 Mt. Prospect, IL 60056
 312-392-0800
 Contact: Betty Jorgensen
 1-3-4-6-7A



Four Spacious Focus Group Rooms

Panoramic one-way mirrors, spotlight display walls, state-of-the-art audio, video equipment. We also have an observable 1-on-1 room.

The facility includes large, fully-equipped observable kitchen, Miniature Store, auditorium, and taste test rooms.

Client Amenities

Viewers have adjustable swivel chairs. Client lounges have breathtaking city views, private phones, refreshment centers, and excellent food.



On-Site Recruiting

Computer-assisted recruiting by our own staff, rigidly supervised to ensure that we meet all specs. Due to our location we recruit consumers, doctors, business people from ALL parts of the Chicago area, suburbs and city.

HOME ARTS GUILD RESEARCH CENTER
 35 East Wacker Drive, Chicago, IL 60601 (312) 726-7406

Serving America's Research Needs Since 1927

National Qualitative Centers

625 N. Michigan Ave.
Chicago, IL 60611
312-642-1001

Contacts: Sandy Nidetz
Molly Hogan
1-2-3-4-5-6-7B

O'Hare In Focus

1011 E. Touhy Ave., Suite 440
Des Plaines, IL 60018
312-299-6636
Contact: Renie Vitellaro
1-3-4-5-6-7B

Precision Field Services

Oak Mill Mall
7900 Milwaukee Ave., Suite 22
Niles, IL 60648
312-966-8666
Contacts: Iona Adleman
Mary D. Kaiser
1-3-4-5-6-7A
See Advertisement This Page

Quality Controlled Services

Lombard Office Park, Suite 107
55 W. 22nd St.
Lombard, IL 60148
312-620-5810
Contacts: Helen Jongebloed
Andrea Wilk
1-3-4-6-7B
See Advertisement Page 65

Quality Controlled Services

Evergreen Park Shopping Center
95th and Southwest Ave.
Evergreen Park, IL 60642
312-620-5810
Contact: Helen Jongebloed
1-3-4-6-7A
See Advertisement Page 65

Quick Test Opinion Center

Ford City Shopping Center
7601 S. Cicero
Chicago, IL 60652
312-581-9400
Contact: Philip Wysocki
1-3-4-6-7A
See Advertisement Inside Front Cover

Quick Test Opinion Center

429 Hawthorne Center
Vernon Hills, IL 60061
312-367-0036
Contacts: Sandy Lewis
Vern Levin
1-3-4-6-7A
See Advertisement Inside Front Cover

Realtors Midwest Conference Center

540 N. Michigan, 3rd Floor
Chicago, IL 60611
312-645-0545
Contacts: John Kearny
Jan Fotsch
1-3-6-7D

Smith Research, Inc.

730 Waukegan Rd., Suite 102A
Deerfield, IL 60015
312-948-0440
Contact: Val Beattie
1-3-4-6-7B

Survey Center, Inc.

Lake Point Tower
505 N. Lakeshore Dr.
Chicago, IL 60611
312-943-2686
Contacts: Mary Alice Stephens
Matthew Smith
1-2-3-4-5-6-7D

Time N Talent, Inc.

Lincolnwood Corp. Center
7337 N. Lincoln Ave.
Lincolnwood, IL 60646
312-675-0200
Contacts: Myra Balaban
Lynn Zaiken
1-3-4-5-6-7B



Ask Herron what's going on in Indianapolis

Herron Associates offers you two of the most impressive state-of-the-art focus group facilities in the Midwest. They're ideally located to give you a broad representation of the Indianapolis SMSA.

Our attractive, comfortable and flexible facilities make Herron your logical choice for interviewing large or small groups.

When you need to focus on Indianapolis, focus on Herron.



Herron Associates, Inc.
Market Research

- Relaxing atmosphere
- Fully equipped kitchens
- Large one-way mirrors
- Moderators available
- Professional audio-visual equipment
- Viewing rooms seat 10-14 comfortably

710 Executive Park Drive • P.O. Box 744 • Greenwood, IN 46142 • (317) 882-3800

RESEARCH PROFESSIONALS KNOW:



PRECISION FIELD SERVICES

will go wherever necessary to collect marketing information

PRECISION IS YOUR OASIS FOR DATA COLLECTION!



SPACIOUS QUALITATIVE FACILITY

OAK MILL MALL
7900 N. Milwaukee Ave.
Niles, IL 60648



CENTRAL TELEPHONE BANK

HILLSIDE MALL
Wolf Rd. & Harrison St.
Hillside, IL 60162



STRATEGIC MALL LOCATIONS

TOWN & COUNTRY MALL
445 E. Palatine Rd.
Arlington Heights, IL 60004



EXECUTIVE /MEDICAL DIVISION

TELEPHONE
312 966-8666

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

United States Testing Center
300 Marquardt Drive
Wheeling, IL 60090
312-520-3600
Contact: Susan Staszak
1-3-6-7C
See Advertisement Back Cover

View Point, Inc.
3059 W. Palmer Square
Chicago, IL 60647
312-276-3900
Contacts: Felix Burrows
Paulette Stavrou
1-3-4-5-6-7C

PEORIA

Scotti Bureau of Mktg. Research, Inc.
1118 N. Sheridan Rd.
Peoria, IL 61606
309-673-6194
Contact: Mark Bishop
1-3-4-5-6-7C

INDIANA

EVANSVILLE

Auditaire Management Reports
P.O. Box 3867
1510 W. Franklin
Evansville, IN 47737
812-424-5170
Contacts: Ann Flittner
Woody Youngs
1-3-5-6-7C

Gore Research and Associates
Old Nat'l. Bank Bldg., Suite 1011
Evansville, IN 47708
812-422-3221
Contacts: Juanita Gore
Sharon Adams
1-3-4-5-6-7B

Product Acceptance & Research
1510 W. Franklin St.
Evansville, IN 47710
812-425-3533
Contacts: Forrest Youngs
Harvey Seaman
1-3-4-5-6-7B

FORT WAYNE

Dennis Research Services, Inc.
3620 E. Paulding Rd.
Ft. Wayne, IN 46816
219-447-1585
Contacts: Deanna Dennis
Pat Slater
1-3-4-5-6-7B
See Advertisement This Page

Wallace Interviewing Service
Southtown Mall, Suite D-03
7800 S. Anthony Blvd.
Ft. Wayne, IN 46816
317-784-0497
Contact: Doris Wallace
1-3-5-6-7A

INDIANAPOLIS

Herron Associates, Inc.
710 Executive Park Drive
Greenwood, IN 46142
317-882-3800
Contact: Cathy Moore
1-3-4-5-6-7B
See Advertisement Page 43

Herron Associates, Inc.
Washington Square Mall
Indianapolis, IN 46229
317-882-3800
Contact: Cathy Moore
1-3-4-5-6-7A
See Advertisement Page 43

Indianapolis Research Company
3037 South Meridian St.
Indianapolis, IN 46217
317-788-0861
Contacts: Judy Young
Nedra Nunley
1-3-4-6-7B

Strategic Marketing & Research
1800 N. Meridian St., Suite 101
Indianapolis, IN 46202
317-923-1133
Contacts: Rene' Aldridge
Jim Ittenbach
1-3-5-6-7B

Walker Research, Inc.
8000 Knue Rd., Suite 108
Indianapolis, IN 46250
317-843-3939
Contacts: Joan Garvey
Wayne Stodghill
1-3-6-7B

Walker Research, Inc.
3939 Priority Way South
Indianapolis, IN 46280
317-843-8522
Contacts: John Garvey
Wayne Stodghill
1-3-4-5-6-7B

SOUTH BEND

Dennis Research & Data Collection
1408 Elwood Ave., Suite 214
South Bend, IN 46628
219-287-8875
Contacts: Rita J. Runyon
Susan Gilreath
1-3-5-6-7B
See Advertisement This Page

Sheffer Advertising Agency, Inc.
115 W. Colfax Ave.
South Bend, IN 46601
219-233-6970
Contact: Jeff Burdren
1-3-5-6-7C

IOWA

CEDAR RAPIDS/WATERLOO

Colle and McVoy Research
3606 Kimball Ave.
Waterloo, IA 50702
319-234-1583
Contact: Betty Hellman
1-3-5-6-7B

**You Have the Questions &
We Get
the
Answers**

FOR MORE INFORMATION, PLEASE CALL:

**FORT
WAYNE
INDIANA
(219) 447-1585**

&

**SOUTH
BEND
INDIANA
(219) 291-7070**

DRS
DENNIS RESEARCH SERVICE

Frank N. Magid Associates
One Research Center
Marion, IA 52302
319-377-7345
Contacts: David A. Specht
Jo Ellen Walker
1-3-5-6-7B

DAVENPORT

Per Mar Research Services
425 W. Second St.
Davenport, IA 52801
319-326-6291
Contact: Patricia Stegmaier
1-3-5-6-7C

Scotti Bureau of Marketing Research, Inc.
Northpark Mall
320 W. Kimberly Rd.
Davenport, IA 52806
319-386-1905
Contact: Mark Bishop
1-3-4-6-7A

DES MOINES

Mid-Iowa Interviewing
1300 SE Cummins, Suite 203
Des Moines, IA 50315
515-287-1266
Contacts: Betty O'Conner
Debbie Gudehus
1-3-6-7B

Per Mar Research Services
1720 6th Ave.
Des Moines, IA 50314

515-277-5746
Contact: Linda Slater
1-3-5-6-7C

KANSAS

KANSAS CITY
(see Kansas City, MO)

TOPEKA

Central Research Corp.
900 Bank IV Tower
Topeka, KS 66611
913-233-8948
Contacts: Phil Lange
Don Hardesty PhD
1-3-5-6-7B

WICHITA

Name Services Unlimited
1786 S. Seneca, Suites 6 & 7
Wichita, KS 67213
316-264-3670
Contact: Linda McFadden
1-3-6-7B

United States Testing Company
Town West Square, Store 804
Wichita, KS 67209
316-943-1153
Contact: Bobbye Williams
1-3-4-6-7A
See Advertisement Back Cover

Wichita Marketing Research, Inc.
224 Ohio

Wichita, KS 67214
316-263-6433
Contact: Pam Cox
1-3-5-6-7C

KENTUCKY

LOUISVILLE

Personal Opinion, Inc.
3415 Bardstown Rd., Suite 206A
Louisville, KY 40218
502-451-1971
Contacts: Carole Gagliardi
Donna Bodi
1-2-3-4-5-6-7B

Southern Survey and Inc.
1519 Gagel Ave.
Louisville, KY 40216
502-367-7199
Contact: Doris Kaberle
1-3-4-6-7B

Stevens Research Services, Inc.
3010 Hikes Lane
Louisville, KY 40220
502-456-5300
Contact: Betty Stevens
1-3-4-6-7C

Wilkerson and Associates
3339 Taylorsville Rd.
Louisville, KY 40220
502-897-0637
Contacts: Thomas Wilkerson
Jim Lunger
1-3-4-5-6-7C

BOSTON HOUSEWIVES PEEL BEFORE ONE-WAY MIRROR.

When you need to find out what's underneath the surface in your market, use Bennett Research. Our Boston facility features a new, large test kitchen with one-way mirror, as well as two focus group rooms with floor-to-ceiling mirrors, spacious client viewing rooms, the latest audio/visual equipment and more. We handle recruiting through our central telephone facilities, for better control and monitoring. Near Harvard Square, convenient to Logan Airport, and minutes from downtown

Boston, there's also free parking. For southern exposure, we maintain comparable facilities in Charleston, South Carolina. See our listing for complete details.

So whether your subjects are mothers, teenagers, business-people or professionals, let us conduct your next research project. And learn the naked truth about your product in advance.



Boston Focus Group Center ■ Bennett Research Services
230 Western Avenue ■ Boston, Massachusetts 02134 ■ (617) 254-1314
62 Northwoods Mall ■ Charleston Heights, South Carolina 29405 ■ (803) 553-0030

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

LOUISIANA

BATON ROUGE

JKB and Associates

2223 Quail Run Dr. C-2
Baton Rouge, LA 70808
504-766-4065

Contacts: Joan Berg
Maggie Happe
1-3-4-5-6-7B

NEW ORLEANS

Analytical Studies, Inc.

708 Rosa Avenue
Metairie, LA 70005
504-835-3508

Contacts: Myrtle Grosskopf
Catherine Fontenot
1-3-5-6-7B

Friedman Marketing/New Orleans

1701 Barataria Blvd., Suite 666
Marrero, LA 70072
504-340-0972
Contact: Lois Smith
1-3-4-6-7A

Heakin Research, Inc.

1401 W. Esplanade, Suite 116
Kenner, LA 70065
504-464-9188
Contact: Kevin Heakin
1-3-4-6-7A

Linden Research Services Corp.
197-504 Westbank Exp.

Gretna, LA 70053
504-368-9825
Contacts: Marty Olson
Myrna Linden
1-3-4-6-7A

N G L Research Services, Inc.

4300 S. I-10 Service Rd., Suite 115
Metairie, LA 70001
504-456-9025
Contacts: Lena Webre
Nel Lavie
1-3-4-5-6-7B

New Orleans Field Service Assoc.

257 Bonnabel Blvd.
Metairie, LA 70005
504-833-0641
Contacts: Andrea Gereighty
Dennis Snead
1-3-5-6-7B

SHREVEPORT

Carter Research

800 American Tower
401 Market St.
Shreveport, LA 71101
318-227-1147
Contacts: Allison Brandt
Lynn Barrett
1-5-6-7B

MAINE

PORTLAND

Market Research Unlimited, Inc.

40 Atlantic Place
S. Portland, ME 04106
207-775-7249
Contacts: Fran Mavones
Irene Guertin
1-3-4-5-6-7B

MARYLAND

BALTIMORE

A-H Interviewing

3610 Milford Mill Rd.
Baltimore, MD 21207
301-922-9186
Contacts: Marcia Luntz
Alma Honkofsky
1-3-5-6-7B

Baltimore Research Agency

Lock Raven Shopping Center
Lock Raven & Taylor Ave.
Baltimore, MD 21204
301-484-2177
Contact: Helen Lipson
1-3-5-6-7A

Chesapeake Surveys

305 W. Chesapeake Ave., Suite L 19
Towson, MD 21204
301-296-4411
Contacts: Carolyn Hilton
Jill Creamer
1-3-4-5-6-7B
See Advertisement Page 27

Consumer Pulse of Baltimore

8200 Perry Hall Blvd.
White Marsh Mall #1039 & #1152
Baltimore, MD 21236
301-256-7700

Say 3 times quickly!

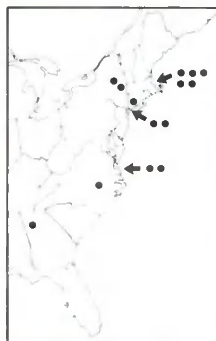
FIELD FACTS...

Fixed a flock of famous
Focus Facilities.

If Field Facts fixed a flock
of famous Focus Facilities,
how many flocks of
famous Focus Facilities
did Field Facts fix?

The Answer Is 8!

1. Rye Brook, NY
2. Schenectady, NY
3. Dedham, MA
4. Framingham, MA
5. Worcester, MA
6. Durham, NC
7. Norfolk, VA
8. Atlanta, GA



*And of course, Field Facts also has 9 Intercept
Locations in covered malls throughout the North
and South — 14 complete locations in all!*



Field Facts, Inc.

680 Worcester Road, Framingham, Massachusetts 01701

CALL: 617-872-1800

for Firm, Fast Quotes for any of our Locations.

DATA COLLECTION IS OUR ONLY BUSINESS!

Contact: Tam Zwingelberg
1-3-4-5-6-7A
See Advertisement Page 48

Heakin Research, Inc.
7839 Eastpoint Mall, Suite 3
Baltimore, MD 21224
301-282-3133
Contacts: John Heakin
Kevin Heakin
1-3-4-6-7A

**Opinion Centers of Maryland
Division of A I M**
1410 Crain Highway
Glen Burnie, MD 21061
301-760-0053
Contacts: David Weinberg
Barbara Zbar
1-3-4-5-6-7B

MASSACHUSETTS

BOSTON

Bernett Research, Inc.
230 Western Ave.
Boston, MA 02134
617-254-1314
Contacts: Micki Brown
Bernyce Hayes
1-3-4-5-6-7B
See Advertisement Page 45

Boston Field and Focus
3 Faneuil Hall Marketplace
Boston, MA 02109
617-720-1870
Contacts: Shirley Shames
Leslie Carter
1-2-3-4-5-6-7B

CSI Qualitative Research Center
66 Long Wharf, Third Floor
Boston, MA 02110
617-523-2966
Contacts: Christine Donnell
Patricia Oekler 203-797-0666
1-2-3-4-5-6-7B

Decision Research
33 Hayden Ave.
Lexington, MA 02173
617-861-7350
Contacts: Peg Marrkand
Barbara Cuzziere
1-3-5-6-7B

Dorr & Sheff, Inc.
90 Windom St.
Boston, MA 02134
617-787-3677
Contacts: Garry Sheff
Amy Brown
1-3-4-5-6-7B

Field Facts, Inc.
Dedham Mall, Route 1
Dedham, MA 02026
617-326-0865
Contact: Dolly Rooney
1-3-4-5-6-7A
See Advertisement Page 46

Field Facts, Inc.
680 Worcester Rd.

Framingham, MA 01701
617-872-1800
Contacts: Marianne Schafer
Omi Cantor
1-3-4-5-6-7B
See Advertisement Page 46

Fieldwork Boston, Inc.
800 South St.
Waltham, MA 02154
617-899-3660
Contact: Ann Franklin
1-2-3-4-5-6-7B

First Market Research Corp.
121 Beach St.
Boston, MA 02111
617-482-9080
Contacts: James R. Heiman
Jack M. Reynolds
1-5-6-7B

National Qualitative Centers
545 Boylston St.
Boston, MA 02116
617-424-8800
Contact: Suzanne Milevoi
1-3-4-5-6-7B

New England Marketing Research
50 Nicols St.
Danvers, MA 01923
617-774-5688
Contacts: Una Hyland
Louise Segal
1-3-5-6-7C

Panel Opinions, Inc.
155 Middlesex Turnpike
Burlington, MA 01803
617-229-6226
Contacts: Lois Toko
Eileen Scott
1-3-4-5-6-7B

Performance Plus, Inc.
160 Cochituate Road
Framingham, MA 01701
617-872-1287
Contacts: Shirley Shanes
Leslie Carter
1-2-3-4-5-6-7B

Quality Controlled Services
190 N. Main St.
Natick, MA 01760
617-653-1122
Contact: Trish Herman
1-3-4-6-7B
See Advertisement Page 65

Research Data, Inc.
624 Worcester Rd.
Framingham, MA 01701
617-875-1300
Contacts: Joyce Meenes
Joan Curley
1-3-4-5-6-7B

Survey and Research Service, Inc.
2400 Massachusetts Ave., 2nd Floor
Cambridge, MA 02140
617-864-7794
Contact: Mary Frazier
1-3-4-6-7B

Need Additional Copies of this Focus Group Issue?

Send your check or money order
in the amount of eight dollars to:

Quirk's Marketing Research Review
Box 23536
Minneapolis, Minn. 55423

Copies will be sent by 1st Class return mail,
postage paid.

(Make check payable to *Quirk's Marketing Research Review*)

Quirk's
MARKETING RESEARCH
Review

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

SPRINGFIELD/HOLYOKE

Karen Associates, Inc.
 Holyoke Mall
 Holyoke, MA 01040
 203-236-2947
 Contacts: Ruth Levine
 Louise Fechter
 1-3-4-5-6-7A

Trends of Springfield Performance Plus, Inc.

Fairfield Mall
 591 Memorial Drive
 Chicopee, MA 01701
 617-872-1287
 Contacts: Shirley Shanes
 Leslie Carter
 1-2-3-4-5-6-7A

United States Testing Company

The Hampshire Mall
 South Maple St.
 Hadley, MA 01035
 413-586-1932
 Contact: Sue Thompson
 1-3-4-6-7A
 See Advertisement Back Cover

Western Massachusetts Interviewing Service, Inc.

Eastfield Mall
 1655 Boston Road
 Springfield, MA 01129
 413-543-5820
 Contacts: Anita Tarallo
 Mestelle Cohen
 1-3-4-6-7A

WORCESTER

Field Facts, Inc.

Worcester Center-West Mall
 Worcester, MA 01608
 617-754-3960
 Contacts: Tina Flaherty
 Debbie Leguern
 1-3-4-5-6-7A
 See Advertisement Page 46

MICHIGAN

DETROIT

Amrigon

25 W. Long Lake Rd.
 Bloomfield Hills, MI 48013
 313-258-2300
 Contacts: Richard Smith
 Anthony Lockhart
 1-3-5-6-7B

Bobby Interviewing Service, Inc.

28840 Southfield, Suite 242
 Lathrup Village, MI 48076
 313-569-9922
 Contacts: Joanne Levie
 Bobby Schare
 1-3-6-7B

Consumer Pulse of Detroit

725 S. Adams, Suite 265
 Birmingham, MI 48011
 313-540-5330
 Contact: Ann Kwansy
 1-3-4-5-6-7B
 See Advertisement Page 48

Detroit Marketing Services, Inc.

18000 W. 8 Mile Rd., Suite 100
 Southfield, MI 48075
 313-569-7095
 Contacts: Phyllis J. Huls
 Kay Bonnici
 1-3-4-5-6-7B

Detroit Marketing Services, Inc.

29755 Plymouth Rd.
 Livonia, MI 48150
 313-427-5360
 Contacts: Diane Wojkowski
 Kay Bonnici
 1-3-4-5-6-7A

E. Friedmann Marketing Service

25130 Southfield Rd.
 Southfield, MI 48075
 313-569-0444
 Contacts: Brenda Rose
 Lois Forman
 1-3-4-6-7A

General Interviewing Surveys

17117 W. Nine Mile Rd., Suite 1020
 Southfield, MI 48075
 313-559-7860
 Contacts: Estelle Rose
 Jan Homer
 1-3-4-5-6-7B

Market Interviews

33029 Schoolcraft
 Livonia, MI 48150
 313-421-3420
 Contacts: Sharon W. Sefton
 Lori G. DeGiusti
 1-3-5-6-7C

Nordhaus Research, Inc.

20300 W. 12 Mile Rd.
 Southfield, MI 48076
 313-827-2400
 Contact: John King
 1-3-4-5-6-7C

Product & Consumer Evaluations

28535 Orchard Lake Rd.
 Farmington Hills, MI 48018
 313-553-4100
 Contacts: Mary Church
 Sue Prieur
 1-3-5-6-7B

Research-One, Inc.

21711 W. Ten Mile Road
 Southfield, MI 48075
 313-358-4055
 Contacts: Gordon Kane
 Jane Forster
 1-3-5-6-7B

TRENDFACTS Field Services

31800 Northwestern Hwy., Suite 380
 Farmington Hills, MI 48018
 313-855-7811
 Contacts: Betty Neckrock
 Mary Muffit
 1-3-4-5-6-7B
 See Advertisement Page 49

Yee/Minard and Associates

28551 Southfield Rd., Suite 204
 Lathrup Village, MI 48076
 313-559-2939
 Contacts: Lynne Goodman
 Don Minard
 1-3-5-6-7B

GRAND RAPIDS

Datatrack, Inc.

161 Ottawa Ave. NW
 Grand Rapids, MI 49503
 616-776-7230
 Contacts: Pam Schichtel
 Gunta Cederquist
 1-2-3-4-5-6-7B

Insight Marketing, Inc.

535 Greenwood SE
 Grand Rapids, MI 49506
 616-451-9173
 Contacts: Priscilla Van Dussen
 Jan Starner
 1-3-5-6-7B

Western Michigan Research, Inc.

6143 1/2 28th St. SE
 Grand Rapids, MI 49506
 616-949-8724
 Contact: Nancy Vanderveer
 1-3-5-6-7B

*Taking the Pulse of
 Consumers in...*

- BALTIMORE
- CHARLOTTE
- CLEVELAND
- COLO. SPRINGS
- DENVER
- DETROIT
- HOUSTON
- LOS ANGELES
- MILWAUKEE
- PHILADELPHIA
- WASHINGTON, DC.

**PERMANENT MALL TEST CENTERS
 FOCUS GROUP FACILITIES
 WATS/CENTRAL TELEPHONES
 COMPLETE DATA COLLECTION SERVICES**

Please call for our advice, professional quality and facilities and a competitive cost estimate.

**CONSUMER PULSE, INC.
 1-800-336-0159**

1. Conference Style Room
 2. Living Room Style Room

3. Observation Room
 4. Test Kitchen

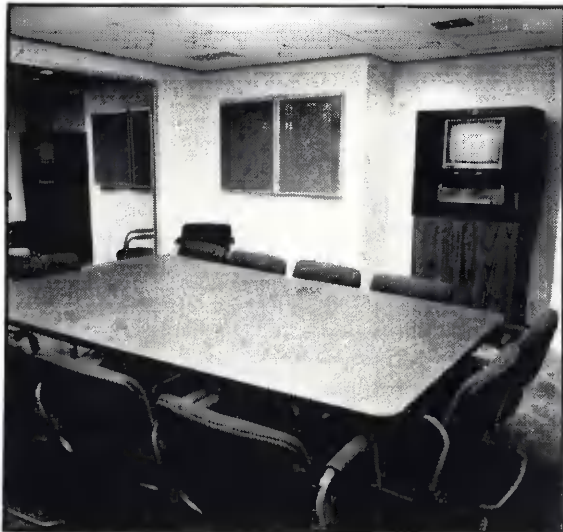
5. Moderator Available
 6. Video Tape Equipment Available

7A. Shopping Mall
 7B. Office Building

7C. Free Standing
 7D. Other

TRENDFACTS FIELD SERVICES

→ FOCUS GROUP RECRUITING AND RENTALS

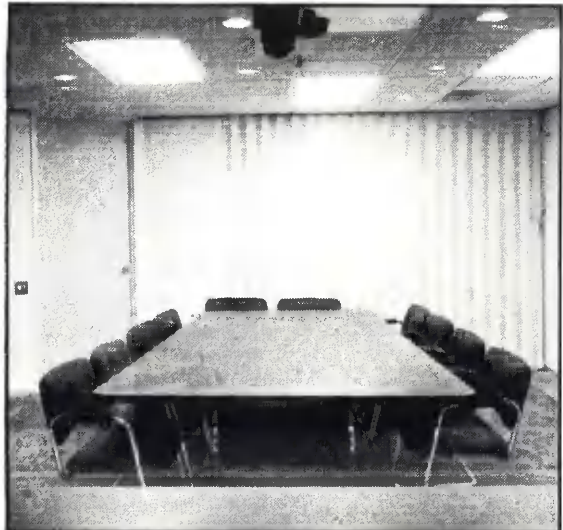


Focus facility is fully equipped with state-of-the-art audio and video electronics.

NEW FACILITY . . .
NEW LOCATION . . .
NEW NUMBER . . .
(313) 855-7811

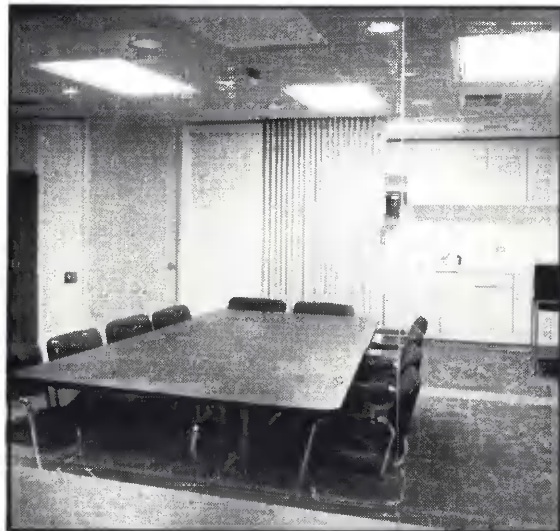


Viewing room with 6 x 14' mirror comfortably seats 10 to 14 individuals.



Specially-designed conference table permits maximum respondent viewing and participation.

CONTACT: (313) 855-7811
Director of Field Services



Full, modern kitchen with refrigerator, freezer, microwaves that open into focus facility.



A DIVISION OF THE CREATIVE GROUP, INC.
31800 NORTHWESTERN HWY. FARMINGTON HILLS, MI 48018

MICHIGAN

CALIFORNIA

CAROLINA

KALAMAZOO

Bo Mar Research, Inc.
429 S. Burdick St.
Kalamazoo, MI 49007
616-342-5880
Contacts: Arlene Norman
Sue Hurlbut
1-3-5-6-7C

LANSING

Michigan Marketing Research Service
4061 East Holt Rd.
Holt, MI 48842
517-694-1414
Contacts: Rachelle N. Souser
Jean Hitchens Varney
1-3-4-5-6-7B

MINNESOTA

MINNEAPOLIS/ST. PAUL

A and I of Minnesota
1248 Eden Prairie Center
Eden Prairie, MN 55344
612-941-0825
Contact: Denise Zuber
1-3-4-5-6-7A

Bette Dickinson Research, Inc.
3900 36th Ave. N.
Minneapolis, MN 55422
612-521-7635
Contacts: Bette Dickinson
Diana Lynch
1-3-4-5-6-7C

Colle and McVoy Research
7900 International Dr., #700
Bloomington, MN 55420
612-851-2566
Contacts: Steve Akerson
Gregg Ebersohl
1-3-5-6-7B

CSI Testing Center
Maplewood Mall
Hwy. 694 and White Bear Ave.
Maplewood, MN 55109
612-770-5636
Contacts: Cathie Keelin
Patricia Oeckler 203-797-0666
1-2-3-4-5-6-7A

Focus Market Research, Inc.
801 W. 106th St., Suite 201
Bloomington, MN 55420
612-881-3635
Contacts: Judy Opstad
Stan Opstad
1-2-3-4-6-7B
See Advertisement Page 51

Focus Market Research, Inc.
4956 Lincoln Dr.
Edina, MN 55436
612-933-0449
Contacts: Judy Opstad
Stan Opstad
1-2-3-4-6-7B
See Advertisement Page 51

Heakin Research, Inc.
Knollwood Mall
8332 Hwy. 7
St. Louis Park, MN 55426
612-936-0940

Contact: Elena Johnson
1-3-4-5-6-7A

IMI Research Corporation
6600 France Ave. So.
Bloomington, MN 55435
612-920-7824
Contact: Rick Fahel
1-3-4-5-6-7B

Lakewood Research
50 South 9th St.
Minneapolis, MN 55402
612-333-0471
Contacts: Gary Ballman
Phil Jones
1-3-5-6-7B

Market Structure Research, Inc.
Butler Square, Suite 935C
1100 N. 6th St.
Minneapolis, MN 55403
612-333-2546
Contacts: Phyllis Rundquist
Mary Mahon
1-2-3-5-6-7B

Mid-Continent Research
1700 Foshay Tower
Minneapolis, MN 55402
612-333-7776
Contacts: Synthia Thunell
Julie Frank
1-2-4-7B

Molgren Research Associates
10910 Wayzata Blvd.
Minneapolis, MN 55343
612-544-8497
Contacts: Doug Dickerson
Jean Kimitch
1-3-4-5-6-7C

MRC, Inc.
5820 74th Ave. N., Suite 105
Brooklyn Park, MN 55443
612-561-4467
Contacts: Reva Hanson
Lois Tollefson
1-3-4-5-6-7B

N K Friedrichs & Associates
920 C. Butler Square
Minneapolis, MN 55403
612-333-5400
Contacts: Betty Hill
Sue Lach
1-3-5-6-7B

Orman Guidance Research, Inc.
715 Southgate Office Plaza
5001 W. 80th
Minneapolis, MN 55437
612-831-4911
Contacts: Dr. Orman
Jane Burn
1-2-3-4-5-6-7B

Quality Controlled Services
7200 France Ave., Suite 234
Minneapolis, MN 55435
612-831-7133
Contacts: Kay Sanders
Monica Loye
1-3-6-7B
See Advertisement Page 65

For Your Qualitative in Minneapolis-St. Paul

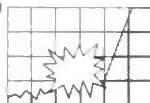
THE FOCUS GROUP FACILITY THAT CLIENTS AND RESPONDENTS LOVE TO VISIT

- **Attractive, Convenient Riverplace Location** is a magnet for recruiting hard-to-get respondents – consumers, kids, business people. Great for client free time too!
- **Big, Flexible Rooms** set up for your project in conference style, living room, kids on carpeting, or comfortable one-on-ones.
- **Designed-for-Clients Observation Rooms** – Raised tiers, 15' mirrors, sound controls, private phones.
- **Professionalism and TLC** committed to a problem-free project that achieves your objectives.

Call Virginia Morse at (612) 331-1570 to book

THE PLACE TO GET IDEAS™

One Main at Riverplace, Suite 502
Minneapolis, MN 55414



"The Place to Get Ideas" is a facility trademark of Fred S. Meyer Associates, Inc.

Contacts: Kathy Dumas
Sandra Warner
1-2-3-4-5-6-7B

Rockwood Research
1751 W. County Rd. B
St. Paul, MN 55113
612-631-1977
Contacts: Lisa Schwartz
Dale Longfellow
1-3-5-6-7B
See Advertisement Page 30

The Place To Get Ideas
One Main at Riverplace, Suite 502
Minneapolis, MN 55414
612-331-1570
Contacts: Virginia Morse
Fred Meyer
1-2-3-5-6-7D
See Advertisement Page 50

Twin City Interviewing Services
3225 Hennepin Ave. S.
Minneapolis, MN 55408
612-823-6214
Contacts: Beth Fischer
Nancy Lichy
1-2-3-4-6-7C

Winona Research, Inc.
8200 Humboldt Ave. S.
Minneapolis, MN 55431
612-881-5400
Contacts: Ruth Reyes
J. C. Savage
1-3-5-6-7B

MISSISSIPPI

JACKSON

Friedman Marketing/Jackson
1275 Metro Center Mall
Jackson, MS 39209
601-352-9340
Contacts: Lois
Brenda 313-569-0444
1-3-4-5-6-7A

MISSOURI

KANSAS CITY

Enenbach and Rose, Inc.
4330 Shawnee Mission Pkwy.
Fairway, KS 66205
913-384-1337
Contacts: Janet Rose
Rick Enenbach
1-3-4-5-6-7B

Heakin Research, Inc.
Indian Springs Mall
4601 State Ave.
Kansas City, KS 66102
913-596-2244
Contact: Eloise Mills
1-3-4-6-7A

Interviewing Greater Kansas City
704 O'Brian
Lee's Summit, MO 64063
816-524-9408
Contact: Bonney Kraemer
1-2-5-6-7B

Quality Controlled Services
Corporate Woods Office Park
10875 Grandview St., Suite 2230
Overland Park, KS 66210
913-345-2200
Contacts: Shirley Musgrave
Jan Heath
1-3-4-6-7B
See Advertisement Page 65

Quality Controlled Services
8600 Ward Parkway
Kansas City, MO 64114
816-361-0345
Contacts: Iva Schlatter
Carol Johnson
1-3-4-6-7A
See Advertisement Page 65

Quality-On-Time Interviewing
8889 Bourgade Ave.
Lenexa, KS 66219
913-894-9012
Contacts: Jo Ozburn
Diane Hernandez
1-3-5-6-7B

The Field House, Inc.
7220 W. 98th Terrace
Overland Park, KS 66212
913-341-4245
Contact: Tina Benz
1-3-4-5-6-7B

FOCUS in the Minneapolis/St. Paul Market

When your projects include the Minneapolis/St. Paul market, turn to FOCUS. We will provide you and your client with respondents screened in strict accordance to your specifications, within your deadline. Established in 1972, FOCUS is an experienced field service agency with reliable and conscientious staff. Our clients are our best source of new business . . . so please feel free to ask us for references.

- Focus Group Facilities
- Recruitment
- Test Kitchens with one way mirrors
- Central Phone — WATS
- Mall Intercept
- Executive & medical
- All phases of consumer interviewing
- Vehicle Clinics

For Your Special Qualitative Needs Two Locations

Each location has two focus rooms and a test kitchen. The four large and accommodating conference rooms have ample space for display and demonstration. The client viewing rooms are spacious and seat 12 in comfort. Test kitchens are fully equipped and provide excellent viewing. All rooms offer:

- Large 5 x 10 double paned one way mirrors
- Professionally installed sound systems
- Client guest offices with private phones
- Separate entrances for clients
- Video jacks with taping available
- Security lock up in all areas
- Appetizing meals and snacks
- Minutes from the airport and better hotels

Our goal is to make you and your clients comfortable at our facility. We believe that a combination of quality control standards, spacious working conditions and a friendly, hospitable staff will provide you with the working atmosphere you deserve.

Contact Judy Opstad at

FOCUS

Market Research, Inc.

801 West 106th Street
Bloomington, MN 55420
4956 Lincoln Drive
Edina, MN 55436
612/881-3635

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

The Field House, Inc.
Oak Park Mall
11319 W. 95th St.
Overland Park, KS 66214
913-341-4245
Contact: Tina Benz
1-3-5-6-7A

ST. LOUIS

Bryan Research
1600 Heritage Landing, Suite 104
St. Charles, MO 63303
314-928-0811
Contacts: Susan Bryan
Collen Fann
1-2-3-4-6-7B

Consumer Opinion Search, Inc.
10795 Watson Rd.
St. Louis, MO 63127
314-965-0053
Contacts: Kathline Dunn
Carol McGill
1-3-4-5-6-7B

Data Support Services, Inc.
7711 Carondelet, Suite 504
St. Louis, MO 63105
314-726-5215
Contact: Linda Oldenburg
1-3-5-6-7B

Fact Finders
2029 Woodlands Pkwy., Suite 101
St. Louis, MO 63146
314-991-1838
Contacts: Victoria Thies
Peyton Mason
1-3-5-6-7B

Lucas Market Research
Marietta Plaza
13250 New Halls Ferry Rd.
Florissant, MO 63033
314-838-0696
Contacts: Mary Lucas
Sharon Klugman
1-3-4-5-6-7C

Marketeam Associates
555 N. New Ballas Rd.
St. Louis, MO 63141
314-569-1324
Contacts: Nancy Piszczek
Valerie Bess
1-3-4-5-6-7B
See Advertisement Page 26

Quality Controlled Services
1655 Des Peres Rd.
St. Louis, MO 63131
314-966-6595
Contacts: Norma Riley
Doris Blumer
1-3-4-5-6-7B
See Advertisement Page 65

Superior Surveys of St. Louis
10795 Watson Rd.
St. Louis, MO 63127
800-325-4982
Contacts: Carol McGill
Kathleen Dunn
1-3-4-5-6-7B

United States Testing Company
338 Jamestown Mall
Florissant, MO 63034
314-741-0284
Contact: Pat Moser
1-3-4-6-7A
See Advertisement Back Cover

Wade West-St. Louis, Inc.
536 Northwest Plaza
St. Ann, MO 63074
314-291-8888
Contacts: Fletcher Peacock
Donna Tillman
1-3-4-6-7B
See Advertisement Inside Back Cover

Westgate Research, Inc.
642 Office Parkway
Creve Coeur, MO 63141
314-567-3333
Contact: Germaine Eley
1-3-6-7B

SPRINGFIELD

Martell Research
3 Corporate Center, Suite 3-100
Springfield, MO 65804
417-882-5999
Contacts: Laura Wright
Wanda Sillyman
1-3-4-5-6-7B

Opinion Center
227 Battlefield Mall
Springfield, MO 65804
417-887-1035
Contact: Linda Dickens
1-3-4-5-6-7A

NEBRASKA

LINCOLN

Coy/Ped Co.
2546 South 48th St.
Lincoln, NE 68502
402-488-3753
Contacts: Edna Coy
Don Pedersen
1-3-6-7A

OMAHA

Focus on Omaha, Inc.
6818 Grover St.
Omaha, NE 68106
402-397-9942
Contacts: Margarite Murphy
Frank Murphy
1-3-5-6-7B

I S A T Agency, Inc.
8603 N. 30th St.
Omaha, NE 68112
402-453-1811
Contact: Judy Keller
1-3-5-6-7A

Midwest Survey, Inc.
8922 Cuming
Omaha, NE 68114
402-392-0755
Contacts: Jim Krieger
Lourian Power
1-3-4-5-6-7AC

NEVADA

LAS VEGAS

Las Vegas Surveys
3718 S. Maryland Park
Las Vegas, NV 89119
702-796-6451
Contacts: Sharon Wheeler
Elyse Watstein
1-3-4-5-6-7C

NEW HAMPSHIRE

MANCHESTER

New England Interviewing, Inc.
5 Coliseum Ave.
Nashua, NH 03063
603-889-8222
Contacts: Joan Green
Rosemarie Hatin
1-3-4-5-6-7B

NEW JERSEY

PRINCETON

J Ross Associates, Inc.
Princeton Windsor Office Park
Princeton-Hightstown Rd.
Cranbury, NJ 08512
609-443-3434
Contact: Jack Ross
1-3-4-5-6-7B

Research 100
29 Emmons Drive, P.O. Box 2196
Princeton, NJ 08540
212-925-8100
Contacts: Michael H. Sandler
Mark Sandler
1-3-4-5-6-7B

Total Research Corporation
Princeton Corporate Center
5 Independence Way
Princeton, NJ 08540
609-921-8100
Contacts: Marney Kettell
Carol Podolski
1-3-4-5-6-7B

NEW MEXICO

ALBUQUERQUE

Sandia Marketing Services
923 Coronado Center
Albuquerque, NM 87110
505-883-5512
Contacts: Liana Scutt
Evelyn Costello
1-3-4-5-6-7A

NEW YORK

ALBANY

Field Facts, Inc.
428 Mohawk Mall
Schenectady, NY 12304
518-370-5077
Contacts: Arlene Anderson
Linda Cook
1-3-4-5-6-7A
See Advertisement Page 46

J L Whalen Markette Research
521 Dwaaskill Pk., Prof. Bldg.
Clifton Park, NY 12065
518-383-1661
Contacts: Joyce Whalen
Cheryl Conway
1-3-6-7B

BUFFALO

Buffalo Survey & Research, Inc.
1255 Eggert Rd.
Buffalo, NY 14226
716-833-6639
Contact: Jeanette Levin
1-3-4-5-6-7C

Ruth Diamond Market Research
Boulevard Mall
770 Alberta Dr.
Buffalo, NY 14226
716-836-1110
Contacts: Harvey Podolasky
Gloria Berzon
1-3-4-5-6-7A

Survey Service of West New York
1911 Sheridan Dr.
Buffalo, NY 14223
716-876-6450
1-3-4-5-6-7B

NEW YORK CITY

Audrey Schiller Market Research
Nassau Mall
3601 Hemstead Tpke.
Levittown, NY 11756
516-489-7431
Contact: Audrey Schiller
1-3-4-5-6-7A

The Conference Center of New Rochelle
3 Cottage Pl.
New Rochelle, NY 10801
914-576-3800
Contacts: Pat McGrath
Liz Winter
1-3-4-5-6-7B
See Advertisement This Page

CSI Qualitative Research Center
24 East 38th St., Suites 5A & 5B
New York, NY 10016
212-685-3220
Contacts: Jim Petrillo
Patricia Oeckler
1-2-3-4-5-6-7B

CSI Testing Center
West Belt Mall
Intersections of Rts. 23, 46 & 80
Wayne, NJ 07470
201-785-4449
Contacts: Alva Haik
Patricia Oeckler 203-797-0666
1-2-3-4-5-6-7A

DTW Marketing Research Group
395 Pleasant Valley Way
West Orange, NJ 07052
201-325-2888
Contacts: Michael Doctor
Eileen D'Angelo
1-3-5-6-7B

Elrick and Lavidge, Inc.
One Sears Dr.
Paramus, NJ 07652
201-599-0755
Contacts: Elane Bailey
Stanford Swarts
1-3-4-5-6-7B

Enclosed Mall Research
104 Galleria Mall

100 Main St.
White Plains, NY 10601
914-997-7200
Contact: Roz Kahn
1-3-4-5-6-7A

Field Facts, Inc.
11 Rye Ridge Plaza
Rye Brook, NY 10580
914-937-0220
Contact: Ruth Suhr
1-3-4-5-6-7B
See Advertisement Page 46

Fieldwork East, Inc.
Two Executive Dr.
Fort Lee, NJ 07024
201-585-8200
Contacts: Carol Tauben
Sharon Hargrave
1-2-3-4-5-6-7B

Focus America
1140 Sixth Ave., 9th Floor
New York NY 10036
212-302-1808
Contact: Debbie Zausner
1-3-4-5-6-7B

Focus on Fifth
141 Fifth Ave.
New York, NY 10010
212-473-4400
Contacts: Richard Kurtz
Andrea Waller
1-3-4-5-6-7B

Focus On The City
243A East 49th
New York, NY 10017
212-752-4565
Contact: Lloyd Greene
1-3-4-5-6-7D

Focus Plus
Div. of ASI Market Research, Inc.
79 Fifth Avenue
New York, NY 10003
212-807-9393
Contacts: Mark D'Alessio
Ron Gorlick

1-3-4-5-6-7B
See Advertisement Page 13

Focus World, Inc.
53 Hwy. 34
Matawan, NJ 07747
201-946-3466
Contact: Paulette Eichenholtz
1-2-3-4-5-6-7A

Friedman Marketing/New York
Jefferson Valley Mall
650 Lee Blvd. E-1
Yorktown Heights, NY 10598
914-343-0203
Contacts: Gary Direv
Jean Rose
1-3-4-6-7A

Glickman Research Associates
354 Old Hook Rd.
Westwood, NJ 07675
201-664-6688
Contacts: Jim Glickman
Linda McGrory
1-3-5-6-7B

Ideal Field Services, Inc.
1242 Green Acres Mall
Valley Stream, NY 11581
516-561-1723
Contact: Barbara Prince
1-3-4-6-7A

Innovative Concepts
960 South Broadway
Hicksville, NY 11801
516-433-3215
Contact: Scott Sycoff
1-3-5-6-7B

Interviews For Research
Parsonage Rd.
Edison, NJ 08837
201-791-7434
Contacts: Muriel Vilinsky
Wanda Gorman
1-2-3-4-5-6-7A

The CONFERENCE CENTER of New Rochelle

THE ANSWER
TO YOUR FOCUS GROUP
NEEDS IN
SUBURBAN NEW YORK

- Supervised, monitored recruiting from our own central phone facility.
- Computer maintained data base.
- One-on-one rooms with viewing for in-depth interviewing and pre-testing.

- Large, custom designed conference and viewing rooms.
- Full test kitchen with pass-thru to conference room.
- High-tech audio and visual equipment.

WE ALSO SET-UP, RECRUIT,
AND CONDUCT FOCUS
GROUPS NATIONWIDE

3 Cottage Place
New Rochelle, New York 10801
914-576-3800

**CLIENTS
RATE
US THE BEST
IN WESTCHESTER**

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

J & R Field Services, Inc.
747 Caldwell Ave.
North Woodmere, NY 11581
516-791-3020
Contact: Louise Phillips
1-3-4-6-7A

Long Island Groups In Focus LTD
1185 Northern Blvd.
Manhasset, NY 11030
516-365-8630
Contacts: Annette Abraham
Barbara Valley
1-2-3-4-5-6-7C
See Advertisement Page 69

Lar Decision Research
1841 Broadway, Suite 600
New York, NY 10023
213-586-2118
Contacts: Kathie Marsters
Mimi Lieber
1-2-3-4-5-6-7B

Manhattan Opinion Center
369 Lexington Ave.
New York, NY 10017
212-972-5553
Contacts: Jana Royce Warren
Jo Ann Dodd
1-3-5-6-7B

Meadowlands Consumer Center
The Plaza at the Meadows
700 Plaza Drive
Secaucus, NJ 07094
201-865-4900
Contacts: Andrea C. Schragar
Doris M. Wagman
1-2-3-4-5-6-7D

Murray Hill Center
205 Lexington Ave.
New York, NY 10016
212-889-4777
Contact: Susan Mender
1-3-4-6-7B

New York Conference Center, Inc.
300 Third Ave.
New York, NY 10016
212-682-0220
Contacts: Lee Wolff
Barbara Prasetyo
1-2-3-5-6-7B

New York Focus
12 East 41st St., 7th Floor
New York, NY 10017
212-481-3780
Contact: Nancy Opoczynski
1-3-5-6-7B

On-Site Research, Inc.
141 Fifth Ave., 3rd Floor
New York, NY 10010
212-473-4400
Contacts: Richard Kurtz
Andrea Waller
1-3-5-6-7B

Peters Marketing Research
615 W. Mt. Pleasant Ave.
Livingston, NJ 07039
201-822-1515
Contact: Toni McGlard
1-3-6-7B

Phoenix Fields Ltd.
499 New Rochelle Rd.
East Chester, NY 10708
914-699-2610

Contact: Rita Colasuonno
1-3-4-6-7B

Phoenix Fields Ltd.
10 Park Ave.
New York, NY 10016
212-686-2690
Contact: Michael Cole
1-3-6-7D

Plaza Research
120 Rte. 17 North
Paramus, NJ 07652
201-265-7500
Contacts: Pamela Rakow
Jeff Robbins
1-2-3-4-5-6-7B

Q And A Research, Inc.
519 Mid Island Plaza
Hicksville, NY 11801
516-433-2800
Contacts: Mary Garafola
Sandi Restivo
1-3-4-5-6-7A

Quick Test Opinion Center
#370 Sunrise Mall
Massapequa, NY 11758
516-541-5100
Contact: Sina Ehrenfreund
1-3-4-6-7A
See Advertisement Inside Front Cover

Quick Test Opinion Center
747 Third Ave., 3rd Floor
New York, NY 10017
212-308-8990
Contact: Lynn Riker
1-3-6-7B
See Advertisement Inside Front Cover

Rich Interviewing, Inc.
2611 Pettit Ave.
Bellmore, NY 11710
516-826-8822
Contact: Cecilia Rich
1-3-4-5-6-7B

Schlesinger Associates, Inc.
Lincoln Plaza, Suite 301
2 Lincoln Hwy.
Edison, NJ 08820
201-906-1122
Contacts: Sarah Schlesinger
Steven Schlesinger
1-2-3-4-5-6-7B

Stewart Surveys, Inc.
579 Franklin Turnpike
Ridgewood, NJ 07450
201-447-5100
Contact: Constance Kass
1-2-3-4-5-6-7B

Stewart Surveys, Inc.
Monmouth Mall
Eatontown, NJ 07724
201-447-5100
Contact: Constance Kass
1-3-4-5-6-7A

Stewart Surveys, Inc.
Willowbrook Mall
Wayne, NJ 07470
201-447-5100
Contact: Constance Kass
1-3-4-5-6-7A

Stewart Surveys, Inc.
Manuet Mall
Manuet, NY 10954
201-447-5100

Contact: Constance Kass
1-3-4-5-6-7A

Stratmar Systems, Inc.
109 Willette Ave.
Port Chester, NY 10573
914-937-7171
Contact: Tom Reddington
1-3-5-6-7B

Suburban Associates
210 S. Broad St.
Ridgewood, NJ 07450
201-652-2223
Contact: Wm. C. Bartlett
1-2-3-4-5-6-7C

T A Miller Company, Inc.
1060 Clifton Ave.
Clifton, NJ 07015
201-778-6011
Contact: Tom Miller
Lyne Miller
1-3-4-5-6-7B

**Technical Analysis
and Communications, Inc.**
20 E. Oakdene Ave.
Teaneck, NJ 07666
201-836-1500
Contacts: Stuart Herman
Patricia Herman
1-2-3-4-5-6-7B

Test Fast Research Services, Inc.
901 N. Broadway, Suite 1
White Plains, NY 10603
914-948-6630
Contact: F. Robert Hilpert
1-3-6-7B

The Focus Room & Field Service, NY
280 N. Central St.
Hartsdale, NY 10530
914-682-8404
Contacts: Gail Friedman
Wendy Weinstein
1-2-3-4-5-6-7B

The Focus Room, NJ
5 Patriot Centre
285 Grand Ave.
Englewood, NJ 07631
201-569-1919
Contacts: Donna Weinberg
Dara Corn
1-2-3-4-5-6-7C

The Marketing Research Workshop
1350 15th St.
Ft. Lee, NJ 07024
201-461-5365
Contact: Glenn Weissman
1-3-4-5-6-7A
See Advertisement Page 28

Tri-Ad Consultants Ltd.
157 W. 57th St.
New York, NY 10019
212-246-1138
Contacts: Charles V. Richardson
La Verne Price
2-3-5-7B

Walker Research, Inc.
Rockaway Town Sq. Shopping Mall
Interstate 80 & Mt. Hope Ave.
Rockaway, NJ 07866
201-328-0848
Contacts: Diana Pogorzelski
Ann Brockman
1-3-4-5-6-7A

Wolf/Altschul/Callahan, Inc.
171 Madison Ave.
New York, NY 10016
212-725-8840
Contacts: Judy Lippert
La Verne Carter
1-3-4-5-6-7B
See Advertisement Page 69

ROCHESTER

BRX, Inc.
169 Rue De Ville
Rochester, NY 14618
716-442-0590
Contacts: Linda G. Lineman
Marilyn Salit
1-3-4-5-6-7D

**Ford Research Services, Inc.
Div. of Gordon S. Black Corp.**
Marketplace Mall
3400 W. Henrietta Rd.
Rochester, NY 14623
716-424-3203
Contacts: Julie Donohue
Virginia Ford
1-3-4-5-6-7A

Marion Simon Research Services
49 Wildbriar Rd.
Rochester, NY 14623
716-359-1510
Contacts: Marion Simon
Diane Cornell
1-3-4-5-6-7D

SYRACUSE

La Valle Research
111 Chapel Dr.
Syracuse, NY 13219
315-488-2565
Contacts: Nancy Walsh
Elise Va Valle
1-3-5-6-7B

Marion Simon Research Services
Northern Lights Mall
Syracuse, NY 13212
315-455-5952
Contacts: Angie Macri
Terry Bogler
1-3-4-5-6-7A

Quantum Analysis Research Center
Fayetteville Mall
5351 N. Burdick St.
Fayetteville, NY 13066
315-637-3169
Contacts: Jean Queri
Rob Barnello
1-3-4-5-6-7A

Teresa M. McCarthy Associates
Penn Cam Mall
5775 South Bay Rd.
Syracuse-Clay, NY 13041
315-458-9320
Contacts: John McCarthy
Teresa McCarthy
1-2-3-4-5-6-7A

NORTH CAROLINA

CHARLOTTE

Consumer Pulse Of Charlotte
Eastland Mall
5625 Central Avenue
Charlotte, NC 28212
704-536-6067
Contact: Carol Burnett
1-3-4-5-6-7A
See Advertisement Page 48

KPC/Research
600 South Tryon St.
Charlotte, NC 28202
704-379-6342
Contacts: John Koslsick
Bev Kothe
1-3-4-5-6B

Leibowitz Market Research Assoc.
One Parkway Plaza, Suite 110
Charlotte, NC 28210
704-527-2282
Contacts: Terri Leibowitz
Vivian Leibowitz
1-3-4-5-6-7B

Wade West, Carolina
2300 W. Meadowview Rd. #203
Greensboro, NC 27407
919-854-3333
Contacts: Mark Hetelson
Carolyn Burke
1-3-4-5-6-7B

See Advertisement Inside Back Cover
W H Long Marketing, Inc.
Golden Gate Shopping Center
Cornwallis Drive
Greensboro, NC 27410
919-992-2146
Contacts: Ruth Long
W. H. Long
1-2-3-4-5-6-7A

RALEIGH

**A North Carolina State
Interviewing Service**
4208 Six Forks Rd.
Bldg. 2, Suite 333
Raleigh, NC 27609
919-781-0555
Contacts: Shirley Goren-Zlotowitz
1-3-5-6-7B

Diener and Associates
200 Park Bldg., Suite 111
Rsch Triangle Park, NC 27709
919-549-8945
Contact: Mary Diener
1-3-5-6-7B

Field Facts, Inc.
South Square Mall
Durham, NC 27707
919-489-3104
Contact: Julie Thomas
1-3-4-5-6-7A
See Advertisement Page 46

L And E Research
3803 Computer Drive, Suite 108
Raleigh, NC 27609
919-782-3860
Contacts: Ed Eggers
Lynne Eggers
1-3-4-5-6-7B

WINSTON-SALEM

Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winstom-Salem, NC 27104
919-722-9417

Contact: Elsie Beaver
1-3-4-5-6-7C

Survey Center, Inc.
1312-1316 Westgate Drive
Winston-Salem, NC 27103
919-768-1008
Contacts: Natalie Perkins
Cathy Jackson
1-3-4-5-6-7C

OHIO

CLEVELAND

Business Research Services, Inc.
510 The Arcade
Cleveland, OH 44114
216-241-6292
Contacts: Gerald Godic
Anthony Ramacciatti
1-5-7B

Cleveland Survey Center
691 Richmond Mall
Cleveland, OH 44143
216-321-0006
Contact: Betty Perry
Harriet Fadem
1-3-4-5-6-7A

Consumer Pulse Of Cleveland
4301 Ridge Road
Cleveland, OH 44144
216-351-4644
Contact: Veronica Hoffman
McCready
1-3-4-5-6-7C
See Advertisement Page 48

Liberty Opinion Research, Inc.
6140 W. Creek Rd.
Cleveland, OH 44131
216-447-4450
Contacts: R. H. Mattson
Ruby P. Alford
1-3-4-6-7B

Market Research Services, Inc.
13426 Cedar Road
Cleveland, OH 44118
216-932-3753
Contacts: Betty Schwarcz
Linda Young
1-3-4-5-6-7C

Marketeam Associates
3645 Warrensville Center Rd.
Shaker Heights, OH 44122
216-491-9515
Contacts: Nikki Klonaris
Valerie Bess
1-3-5-6-7B
See Advertisement Page 26

Marketeam Associates
Eastwood Mall, Suite 2636A
5555 Youngstown
Niles, OH 44446
216-544-5253
Contacts: Helen Lewis
Valerie Bess
1-3-5-6-7A
See Advertisement Page 26

Rosen Research
25906 Emery Road
Cleveland, OH 44128
216-464-5240
Contacts: Sylvia Rosen
Millie Silver
1-3-4-6-7C

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

CINCINNATI

Advanced Research In Marketing

8711 Colerain Ave.
Cincinnati, OH 45239
513-385-8711
Contacts: Judith Christman
Sue Eidemiller
1-3-4-5-6-7A

Assistance In Marketing, Inc.

11890 Montgomery Rd.
Cincinnati, OH 45249
513-683-6600
Contacts: Irwin Weinberg
Trisha Smith
1-3-4-5-6-7C

B & B Research Services, Inc.

8005 Plainfield Rd.
Cincinnati, OH 45236
513-793-4223
Contacts: Lynn Caudill
Roberta Neal
1-3-4-5-6-7B

Burgoyne/Consumer Views

705 Central Ave.
Cincinnati, OH 45202
513-621-7000
Contacts: Tim Ryan
Bill Schinkal
1-3-5-6-7B

Consumer Testing Services Of Greater Cincinnati

311 Philadelphia St.
Covington, KY 41011
606-431-7700
Contacts: Rhoda Eggers
Judy Dedden
1-3-5-6-7B

Cincinnati's Premiere Focus Group Facilities

THE ANSWER GRUP

- Two outstanding new focus group facilities, our Downtown facility and our Blue Ash facility on Cincinnati's northeast side.
- Large focus group interview rooms with contemporary styling for relaxed conversation.
- Spacious viewing rooms which seat 12 comfortably.
- Recruitment of qualified participants according to exact specifications.
- Emphasis on client service and prompt, expert attention to your market research needs.

Call Maribeth McGraw or Mary Kennedy at
(513) 489-9000.



THE ANSWER GROUP

11161 Kenwood Road
Cincinnati, OH 45242

Erlick And Lavidge, Inc.

11 Triangle Park Dr.
Cincinnati, OH 45246
513-772-1990
Contacts: James Palmer
Ellen Gregory
1-3-6-7B

Fields Marketing Research, Inc.

7979 Reading Rd.
Cincinnati, OH 45237
513-821-6266
Contacts: Donna Fields
Ken Fields
1-2-3-5-6-7D

Market Vision Research, Inc.

4480 Lake Forest Drive
Cincinnati, OH 45242
513-733-5600
Contacts: Don McMullen
Robert Miller
1-3-5-6-7B

Marketing Research Service, Inc.

15 E. 8th St.
Cincinnati, OH 45202
513-579-1555
Contacts: Ruth Hull
Kimberli Otto
1-3-5-6-7B

OFact Marketing Research, Inc.

9908 Carver Rd.
Cincinnati, OH 45242
513-891-2271
Contacts: Beverly Shores
Mary Hart
1-3-4-5-6-7B

Research And Results, Inc.

29 Triangle Park, Suite 2902
Cincinnati, OH 45246
513-772-9111
Contacts: Barbara Newman
Kathy Stoller
1-3-5-6-7B

The Answer Group

11161 Kenwood Rd.
Cincinnati, OH 45242
513-489-9000
Contact: Maribeth K. McGraw
1-3-4-5-6-7B
See Advertisement This Page

COLUMBUS

B & B Research Service, Inc.

1500 W. Third Ave.
Columbus, OH 43212
614-486-6746
Contacts: Nora Cottrell
Judy Frederick
1-3-5-6-7B

Columbus Research Center

700 Morse Rd., Suite 201
Columbus, OH 43214
614-885-1858
Contacts: Cory Dillon
Carol Warner
1-3-5-6-7B

Focus Plus

At Shelly Berman Communicators

707 Park Meadow Rd.
Westerville, OH 43081
614-891-7070
Contact: Dr. Philip Jursek
1-3-4-5-6-7C

Quality Controlled Services

Crossroads Center
7634 Crossroads Dr.
Columbus, OH 43219
800-325-3338
Contact: Judith Golas
1-3-4-6-7B
See Advertisement Page 65

T.I.M.E. Market Research

6276 Busch Blvd.
Columbus, OH 43229
614-846-3163
Contacts: Anita Ingalls
Sara Pilcher
1-3-4-6-7B

T.I.M.E. Market Research

4265 Westland Mall
Columbus, OH 43228
614-276-6336
Contact: Nancy Smith
1-3-4-6-7A

DAYTON

Assistance In Market, Inc.

2700 Miamisburg-Centerville Rd.
Dayton, OH 45459
513-433-6296
Contacts: Irwin Weinberg
Tamara Groene
1-3-4-5-6-7A

Ruth Elliott Research Service

1401 E. Stroop Rd., Suite 110
Dayton, OH 45429
513-294-5959
Contacts: Ruth Elliott
Dianne Howell
1-3-4-5-6-7B

Shiloh Research Associates, Inc.
4215 North Main St., Suite 208
Dayton, OH 45405
513-275-5308
Contacts: Alan L. Sibila
Georgia Henderson
1-3-4-6-7B

TOLEDO

Market Research Of Toledo
3450 W. Central Ave., Room 124
Toledo, OH 43606
419-531-7117
Contact: Sharon Schweickert
1-3-5-6-7B

Opinion Survey Center, Inc.
5644 Monroe St.
Sylvania, OH 43560
419-882-0525
Contact: Judy Berry
1-3-5-6-7B

OKLAHOMA

OKLAHOMA CITY

Johnson Marketing Research
2915 Classen Blvd., Suite 350
Oklahoma City, OK 73106
405-528-2700
Contacts: Patty Nicols-Casteel
Chris Vass
1-3-4-5-6-7B

Oklahoma Market Research, Inc.
3909 Classen Blvd., Suite 200
Oklahoma City, OK 73118
405-525-3412
Contacts: Clyde Nitta
Judy Nitta
1-3-4-5-6-7B

Quick Test Opinion Center
1153 Crossroads Mall
Oklahoma City, OK 73149
405-631-9738
Contacts: Ann Murray
Jeanette Veitch
1-3-4-6-7A
See Advertisement Inside Front Cover

TULSA

Tulsa Surveys
1535 S. Sheridan
Tulsa, OK 74112
918-836-6614
Contact: Gayle Jarrett
1-3-4-5-6-7B

OREGON

PORTLAND

A.T.W. Research, Inc.
3275 SW Cedar Hills Blvd.
Beaverton, OR 97005
503-646-4477
Contact: Dana Laird
1-3-4-6-7A

Columbia Information Systems
333 SW 5th Ave.
Portland, OR 97204
503-225-0112
Contacts: Mike Lehman
Ralph Schmoldt
1-3-5-6-7B
See Advertisement Page 5

Data Unlimited, Inc.
9900A SE Washington, Mall 205
Portland, OR 97216
503-256-0987
Contact: Robin McCuen
1-3-4-6-7A

Griggs-Anderson
110 SW Yamhill
Portland, OR 97204
503-241-8700
Contact: Diane Daybreak
1-3-4-5-6-7A

Management/Marketing Associate
Bank of California Tower
707 SW Washington St.
Portland, OR 97205
503-228-9327
Contacts: Donald T. Jacobson, CMC
Andrea M. Jacobson
1-2-6-7B

Market Decisions Corporation
8959 SW Barbur Blvd., Suite 204
Portland, OR 97219
503-245-4479
Contacts: Debra Gregush
Sue Ellen Christensen
1-3-5-6-7B

Northwest Surveys
5322 NE Irving
Portland, OR 97213
503-282-4551
Contacts: Yvonne Eby
Marilyn Jones
1-3-5-6-7B

Omni Research
9414 SW Barbur Blvd., Suite A
Portland, OR 97219
503-245-4014
Contact: Chris Robinson
1-3-5-6-7B

PENNSYLVANIA

ALLENTOWN

Parkwood Research Associate
4601 Crackersport Rd.
Allentown, PA 18104
215-481-0102
Contact: Daniel Callahan
1-3-4-5-6-7B

ERIE

Heintz Research
949 East Twenty-Fourth
Erie, PA 16503-2241
814-452-6474
Contacts: Richard Deluca
Marie Cross
1-3-4-5-6-7B

Moore Research
1545 West 38th St., Room 15
Erie, PA 16508
814-868-4678
Contact: Peggy Moore
1-3-6-7B

T.I.M.E. North
3854 Walker Blvd.
Erie, PA 16565
814-868-0873
Contact: Sharon Buterbaugh
1-3-6-7B

PHILADELPHIA

Associates Interviewing Service
1200 Baltimore Pike
Springfield, PA 19064
215-328-1147
Contacts: Diann Lihota
Anne Leak
1-3-4-5-6-7A

Consumer Pulse Of Philadelphia
Plymouth Meeting Mall #2203
Plymouth Meeting, PA 19462
215-825-6636
Contacts: Carolyn Kiel
1-3-4-5-6-7A
See Advertisement Page 48

CSI Testing Center
Burlington Center Mall
2501 Burlington, Mt. Holly Road
Burlington, NJ 08016
609-387-7090
Contacts: Sally Aikins
Patricia Oeckler 203-797-0666
1-2-3-4-5-6-7A

E.S.I.
Smylie Times Bldg., Suite 100
8001 Roosevelt Rd.
Philadelphia, PA 19152
215-332-9000
Contacts: Estelle Swerdlow
Thelma Smith
1-3-4-5-6-7B

Group Dynamics In Focus
555 City Line Ave., Suite 580
Bala Cynwyd, PA 19004
215-668-8535
Contacts: Merle Holman
Judy Lame
1-3-4-6-7B

Intersearch Corporation
132 Welsh
Horsham, PA 19044
215-657-6400
Contact: Teddi Baumbach
1-3-4-5-6-7C

J.J. & L. Research Co.
Roosevelt Mall
2383 Cottman St.
Philadelphia, PA 19149
215-332-7040
Contacts: Lynne Varga
Dena Britton
1-3-4-5-6-7A

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

JRP Marketing Research Service
 401 Parkway
 Broomall, PA 19008
 215-328-3650
 Contacts: Kathleen McCarty
 Paul Frattaroli
 1-3-4-5-6-7B

Mar's Surveys, Inc.
 Cinnaminson Mall, Route 130
 Cinnaminson, NJ 08077
 609-786-8514
 Contacts: Marlene Tedlum
 Sharon Korbin
 1-3-5-6-7A

**National Analysts
 Booz Allen & Hamilton, Inc.**
 400 Market St.
 Philadelphia, PA 19106
 215-627-8110
 Contacts: Alfred E. Goldman
 Peggy F. Weiss
 1-3-5-6-7B

PAK Interviewing Co.
 Village Mall
 Blair Mill & Moreland Rds.
 Horsham, PA 19044
 215-441-8042
 Contacts: Sharyn Pak-Fay
 Ben Pak
 1-3-4-5-6-7A

Plaza Research
 Two Greentree Centre
 Marlton, NJ 08053
 609-596-7777
 Contact: Annette Guss
 1-2-3-4-5-6-7B

Quality Controlled Services
 A2577 Interplex Drive
 Trevese, PA 19047
 215-639-8035
 Contacts: Mitzi Keller
 Carol Mazer
 1-3-4-5-6-7C
 See Advertisement Page 65

Quality In Field
 308 Lakeside Drive
 Southampton, PA 18066
 215-698-0606
 Contact: Arlene Frieze
 1-3-4-5-6-7B

Quick Test Opinion Center
 Moorestown Mall
 Morrestown, NJ 08057
 609-234-5440
 Contacts: Barb Jackson
 Dot Muis
 1-3-4-5-6-7A
 See Advertisement Inside Front Cover

Quick Test Opinion Center
 Neshaminy Mall #109
 Bensalem, PA 19020
 215-322-0400
 Contact: Ethel Surden
 1-3-4-6-7A
 See Advertisement Inside Front Cover

Roda Marketing Research, Inc.
 1438 Thornberry Rd.
 Wyncotte, PA 19095
 215-887-4700
 Contact: Adele Roda
 1-3-4-5-6-7B

Savitz Research Center, Inc.
 Valley Forge Plaza
 1150 First Ave., Suite 750
 King Of Prussia, PA 19406
 215-962-0609
 Contacts: Terry Thompson
 Harriet Silverman
 1-3-4-5-6-7B
 See Advertisement Page 25

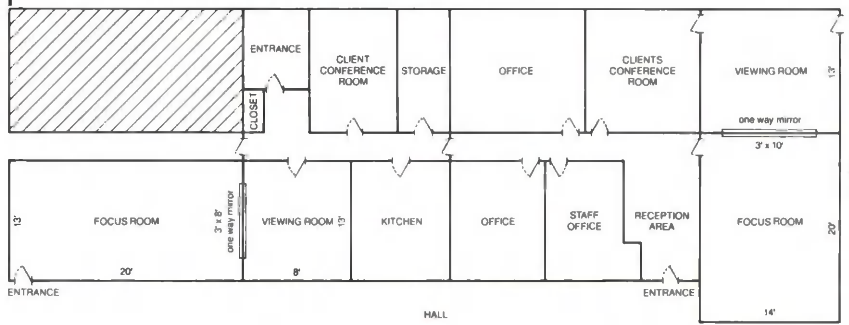
Savitz Research Center, Inc.
 3007 Willow Grove Park Mall
 2500 Moreland Ave.
 Willow Grove, PA 19090
 215-657-6660
 Contacts: Mickey Weissman
 Harriet Silverman
 1-3-4-5-6-7A
 See Advertisement Page 25

Strategic Marketing Corp.
 GSB Bldg., Suite 802
 City Line & Belmont Aves.
 Bala Cynwd, PA 19004
 215-667-1649
 Contact: Joan Phillips
 1-3-6-7B

Survey Centers, Inc.
 214 Cherry Hill Mall
 Cherry Hill, NJ 08002
 609-663-6700
 Contact: Carol Fox
 1-3-4-5-6-7A

Serving the Pittsburgh Metropolitan Suburban Market

WITH EXPANDED FACILITIES



2 FOCUS ROOMS 14 x 20

Groups recruited from telephone directories, random digit dialing, rosters, personal files.

2 VIEWING ROOMS 14 x 13

With 3 x 10 ft. one-way mirror.

2 CLIENT CONF. ROOMS

Spacious for private meetings.

CENTRAL LOCATION PHONE

20 Monitored phone banks.

KITCHEN FACILITIES

For testing and convenience.

- ONE-ON-ONE INTERVIEWS • IN-STORE AUDITS
- STORE AUDITS • NEW PRODUCT TESTING • TASTE TESTS

Door-to-Door

Highly trained interviewers cover carefully selected territories.

EXECUTIVE INTERVIEWS

Entre' to executive suites by seasoned interviewers.

Video Cassette Player

Executive Interviews

AUDIO-VIDEO FILMING CAPABILITIES

IN HOUSE SERVICE

Audio Visual Capability

Speakers in client viewing room. Remote control recording of your tapes to assure privacy.

VIDEO CASSETTE PLAYER

For TV commercials 3/4" and 1/2" available.

OTHER CAPABILITIES

Mall Intercepts

No interference from focus groups or other activities.

Santell Market Research, Inc., provides the full spectrum of services in the Pittsburgh, Pa., Metropolitan and Suburban market to meet our clients' specific needs, adhering to specified requirements within budget stipulations. 15 years of market research activity assures optimum workmanship and service.

GRACE SANTELLI
 Director



RITA ELKAN
 Staff Supervisor

SANTELL Market Research, Inc.

300 Mt. Lebanon Boulevard, Suite 2204
 Pittsburgh, PA 15234 • 412-341-8770

The Vanderveer Group
 555 Virginia Drive
 Fort Washington, PA 19034
 215-646-7200
 Contacts: Kathy McRoberts
 Debra Boyd
 1-4-5-7B

United States Testing Company
 224 Echelon Mall
 Voorhees, NJ 08043
 609-772-2220
 Contact: Nancy Heller
 1-3-4-6-7A
 See Advertisement Back Cover

PITTSBURGH

Anna Marie Kmonk Marketing Research, Inc.
 53 Julian Dr.
 Pittsburgh, PA 15235
 412-247-7496
 Contact: Anna Marie Kmonk
 1-3-6-7D

Campos Market Research
 216 Blvd. of the Allies
 Pittsburgh, PA 15222
 412-361-1280
 Contacts: R. Yvonne Campos
 Lynn Cooper
 1-3-4-5-6-7B

Data Inquiries
 Century III Mall
 3075 Clairton Rd.
 W. Mifflin, PA 15123
 412-655-8690
 Contact: Mary Zandier
 1-3-4-6-7A

Greater Pittsburgh Research Service
 5362 Steubenville Pike
 Pittsburgh, PA 15136
 412-788-4570
 Contact: Anne Urban
 1-3-4-5-6-7B

Greater Pittsburgh Research Service
 Beaver Valley Mall, Room 611
 Monaca, PA 15061
 412-788-4570
 Contact: Anne Urban
 1-3-4-5-6-7A

Marketing Investigations, Inc.
 Osborne Plaza
 1106 Ohio Blvd.
 Sewickley, PA 15143
 412-741-2410
 Contacts: Joyce Vargo
 Jay Lemond
 1-3-4-5-6-7B

Santell Market Research
 300 Mt. Lebanon Blvd., Suite 2204
 Pittsburgh, PA 15234
 412-341-8770
 Contacts: Grace Santelli
 Rita Elkan
 1-3-5-6-7B
 See Advertisement Page 58

T.I.M.E. East Market Research
 280 Ohio Valley Mall
 St. Clairsville, OH 43950
 614-695-6288
 Contact: Tim Aspenwall
 1-3-4-6-7A

Truxell Interviewing Services
 Monroeville Mall, Room 256
 Monroeville, PA 15146
 412-373-3676
 Contacts: Helen Truxell
 Nancy Hickey
 1-3-4-6-7A

YORK

Polk-Lepson Research Group
 2709 South Queen St.
 York, PA 17403
 717-741-2879
 Contacts: Sandra L. Sferrella
 Thomas D. Lepson
 1-3-5-6-7B

RHODE ISLAND

PROVIDENCE

Aloco, Inc.
 Warwick Executive Park
 250 Centerville Rd.
 Warwick, RI 02886
 401-739-5800
 Contacts: Ann L. Orsini
 Edna G. DeWolf
 1-3-5-6-7B

**FIRST IN FOCUS RESEARCH
 in southeastern New England**

R.I. Survey and Research has been a leader in personal contact research in southeastern New England since 1962, particularly in focus groups. Now in new modern facilities at a freeway exit just 20 minutes from R.I.'s airport, R.I.S. & R. offers complete professional focus group service, including one-on-one sessions, a highly successful moderator, and participants recruited to client specifications.

Respondents Room
 12½' x 16½'; seats 10-12; conference or living room style; 2 mirror-windows.



Clients Room
 12' x 13½'; seats 10-12; audio and video taping available; volume control in room; mirror-window.



Reception Room
 Mirror window to respondents room; at-the-door parking.



Contact Dinah Baker and Pat Shakel

**R.I. Survey & Research
 Since 1962**

690 Warren Avenue
 East Providence, R.I. 02914
 401-438-4120

Spacious air-conditioned facilities with kitchen and professional sound systems.



- 1. Conference Style Room
- 2. Living Room Style Room
- 3. Observation Room
- 4. Test Kitchen
- 5. Moderator Available
- 6. Video Tape Equipment Available
- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

Mary Hussey Survey & Research

336 North Broadway
E. Providence, RI 02916
401-438-8330
Contact: Ann McIntosh
1-3-4-6-7B

Rhode Island Survey & Research

690 Warren Ave.
E. Providence, RI 02914
401-438-4120
Contacts: Pat Shakel
Dinah Baker
1-3-4-5-6-7B
See Advertisement Page 59

SOUTH CAROLINA

CHARLESTON

Bernett Opinion Center
62 Northwoods Mall
N. Charleston, SC 29418
803-553-0030
Contacts: Gloria Duda
Judy Green
1-3-4-6-7A
See Advertisement Page 45

COLUMBIA

MarketSearch Corporation
2721 Devine St.
Columbia, SC 29205
803-254-6958
Contacts: Kathy Harsey
Melinda Mukofsky
1-3-4-5-6-7C
See Advertisement Page 69

Metromark Market Research, Inc.

3030 Devine St.
Columbia, SC 29205
803-256-8694
Contacts: Kathy Melchers
Jennifer Caple
1-3-6-7C

GREENVILLE

Carolina Market Research
88 Villa Road
Greenville, SC 29615
803-233-5775
Contacts: Elizabeth Buchanan
Jennifer Inabinet
1-3-4-5-6-7C

Market Insight
4501 East North St. Ext.
Taylors, SC 29687
803-292-5187
Contacts: Michael E. Shuck
Lynn Mayberry
1-3-4-5-6-7C

Research, Inc.
Piedmont Center
33 Villa Rd., Suite 202
Greenville, SC 29615
803-232-2314
Contacts: Deborah Ott
Maxie Freeman
1-3-5-6-7B

SOUTH DAKOTA

SIOUX FALLS

**American Public Opinion Survey
And Market Research**
1324 South Minnesota Ave.
Sioux Falls, SD 57105
605-338-3918
Contacts: Warren R. Johnson
B. M. Johnson
1-2-3-4-5-6-7C

Colle and McVoy Research
809 W. 10th St.
Sioux Falls, SD 57104
605-336-7828
Contact: Steve Merrick
1-3-5-6-7B

TENNESSEE

KNOXVILLE

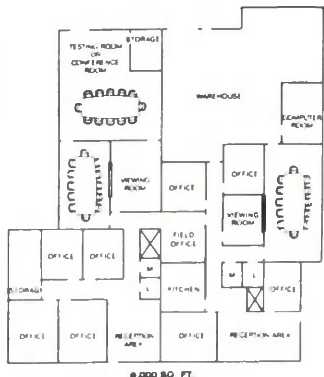
H M R Associates
1423 Coker Ave.
Knoxville, TN 37917
615-522-4532
Contacts: Jenny Hill
Sylvia Harrill
1-3-4-5-6-7C

T.I.M.E. South
East Towne Mall
3029 Mall Rd.
Knoxville, TN 37924
615-544-1885
Contacts: Patrick Michael
Sherry McBride
1-3-4-5-6-7A

**Getting The Facts To You
ACCURATELY
Is Our Business**

**Central Location Test
Facility Includes:**

- 2 spacious conference rooms (14 x 28 and 12 x 20) with one way viewing mirrors (3 1/2 x 7 1/2)
- Viewing rooms comfortably accommodate 8
- Video and audio equipment
- Test kitchen facilities
- Large testing room (25 x 28) or third conference room
- 1225 sq. ft. warehouse space available
- 2 reception areas with outside entries



National Coverage

**Complete Marketing Research Services
Accuracy Is Our Policy**

Custom Research

Penny Miles
PRESIDENT

James Miles
CHAIRMAN OF THE BOARD

Centrally located in the center of the Dallas/Fort Worth Metroplex - 12 minutes away from the Dallas/Fort Worth Airport

Accurate Marketing Research, Inc.

CORP. HQ. 1221 CORPORATE DRIVE EAST
ARLINGTON, TEXAS 76006 • (817) 640-4272

**Focus
on the Facts**

**When you have a job
to be done, call DATADANK.**

We'll brighten up your "Future".

**We offer complete Local &
National Research Services :**

- Market Feasibility Studies
- Instore Demonstrations
- Couponing
- Business & Consumer Surveys
- Retail Audits
- Central Location Taste Tests
- Comparison Shopping
- Personnel Evaluations
- Video Taped Focus Groups
- Telephone Interviewing
- Photographic Surveys
- Creative Concepts & Study Development
- Statistical Analysis

Contact: Sharyn L. Riffe, President

DATADANK MARKETING RESEARCH

1194 W. Pioneer Parkway P.O. Box 170664
Arlington, Texas 76013 Arlington, Texas 76003
(817) 265-3737

Here's how to continue your subscription!

I am a buyer of marketing research services/products. yes no

I wish to receive a FREE subscription to
Quirk's Marketing Research Review. yes no

Name _____ Title _____
(Please Print)

Company _____

Address _____

City _____ State _____ Zip _____

Telephone No. _____

Signature _____ Date _____

Place peel-off
address label
here

DETACH ALONG THIS LINE

PLACE
STAMP
HERE

Quirk's
MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, Minnesota 55423

MEMPHIS

**Chamberlain Market Research
Interviewing Service**
3865 Viscount Ave., #11
Memphis, TN 38118
901-795-6800
Contacts: Valerie Benn
Tessa Berry
1-2-3-4-5-6-7B

Friedman Marketing/Memphis
Century Plaza Bldg., Suite 182
5830 Mt. Moriah
Memphis, TN 38115
901-795-0073
Contact: Rose Marie O'Sullivan
1-3-4-6-7B

Heakin-Mid South Research
4434 Mall of Memphis
Memphis, TN 38118
901-795-8180
Contact: Katy Hagen
1-3-4-6-7A

Market Development Associates
5050 Poplar, Suite 821
Memphis, TN 38157
901-682-1011
Contact: Jim Mecredy
1-3-5-6-7B

NASHVILLE

20/20 Research
51 Century Blvd, Suite 148
Nashville, TN 37214
615-885-2020
Contacts: Jim Bryson
Kerry Bradley
1-3-5-6-7B

Quality Controlled Services
100 Oaks Mall
Office Tower Suite 401
719 Thompson Lane
Nashville, TN 37204
615-383-5312
Contacts: Nancy M. Proctor
Mary T. Bryant
1-3-4-6-7A
See Advertisement Page 25

Quick Test Opinion Center
Hickory Hollow Mall #1123
Antioch, TN 37013
615-834-0900
Contacts: Tom Frydrych
Carol Winters
1-3-4-6-7A
See Advertisement Inside Front Cover

Shockley Research, Inc.
Theater Office Bldg.
100 Oaks
Nashville, TN 37204
615-383-1614
Contacts: John N. Shockley, Jr.
Judith L. Malcolm
1-7B

TEXAS

AMARILLO

Opinions Unlimited, Inc.
1500 W. 13th

Amarillo, TX 79102
806-373-7491
Contacts: Virginia Anderson
Anndel Hodges
1-3-5-6-7C

AUSTIN

Irwin Research Services Of Texas
Barton Creek Square #C-09
2901 Capitol Texas Hwy.
Austin, TX 78746
512-327-8787
Contacts: Barb Roth
Monica Roth
1-3-4-6-7A

Texas Field Service
1200 Highland Mall
Austin, TX 78752
512-459-3139
Contacts: Kimberly Gates
Dorothy Featherling
1-3-4-5-6-7A

CORPUS CHRISTI

Wade West-Texas
5858 S. Padre Island Dr. #38
Corpus Christi, TX 78412
512-993-6200
Contacts: Lorna Miller
1-3-4-5-6-7A
See Advertisement Inside Back Cover

DALLAS/FT. WORTH

Accurate Marketing Research
1221 Corporate Drive East
Arlington, TX 76006
817-640-4272
Contacts: Winona Hampton
Robin McClure
1-3-4-5-6-7B
See Advertisement Page 60

Brisendine and Associates, Inc.
9619 Wendell Rd.
Dallas, TX 75243
817-292-8073
Contact: Betty Brisendine
1-3-4-5-6-7B

Brisendine and Associates, Inc.
6001 Old Grandbury Rd.
Ft. Worth, TX 76133
817-292-8073
Contact: Betty Brisendine
1-3-4-5-6-7B

Car-Lene Research, Inc.
6750 Hillcrest Plaza Dr.
Dallas, TX 75230
214-960-9502
Contact: Shirley Rhodes
1-3-5-6-7B

Databank Marketing Research
1194 W. Pioneer Pkwy.
Arlington, TX 76013
817-265-3737
Contact: Sharyn Riffe
1-3-5-6-7B
See Advertisement Page 60

Facts In Focus, Inc.
Prestonwood Town Ctr.
5301 Beltline Rd., Suite 2128
Dallas, TX 75240
312-446-7799
Contacts: Ron Gore
Edie Downing
1-3-4-5-6-7A

**Fenton Swanger
Consumer Research**
14800 Quorum Drive, Suite 250
Dallas, TX 75240
214-934-0707
Contacts: Ann Fenton
Davideen Swanger
1-3-4-5-6-7B
See Advertisement Page 64

**Fenton Swanger
Consumer Research**
Town East Mall
Mesquite, TX 75150
214-934-0707
Contacts: Ann Fenton
Davideen Swanger
1-3-4-5-6-7A
See Advertisement Page 64

Focus On Dallas
3530 Forest Lane, Suite 8
Dallas, TX 75234
214-350-5411
Contacts: Mary Ulrich
Carolyn Morrison
1-2-3-4-5-6-7B

Probe Research
2815 Valley View Lane, Suite 121
Dallas, TX 75234
214-241-6696
Contacts: Helen Nicholas
Richard Harris
1-3-4-6-7AB

Quality Controlled Services
14683 Midway Rd., Suite 100
Dallas, TX 75244
214-458-1502
Contacts: Joyce Clifton
Donna Glosser
1-3-4-6-7B
See Advertisement Page 65

Savitz Research Center, Inc.
603 Carillon Plaza
13601 Preston Rd.
Dallas, TX 75240
214-386-4050
Contacts: Harriet Silverman
Dorothy Randall
1-3-4-5-6-7D
See Advertisement Page 25

Southwest Research, Inc.
1330 River Bend Dr., Suite 500
Dallas, TX 75240
214-630-7777
Contacts: Jan Ruby
Pat Roberts
1-3-8-7B

Tops In Research, Inc.
2925 LBJ Freeway, Suite 121
Dallas, TX 75234
214-484-9901
Contacts: Elayne Fairchild
Teri Curtis
1-2-3-5-6-7B

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

Tops In Research, Inc.
 Irving Mall
 Beltline Rd. & Hwy. 183
 Irving, TX 75062
 214-484-9901
 Contacts: Elayne Fairchild
 Teri Curtis
 1-3-4-5-6-7A

EL PASO

Aim Research
 10456 Brian Mooney
 El Paso, TX 79935
 915-591-4777
 Contacts: Linda Adams
 Bob Adams
 1-3-4-5-6-7C

HOUSTON

Consumer Pulse Of Houston
 San Jacinto Mall #1690
 Baytown, TX 77521
 713-421-2584
 Contact: Angie Abell
 1-3-4-5-6-7A
 See Advertisement Page 48

Creative Consumer Research
 4133 Bluebonnet
 Stafford, TX 77477
 713-240-9646
 Contact: Catherine Barzilla
 1-3-4-5-6-7B

Heakin Research, Inc.
 Galleria II
 5085 Westheimer, Suite 3897
 Houston, TX 77056
 713-871-8542
 Contact: Laurie DeRoberts
 1-3-4-6-7A

Houston Consumer Research
 555 Almeda Mall
 Houston, TX 77075
 713-944-1431
 Contact: Kerry Palermo
 1-3-4-5-6-7A

International Forum Corporation
 9900 West Park, Suite 186
 Houston, TX 77063
 713-842-2222
 Contacts: Joe Raia
 James C. Morton, Jr.
 1-3-5-6-7B

Key Research, Inc.
 3115 W. Loop So. #32
 Houston, TX 77027
 713-840-7711
 Contact: Evelyn Kaplan
 1-3-6-7B

Market Research & Analysis Field STAFF, Inc.
 #786 Westwood Mall
 The Research Center
 Houston, TX 77036
 713-271-5690
 Contacts: Fay Parker
 Diane Alvarez
 1-2-3-4-5-6-7A

See Advertisement Page 33

MVA Research
 5850 San Felipe, Suite 120
 Houston, TX 77057
 713-973-9109
 Contacts: Michael Pope
 Noel Roulin
 1-2-3-4-5-6-7B

Quality Controlled Services
 1560 W. Bay Area Blvd., Suite 130
 Friendswood, TX 77546
 713-488-8247
 Contacts: Adelaide Ferguson
 Brenda Bryant
 1-3-4-6-7B
 See Advertisement Page 65

Quick Test Opinion Center
 Sharpstown Center
 7500 Bellaire Blvd., Suite 762
 Houston, TX 77036
 713-988-8988
 Contacts: Tom Champion
 Portia Cotton
 1-3-4-6-7A
 See Advertisement Inside Front Cover



FENTON SWANGER CONSUMER RESEARCH

• • What We Have • •

- Three large focus group rooms with comfortable observation rooms
- High-Production, monitored, central telephone room with 33 lines both national and local
- Fully equipped test kitchens with one-way observation mirrors
- Two permanent regional mall facilities
- CRT capability at all our locations
- State-of-the-art audio/visual equipment

• • What We Do • •

- | | | |
|--|---------------------|----------------|
| • Focus Groups | • Central Location | • Store Audits |
| • Mall Intercept | • Taste Tests | • Medical |
| • Telephone Interviewing
(national and local) | • Executive Studies | • Readership |

We Have Flexibility!

**Our resources and capabilities can be tailored to meet any data collection specifications!
 Contact us for your next estimate!**

FENTON SWANGER CONSUMER RESEARCH, INC.
 14800 QUORUM DRIVE, SUITE 250
 DALLAS, TEXAS 75240
 (214) 934-0707

Ann Fenton

Davideen Swanger

Savitz Research Center, Inc.
1122 Deerbrook Mall
20131 Highway 59
Humble, TX 77338
713-540-2020
Contacts: Denise Porter
Harriet Silverman
1-3-4-5-6-7A
See Advertisement Page 25

LUBBOCK

UMS Research Group
1516 53rd St.
Lubbock, TX 79412
800-858-4567
Contacts: Andrew Martin
Edna Cargill
1-3-5-6-7C

Creative Consumer Research
6222 Northwest Exp., Suite 105
San Antonio, TX 78201
512-734-7025
Contact: Richard Weinhold
1-3-5-6-7B

Galloway Research Service
North Star Mall
Loop 410 & San Pedro Ave.
San Antonio, TX 78216
512-734-4346
Contact: Patrick Galloway
1-3-4-6-7A

Galloway Research Service
4346 NW Loop 410
San Antonio, TX 78229
512-734-4346
Contact: Patrick Galloway
1-2-3-4-6-7C

Galloway Research Service
McCreless Mall
I-37 and Fair Ave.
San Antonio, TX 78223
512-734-4346
Contact: Patrick Galloway
1-3-4-6-7A

L Tucker Gibson & Associates
6655 First Park Ten., Suite 231
San Antonio, TX 78213
512-736-2010
Contacts: Sue Hohliier
Jackie Rios
1-3-5-6-7B

Quick Test Opinion Center
Windsor Park Mall, Suite 14B
San Antonio, TX 78218
512-657-9424
Contact: Ernestine Suhler
1-3-4-6-7A
See Advertisement Inside Front Cover

UTAH SALT LAKE CITY

**Utah Market Research
Ruth Nelson Research Services**
Crossroads Plaza Mall
50 S. Main
Salt Lake City, UT 84144
303-758-6424
Contacts: Ruth Nelson
Vicki St. Gemme
1-3-4-5-6-7A

Valley Research And Survey
2875 S. Main #102
Salt Lake City, UT 84115
801-467-4473
Contacts: Berdene Atkin
Sally Christensen
1-3-5-6-7B

**Your Opinion Counts
Gary Hill Field Service**
Cottonwood Mall
4835 Highland Drive
Salt Lake City, UT 84117
801-262-1960
Contacts: Gary Hill
Lou Nelson
1-3-6-7A

We Put the Focus on Your Group



Your focus group can't focus without the right respondents. That's why we at QCS pay so much attention to good recruiting.

QCS carefully screens each candidate to match your needs. Our recruiters have the experience quality screening takes. They insure that your group will be filled with qualified participants. Even when you need hard-to-find respondents.

Plus, QCS offers quality facilities and experienced service nationwide. We have 34 focus group suites across America — more than anyone. And, each is staffed by a veteran professional hostess who attends to every detail.

So, let QCS put the focus on your next focus group. No one does it better. We're ready to serve you... call us!



Quality Controlled Services®
NATIONWIDE MARKETING INPUT FOR MARKETING IMPACT

1-800-325-3338

1. Conference Style Room
2. Living Room Style Room

3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

VERMONT

BURLINGTON

Starr Marketing Research, Inc.
7 Burlington Sq.
Burlington, VT 05401
802-862-3911
Contacts: Nancy A. Starr
Laura Young
1-2-3-4-5-6-7A

VIRGINIA

CHARLOTTESVILLE

Probe Research, Inc.
10004 Jefferson St.
Charlottesville, VA 22901
804-296-3980
Contacts: Kathy Kennedy
Floyd Hurt
1-3-4-5-6-7B

NORFOLK/VIRGINIA BEACH

Continental Research
4500 Colley Ave.
Norfolk, VA 23508
804-489-4887
Contact: Nanci Glassman
1-3-5-6-7B

Field Facts, Inc.
6477 College Park Sq., Suite 206
Virginia Beach, VA 23464
804-523-2505
Contacts: Gerry Kennedy
Charlene O'Toole
1-2-3-4-7B
See Advertisement Page 46

Martin Research, Inc.
5602 Va Beach Blvd., Suite 105
Virginia Beach, VA 23462
804-499-8033
Contacts: Ellen R. Baldi
Frank C. Martin III
1-3-5-6-7B
See Advertisement Page 67

RICHMOND

Alan Newman Research
500 N. Allen Ave.
Richmond, VA 23220
804-254-3477
Contacts: Terry Brisbane
Cassandra Wright
1-3-4-5-6-7B

Basso Survey Services, Ltd.
Willow Lawn Shopping Center
114 North Mall
Richmond, VA 23230
804-285-2113
Contacts: Rae Basso
Jody Smith
1-3-5-6-7A

Pappas Research
8911 Pepperidge Rd.
Richmond, VA 23236
804-276-4701
Contact: Katherine Pappas
1-3-6-7B

Southeastern Institute Of Research
2325 W. Broad St.
Richmond, VA 23220

804-358-8981
Contacts: Rebecca Day
Burnette Wilks
1-3-5-6-7B

ROANOKE

Martin Research, Inc.
2122 Carolina Ave. SW, P.O. Box 8595
Roanoke, VA 24014
703-342-1970
Contacts: Frank C. Martin III
Frank C. Martin, Jr.
1-3-4-5-6-7C
See Advertisement Page 67

Mary Anne Marketing
2215 Grandin Rd.
Roanoke, VA 24015
703-344-9633
Contacts: Mary Anne Huff
Neal J. Huff
1-3-5-6-7B

WASHINGTON

SEATTLE/TACOMA

Accu-Data Services
33110 Pacific Hwy., Suite 8
Federal Way, WA 98003
206-874-2080
Contact: Bernie Kari
1-3-6-7B

Columbia Information Systems
190 Queen Anne Ave. N., Suite 450
Seattle, WA 98109
206-285-1919
Contact: Jerry Finch
1-3-5-6-7B
See Advertisement Page 5

Consumer Opinion Services, Inc.
12825 1st Ave. S.
Seattle, WA 98188
206-241-6050
Contacts: Jerry Carter
Dorothy Carter
1-3-4-5-6-7B
See Advertisement Page 29

Friedman Marketing/Seattle
17900 Southcenter Blvd., Suite 286
Seattle, WA 98188
206-575-1188
Contact: Arlene Phelps
1-3-4-6-7A

Market Trends Research, Inc.
14711 NE 29th Place, Suite 101
Bellevue, WA 98007
206-885-4900
Contacts: Hector Fernandes
Patrice Evans
1-3-4-5-6-7B

Northwest Surveys
2100 North 45th St.
Seattle, WA 98103
206-547-5600
Contacts: Betty Ball
Debora Nicol
1-3-5-6-7C

Northwest Surveys
Metropolitan Park Bldg.
1100 Olive Way, Suite 250
Seattle, WA 98101
206-547-5600
Contact: Deborah Nickel
1-3-4-5-6-7B

Research And More, GMA
11808 Northup Way
Bellevue, WA 98005
206-827-1251
Contacts: Rick Hastings
Dick Grant
1-3-4-5-6-7B

Superior Surveys Of Seattle
20205 Aurora Village
Seattle, WA 98133
206-542-7631
Contact: Shelli Behrens
1-3-4-5-6-7A

Wade West/Seattle, Inc.
Crossroads Mall
15600 North East 8th
Bellevue, WA 98006
206-641-1188
Contact: Chris Whitman
1-3-4-5-6-7A
See Advertisement Inside Back Cover

SPOKANE

Consumer Opinion Services, Inc.
315 Northtown Mall
Spokane, WA 99207
206-241-6050
Contact: Jerry Carter
1-3-4-6-7A
See Advertisement Page 29

WEST VIRGINIA

CHARLESTON

McMillion Research
119 Eastwood Acres
Nitro, WV 25143
304-755-5889
Contact: Sandy McMillion
1-3-4-5-6-7B

Ryan-Repas Research, Inc.
901 Virginia St. East
Charleston, WV 25301
304-343-7655
Contacts: Sandy McMillion
Linda Goldman
1-3-5-6-7B

WISCONSIN

GREEN BAY

Wisconsin Research, Inc.
1270 Main St.
P.O. Box 1364
Green Bay, WI 54305
414-432-7090
Contacts: Barbara Smits
Therese Matousek
1-3-5-6-7B

EAU CLAIRE

Northwest Research Associates
P.O. Box 492
Eau Claire, WI 54701
715-836-4165
Contacts: Wm. J. Hannaford
Jody G. Hannaford
1-2-3-6-7D

MILWAUKEE

Consumer Pulse Of Milwaukee

The Grand Avenue Mall #2028 & #3004
275 W. Wisconsin Ave.
Milwaukee, WI 53203
414-272-7202
Contact: Barbara Nestingen
1-3-4-5-6-7A
See Advertisement Page 48

Dieringer Research Associates
3064 N. 78th St.
Milwaukee, WI 53222
414-445-1717
Contacts: Lori Grotbrod
Pam Renick-Mayer
1-3-5-6-7C

Lein/Spiegelhoff, Inc.
235 N. Executive Dr., Suite 300
Brookfield, WI 53005
414-797-4320
Contacts: Arlene Spiegelhoff
Sylvia Lein
1-3-5-6-7B

Mazur/Zachow Interviewing Service
4319 N. 76th St.
Milwaukee, WI 53222
414-438-0805
Contacts: Sherry Miller
Diane Zachow
1-3-4-5-6-7B

Millie Sevedge & Associates
1417 Wauwatosa Ave.
Milwaukee, WI 53213
414-453-6086
Contacts: Millie Sevedge
Betsy Seidenswartz
1-3-4-5-6-7D

Milwaukee Market Research, Inc.
2835 North Mayfair Rd.
Milwaukee, WI 53222
414-475-6656
Contact: Susan Lehmann
1-2-3-4-5-6-7B

CANADA

ALBERTA

CALGARY

Heffring Research Group
630, 999-8 Street SW
Calgary, AB T2R 1J5
403-228-9100
Contacts: Lolette Rodrigue
Anne Provost
1-3-5-6-7B

ONTARIO

TORONTO

C.S.U. Market Field Services
7030 Woodbine
Markham, ON L3R 4G8
416-474-1770
Contact: Carol Udell
1-3-6-7B

Canada Market Research Ltd.
1235 Bay Street #301
Toronto, ON M5R 3K4
416-964-9222

Contacts: Ann Peters
Dawn Raider
1-3-5-6-7B

Contemporary Research Center
1220 Yonge Street
Toronto, ON M4T 1W1
416-924-7791
Contact: Wayne Powell
1-3-5-6-7A

Decision Marketing Research
661 Queen Street East
Toronto, ON M5E 1M2
416-469-5282
Contacts: John A. Gonder
Doreen Jones
1-2-3-4-5-6-7B

Research House, Inc.
Warden Woods Mall
725 Warden
Scarborough, ON N1L 4R7
416-448-2328
Contact: Yvonne Thornley
1-3-4-6-7A

Research House, Inc.
88 Eglinton Ave. W.
Toronto, ON M4R 1A2
416-448-2328
Contact: Yvonne Thornley
1-2-3-6-7B

Research House, Inc.
Woodbine Center
500 Rexdale Blvd., Suite C1A

Rexdale, ON M9W 6K5
416-448-2328
Contact: Yvonne Thornley
1-3-4-6-7A

OTTAWA

Interviewco Ltd.
420 Lewis St.
Ottawa, On K2P OS9
613-236-8666
Contact: Suzanne Lacasse
1-3-6-7B

BRITISH COLUMBIA

VANCOUVER

United Communications Research
101-1684 W. 8th Ave.
Vancouver, BC V6J 1V4
604-736-8781
Contact: Jean Maonaghan
1-3-5-6-7B

MANITOBA

WINNIPEG

Marketing Insights, Ltd.
66 K Polo Park Shopping Centre
Winnipeg, MB R3G OW4
204-774-1879
Contact: Grant Warner
1-2-3-4-5-6-7A

FOCUS GROUP FACILITIES ROANOKE & NORFOLK

(Western Virginia) (Norfolk-VA Beach-Chesapeake)

We are a full service marketing research company that understands focus groups and your requirements for facilities and recruiting.

We offer **dependability, flexibility, and integrity.**

Both the Norfolk and Roanoke facilities provide:

- large conference room
- one-way mirror
- spacious client viewing rooms
- specialized audio/video capabilities
- full recruiting
- trained moderators



Martin Research, Inc.

(703) 342-1970

2122 Carolina Avenue, SW
P. O. Box 8595
Roanoke, Virginia 24014

Executive Cove Center - Suite 105
5602 Virginia Beach Boulevard
Virginia Beach, Virginia 23462

1. Conference Style Room
2. Living Room Style Room

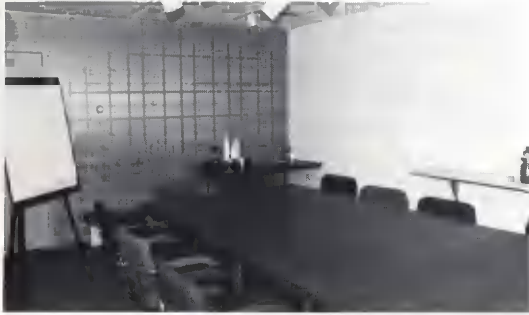
3. Observation Room
4. Test Kitchen

5. Moderator Available
6. Video Tape Equipment Available

7A. Shopping Mall
7B. Office Building

7C. Free Standing
7D. Other

Modern focus group facilities



Right:
FRED S. MEYER ASSOCIATES, INC.,
 Minneapolis

Left:
QFACT Marketing Research, Inc.,
 Cincinnati



Right:
FOCUS MARKET RESEARCH, INC.,
 Bloomington, Minn.



CONSUMER SEARCH, Atlanta



FORD Research Services, Inc., Rochester, N.Y.



Survey Center Marketing Research, Chicago



WALKER RESEARCH, INC., Indianapolis



los angeles MARKETING RESEARCH ASSOCIATES, North Hollywood, Calif.



Left:
focus unlimited, inc.,
 Oak Park, Ill.

Right:
WADE WEST, INC.,
 Van Nuys, Calif.



BUSINESS DIRECTORY

Contact publisher for rates: *Marketing Research Review*, P.O. Box 23536, Minneapolis, Minn., 55423. 612-861-8051.

Chicago

C/J RESEARCH, INC.
3150 Salt Creek Lane
Arlington Heights, IL 60005
312/253-1100

Full Service Marketing Research

- ✓ Focus Group Facilities
- ✓ Wats Lines
- ✓ In-House Data Processing
- ✓ CRT Interviewing

Minneapolis/St. Paul

Rockwood Research Corporation
Full Service Marketing Research Firm

- Business to Business Specialists
- Experienced, Professional Staff
- CRT Interviewing
- Focus Group Facilities

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

Hartford



Focus Facility Hartford
Division of The Bourget Research Group

80 So. Main Street, West Hartford, CT 06107 (203) 236-5794

M. Elizabeth Bourget
Director

Northwest

DECISION DATA, INC.

Full Service Marketing Research

- PHONE BANK
- COMPUTER ASSISTED INTERVIEWING
- WAITS LINES
- STATISTICAL ANALYSIS

10900 N.E. 8TH, SUITE 900 • BELLEVUE, WA 98004
(206) 455-5991

Columbia

MarketSearch

Full Service Consumer and Market Research

FOCUS GROUP SPECIALISTS

- New 5,000 sq. ft. Research Facility in Major Southern Market
- Hotel Accommodations Next Door
- Focus Group Suite
 - Viewing room large enough for 15 observers
 - Full A/V in separate room
 - Kitchen access
- Complete Focus Group Services
 - Recruitment
 - Professional Moderators
 - Analysis and Report

2721 Devine Street, Columbia, SC 29205 803/254-6958

KAPULER Marketing Research Inc.

Full Service or Field Only

- Professional Project and Analytical Staff
- 120 WATS Stations; 28 CRT Equipped
- Large Comfortable Group and Viewing Rooms
- UniFocus One-on-One depth interviewing system
- Quantvert Data Access
- In-House Code, DP, and Camera Ready Tables

3436 North Kennicott Avenue,
North Arlington Atrium
Arlington Heights, Illinois 60004
(312) 870-6700

Agribusiness

EXPERIENCE, INCORPORATED

More than Market Research
Specializing in Agribusiness and Food

- Strategic Planning
- Product Development
- Industry Development
- Market Research
- Management Consulting

2000 Dain Tower • Minneapolis MN 55402
612 • 371 • 7990

Software

THE SURVEY SYSTEM

State-of-the-Art Tabulation Software
for Market Research Professionals

Creative Research Systems
1649 Del Oro, Petaluma, CA 94952
(707) 765-1001

New York

Focus Group Recruiting

Personal interviews

Personal interviews

Leslie R. Asher

400 Second Ave.

NY 10010 • Ste 16B

212-725-0128

Specialists in recruiting articulate respondents (exec., prof., consumers). Covering metro NY, LI, NJ. White/Black/Hispanic. Competitive prices, fast turn around.



Wolf/Altschul/Callahan Inc.

171 Madison Avenue
New York, N.Y. 10018
212-725-8840



LONG ISLAND GROUPS IN FOCUS ETC.

1185 NORTHERN BLVD
MANHASSET, N.Y. 11030
516 365-6630

ANNETTE ABRAHAM President

San Francisco

Nichols Research, Inc.



Mimi Nichols
(408) 773-8200

San Francisco, CA
San Jose, CA
Fremont, CA
Reno, Nev.

INDEX OF ADVERTISERS

Accurate Marketing Research, Inc.	60	Field Facts, Inc.	46
Analysis Research Limited	36	Focus Facility Hartford	69
The Answer Group	56	Focus Market Research, Inc.	51
L. R. Asher Marketing	69	Polly Graham & Associates, Inc.	33
ASI Market Research, Inc.-Focus Plus		Herron Associates, Inc.	43
Div	23	Home Arts Guild Research Center ..	42
Bernett Research	45	Interviewing Services of America ..	16
The Burke Institute	19	Kapuler Marketing Research,	
Centrac, Inc.	26	Inc.	69
Chesapeake Surveys	27	Long Island Groups-In-Focus	69
C/J Research, Inc.	13, 69	Los Angeles Marketing Research	
Columbia Information Systems	5	Associates	35
Computers For Marketing Corp.	21	The Marketing Research	
The Conference Center of New Rochelle		Workshop	28
Consumer Opinion Services, Inc.	29	Market Research & Analysis	
Consumer Pulse, Inc.	48	Field Staff, Inc.	67
Creative Research Systems	69	MarketSearch Corp.	69
Databank Marketing Research	60	Martin Research, Inc.	67
The Datafax Co., Inc.	24	Nichols Research, Inc.	69
Decision Data, Inc.	69	The Place To Get Ideas	50
Dennis Research Service, Inc.	44	Precision Field Services	43
Doane Marketing Research/		Pulse Analytics, Inc.	28
Marketeam Assoc.	26	Quality Controlled Services	65
Experience, Inc.	69	Quick Test Opinion Centers	2
Fenton Swanger Consumer Research,		Rhode Island Survey & Research ..	59
Inc.	64	Reitter, Wilkins and Assoc., Inc.	20

Rockwood Research Corp.	30, 69
Santell Market Research, Inc.	58
Savitz Research Center, Inc.	25
Sigma Research Co.	30
Strategic Locations Planning	69
Taylor Research	37
Trade Qff Research Inc.	22
TrendFacts Field Services	49
United States Testing Co., Inc.	72
Wade West	71
The Wats Room, Inc.	24
Wolf/Altschul/Callahan, Inc.	69

By Beth E. Hoffman
managing editor



Accomplishments and concerns

An exploding technology is contributing to the fast pace at which the field of survey research is moving today. Despite this, growing and unresolved problems hamper some of the major accomplishments in this field. Those problems are affecting its growth in the future as well.

These were the comments of George Gallup Jr., the nationally known poll-taker, who spoke at a recent symposium in Indianapolis sponsored by Walker Research, Inc. Gallup, who shared his insights on the future of survey research with his audience of about 100 senior marketing executives, included thoughts on the subject from people who are involved in the business.

In a mail survey questionnaire, some senior marketing executives were asked to comment on their predictions on the future of survey research. Their responses indicated a pervasive concern over a wide range of problems such as telemarketers posing as interviewers, poorly-designed surveys, a declining pool of interviewers, fear of being interviewed, and a lack of understanding of the purposes of survey research. Some predictions were even more severe. For example: "Consumer overload" will destroy the industry; interviewers will be a vanishing breed; opinions will be available only for a price; survey respondents, angered over fake surveys or poorly designed surveys, will demand government regulation."

Can the industry afford to suffer such mishaps considering the progress it has made over the past 50 years? Gallup listed a sample of those accomplishments:

(1) The spread of survey research throughout the world, including Russia.

(2) Practically every aspect of life has been investigated. This includes human behaviors once considered prohibitive and such areas as "near-death" experiences.

(3) An extremely high level of accuracy achieved in sampling populations.

This is confirmed by the record of survey organizations, both here and abroad, in estimating the outcome of national elections.

(4) Surveys have given the public a voice on all important issues facing their lives. Such surveys are important in order to have a healthy government and a healthy economy as well. Marketing research helps clients gain a competitive edge but most importantly, helps define the real needs of consumers. This leads to an ever-improving quality of life for citizens of a nation.

(5) Greater public acceptance of survey research.

The respondents see the future of survey research as accomplishing many milestones. A few of these are:

- Most predict greater use of survey research at all levels, with inexpensive data processing making this possible. Some predict that more relevant information will be available for use in overall strategy because of techniques such as psychographics, segmentation and increased use of multivariate techniques.

- Less reliance on paper processing of questionnaires and more direct access into computers. The use of psychographics and other techniques will enable better targeting of respondents.

- Survey research will place more emphasis on explaining behavior as devices become more reliable; wider dissemination of survey data.

- More emphasis on tracking as opposed to "snapshots." This includes quicker turnaround.

- An extension of market research into product categories other than mass market products. Survey research geared toward the total marketing picture, not just parts of it.

- A growth in international research.

- New professional descriptions of the roles of survey researchers and a decline of the "generalists" in the field.

- An increase in computer modeling of consumers' wants and needs, more use of "intelligent" computers and widespread use of scanners.

These previous accomplishments and the forthcoming ones predicted are jeopardized because of rather threaten-

ing developments and persistent problems. According to the respondents, these are:

(1) Failure to apply sampling guidelines in the surveys. Telephone stations across the country continuing to report surveys based on whomever happens to call in, without any attempt of representativeness.

(2) Poor interviewing techniques.

(3) Lengthy and boring questionnaires.

(4) A continuing ignorance of survey research. This illustrates the need for college courses in the field.

(5) Respondent reluctance to participate in surveys. Reasons for the climbing refusal rate are various: an overload of surveys; overly long questionnaires, often on dull topics; poor interviewing; invasion of privacy and time pressures are just a few.

(6) A certain lack of creativity in recent years in developing new research techniques and approaches.

(7) One serious development which could severely affect the collection of data and undermine the validity of survey research is the continuing high rate of illiteracy.

(8) The failure of some polling organizations to indicate the likely outcome of elections (frequently in primary elections); failure to estimate voter turnout accurately, inability to allocate the undecided vote and failure to poll as close to an election as possible.

(9) The widespread danger of government intervention and control of surveys.

These threats to the survey industry signify the need to remind people nationwide of the importance of their continued participation in surveys and to help them recognize that their opinions can contribute to better government and to an improved quality of life.

FOCUS ON

GREAT FOOD

GREAT COMFORT

WALL TO WALL MIRRORS

FLOOR TO CEILING MIRRORS

WONDERFUL RESPONDENTS

FOCUS ON WADE WEST



THE MIRROR OF PERFECTION

WADE WEST, INC.



1 - FACILITY LOCATED ON A MALL

2 - SPECIAL CLIENT FACILITY

3 - STATE OF THE ART

LONG BEACH¹

369 LONG BEACH BLVD.
LONG BEACH, CA 90802
(213) 435-0888

ORANGE COUNTY^{2,3}

18003 SKY PARK SOUTH, #L
IRVINE, CA 92714
(714) 261-8800

SAN FRANCISCO¹

8-D SERRAMONTE CENTER
DALY CITY, CA 94015
(415) 992-9300

ST. LOUIS^{1,3}

536 NORTHWEST PLAZA
ST. LOUIS/ST. ANN, MO 63074
(314) 291-8888

LOS ANGELES^{2,3}

CORPORATE OFFICE
5430 VAN NUYS, BLVD., #102
VAN NUYS, CA 91401
(818) 995-1400 • (213) 872-1717

CAROLINA^{2,3}

2300 W. MEADOWVIEW RD. #203
GREENSBORO, NC 27407
(919) 854-3333

SEATTLE^{1,2,3}

15600 N.E. 8th STREET
BELLEVUE, WA 98008
(206) 641-1188

TEXAS^{1,3}

5858 S. PADRE ISLAND DRIVE, #38
CORPUS CHRISTI, TX 78412
(512) 993-6200



focus groups

Focus groups provide marketers with valid insights into marketing variables, such as product image and the benefits/features to promote in advertising. In addition, they provide a forum for discussion of new product ideas, perceived product usage, as well as new applications for existing products.

Recruitment of focus group panel participants with the specific required qualifications is critical to the project's success. Also, the moderator must be experienced in establishing rapport as well as actively listening and thoroughly probing the subject matter. Another important consideration — and one that is often overlooked — is the comfort and functionality of the focus group facility.

Marketing Research Division's focus group facilities feature:

- Larger than average group discussion rooms
- Climate-controlled interviewing and observation rooms
- Panels recruited exactly to your specifications
- Wall-to-wall and floor-to-ceiling viewing mirrors
- Quality high-fidelity audio and video taping equipment
- Convenient location with free parking
- Professional and competent moderators and staff that understands your research needs
- Fast, competitive cost estimates

FOCUS GROUP FACILITIES NATIONWIDE

- CHICAGO
- COLORADO SPRINGS
- LOS ANGELES
- ORLANDO
- PHILADELPHIA
- ST. LOUIS
- SPRINGFIELD, MA
- WICHITA

UNITED STATES TESTING COMPANY, INC.



CHICAGO
300 Marquardt Drive
Wheeling, IL 60090
312/520-3600

NEW YORK/NEW JERSEY
1415 Park Avenue
Hoboken, NJ 07030
201/653-4000
212/943-0488