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MARKETING RESEARCH
Review

San Diego downtown relies on research

TELEPHONE INTERVIEWING ISSUE

May, 1988

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Quirk's MARKETING RESEARCH Review

Vol. II, No. 5 May, 1988

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Sail into this month's issue by exploring downtown San Diego, a glimpse of which is shown on the cover. This entertainment and cultural spot was the subject of a market research study. Read about this and other features, beginning on p. 6. Photo by Reed Kaestner.

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San Diego downtown relies on research

For the last decade, San Diego has battled a problem that it shares with scores of other metropolitan area across the U.S. - how to revive a declining inner city while facing dwindling tax revenues.

Today, San Diego officials and business leaders believe they have not only halted the decline but begun a positive program that will pick up steam in the years ahead. The task has been a huge one and required the all-out effort of city, business and community leaders.

One of the key elements in developing the revival program was a research study by Stoorza, Ziegaus & Metzger, Inc., Marketing Communications, to determine the perceived obstacles and advantages by San Diego area residents to their use and enjoyment of downtown.

Prior to the research, a spear-carrying organization was formed under the guidance of the San Diego Chamber of Commerce. Called the Downtown Marketing Consortium (DMC), it is a volunteer organization comprised of more than 50 public and private entities. Being broad-based, it was able to achieve concerted and strong action to promote San Diego as a leading U.S. commercial and people center.

While the DMC believes the downtown is improving as a result of its initial work, the improvement is not fast enough to be carried along by its own momentum.

Heart of the improvement program was market research that had two components:

1. Three focus group sessions during which a total of 36 randomly selected San Diego County residents talked at length on their perceptions of downtown.

2. A random sample telephone survey of 530 adults living within a 20-mile radius of downtown.

There were five determinations for the study:

1. Establish the extent and nature of San Diego area residents' experience with downtown.

2. Determine residents' perceptions of, and attitudes toward downtown.

3. Identify the factors which are inhibiting downtown visits and patronage.

4. Learn what it will take to motivate significantly more residents to visit and patronize downtown, and

5. Determine the characteristics of those who will be most responsive to downtown marketing efforts.

Survey desigu

The first component of the research, a series of three focus groups, were set up to assist in the design of the survey questionnaire and the interpretation of the survey findings. The focus groups were conducted during September, 1986, and each group contained 10-12 participants who were recruited by tel-

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San Diego

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ephone using a random-digit dialing procedure. They were screened on two counts:

- They had to live within 20 miles of downtown, and
- They must have shopped at a leading department store in the past year.

Recruiting was done by Taylor Research and the group sessions were held in that firm's focus group facilities in San Diego and La Mesa. All of the sessions were moderated by Jack Picou of Jack Picou & Associates, La Jolla, Cal.

The following outlines the topics of discussion in the focus groups and some of the findings from those discussions.

Shopping behavior:

When it came to shopping, most people had three or four malls that they tended to patronize on a regular basis. The principal mall tended to be the most convenient, while the other malls were patronized because of particular stores or special needs.

The focus groups made it clear, however, that shopping trips to malls are fundamentally different from trips downtown. Those to malls are usually to make predetermined purchases, then to see what else may be going on. Trips to downtown, on the other hand, are more likely to be larks, or curiosity adventures. Most buying is on impulse.

Dining behavior:

Downtown dining was almost a complete unknown to most of the participants. Respondents who knew people who work downtown were somewhat informed. But participants who work downtown reported that they rarely dine there at night because they "can't wait to get out of downtown after work."

Nevertheless, the respondents took a lively interest in the subject of restaurants. In fact, interest in trying downtown restaurants was considerably higher than interest in downtown shopping.

Perceptions of downtown:

While the participants in the three focus groups appeared to offer a good cross-section of middle-class San Diegans, there were three different perceptions of and attitudes toward, downtown.

1. The first group was rather negative about downtown. It had little good to say.

2. The second group was enthusiastic. It seemed interested in all that downtown is, or can be.

3. The third group was apathetic. Its members rarely went downtown and there was relatively little interest in doing so.

In retrospect, it now appears that the first group was dominated by San Diegans who have lived there for a long time. Their images of downtown remain essentially negative. Members of the second group tended to be relative newcomers to San Diego who have no unsavory experiences with downtown and are excited by what they see emerging.

The third group was a collection of both types where there was little enthusiasm one way or another. At best, there was a curiosity about the "new" downtown, but no great desire to check it out.

Patronage inhibitors

The bulk of the focus group time was devoted to getting significant insight into what kinds of things might be inhibiting downtown patronage. In the course of the series, five matters

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Symphony tunes into research:

Photo by Perry Jacobs

Sales make sweet music

The Jacksonville Symphony Orchestra, Jacksonville, Fla., is used to having people listen to its music. Recently, the JSO took time out to listen to area residents to find out how it can stimulate season ticket sales and broaden its base of support.

A series of focus groups and a telephone survey were conducted in July-October, 1987, to find out residents' perceptions of the symphony and attending performances, what the needs were of current subscribers and why other subscribers had lapsed in their season ticket subscriptions. The project was managed by West & Company Marketing and Advertising, Jacksonville, and the Atlanta office of Message Factors, a national marketing research company.

"Historically, symphony orchestras have directed their efforts toward a rather narrow market segment," says Ben West, president of West & Co. "As a result, feedback in the form of trust and estate contributions, grants and other financial endowment programs has been restricted to the same approximate demographic group. The market research has enabled the JSO to reach out beyond the audience to whom it currently appeals."

Dean Corey, the orchestra's executive director, explains: "While our product of classical performances is enjoying an ever-increasing appeal, maintaining a solid subscription base for the future will necessitate the use of new packaging techniques. Only sophisticated marketing research can point us in the right direction. In the past, we have relied on our intuition and experience. Now, we will have valuable data to add to the decision-making process."

Focus groups

The initial phase of the research, six focus groups, was conducted by Sun Research Corp., Norwalk, Conn. Three types of subscribers were selected to participate: 1. Current JSO subscribers, both long-time and recent patrons and pops program subscribers. 2. Lapsers, long-time and recent subscribers who had not renewed their subscriptions, and 3. Aware non-subscribers, including single-evening and never attendees.

The screening specifications for the individuals involved in the study were based primarily on education and income, says West. These individuals, among them college professors, attorneys and accountants, had a college degree or better, held managerial/professional occupations and had a household income of at least $40,000. They also had to be listeners of classical music and to have attended a live symphonic performance in their adult lifetime.

There were a number of concerns addressed in the focus groups, says Russell Boyd, managing director of Message Factors. One was where to hold the JSO performances.

Two locations had been used. For a long time, both the pops and classical series had been in the city's Civic Auditorium. While the acoustics are not ideal in this facility, there are more opportunities for people to socialize and it has a greater "comfort level." The performances were later moved to the Florida Theatre but some of the pops patrons complained it was too small and provided less of an opportunity to socialize. It was then decided to move all of the classical performances back to the Civic Auditorium and the pops series in the Florida Theater. The pops series patrons, it was learned, usually attend performances with many other people they know so the need to socialize and move around is not a prerequisite for them to attend. The classical series patrons, on the other hand, do not attend in groups and therefore, want the opportunity to socialize and meet other patrons.

The focus groups also addressed how familiar the participants were with the program in terms of the guest artists and conductors in each of the classical and pops series and which of these individuals had the strongest appeal.

Participants were also asked about: Their awareness of the program series (pops, classical and connoisseur); their attitudes about the symphony in terms of its location, guest artists, and the social experience of attending; their purchase intent, for example, if they were "heavy" users (people who attended seven or more times in the past year), or "light" users (people who attended one-six times in the past year), and the characteristics of each; the night of the week they like to attend the symphony, and what they thought about different concert packages so that the JSO could examine the price-value perceptions among its patrons.

Telephone interviews

The key issues addressed in the focus groups were quantified in the telephone interviews, says Boyd, whose firm handled this phase of the research.

"We carefully identified different audiences by degree of involvement within the Jacksonville metropolitan area. The purpose of the interviews was to allow the respondents to present their viewpoints on a variety of issues. We talked to them about different classical presentations, their likes and dislikes, new product concepts like 'sample packages' of short duration and other scheduling issues, what nights of the week they found most attractive and other issues that relate to attracting large audiences and interest in the symphony."

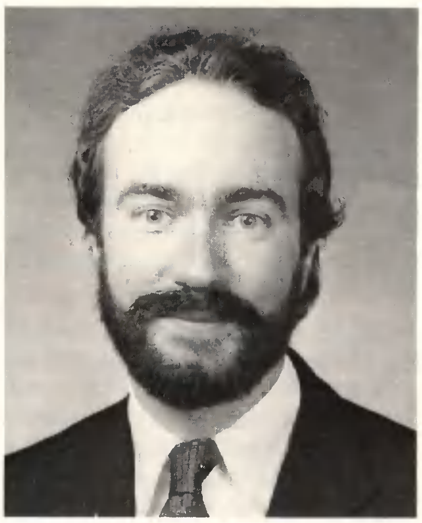
This portion of the research involved 502 telephone interviews. These were completed from the telephone directory and to assure quantities of current lapsed subscribers, from supplied lists as follows:

1. 101 from the current classical list;
2. 101 from the lapsed classical list;
3. 300 randomly from the telephone directory to screen people who were predisposed toward classical or pops music.

Sereening specifications

The screening qualifications for these respondents included: 1. Living in the Jacksonville area for more than one year; 2. 25 years old or older; 3. Listen to classical music or pops music very often or occasionally, and 4. Attend live performances of classical music or pops music very often or occasionally. Of these, at least two-thirds of the respondents listened to classical music. The remaining respondents listened to pops music.

According to Boyd, the telephone survey helped JSO learn more about why people subscribe, why they fail to renew, and how to identify ways and



Ben West

Russell Boyd

Dean Corey

means of increasing subscriptions.

Findings

The following is an outline of some of the findings from the telephone survey:

1. The JSO was locally perceived as fourth in quality below the New York Philharmonic, the Boston Symphony and the Pittsburgh Symphony but above the Atlanta, Houston and Florida Symphonies.

2. Overall, current and lapsed subscribers rated the symphony favorably. It was rated as being a good value for the money (87%) and quality has shown improvement (86%).

3. The lowest ratings dealt with the Florida Theatre and not with the symphony. For example, the Florida Theatre is a good location (66%), has good acoustics (59%), and a comfortable atmosphere (57%).

4. The overall prospect evaluation rating for the symphony was favorable. Respondents said attending a JSO performance would be an enjoyable evening (82%), and tickets are affordable (70%).

5. Heavy users (respondents who attended the JSO seven or more times in the past year), consist of 42% of concert-goers but account for 65% of attendance. They went to an average of 10 of the 19 concerts.

Light users (respondents who attended the JSO one-six times in the past year), consist of 58% of concert-goers, but account for only 35% of attendance. They went to an average of four of the 19 concerts.

6. Friday night is the most preferred classical concert night (40%), followed by Thursday night (21%). Sixty-one percent of heavy users preferred concerts to be held on Friday night.

7. Overall, 65% of the respondents were familiar with the classical series, 63% the pops series, and 42% the connoisseur series. Familiarity with the series was greatest among current and lapsed subscribers and lowest among prospects.

8. With the exception of Doc Severinsen and Rita Moreno, respondents had very low awareness of the other guest artists evaluated. In most cases, less than one-third of the respondents were aware of the guest artists being evaluated.

9. Most frequently mentioned factors which would influence attendance were special concerts and special guest artists. Current subscribers, lapsed subscribers and prospects all agreed special concerts and special guest artists were most important, but each group placed emphasis on somewhat different factors.

10. Prospects and lapsed subscribers were grouped from least likely to be influenced to attend the symphony to most likely to be influenced to attend. The "most likely to be influenced to attend" group was then analyzed to determine what would influence them.

Recommendations

According to West, this project has been a researcher's dream because JSO has heeded the recommendations. The following describes the recommendations:

"Our research measures lifestyle, marketing issues, explores entertainment alternatives, and hopefully, will give us some clues to what future audiences will want and expect of the JSO." Ben West

Among those interviewed, awareness and overall image of the JSO appear to be good. However, problem areas seem to exist in: 1. Awareness of individual concert series; 2. Awareness of selected guest artists, and 3. Problems with the Florida Theatre facility. Therefore, aggressive communications (advertising/public relations) with television and outdoor advertising will be in full force this spring to aid in educating the public, thereby reducing the problem areas.

Special events (i.e., special concerts and well-known guest artists) are being planned to provide an opportunity for attracting prospects and light users. This will also provide an opportunity to increase awareness of current concert series.

Special events such as tie-in promotions with restaurants, charitable organizations, educational institutions, and theatres are being planned. Such packages increase perceived value among both current subscribers and prospects.

Additionally, the special events of such tie-ins can result in increased awareness among prospects. They also provide an opportunity to increase awareness of current concert activities.

Finally, since negative comments about the Florida Theatre seem to be greatest among classical subscribers, the pops series will be left in the Florida Theatre and the classical series returned to the Civic Auditorium.

Corey said the research has helped the JSO tremendously in giving it direction. "It's really turned things around. Research of this kind is also quite unique."

"Arts marketing is in its embryonic stage," adds Ben West. "This research will serve as a model or template for what others should do with research and planning.

"To the best of our knowledge, no other symphony has ever conducted research exactly like this," explains West. Typically, only subscriber opinion surveys are mailed out, but the problem with this method is that the surveys don't reach the general community which does not attend.

"This project is considerably broader," continues West. "Our research measures lifestyle, marketing issues, explores entertainment alternatives, and hopefully, will give us some clues to what future audiences will want and expect of the JSO."

It is already apparent the JSO is giving its new and current subscribers what they want and expect. As of last February, when subscription renewals are due, the number of these renewals more than quadrupled over the number received last year. To JSO officials, it's sweet music to their ears. MRR

Focus group moderators must establish clear objectives

By Robert W. Kahle

Focus groups are playing an increasingly important role in the practice of contemporary marketing research. To accomplish more successful sessions, here are a few tips.

Thoroughly familiarize yourself with the product or concept to be tested and become fully aware of the client's needs. Ideally, you should work closely with the client to develop realistic expectations of the focus group. Then, prepare a clear statement of the session objectives. Providing observers with an objective sheet helps them see structure to what you're doing "on-stage" with the group.

Look for themes

To the uninitiated client/observer, emphasize looking for themes throughout the set of groups, rather than isolate a couple of consumers' opinions. Spend time with key observers clearly defining the "range" of findings. Emphasize that the final report contains the results; conclusions shouldn't be based on the latest focus session.

To the panelists, a clear introduction sets the tone and lays the framework for the session. Cite the equal importance of everyone's opinion, whether they be soft-spoken or outspoken. "Everybody talks and nobody dominates" is a ground rule that helps. Be sure to identify, through verbal and non-verbal cues, the possible presence of a strong "alter leader." Such an individual might prove to be counterproductive and should be controlled.

Pointing out any video or audio equipment and one-way mirrors is a good idea, as well as ethically demanded. Let panelists know someone may be observing; discuss how they can help the group's success by giving their opinions in an honest, straightforward and concise way. Explain that "Your opinion counts and there are no right or wrong answers."

When you're ready to move to the "meat" of the discussion, non-verbal cues can help you communicate better. Take off your coat to show you're ready to work. Stand up, sit down, or raise your voice slightly to change the pace of the discussion.

Challenge/response

While in the heat of discussion, one way to elicit responses from consumers is the challenge/response technique. Challenge their product loyalty to determine the depth of their convictions. Sometimes, loyal consumers will cite a major product/strategic deficiency which otherwise might not have been revealed. However, do not intimidate a consumer into a response.

The challenge/response technique involves taking an opposing view from a panelist, restating it to the loyal panelist, and asking "In light of this, are you still sure that...?" The tone of your questioning should sound something like, "Oh Mildred, do you really mean that..." Challenge, but don't create an adversarial atmosphere.

Robert W. Kahle is manager, research and product development with Automated Marketing Systems. He has a Master's degree in sociology and has conducted more than 200 focus groups for a variety of industries.

One way to discover the underlying imagery of a product or company is through personality projection. Ask respondents to project their image of a product/company as a hypothetical human being.

For example, to get consumers to articulate their image of a major company, ask them to imagine the company embodied as a human being. To prompt response, ask: "Is this hypothetical person a male or female? How old is he/she? What's his/her education level? Income? Occupation? Can you describe the personality of this hypothetical person? How does this person act at a party? What advice would you give this person to improve himself/herself?"

Imagery becomes clear if, for example, the hypothetical person (product/company) is consistently perceived as male, young, upscale, but too outspoken and abrasive. This technique works well when little is known about the imagery of the company or product. It can also be beneficial to compare the imagery of users vs. non-users of the product (or even among various demographic groups).

Conducting focus groups must be much more than administering a structured questionnaire. Employing these practical tips can help the group be more dynamic and successful. MRR

Vacations high priority among Americans, survey shows

Vacationing is a high priority among Americans this year despite uncertain economic conditions which have been fueled by last October's stock market crash, reports the American Express 1988 National Travel Forecast.

The Forecast survey shows that:

• More than one-third (36%) of Americans plan to take more vacations in 1988 which are four days or longer than they did in 1987, while only 9% plan to take fewer pleasure trips in the coming year.

• Almost two-thirds (64%) are willing to cut back on luxuries in order to take a vacation in the coming year.

• Price and quality of service are the most influential factors Americans will consider when they choose a destination in 1988.

• As in previous years, the majority of Americans (85%) plan to vacation in the U.S. (including Hawaii) in 1988. About one in 10 say they intend to go to Canada (10%), a Caribbean island (8%) or Europe (8%).

• Orlando is the city which these Americans are most interested in visiting next year (14%), particularly among those Americans who are most likely to have children at home (25-49 years old). Washington, D.C. is also a popular destination (12%), especially among the elderly (65 or older).

In order of preference, after Orlando and Washington, the most popular domestic destinations are: Honolulu, Los Angeles, Denver, San Francisco, New York, New Orleans and Atlanta.

Specific city destinations are most popular within the region of the country in which they are located. For example, Westerners are more likely to want to go to either San Francisco or Hawaii. Orlando and Washington, D.C. are most popular with those from the Northeast. New York is the most popular destination among Westerners.

Minnesota Office of Tourism

Omnibus survey

The American Express National Travel Forecast survey was conducted Dec. 11-13, 1987, by R.H. Bruskin & Associates, New Brunswick, N.J., through OmniTel, the company's weekly telephone omnibus survey.

A total of 1,030 people (525 women; 505 men) were interviewed. The sample interviews were weighted to ensure an accurate and reliable representation of the total U.S. population, 18 years and older.

The sample was broken down by sex, age, income level and census region. The sampling system was computer-based and provides an equal probability of selection for each U.S. household with a telephone.

According to Tommaso Zanzotto, president of Travel & Travel Management Services, U.S.A. for American Express Travel Related Services Co., Inc., New York, travel is a necessary part of many peoples' lives.

"We in the travel industry have known for years that Americans today see vacations more as an essential part of life than a luxury. Because of this, we expect economic uncertainty and the fluctuation of the exchange rate overseas to have little impact on travel."

Younger Americans aged 18-34 are most likely to rank vacations as a top priority. Foregoing luxury purchases in order to take a vacation were cited by 74% of those surveyed in this age group, compared with 64% of all

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American Express

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Americans surveyed.

Women are more likely than men to choose a vacation above other forms of spending in 1988. Sixty-seven percent of those women surveyed said they were willing to cut back on luxury spending to afford a vacation in 1988, compared with 60% of men.

Priee and quality

Price or quality of service are major influences on the choice of vacation destinations, according to half of those surveyed (49%). "Increasingly, consumers are becoming more critical of the service they receive while on vacation," says Zanzotto. "At American Express we closely monitor customer reaction on the service we deliver and adjust our products and operating procedures accordingly."

After family and friends, travel agents are the most popular source of travel information, particularly for those Americans with highest household incomes, the survey found.

Rest and relaxation, as well as visiting relatives or friends are the most popular activities on a vacation, the survey also found. Discovering places off the beaten path, active sports and visiting major tourist attractions are popular activities as well. Active sports are especially popular with younger Americans and visiting tourist attractions are more popular with those who are older.

A survey of American Express Travel Agencies in major U.S. cities indicated that cruises are particularly popular this year. Also, interest in the Soviet Union is increasing since the recent visit of Soviet General Secretary Mikhail Gorbachev to the U.S.

Travel leader

American Express commissioned this survey, the first of its kind for the company, to raise the public's awareness of the travel company. "It helps position the company as a leader in the travel industry," says Dr. David Michaelson, vice president and assistant director of research at Burson-Marstellar, New York, the ad agency for American Express, "and to be a source of credible and reliable travel information." The company will also use this information for more in-depth market research surveys, to determine travel packages, and to help determine who to market to.

American Express' network of 500 owned and representative offices located in most major cities throughout the U.S. is part of a worldwide network of more than 1,400 locations. Each is a full-service travel agency

"The survey helps to position the company as a leader in the travel industry and to be a source of credible and reliable travel information." Dr. David Michaelson

providing a wide-range of travel and financial services for the traveler and the American Express Cardmember.

American Express Travel Related Services Co., Inc., a wholly-owned subsidiary of American Express Co., is a family of travel, financial, insurance, data processing and communications businesses. MRR

31% to 27% during this period.

• Annual home sales will increase from 5.2 million in 1985 to 5.8 million in 1990 and 6.8 million in the year 2000.

Diners eat salads

Behind hamburgers, salads are the most frequently ordered food item at a restaurant, says Market Strategy Forecast, a food service newsletter. The great interest in salads - 87% of those dining out order them - is linked to consumers' increasing concern with health.

Because of the salad craze, salad dressing sales have also increased. The best sellers are "house" dressings, followed by Italian, French and Thousand Island dressings. Caesar salad dressing and low-cal dressings follow close behind.

Single, childless will be homeowners in year 2000

By the year 2000, the typical homeowner is more likely to be a single man or woman living in a detached home or a townhouse or a married couple with no children, the National Association of Realtors (NAR) reports.

NAR's chief economist, John Tuccillo, estimates that in some cases, unmarried individuals will live together in single-family homes and share the monthly mortgage payments.

Tuccillo dispels the notion that the rise in the number of small households will restrict the number of homeowners. Rather, he says, the ownership rate will increase from 64.8% in 1985 to 67.8% by the turn of the century.

This is because the average homeowner will be older, more affluent and better able to afford housing than the young couples trying to get into the market today.

Housing costs are also expected to climb. For example, says Tuccillo, a resale home that cost \$84,600 in 1985 is likely to cost \$217,600 in the year 2000 if prices rise an average 6.5% a year.

Although he acknowledges first-time home buyers will continue to have financing problems and may need help to buy a home, he anticipates incomes will keep pace with housing prices.

Other findings in his report show:

• The number of separate households will increase from 87 million in 1985 to 106 million by the year 2000. The average household size will be 2.4 persons, down from 3.4 in 1950.

• The proportion of single-person households will rise from 24% in 1985 to 30% in 2000.

• The proportion of married-couple households with children will fall from

Factor analysis:
A useful tool but not a panacea

By Randy Hanson

Factor analysis is a generic term for techniques that analyze interrelationships among variables. Its purpose is to reduce a large set of variables to a smaller set of unifying concepts, or "factors." Factor analysis accomplishes this reduction through a statistical model that attempts to explain the correlation between variables. Many widely available data analysis packages such as SAS® and SPSS® contain programs to conduct factor analysis.

Randy Hanson is a senior research manager with the St. Louis division of Maritz Marketing Research, Inc. He is a Phi Beta Kappa graduate of the University of Missouri where he received an M.A. in statistics.

In marketing research studies, ratings are often collected on a large number of products, attributes, attitudes or behaviors. Usually, it's reasonable to assume these ratings are correlated because the items measured are typically different facets of a few common, underlying dimensions.

For example, assume respondents are asked to rate a product or service on 20 attributes. Several of the attributes may actually measure the same dimension, such as quality, cost, or usefulness. While these dimensions are neither well-defined nor easily mea-

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Table 1

Factor Analysis Results from a Service Company Study

	Factor 1	Factor 2	Factor 3
Easy to do business with	.84		
Efficient	.79		
Helpful	.77		
Trustworthy	.75		
Capable	.71		
Unique approaches to problems		.89	
High quality work		.89	
Reliable		.57	
Good value for the price			.87
Controls cost			.85
Eigenvalues	4.780	1.465	1.023

Output from a factor analysis showing the three dimensions (factors) that underlie the original ten questionnaire items.

Data Use

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sured, factor analysis can help determine the factors which underlie the 20 original variables. Factor analysis can both simplify the description and increase the understanding of complex phenomena such as purchase intentions and consumer evaluations.

Four steps

There are usually four steps in a factor analysis: 1. Compute the correlation matrix; 2. Extract the factors; 3. Rotate the factors; and 4. Calculate factor scores.

These steps will be discussed in the context of a specific example: A service company wants to know how customers perceive its organization and competitor companies. Customers are asked to rate each company on a list of 10 attributes. Results of this factor analysis are shown in Table 1.

Step one: Once the data are collected, the correlation matrix is computed and examined to determine if a factor analysis is appropriate. If nearly all the correlations are small, there is probably not much point in carrying out the analysis. The correlation matrix can also provide a preview of the factor analysis results by identifying separate groups of highly correlated variables.

Step two: The extraction phase of factor analysis requires several decisions by the analyst. First, a method of factor extraction (principal components, principal axis factoring, maximum likelihood, or a host of others) must be selected. In our example, the widely-used method of principal components analysis is used. Second, the number of factors to be retained must be decided. The most frequently used criterion is to keep all factors with eigenvalues greater than one. (An eigenvalue is simply the portion of total variation explained by each factor). In our example, the first three factors are retained because their eigenvalues are greater than one.

Step three: The factor solution is then rotated to make the factors more interpretable. Choices include varimax, quartimax, equamax and oblique rotation, with varimax being the most frequently used. The rotated factor analysis results for our example, based on varimax rotation, produce the factor loadings and eigenvalues for our 10 original attributes (see Table 1). Factor loadings show the degree of association of each attribute with each underlying factor and range from −1 to +1 (only loadings with absolute values greater than .5 are shown in the table).

Namiug factors

At this point, some time should be spent naming factors. This process will highlight the criteria used by customers to evaluate the companies. Looking at the attributes with higher factor loadings we might call Factor One in our example, "The Basics," or "Comfort Level;" Factor Two, "Quality," or "Status," and Factor Three, "Money's Worth." Thus, the company's future advertising and sales presentations may be more effective if they stress "The Basics," "Quality," or "Money's Worth."

Step four: After naming the rotated factors, scores for each respondent are calculated. The factor scores are simply summary ratings for each underlying factor. We now have three variables per customer for analysis instead of the original 10. This reduced set of data can then be used in a variety of subsequent analyses.

For example: 1. Customers can be segmented (clustered) based on factor scores to reveal subgroups with similar evaluative styles; 2. If a non-oblique rotation is used, the factor scores can serve as independent variables in a subsequent regression analysis, and 3. The factor scores can be used as input for a factor-based perceptual map.

Technique usefulness

There are a growing number of factor analysis practitioners who have doubts about the general usefulness of the technique. While factor analysis is relatively sound from a mathematical perspective, it is criticized for:

• Misapplication: The question here is whether underlying factors exist at all. While a factor analysis can be applied to any database, it may not be appropriate. The evidence suggests the concept of factors may be valid within psychology but is, in other circumstances, open to debate. Separate from this, the researcher may use factor analysis to "group" attributes as they

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became of greatest concern. Downtown visitors and prospects were:

Confounded by confusion: "Every time I go downtown I get lost. I spend too much time wandering around and I get angry." "You have to search to find a store then do it all over again to find your car." "It's terrible not knowing your way around and running into one-way streets."

Upset about poor parking arrangements: "Downtown isn't that far away. It takes less time to get there than it does to find a parking spot." "It isn't that there isn't enough parking, it's just that the arrangements are so bad."

Stymied by traffic congestion: "I can buy everything I want or need elsewhere without the inconveniences. Traffic downtown is terrible." "I don't have time to hassle all the traffic. So I shop nearby where I know I can get what I want."

Personal security: "Years ago it was very scary and I was intimidated. I got mugged twice. So I still don't associate downtown as being a safe place." "There's a great new restaurant that I want to go back to for dinner. The only problem is, I don't feel comfortable leaving my car there at night."

Bothered by street people: "There are bums all over the place. It's not a good place after dark."

Toward the close of each focus group, participants were given a complete listing of all of the elements that compose the downtown complex, listed by location. Almost all expressed anything from surprise to amazement at the number and variety of things there are to do, see and use.

Taking all of the issues discussed in the focus groups into consideration, the focus group participants were asked to evaluate some ways of motivating people to come downtown more often. The following suggestions received the most positive feedback:

- Obtain a greater awareness of all that downtown is;
- Provide an enhanced, highly visible, professional security force;
- Get rid of the confinement of the term "downtown" with a concept such as "Metrofair" that could more readily embrace water and park products as well as center city attractions;
- Solve parking and traffic problems by setting up peripheral parking lots and fan transportation to all Metrofair points;
- Conduct major events that will pull a broad spectrum of people downtown and help them to discover all that there is to enjoy, and
- Conduct events that will spotlight dining excellence.

Telephone interviews

While a preliminary understanding of attitudes towards downtown was developed through focus group interviews, there was a need to determine if the views held by the focus group discussants were mirrored in the population at large. This was accomplished through telephone interviews, conducted between Oct. 25-28, 1986, with over 520 residents 18 or over living within a 20-mile radius of downtown San Diego. Of the sample, 49% were women and 51% were men. Sixty-two percent had lived in San Diego over 10 years.

Over 30,000 copies of the *San Diego Downtown Guide to Events* booklet are distributed monthly. It informs San Diego residents and visitors of events, performances and activities occurring in downtown San Diego.

The primary purpose of this portion of the study was to determine how nearby residents defined downtown, what attitudes they had toward downtown as a place to shop, dine, work and attend cultural activities, identify what barriers there were to visiting downtown more often, and to determine what would bring people downtown more often.

A second purpose was to identify the demographic correlates of downtown users and non-users to use as a basis for identifying a marketing strategy to promote visits to downtown San Diego. All findings may be compared by distance from downtown and various demographic variables including age, sex, size of household, length of residence in San Diego, income, home ownership and other variables.

Qnestionnaire

Respondents were asked about the following things:

1. A screening question to determine if they ever shopped at a major department store;

2. How often they visited downtown San Diego;

3. An open-end question on their thoughts about downtown;

4. Overall impressions of downtown;

5. A series of questions on what landmarks were identified with downtown, and the frequency with which the respondent visited downtown.

6. A series of questions to tap attitudes toward downtown on a number of dimensions including security, congestion, quality of shopping and dining, levels of information available on downtown, pride in downtown and the general attractiveness of downtown, and

7. An open-end question on what steps could be taken to increase visits downtown.

Respondents were also asked demographic information including length of residence in San Diego, age, home ownership, distance from downtown, occupation, number of children in the household, and whether or not the re-

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spondent worked downtown. In addition, data were collected by the interviewers to code the sex of the respondent.

The following are the major findings from the telephone survey:

1. A majority of nearby residents do not go downtown more than a few times per year. Nonetheless, there are not strong, unfavorable perceptions about downtown.

2. Residents want to live downtown and want to feel proud of it.

3. Downtown is defined largely by Horton Plaza. Horton Plaza is a four-tiered open-air complex that encompasses about six blocks and borders upon Broadway, the downtown's main street. There is less agreement about Seaport Village and the Embarcadero being part of downtown. Seaport Village is within walking distance of Horton Plaza, on 14 acres along the Embarcadero. It encompasses a host of shops and restaurants. Most residents would not consider Balboa Park part of downtown, which is home of the city's zoo.

4. From 25-50% of the nearby residents report almost never going to the major downtown attractions. The figures for attending cultural events or dining are particularly low.

5. Despite the failure of residents to go downtown very much, the residents are attracted to downtown as a place to have fun and virtually all agree that downtown is improving. The primary concerns about going downtown revolve around perceptions of the difficulty of parking, traffic and security. The uniqueness of downtown restaurants and the downtown shopping environment is not yet seen by the nearby residents.

6. The people who like downtown tend to be younger, new arrivals without preconceptions of downtown based on downtown's former image.

Downtown is improving

Findings from the telephone survey show that residents like the concept of downtown and readily note that downtown is improving. They are potentially proud of downtown, and would go downtown more often if the fundamental problem of parking was somehow resolved. There are enough attractions downtown to hold the visitors' interests, and the attractions are diverse enough to warrant many visits downtown if there are no problems that drive them to suburban areas such as parking unpleasantness and street people.

There are also some indications that the people who go downtown are slightly different from those who do not go. This suggested that there are some targets to identify for bringing new people downtown.

Major findings

The following were the major findings of the focus group and telephone survey research.

1. There is a tremendous amount of support for and interest in downtown, for example:

• 59% of the respondents said "improving" was the positive word they would use to describe downtown.

• 87% agreed with the statement that downtown is becoming nicer lately.

• 75% agreed with the statement that downtown has many attractions.

• 66% agreed with the statement that they are proud to show off downtown to their out-of-town friends.

• 36% agreed with the statement that they did not know enough about downtown.

• 37% of the respondents said "confusing" was the negative word they would use to describe downtown, chosen by more than any other word.

2. There still exists a tremendous potential market for downtown patrons, for example:

• 25% of the respondents visit downtown only once or twice a month and 44% visit only a few times a year. Yet many of those individuals are, by their opinions, supportive of downtown.

• 27% said their general impression of downtown is very favorable and another 46% said their impression is somewhat favorable.

• Many respondents still view a trip to downtown as an "adventure."

3. To many individuals, downtown is only Horton Plaza and not such popular nearby attractions as Seaport Village and the Embarcadero.

• When asked what first comes to

San Diego's Downtown
A Festival in Progress

Marjorie Wells is the executive director of the Downtown Marketing Consortium. The DMC's mission is to focus on the emergence of downtown San Diego as a world-class commercial and entertainment center.

Tim Williams
assistant director
Downtown Marketing Consortium

their mind when they hear the word "downtown," 31% of the respondents answered Horton Plaza.

- Almost 20% of the respondents did not consider Seaport Village or the Embarcadero to be part of downtown.
- Seaport Village and the Embarcadero though, were rated as potent attractions to bring people downtown.

4. There are three major factors inhibiting people from coming downtown. The first factor is parking:

- 77% of the respondents agreed with the statement that they have trouble parking downtown.
- 71% said they would come downtown more if parking were easier.
- Expensive parking was noted as a major inhibitor of downtown patronage.
- When asked what it would take for them to want to visit downtown more often, 33% of the respondents said better parking. No other suggestion rated nearly as high.

The second factor is traffic congestion:

- 63% of the respondents agreed with the statement that there is too much traffic downtown.
- 44% agreed with the statement that they would like downtown if it was less crowded.
- When asked what it would take for them to visit downtown more often, 11% of the respondents said less traffic.

The third factor is the feeling of security (or lack of it) in downtown.

- 45% agreed with the statement that they would go downtown more often if they felt more secure.
- only 43% agreed with the statement that there is no more crime in downtown than in the rest of the city.
- Danger at night rated highest among patronage inhibitors in the focus groups; higher even than parking and traffic.

5. There also exists other negative perceptions which affect selected groups.

- 3.4% of the respondents agreed with the statement that downtown shopping is more expensive than shopping elsewhere.
- Only 44% agreed with the statement that downtown stores are different from those in the malls.
- 53% of the respondents agreed with the statement that street people make them uncomfortable.

6. Downtown has positive marketing factors in certain areas which are powerful with select groups of potential visitors.

- 50% of the respondents agreed with the statement that downtown restaurants are worth traveling for.
- 75% agreed with the statement that downtown is a place to shop and have fun, not just to work.

Recommendations

Both short- and long-term recommendations to the concerns addressed by the research respondents were suggested as part of the project. They covered a broad spectrum of opportunities by which the DMC could work to correct structural problems, address misconceptions and take advantage of opportunities.

Downtown identity

The first objective was to try and create an identity for downtown, says Tim Williams, assistant director of the

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DMC. This was accomplished with the establishment of a logo which appears on signs, shopping bags, and other items by downtown businesses. The logo helps to establish a sense of unity.

Road signs for 13 entry ways into downtown San Diego were created and installed. The signs say, "Welcome to Downtown" to let visitors know where they are and to link the city visually.

Another visual aid which is currently being tested is a banner program. The banners help promote events, special seasons and other festivals and serve as a way to welcome visitors downtown. The first banner was created for the 1988 Super Bowl XXII game which was held in San Diego.

For the past 1 1/2 years, the DMC has also been putting out a monthly brochure called the *"San Diego Downtown Guide to Events"* which has received overwhelming response. Available in downtown motels, hotels, restaurants and other public establishments, the six-fold, two-color special events booklet lists over 80 monthly events, performances and activities representing over 35 organizations. Williams says 30,000 copies are distributed each month.

In conjunction with the brochure, a 24-hour informational telephone hotline, called "Event Line," tells residents and visitors what events are taking place that week in downtown San Diego.

To help shoppers get from one place to another during the busy holiday season, the DMC has also started a free shuttle bus service to link various downtown areas. This has encouraged more people to come downtown to shop during this time because it alleviates the problem of fighting traffic and trying to find a parking spot. To deal with this problem on a year-round basis, the DMC has begun working on a parking access guide which gives hints on routes to take to get to particular destinations and where to park.

While the problem of lack of security cannot be changed overnight or even in a few months, Williams said it is being addressed collectively through downtown organizations. The use of walking policemen and mounted patrol has also been enforced.

The DMC has been thrilled with the reactions it has received with the changes that have been implemented and knows that its efforts have been paying off. Williams says the changes have brought in $4 billion in assets to area businesses and social/cultural events.

"The results show that our efforts are working." MRR

Kitchen appliances

According to *Appliance* magazine, over half of U.S. households owned at least one of the following portable kitchen appliances at the beginning of 1987: Coffee makers, 99.9%; mixers, 84%; can openers, 76%; frypans, 65%; blenders, 62%, and corn poppers, 55%.

U.S. diets show improvement, survey shows

The diets of Americans are steadily improving but are not yet up to the recommended standards set by the country's nutritional guidelines, a recent food survey shows.

The U.S. Department of Agriculture's survey shows that between 1975-1985, Americans were consuming less whole milk and meat, increasing carbohydrates and lowering their total fat intake.

Women lowered their fat intake to an average 37% from 40% and men were down 36%. Health experts, however, recommend a total fat intake of 30%.

With the introduction of NutraSweet, diet soft drinks were also found to be growing in popularity. The number of women who drink artificially sweetened soft drinks more than doubled during the eight years; for men, that number quadrupled, from 4% in 1977 to 16% in 1985.

The survey pointed out areas of necessary improvement. Women, for example, need to increase their levels of calcium, iron, magnesium, zinc, folacin (a B vitamin) and vitamin B6 in their diets.

The USDA findings are based on a random survey of 3,000 men and women aged 19-50 and children 1-5 years.

Wealth of older Americans rising

Over the past 20 years, the relative wealth of the nation's older adults has steadily increased to the point that their average income is about 84% that of the under-65 population, a Social Security Administration study says.

Most of the gains for older Americans are from increases in Social Security benefits and higher interest rates that allow retired persons to have more income from investments.

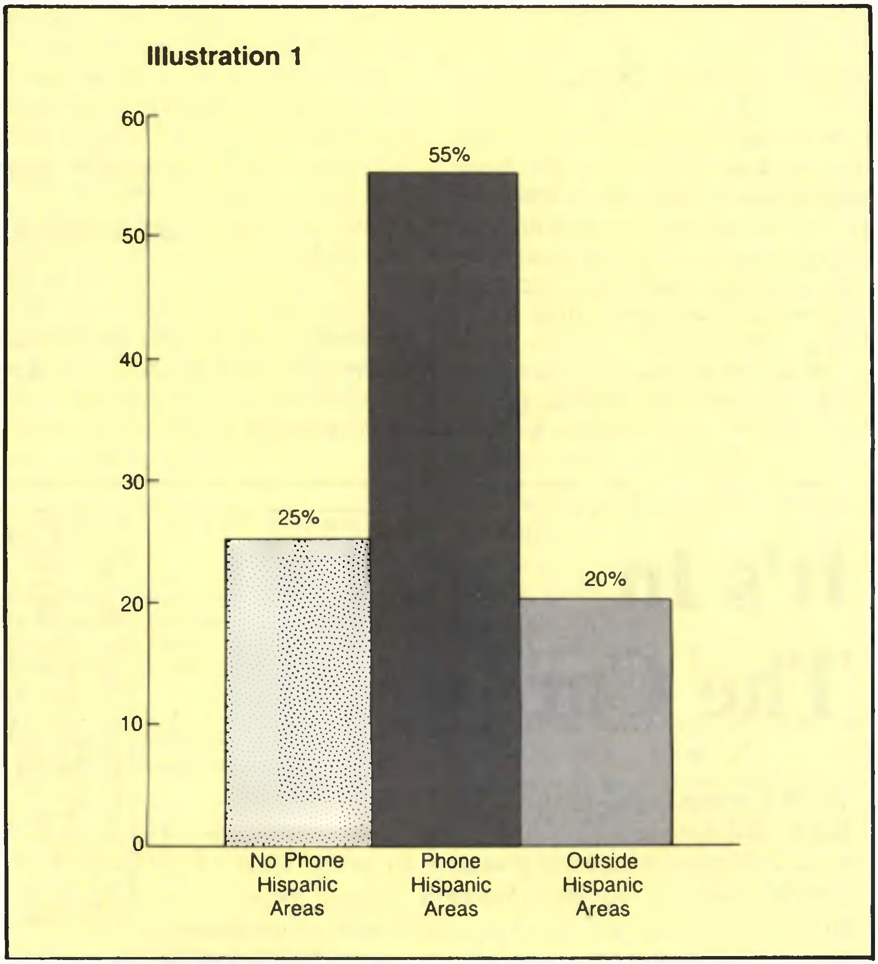
All of the figures in the Social Security study were adjusted for differences in family size. After those adjustments, the survey determined that the average income of people in older family units was about 84% of those in the under-65 segment in 1984, compared with 69% in 1967.

Hispanic telephone research

or waiting for Godot to call

By Dale Dauten

This is an article I didn't want to write. Telephone vs. door-to-door research? Enough said, to my way of thinking. Yet alas, here I go, for there has been a new load of telephone prattle that must be addressed.



First, I invite you to ask yourself. Where does this pro-phone propaganda come from?

One source. One person.

Of all those research practitioners specializing in Hispanic work, I know of just one who consistently promotes telephone research. Unfortunately this lonely guy pays a PR firm to be his megaphone, so we hear him from many directions. And that one voice, many places, has been saying, in effect: Look, only about 15% of Hispanics don't have phones. What's the big deal?

To start, the percentages of Hispanics with telephones is 70-80%. I know the 1980 Census said just over 80%, but the Census tended to miss those least likely to own telephones. The Census people themselves are now admitting to around three million undocumented Hispanics. What percent of illegal aliens rush out to sign up for the phone? Maybe 20%? 50%? Let's say 50%. Add 1.5 million Hispanics without phones (that's 50% of three million) into the revised Hispanic population total and re-calculate phone ownership and what do you have? About 75% with phones.

Moreover, the typical definition of "Hispanic" for a marketing program is a Hispanic consumer who is less than fully assimilated. (This is why we often have a screening requirement that respondents spend a given number of hours per week with Spanish media). Unassimilated Hispanics are less likely to own phones, thus, the operational proportion with phones is even less than 75%.

Even so, a big-picture person might resist, arguing that the majority do have phones. And, such a person might add triumphantly, "Dauten, you yourself have stated that door-to-door research can only reach Hispanics in 'Hispanic areas' and thus overlooks 15-20% of Hispanics. If the telephone misses 25% and door-to-door misses close to 20%, the error is about equal."

This tit for tat would work if the tit and the tat were a decent swap. They aren't. The individuals overlooked by door-to-door research are those who live outside "Hispanic areas" and thus are those most likely to be assimilated. Those without telephones are least likely to be assimilated. (As I have explained at length elsewhere, telephone ownership is a cultural variable; the U.S. is a telephone culture whereas Latin America is not. There are only about seven phones per 100 people in Mexico).

A chart might help. In Illustration 1, you can see that the majority of Hispanics have telephones and live in "Hispanic areas." On the left are those

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- ◯ **Labor staffing**
- ◯ **Coding**
- ◯ **Peaks and valleys**
- ◯ **Other** __________

Questionnaire preparation

- ◯ **Last minute changes**
- ◯ **Flexibility**
- ◯ **Aesthetics**
- ◯ **Complex designs**
- ◯ **Assembling**
- ◯ **Typos**
- ◯ **Other** __________

2. What is your typical number of respondents per survey?

- ◯ **Less than 200**
- ◯ **201-500**
- ◯ **501-1,000**
- ◯ **1,001-2,000**
- ◯ **2,001-5,000**
- ◯ **5,001-10,000**
- ◯ **10,001-20,000**
- ◯ **Over 20,000**

3. How many surveys do you conduct per month?

- ◯ **1-2**
- ◯ **3-5**
- ◯ **6-10**
- ◯ **11-25**
- ◯ **26-50**
- ◯ **Over 50**

4. How do you enter your data?

- ◯ **Key entry minicomputer**
- ◯ **PC with key entry software**
- ◯ **CRT interviewing system**
- ◯ **Other** __________

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- ◯ **Word processing**
- ◯ **Computer software product**
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individuals without phones. On the right are those living outside Hispanic neighhorhoods. When you buy decent Hispanic research, you get the group in the middle, one way or the other. Door-to-door adds the group to the left, while telephone adds the group to the right.

It might at first seem like a nearly even trade and if it weren't for the assimilation variable, it would be. Does that assimilation variable matter? It does.

Let me review a test recently made public.

Place: Chicago.

Contenders: Door-to-door vs. telephone.

Sample: More than 1,000 Hispanic respondents.

Object: Measure the impact of methodology on estimates of Spanish media usage.

The idea of this test was to measure the share of audience going to Spanish-language vs. English-language radio stations. The Spanish stations were concerned that telephone research might underestimate their audience. And indeed it did. The Spanish station's aggregate share (averaged across day-parts) was as follows:

If you are one of those people who believes that Hispanic marketing is a waste of time, a distraction from the primary market, then undertake telephone research. By ignoring the portion of the market most likely to respond to the campaign you will greatly increase your chances of "proving" that Hispanic marketing doesn't work.

Look again at the Chicago radio data reported above. The telephone sample would have convinced you that nearly half of Hispanics' radios were tuned to English-language stations. You can then argue that you did not need a special radio campaign to reach Hispanics, that the regular mainstream campaign would do the trick. On the other hand, if you had opted for door-to-door research, you would have found that English-language radio had only a 17% share and thus concluded that a Spanish-language campaign was essential.

The same would often be true for making conclusions about a Spanish-language ad campaign: To choose the telephone is to choose to ignore much of the unassimilated population and hence to choose to ignore much of a good campaign's effectiveness.

A few points about the comments above. First, the assumption was that all respondents with telephones would be eligible to be interviewed via telephone research. This is rarely the case. Most telephone research is done by Spanish surname and thus excludes Hispanics with unlisted phone numbers and those who do not have Spanish surnames. The upshot is that the actual percentage of Hispanics eligible to be interviewed is not the 75% who have phones but the 40-50% who have

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Hispanic Research

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a telephone and a phone book listing, and a Spanish surname.

Second, there are advantages to telephone interviewing beyond just sample quality. Door-to-door research allows for:

- The possibility of longer interviews;
- Lower refusal/noncooperation rates, and
- The opportunity to use show materials and brand photographs.

Finally, as Hispanic market expert Juan Melendez recently pointed out to me, there is another factor which is often overlooked in choosing research methodology: Comfort. Because the majority of households in Latin America do not have telephones, there is virtually no telephone research there. Some research is done in central locations but most is door-to-door. Thus many Hispanics in this country find telephone research strange and door-to-door familiar.

Once again, I must conclude that door-to-door research gives the more accurate reading of the Hispanic market. That being said, let me add with a personal message. Our reservations about phone work are not self-serving. We at Research Resources not only do telephone research, our work lives would be a bit softer if we were to push it.

It's a lot less work to call up Survey Sampling and order a telephone sample and conduct the interviewing via a phone bank here in Los Angeles than it is to construct a door-to-door sample and coordinate the interviewing with several cities. Yet we continue to do

Dale Dauten

most of our research in person because it offers a sample with double the coverage of the typical phone sample.

And we believe the sample can make the difference between a Spanish-language marketing campaign being judged a success or a failure. It's just not fair to our clients, or to the advertising agencies that assist them, to provide diluted data.

So back to our question: Does that minority within a minority, Hispanics without telephones, really affect the results of research? It's the tail that wags the research dog. MRR

Research Resources, Westlake Village, Cal., is a minority-owned company that specializes in Hispanic and black market research. It was founded by Dale Dauten and Teresa Menendez and offers complete market research services in both minority and general market research.

Data Use

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already exist, not to discover underlying factors. In these situations, clustering based on variables is a more appropriate technique.

• Ambiguity: There is a great deal of subjectivity in choosing the number of factors to retain, the extraction method and the rotation method. Because of this, two honest researchers analyzing the same data independently may find different factors and reach divergent conclusions. At worst, this ambiguity can be used by an unscrupulous analyst to try different combinations of methods until a preconceived hypothesis comes up. A defensible solution to this "data snooping" is to set objective standards and procedures before the data are analyzed.

In summary, factor analysis is a tool to be included in every marketing researcher's repertoire. It is not, however, a panacea. Factor analysis is a useful technique when conditions are appropriate, when it is conscientiously applied and most importantly, when it provides a deeper and clearer understanding of the data. MRR

College students prime target for direct-marketers

More than 2.3 million prime customers for direct-market records, tapes and CDs will be among undergraduates on U.S. college campuses this year. That's also where 2.2 million prime customers for direct-marketed books will be, along with 1.3 million potential customers for casual clothing and more than one million for videotapes.

These figures are estimates based on research conducted in spring, 1987, by Americom Research, Inc.'s polling system on eight U.S. college campuses with an estimated nine million students enrolled in undergraduate courses.

Videotapes appear to be a new and growing category among the products college students say they would purchase by mail or telephone. Last year, videotapes were not among the most popular items ordered by the surveyed college students who made purchases by mail or phone. However, 22% of those same undergraduate students indicated videos as a kind of product they would be most likely to buy through direct marketing in the future.

Out of the 3,583 undergraduate students interviewed, however, 55% had made purchases by mail or telephone during the past year. Forty-two percent said they purchased records/tapes/CDs; 31% had purchased casual clothing; 28% had purchased books; and 14% had purchased sporting goods and accessories.

In the future, 48% of these direct marketers said they would be most likely to order records/tapes/CDs; 45% said books; 27% said casual clothing; 22% said video tapes; 17% said sporting goods and accessories; and 15% said both audio equipment and camera/photo supplies. MRR

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Listed below are names of companies specializing in focus groups. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for advertising rates: *Quirk's Marketing Research Review,* P.O. Box 23536, Minneapolis, MN 55423, 612/861-8051.

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Alpha Research Associates, Inc.
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Providence, RI 02908
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Contact: Victor L. Profughi
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605/338-3918
Contact: Warren R. Johnson
Established 1960—Full Service Group—National & Internat'l

Analysis Research Limited
4655 Ruffner St., Ste 180
San Diego, CA 92111
619/268-4800
Contact: Arline M. Lowenthal
All Qual.Needs:Eng.&Span. Recruit/Moderate/Analysis

The Answer Group
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Cincinnati, OH 45242
513/489-0000
Contact: Maribeth McGraw
Consumer,HealthCare,Prof., Focus Groups,One-on-Ones

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404/577-8000
Contact: Nancy Sorsdahl
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Behavior Research Center, Inc.
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Phoenix, AZ 85002
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San Diego, CA 92120
619/583-6243
Contact: Luz Pereira
Spec. In Hispanic Qual. Rsch. National/International

Brand Consulting Group
17117 W. Nine Mile Rd/Ste 1020
Southfield, MI 48075
313/559-2100
Contact: Milton Brand
Consumer,Advertising Strategy, New Product Strategy Research

Burke Marketing Research, Inc.
800 Broadway
Cincinnati, OH 45202
513/852-3789
Contact: Norman Ussher
Natl Network of Moderators:Hi-Tech/Finance/Child/Older Adult

Consumer/Industrial Rsch Svce
600 North Jackson Street
Media, PA 10063
215/565-6222
Contact: James D. Lewis
Health Care;Agri-Bus;Ind; Trad'l;Tele;One-on-One

Consumer Opinion Services
12825-1st Avenue South
Seattle, WA 98168
206/241-6050
Contact: Jerry Carter
Consumer,Business Groups and One-on-Ones

Creative Marketing Solutions, Inc.
P.O. Box 568
Langhorne, PA 19647
215/357-3655
Contact: Larry Schwarz
Experienced Specialists in Qualitative Research Techniques

DAE Associates, Inc.
14 Pine Street
Morristown, NJ 07960
201/267-0859
Contact: Donna Aughey Ely
18 Yrs Expr;Focus&Many Grps, 1-on-1;Consumer/Business

The Datafax Company
2600 Maitland Ctr Pkwy/Ste 170
Maitland, FL 32751
305/660-6878
Contact: Nancy McAleer
Consumers,Physicians,Tourists, Executives,Ads,13 Yrs. Exp.

Datatactics, Inc.
555 Presidential Blvd.
Bala Cynwyd, PA 10004
215/668-1660
Contact: Phyllis Rosenberg
Prof & Cons Segments, incl. Doctors. Applied Psych. Meth.

Decision Research
33 Hayden Avenue
Lexington, MA 02173
617/861-7350
Contact: Peg Marrkand
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DeNicola Research, Inc.
325 Greenwich Avenue
Greenwich, CT 06830
203/629-3323
Contact: Nino DeNicola
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Dolobowsky Qual. Svcs., Inc.
94 Lincoln Street
Waltham, MA 02154
617/647-0872
Contact: Reva Dolobowsky
Experts in Idea Generating Groups,In-Depth Interviews

Doyle Research Associates, Inc.
980 N. Michigan/Ste 1400
Chicago, IL 60611
312/944-4848
Contact: Kathleen M. Doyle
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D-R-S HealthCare Consultants
35 Lake Dr No/#99/Candlewd Isl
New Fairfield, CT 06812
203/746-5270
Contact: Dr. Murray Simon
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D.S. Fraley & Associates
1205 East Madison Park
Chicago, IL 60615
312/536-2670
Contact: Diane S. Fraley
Full Qual. Specialty: Child/Teen /In-Home/Observational Rsch

East West Research Institute
735 Bishop/#235
Honolulu, HI 96813
808/531-7244
Contact: Lois Faison
Bus.,Consumer,Military,Tourist All Ethnic Grps.,Multi-Lingual

Elrick & Lavidge, Inc.
10 South Riverside Plaza
Chicago, IL 60600
312/726-0066
Contact: Peggy Lang
Business, Consumer, Children, Teens, New Products

Faber Marketing Research
222 So. Elm Street
Greensboro, NC 27401
800/334-0867 (N.C. 919/378-1181)
Contact: J. Albert Faber
Industrial/Consumer/Bus-To-Bus /New Prod;24 Yrs Exp

First Market Research Corp.
121 Beach Street
Boston, MA 02111
617/482-9080
Contact: James R. Heiman
High Tech,Publishing, Bus-To-Bus, Colleges

First Market Research Corp.
121 Beach Street
Boston, MA 02111
617/482-0080
Contact: Linda M. Lynch
Consumer,Retail,Banking, Health Care

First Market Research Corp.
121 Beach Street
Boston, MA 02111
617/482-0080
Contact: Jack M. Reynolds
Banking,Health Care,Ad Testing,Consumer,Executive

Fitzpatrick Research Services, Inc.
102 Foxwood Road
West Nyack, NY 10994
914/353-4470
Contact: Linda Fitzpatrick
Expert Moderator, Strong Marketing Background

Genus Research
87 Grove Pl/P.O. Box 9456
New Haven, CT 06534
203/934-1176
Contact: Denise Marini Kuziel
Svc Mktg/Telecom/Util/Advert/ Bus-To-Bus/Exec/1:1/Minorities

Hispanic Marketing Communication Research
2438 Hopkins Avenue
Redwood City, CA 94062
415/361-8124
Contact: Dr. Felipe Korzenny
HispanicFocusGrpsInU.S.,Abroad Biling./Bicult.Qual./Quan.Rsch

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Contact: Jonathan Brill
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P.O. Box 2147
Rancho Santa Fe, CA 92067
619/756-1765
Contact: Martin M. Buncher
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132 Welsh Road
Horsham, PA 19044
215/657-6400
Contact: Robert S. Cosgrove
Medical,Industrial,Business, Consumer,Bio-Tech,Commun.

Kennedy Research Inc.
405A Waters Bldg.
Grand Rapids, MI 49503
616/458-1461
Contact: Mary P. Tonneberger
Cons. & Ind.,Telecom.,Health, Office Systems,Chemicals,Drugs

Langer Associates, Inc.
133 E. 58 Street
New York, NY 10022
212/688-6066
Contact: Judith Langer
Spec. In Qual. Rsch. On Mktg. & Lifestyle Issues

Linda LaScola Consulting
3701 Connecticut Avenue, N.W.
Washington, D.C. 20008
202/363-9367
Contact: Linda J. LaScola
Public Affairs,Healthcare, Telecommunications,Financial

Marketeam Associates
555 No. New Ballas Rd.
St. Louis, MO 63141
314/569-1324
Contact: Richard Homans
Financial Services,HealthCare, Consumer,Pkgd Goods,Agric

Marketing Workshop, Inc.
3294 Medlock Bridge Road/Ste 200
Norcross, GA 30692
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Contact: Sally Armstrong
Consumer, Healthcare, Financial, New Products

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Contact: Frank K. Brown
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LaGrange, IL 60525
312/354-5090
Contact: Mary C. Moosbrugger
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95 Madison Avenue
New York, NY 10016
212/889-2323
Contact: Liz VanPatten
Full Service;Retail,Packaging, Children,Bus.-To-Bus.,Execs.

Opinions Unlimited, Inc.
1500 W. 13th
Amarillo, TX 79102
806/373-7491
Contact: Anndel Hodges
Financial Services,Utilities, Medical,Agriculture

Boyd L. Peyton Associates
389 Pineville Road
Newtown, PA 18940
215/598-3665
Contact: Boyd L. Peyton
Business,Hi-Tech,Fin. Svcs., Advtg.,Consumer,Execs.

Playlab Research, Division of The Creative Group, Inc.
31800 Northwestern Hwy.
Farmington Hills, MI 48018
313/855-7812
Contact: Dana Blackwell
Children,Youths,Teenagers, Students, Parents & Teachers

Q-Set
180 No. Michigan Ave/Suite 320
Chicago, IL 60601
312/899-1906
Contact: Celeste Zaubi
Transcription Svce for Moderators. Tapes Summarized/Edited

Radley Resources, Inc.
P.O. Box 2275
Westfield, NJ 07091
201/232-1600
Contact: M.J. Murphy
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Research Arts, Inc.
1300 Iroquois/Ste 100
Naperville, IL 60540
312/420-2064
Contact: Francesca Jaskowiak
Qualitative Firm,5 Moderators on Staff. Own Facility

The Research Center
3 Fairlawn Court
Rye, NY 10580
914/921-0261
Contact: Maureen Skrilow, Prin.
Spec. In Focus Groups & Depth Intervs/Prin. Invlved Thrughout

Research Resources Hispanic
7951 S.W. 40th St/Ste 208
Miami, FL 33155
305/266-0550
Contact: Teresa Menendez
Hispanic/Gen Market-15 Years Qualitative/Quantitative Exp.

RIVA Market Research, Inc.
4609 Willow Lane
Chevy Chase, MD 20815
301/652-3632
Contact: Jo Ann Hairston
Adv/Black/Consumers/Finc Svcs/ Publ/Soft Drinks/Beer/Wine

Rockwood Research Corp.
1751 W. County Road B
St. Paul, MN 55113
612/631-1977
Contact: Dale Longfellow
High Tech,Executives,Bus.-To-Bus.,Ag,Specifying Engineers

Schrader Rsch. & Rating Svce.
South River Road
Cranbury, NJ 08512
609/395-1200 or 800/257-9440
Contact: Jack Paxton
Pkg Goods/Retailing/Travel/ Entertainment Reg/Exec. Grps.

Southeastern Institute of Research, Inc.
2325 West Broad Street
Richmond, VA 23220
804/358-8981
Contact: Rebecca H. Day
Est. 1964, Full Service Qualitative and Quantitative

James Spanier Associates
120 East 75th Street
New York, NY 10021
212/472-3766
Contact: Julie Horner
Focus Groups And One-On-Ones In Broad Range Of Categories

Strategic Marketing Resources
12 Maymont Court
Baltimore, MD 21093
301/252-5757
Contact: William L. Hammer
New Product, Consumer & Industrial/Commercial, Executive

Strategic Marketing Services
P.O. Box 505
Portland, ME 04112
207/774-6738
Contact: Robert W. Cuzner
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Strategic Research Corporation
311 West Superior/Suite 203
Chicago, IL 60610
312/943-0114
Contact:Karen Aydt,President
Custom Rsch and KidView™, PreView™,MarketView™,GeriView™

Strategic Research, Inc.
591 Rheem Blvd.
Moraga, CA 94556
415/376-1924
Contact: Sylvia Wessel
400 Groups Hitech/Medical/Financial/Transportation Svcs

Talk It Over Focus Groups Ltd.
300 Adair St./Ste. 106
Decatur, GA 30030
404/373-7171
Contact: Joyce A. McGriff
Exp Moderator-Gen'l Mkt/Blk Adv, HBA, Food, Bev, Health Care

Taylor Research
3202 Third Avenue
San Diego, CA 92103
619/299-6368
Contact: Beth Ilas
30 Yrs Exp:Cons. & Ind:Commodious Faclties/Attn to Security

Thonger Qualitative Research
8531 Bradford Road
Silver Spring, MD 20901
301/587-1713
Contact: Vivian Thonger, M.A.
Moderating Since 1979;European Expertise;Strategic/Creative

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Princeton, NJ 08540
609/921-8100
Contact: Hugh J. Devine, Jr.
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TrendFacts Research, Division of The Creative Group, Inc.
31800 Northwestern Hwy.
Farmington Hills, MI 48018
313/855-7810
Contact: Bob Quigley
Hi-Tech,Industrial,Financial Health Care,Consumer,Retail

Trotta Associates
13160 Mindanao Way/Ste 180
Marina del Rey, CA 90291
213/306-6866
Contact: Diane Trotta
Focus Group Facs & Moderator w/20 Yrs Exp.Bus-To-Bus & Cons

Youth Research/CSi
Brookfield Commons B-22
246 Federal Rd.
Brookfield, CT 06804
203/797-0666
Contact: Karen Forcade
ConsultantsInMktgToChildren FullSvcQualitative/Quantitative

Wade West, Inc.
5430 Van Nuys Blvd./#102
Van Nuys, CA 91401
213/872-1717
Contact: Louise Kroot-Haukka
Consumer/Pkg Gds/Advertising Heavy Exp in Fast Food

Wolf/Altshul/Callahan, Inc.
171 Madison Avenue
New York, NY 10016
212/725-8840
Contact: Ed Wolf
All Consumer/Business-To-Business Qualitative Needs

continued on p. 36

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Langer Associates, Inc.
Nova Research, Inc.

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East West Research Institute
National Analysts
Riva Market Research, Inc.

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Strategic Research Corp.
Youth Research

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Datatactics, Inc.
First Market Rsch(J. Heiman)
Genus Research
D.S. Howard Assoc., Inc.
Kennedy Research Inc.
Linda LaScola Consulting
National Analysts
Total Research Corporation
TrendFacts Research

TELECONFERENCING
Rockwood Research Corp.

TEENAGERS
D.S. Fraley & Associates
PlayLab Research
Strategic Research Corp.
Youth Research

TOYS/GAMES
D.S. Fraley & Associates
PlayLab Research
Strategic Research Corp.
Youth Research

TRANSCRIPTION SERVICES
Q-Set

TRANSPORTATION SERVICES
Total Research Corporation

TRAVEL
East West Research Institute
M.L. Moss & Co.
Schrader Rsch & Rating Svce
Total Research Corporation

YOUTH
D.S. Fraley & Associates
Elrick & Lavidge, Inc.
PlayLab Research
Strategic Research Corp.
Thonger Qualitative Research

Ducker Research Co., Inc., has moved to 6905 Telegraph Rd., Birmingham, MI 48010. Telephone: (313) 644-0086.

Joining Interviewing Service of America, Inc., Los Angeles, as vice president of data processing and CRT operations is **Alan Buchalter.** He joins ISA with 25 years of data processing and CRT experience with such firms as MSI International, AHF and Informatab.

Joining Weightman Research, Philadelphia, is **Stephanie Cullinane** as group manager and **Carol Bender** as project director. Cullinane was formerly with Market Facts as a senior study director. Bender was previously with Laventhal & Horwath, leisure time division, as a management consultant.

Joining Ketchum Communications, Inc., New York City, is **Walter K. Lindenmann** as vice president, director of research.

National Decision Systems, Encinitas, CA, announces the opening of a branch office in Atlanta. The office, which will serve companies in Georgia, Alabama, Florida, Mississippi and South Carolina, is located at Two Ravinia Dr., Ste. 500, Atlanta, GA 30346. Telephone: (404) 395-1261. Acting as branch sales manager is **Carl H. Fiscber,** who has been with NDS since 1983.

BRX, Inc., Rochester, NY, and **Global Market Researcb Ltd.,** London, announce a new research partner in Japan. BRX's new partner offers the company the capability of research services throughout Southeast Asia and Japan. Services of special interest to U.S. companies include: A consumer panel of 5,000 households in Japan; store audit panel of 1,900 food and beverage stores in Japan; store audit panel of mass merchandisers of electric appliances in Japan, and full array of custom research services.

Gina M. Hogan has joined New Directions Marketing Research, Inc., Winter Park, FL, as research manager. She was previously the assistant director of marketing for WCPX-TV, the CBS affiliate in Orlando.

The Ehrhart-Babic Group, Englewood Cliffs, NJ, has promoted **William Lockwood** to vice president, corporate director of operations. Prior to his promotion, he was account supervisor, client services.

Carolyn M. Skovbroten has been named vice president of NOVA Research, San Francisco. She will be responsible for the supervision of all research programs, including their design, execution and analysis, in the areas of packaging and corporate and retail identity. Prior to joining NOVA, Skovbroten worked with Beatrice/Hunt-Wesson as marketing research manager on the Fisher Nuts and Rosarita Mexican Foods brands. Previously, she served as assistant manager in new product research for General Mills.

Skovhroten

Rudick

Rudick Researcb, a qualitative market research and consulting firm, opened its doors in Westport, CT. Owner and president, **Mindy Harris Rudick,** was formerly a vice president with the Gene Reilly Group where she developed new business in addition to serving as a market research consultant.

Moran & Tucker, Inc., Greenwich, CT, has acquired the operations of **Belknap Data Solutions, Ltd.,** which will function as its Belknap Publications Research Division. The division will provide subscriber profiles, advertising effectiveness and editorial studies for the publication industry and will be headed by **John H. Belknap,** executive vice president, and **Dana Paddle,** senior vice president.

The Qualitative Research Consultants Assn., the nationwide organization of approximately 300 focus group moderators and consultants specializing in qualitative research, has elected its board of directors and officers for 1987-88. **J. Robert Harris, II,** president of JRH Marketing Services, has been elected president; **William Weylock,** president of Weylock Associates, was elected vice president; **Dr.**

continued on p. 41

Drug store advertising

Drug stores are relying less on newspapers and more on supplements for advertising, according to Nielsen Marketing Research. Supplements' share of drug store advertising increased from 62% in 1985 to 65% in 1986. Newspapers' share dropped from 32% to 29%.

Men more daring with exotic foods

When it comes to sampling exotic foods, men are more daring than women, a study by the makers of PAM cooking spray report. PAM found in its study of 1,000 people that 41% of the men had sampled sushi and sashimi while just 30% of the women had tasted it. Further, 27% of the men and 40% of the women reported that they could never try this food. The survey showed similar responses on buffalo meat and goat milk.

Sandwich eaters prefer ham

Ham was the favorite deli sandwich meat for the majority of the 1,000 people polled for the National Live Stock and Meat Board's "Sandwiches Across America" survey. Ham claimed 30% of the votes, followed by the BLT which got 28%. Behind that with 10% of the votes was corned beef, and liverwurst, hanging on with just 4%, came in last.

The respondents' preference for type of bread was less diverse, with white and wheat each receiving 40% of the vote.

The differences among sandwich eaters were regional. Tomatoes were favored by 100% of the Midwest submarine sandwich eaters and lettuce was added to liverwurst sandwiches consumed by Midwesterners 100% of the time.

Names Of Note

continued from p. 39

Kathryn Alexander, president of K.A. Enterprises, was elected secretary, and **Dr. Marilyn Landis Hauser,** president of Hauser Associates, was elected treasurer. The board of directors for 1987-88 will also include **Elizaheth Donovan, Elizaheth Hardwick, Frank Kennedy, Judith Langer** and **Lee Strickland.**

John Monaco has been appointed vice president at BRX, Inc., Rochester, NY. Prior to joining BRX, he served in marketing and research positions for Bausch & Lomb, Schlegel Corp., and Moscom Corp.

Cleveland Survey Center announces an expansion into the Cleveland market with the opening of a focus group facility called **Focus Groups of Cleveland Survey Center.** The facility has two, two-room, multi-level suites, a client's lounge, private telephone lounge, private telephone room, full kitchen with complete food service and state-of-the-art audio/visual input. Contact Betty Perry or Harriet Fadem at 2 Summit Park Dr., Cleveland, OH 44131. Telephone: (216) 642-8883, or Richmond Mall, 691 Richmond Rd., Cleveland, OH 44143. Telephone: (216) 321-0006.

John Mattingly has joined Maritz Marketing Research, Inc., St. Louis, as an account manager for the agricultural division. Previously, he was a marketing research representative for Elanco. Joining the company's Los Angeles division as research manager is **Rose Hull.** She was previously with Q.E.D. Research as an account executive.

Opinion Research Corp., Princeton, NJ, annouces several promotions: **Barhara S. Boyles** to research director in the company's corporate research division; **Jill E. Ruhenstein** to research assistant in its corporate research division, and **Barhara Matlack** to manager, field operations.

FRC Research Corp., New York, has promoted **Steve Cohen** and **Nora Wittman** to senior project management positions. Cohen was formerly with Chesebrough-Pond's, Inc., as associate research director. Wittman was most recently manager, marketing research at Colgate-Palmolive Co. MRR

Focus groups for business-to-business research

By Tom Quirk
publisher

The dramatic growth in the use of qualitative research within the consumer sector is well documented. Weekly, we receive announcements of new facility openings and experienced moderators tell us their schedules are full. This area of information gathering is being exploited to its fullest by research practitioners.

In business-to-business research, however, there is still reluctance among many marketers to believe that their customers and prospects will be willing to discuss, with competitors, issues which are of importance to these marketers. More than once, marketers questioned my proposals calling for business-to-business focus groups because they did not believe we could recruit the right people or that the people would be candid with competitors or peers in a focus group setting.

My experience has proven the opposite is true. When properly recruited, a higher percentage of business-to-business types are likely to accept focus group invitations than one would obtain in general consumer group recruiting. Also, because of the knowledge and interest in their business field, individuals attending this type of focus group session usually are quick to establish rapport with others who have similar interest and knowledge. This rapport assists the moderator when the discussion turns towards sensitive areas such as pricing and product support. I specifically recall a project I worked on where this occurred.

New product

The project involved the introduction of a new product. This product was to be added during the manufacturing process and would be substituted for products presently available. Manufacturers would have the choice of staying with the original products, dropping the old products and adding the new one, or, the most expensive alternative, continuing with the original products and offering items with the new product as well. The last alternative was the most expensive because it would mean greater inventory costs and shorter production runs due because it was likely that total production would not increase.

Our objective was to determine the criteria which was to decide product selection. We assumed that considerable weight was given to quantitative items such as cost, technical data and availability. We did not know the relative importance of each of these quantitative items. We also believed that there were other important elements which could only be determined through qualitative research. In this case, qualitative research meant focus groups.

Specifier groups

We were able to assemble three groups of specifiers. These were the individuals who were the final decision-makers on product selection. They were not strangers to each other as they had met at industry trade shows and association meetings. In most instances, the companies management structures were similar so that those attending were about the same level, i.e. middle management. The individuals attending had been told in advance the purpose of the meeting as well as who else would attend. We treated them as the professionals they were.

All three meetings were spectacular successes. The discussions ranged from the technical data available on all of the products to the marketing techniques used by each of the other manufacturers as they attempted to solidify their position with their customers and prospects. About the only discussion point we didn't get information on was whether the new product would be added. And that was only because the participants had not received enough information for an evaluation.

Marketing plan

The client was thrilled with the results. The information obtained from these sessions provided the key elements for the marketing plan which was developed to introduce the new product. Budgets were revamped, new pricing strategies were instituted, and changes in personnel assignments were made due to expected variation in work flow.

Fruitful focus groups

Not all business-to-business focus group program results may be as spectacular as this one. But many can be fruitful in obtaining information not obtainable through quantitative means. The use of focus groups in business-to-business research has lagged behind consumer research. However, as marketers realize the feasibility of conducting these studies and the additional insight they will provide for the marketing of products and services, I believe we will see a steady increase in their use. MRR

Smoking limits in workplace

Smoking in the workplace seems to be going up in smoke. A survey of 226 U.S. companies found that 70% have limited or are prepared to limit smoking by their employees.

According to the 42nd annual Northwestern University Lundquist-Endicott Report, companies have enforced rules such as allowing smoking only in designated areas, segregating workers by smoking preference and supplying smokers with smokeless ashtrays.

Drug testing is also more prevalent. The survey found that 38% of the companies conduct pre-employment testing for drug use and 8% said they would begin testing in 1989.

Americans support drug testing

In 1987, 22% more adult Americans became supporters of mandatory drug testing at the workplace. Now 69% of Americans agree with such testing and nearly one out of 10 (9%) employees report that mandatory drug testing programs are already in place at their jobs. These results come from an SRI Gallup Hospital Market Research telephone poll of 999 Americans nationwide conducted in August, 1987, and an earlier SRI Gallup telephone poll conducted among 1,001 Americans in June, 1986.

Although more Americans support workplace drug testing today, public opinion has moderated. In June, 1986, 35% of adult Americans "strongly agreed" with workplace drug testing but today only 23% offer this opinion. Opponents are less emphatic as well; 10% fewer American "strongly disagree" with such testing today than was true one year ago.

Poll results suggest that exposure to coworkers' drug use may also be changing public opinion on mandatory workplace drug testing. Fully 20% of employees, especially men, those under age 35 and urban residents, believe that drug abuse has at least "somewhat decreased" productivity in the workplace.

Grocery shopping

Thirty-five percent of Americans do not grocery shop on any one particular day but 36% said they shop on Friday or Saturday, a recent survey shows. Just 12% shop on Sunday, Monday or Tuesday, according to the survey by the National Advertising Bureau and the Food Marketing Institute.

In 1987, shoppers spent an average $24 per person for groceries each week, $3 less than in 1986.

—CLASSIFIED ADS—

17% of U.S. teachers failing certification tests

Seventeen percent of prospective public school teachers aren't passing the certification exams that most states now require of those applying for classroom positions, a recent federal study shows.

With the exception of Alaska and Iowa, all states require applicants to attain minimum test scores either when they apply for admission to a college of education or, in most cases, before they are granted a license to teach.

The study, called "What's Happening in Teacher Testing," and conducted by the Education Department's Office of Educational Research and Improvement, states that less than 25 years ago, there were no statewide teacher tests. This quickly changed in the late 1970s and early 1980s when most states, when faced with declining standards in U.S. schools, began establishing teacher tests.

The tests, however, assure that teachers are literate and posses a minimum level of writing and math skills; they do not require teachers to prove advanced levels of intellectual competence.

Of the 27 states with admissions testing programs for prospective education majors, an average of 72% passed the tests.

For those who want to be teachers, 28 states now require them to pass certification tests and 18 others will soon be doing likewise. In the 22 states that allowed their pass-fail rates to be made public, 83% of the applicants passed.

Out of the 104 questions, applicants from the 10 states that used the National Teacher Examination had to answer an average of 47 questions to pass, the study said.

The study said that the tests "do not test actual teaching ability. Rather, they test knowledge and skills believed to be prerequisites to teaehing and may test knowledge about teaehing."

Most surveyed airline patrons favor smoking ban

Over half of surveyed Minnesotans at the Minneapolis-St. Paul International Airport said they are in favor of a smoking ban on all commercial flights, according to the Minnesota Society for Respiratory Care which sponsored the survey.

The survey of 361 airport patrons found that 62% approved of such a ban. The poll was conducted in the spring of 1987 as part of a national survey sponsored by the American Association of Respiratory Care. It was conducted in 89 airports in 39 states.

The recently released national survey of 33,242 airline passengers found that 64% want a smoking ban, 28% oppose it and 8% had no opinion.

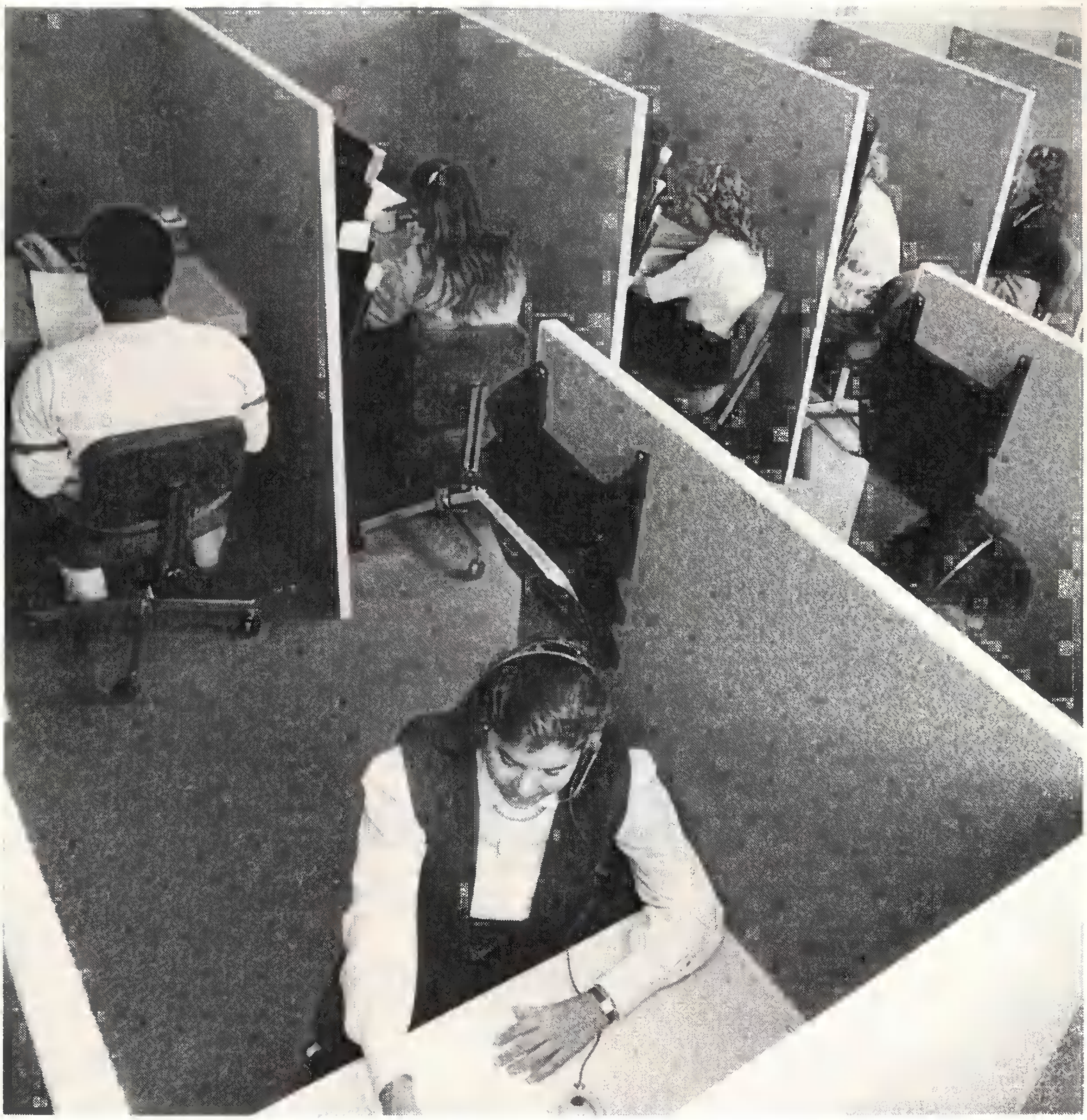
At the state level, 27% opposed a ban and 11% had no opinion.

Respiratory therapists stopped airline customers at the airport and asked whether they would be willing to participate in a survey of opinions about a ban on smoking on commercial airlines.

Quirk's MARKETING RESEARCH Review

1988

DIRECTORY



Chesapeake Surveys, Towson, MD

TELEPHONE INTERVIEWING

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

ALABAMA

BIRMINGHAM

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Connections, Inc. #4 Office Park Circle/Suite 310 Birmingham, AL 35223 205/879-1255	15	0	15	0
Polly Graham & Assoc., Inc. 3000 Riverchase Galleria/#310 Birmingham,AL 35244 205/985-3099	21	8	21	0
Scotti Research-Parker Div. 4650 Ave. "W"/Suite G Birmingham, AL 35208 205/781-3265	8	0	8	0

ARIZONA

PHOENIX

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Angeletti Market Research 4015-A North 16th Street Phoenix, AZ 85016 602/956-2500	13	0	13	0
Arizona Field Research, Inc. 3221 N. 16th Street, #103 Phoenix, AZ 85016 602/274-6288	18	0	18	0
Friedman Marketing/Phoenix 1911 E. Camelback Road Collonade Mall Phoenix, AZ 85018 602/264-1133	12	0 *(See Advertisement Page 17)*	12	0
Quality Centrelled Services(QCS) 4513 Thomas Road Thomas Mall/Suite 200 Phoenix,AZ 85018 602/840-9441 or 800/325-3338	10	5 *(See Advertisement Page 49)*	10	0
Cikas International 5515-1 No. 7th Street Phoenix, AZ 85014 602/265-2890	8	2	8	0
Ruth Nelson Research Svcs. 10220 No. 31st Ave., #122 Phoenix, AZ 85051 602/944-8001	12	0	12	0
Walker: DataSeurce 4515 S. McClintock Drive Tempe, AZ 85282 602/831-2971	80	30 *(See Advertisement Page 46)*	80	80
Winona Market Research Bureau 8800 North 22nd Avenue Phoonix, AZ 85021-4258 602/371-6800	210	210	210	210

TUCSON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Arizona Field Reserach, Inc. 4500 E. Speedway/#27 Tucson, AZ 85712 602/325-5175	15	0	0	0

ARKANSAS

LITTLE ROCK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Area Marketing Research Assoc. 303 W. Capitol Avenue Little Rock, AR 72201 501/376-1158	30	0	30	20
Area Market Research Assoc. 425 West Capitol Avenue Little Rock, AR 72201 501/376-1158	20	0	20	0
Arkansas Answers 8001 Geyer Sprgs,Ste B Little Rock, AR 72209 501/568-0260	11	0	11	0
Friedman Marketing/Little Reck 2901 Pine Bluff Mall Drive Pines Mall Pine Bluff, AR 71601 501/535-1688	6	0 *(See Advertisement Page 17)*	0	0

CALIFORNIA

BAKERSFIELD

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
AIS Market Research 930 Truxton/Suite 207 Bakersfield, CA 93301 209/252-2727	10	0	10	0
Marketing Works P.O. Box 41593 Bakersfield, CA 93384 805/833-6616	10	0	0	0

EUREKA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Eureka Bayshore Mall/238 Bayshore Eureka, CA 95501 707/443-2201	6	0 *(See Advertisement Page 17)*	0	0

FRESNO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
AIS Market Research 4955 E. Andersen/Suite 134 Fresno, CA 93727 209/252-2727	45	7	45	0
Bartels Research 145 Shaw Avenue Clovis,CA 93612 209/298-7557	17	0	11	6

LOS ANGELES

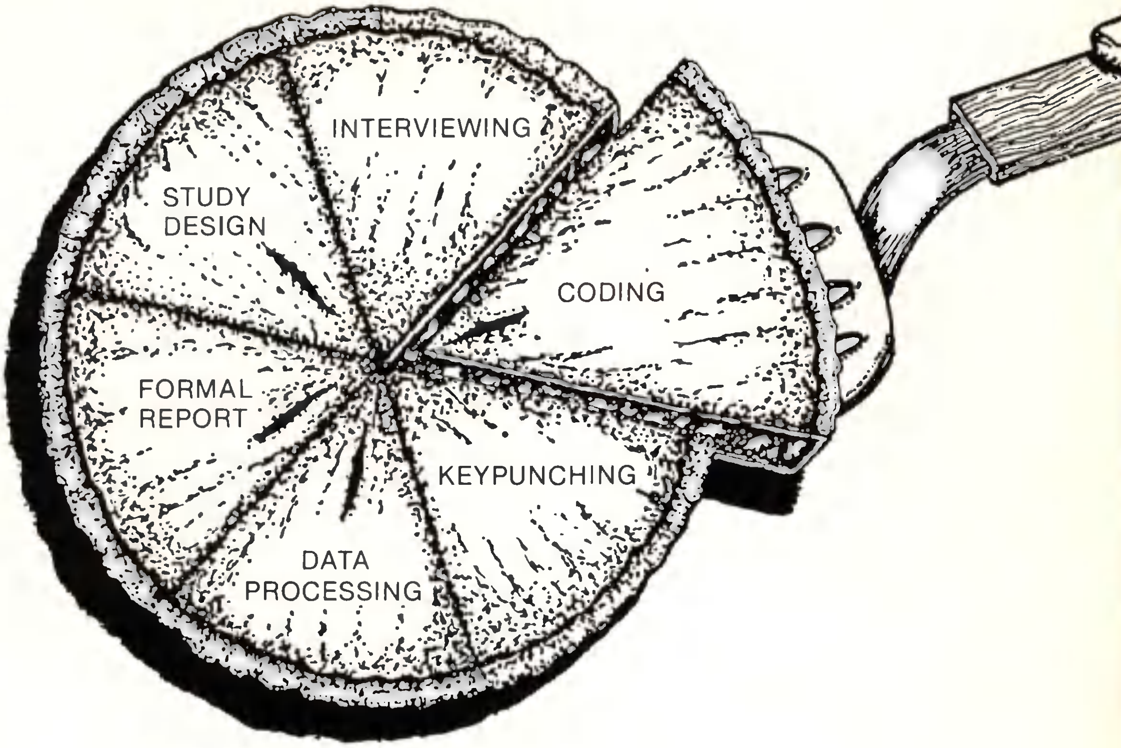
ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Barna Research Group 529 Hahn Ave., Ste. 102 Glendale,CA91203 818/500-8481	35	20	35	0
California Survey Research 5400 Van Nuys Blvd./Suite 307 Van Nuys, CA 91401 818/986-9444	25	16	21	21

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Pulse of Los Angeles 1815 Hawthorne/Galleria #269 Redondo Beach,CA 90278 213/371-5578 or 800/336-0159	20	4 *(See Advertisement Page 38)*	20	0
Creative Data, Inc. 7136 Haskell Ave./Suite 101 Van Nuys, CA 91406-4198 818/988-5411	22	0	10	0
Davis Market Research Services 23801 Calabasas Road Calabasas, CA 91302 818/888-2408	43	29	43	43
Field Research Corp. 11846 Ventura Blvd./#205 Studio City, CA 91604 818/980-8040	36	0	36	36
Interviewing Service of Amer. 16005 Sherman Way/#209 Van Nuys, CA 91406-4024 818/989-1044	75	35	75	75
Maritz Marketing Research, Inc. 15851 East Whittier Blvd. Whittier, CA 90603 213/947-4602	50	30	50	0
Markot Trends, Inc. 1262 E.Katella Ave. Anaheim, CA 92805 509/838-4900	12	12 *(See Advertisement Page 73)*	12	12
MSI International 11911 Artesia Blvd. Cerritos,CA 90701 213/924-8303	55	48	48	8
Nat'l Marketing Research of Cal. 347 South Ogden Drive Los Angeles, CA 90036 213/937-5110	24	0	24	0
Plog Research 18631 Sherman Way Reseda, CA 91335 818/345-7363	20	20	20	0
Quality Controllod Servicos(QCS) 3565 Torrance Blvd. Torrance, CA 90505 213/316-9011 or 800/325-3338	10	5 *(See Advertisement Page 49)*	10	0
Quality Controllod Servicos(QCS) 15827 Russell Street Whittier, CA 90603 213/947-2533 or 800/325-3338	10	5 *(See Advertisement Page 49)*	10	0
The Question Shop, Inc. 1500 E. Lincoln Orange, CA 92665 714/974-8020	24	0	24	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Suburban Associates Sherman Oaks Galleria/#386 Sherman Oaks, CA 90025 213/478-2565	8	4	8	0
Wade Wost, Inc. 5430 Van Nuys Blvd/#102 Van Nuys, CA 91401 818/995-1400	15	0 *(See Advertisement Back Cover)*	15	15
Wado Wost/Orange County 18003 Sky Park So., Ste. L Irvine, CA 92714 714/261-8800 or 818/995-1400	6	0 *(See Advertisement Back Cover)*	6	6
MONTEREY				
Friedman Marketing/Monterey Northridge Mall Hwy 101 & Boronda Dr. Salinas, CA 93906 408/449-7921	6	0 *(See Advertisement Page 17)*	0	0
SACRAMENTO				
Heakin Research, Inc. 1607 Arden Fair Mall Sacramento, CA 95815 916/920-1361	13	NA	NA	NA
SAN DIEGO				
Analysis Rosoarch Ltd. 4655 Ruffner St./Suite 180 San Diego,CA 92111 619/268-4800	18	0 *(See Advertisement Page 41)*	6	6
CIC Rosearch 1215 Cushman Avenue San Diego, CA 92110 619/296-8844	55	0 *(See Advertisement Page 51)*	55	0
Directions In Research, Inc. 5353 Mission Center Rd., Ste. 219 San Diego, CA 92108 619/299-5883	31	10	31	0
Fogerty Research 4828 Ranson Ct/Suite C San Diego,CA 92111 619/268-8505	30	0	24	12
Luth Research, Inc. 3456 Camino del Rio N., #101 San Diego, CA 92108 619/283-7333	20	20	20	0
San Diego Surveys, Inc. 4616 Mission Gorge Road San Diego, CA 92120 619/265-2371	40	0	40	40
Taylor Rosoarch 3990 Old Towne Ave, Ste. 201A San Diego, CA 92110 800/262-4426	25	0 *(See Advertisement Page 31)*	25	0
SAN FRANCISCO				
ADF Research 1456 Lincoln Avenue San Rafael, CA 94901 415/459-1115	30	15	30	0

NEED THE WHOLE PIE?



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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Research Associates 111 Pine San Francisco, CA 94111 415/928-7777	25	0	5	5
Elrick & Lavidge, Inc. 111 Maiden Lane San Francisco, CA 94108 415/434-0536	24	24	24	24
Evans Research 120 Howard, Suite 660 San Francisco, CA 94111 415/777-9888	20	20	20	20
Field Management Association 309 El Cerito Plaza El Cerrito, CA 94530 415/527-8030	20	0	20	0
Field Research Corporation 234 Front Street San Francisco, CA 94111 415/392-5763	45	45	45	45
Fleischman Field Research 120 Montgomery, Ste. 1990 San Francisco, CA 94104 415/398-4140	50	0	30	30
Friedman Marketing/San Francisco Northgate Mall/5800 Northgate San Rafael, CA 94903 415/472-5394 *(See Advertisement Page 17)*	10	0	0	0
Heakin Research, Inc. Tanforan Park Mall San Bruno, CA 94066 415/952-8558	19	NA	NA	NA
Nichols Research, Inc. 108 So. Sunnyvale Sunnyvale, CA 94086 408/773-8200	65	10	65	0
Nichols Research, Inc. 1155 Newpark Mall Newark, CA 94560 408/773-8200	10	0	10	0
Nichols Research, Inc. 1820 Galindo St., Ste. 3 Concord, CA 94520 408/773-8200	5	0	15	0
Research & Decision Corp. 369 Sutter Street San Francisco, CA 94108 415/989-9020	26	0	26	0
The Research Spectrum 182-2nd Street, 4th Floor San Francisco, CA 94105 415/543-3377	30	12	12	12
Wade West, Inc. 8-D Serramonte Center Daly City, CA 94105 415/992-9300 or 818/995-1400 *(See Advertisement Back Cover)*	13	0	13	13

SAN JOSE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Heakin Research, Inc. 10123 N. Wolfe Rd/Suite 2031 Cupertino, CA 95014 408/253-4690	6	NA	NA	NA
Phase III Market Research 1150 No. 1st Street/Suite 211 San Jose, CA 95112 408/947-8661	13	0	0	0

COLORADO

COLORADO SPRINGS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Pulse of Colorado Springs 750 Citadel East Citadel Mall #1084 Colorado Springs, CO 80909 303/480-0128 or 800/336-0159 *(See Advertisement Page 38)*	8	2	8	0

DENVER

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Pulso of Denver 5801 W. 44th Lakeside Mall #B-103 Denver, CO 80212 303/480-0128 or 800/336-0159 *(See Advertisement Page 38)*	20	4	20	0
Friodman Marketing/Douldor Crossroads Mall/1600 28th St. Boulder, CO 80301 303/449-4632 *(See Advertisement Page 17)*	10	0	0	0
Friodman Marketing/Denver 6510 W. 91st Ave. Westminster, CO 80030 303/428-8803 *(See Advertisement Page 17)*	8	0	0	0
Ruth Nelson Research Svcs. 2149 S. Grape Denver, CO 80222 303/758-6424	64	0	64	0
Quality Centrollod Servicos(QCS) 701 W. Hampden Cinderella Mall/Suite 33 Englewood, CO 80110 303/789-0565 or 800/325-3338 *(See Advertisement Page 49)*	10	5	10	0
SAMI/Burke Inc. 3805 Marshall/Suite 300 Wheatridge, CO80033 303/425-5788	44	43	43	43
Telecommunications Network 5255 Marshall St., Ste. 201 Arvada, CO 80002 303/467-0335	9	2	4	0

CONNECTICUT

HARTFORD

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Beta One 270 Farmington Ave., Ste. 326 Farmington, CT 06032 203/677-1336	16	0	5	2

NEW HAVEN

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Ad Factors/Millward Brown, Inc. 500 Monroe Turnpike Monroe, CT 06468 203/261-3199	24	14	24	0

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
NORWALK				
Caney Research Group 16 South Main Street Norwalk, CT 06854 203/854-6790	10	0	10	0
STAMFORD				
Goldstein/Krall Marketing Resources P.O. Box 3321,25 Third St. Stamford, CT 06905 203/359-2820	40	0	40	40
Coast To Coast Telephone Center 1346 Washington Blvd. Stamford, CT 06902 203/325-2335	14	0	14	0

DELAWARE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
NEWARK				
Consumer/Industrial Research Service Newark, DE 19715 215/565-6222	12	0	12	12

DISTRICT OF COLUMBIA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Action Surveys, Inc. 911 Silver Springs Ave. Silver Spring, MD 20910 301/589-1091	40	0	40	0
Censumer Pulse cf Washington 8310C Old Courthouse Road Vienna, VA 22180 703/442-0960 or 800/336-0159	16	4	16	0
		(See Advertisement Page 38)		
Covington-Burgess Market Research 1921 Eleventh St., NW Washington D.C. 20001 202/745-0919	14	0	14	0
Decision Data Collection 7405 Colshire Dr/Ste 218 McLean, VA 22102-7490 703/556-7748	16	0	16	0
Heakin Research, Inc. 14882 Balt/Wash Blvd Laurel, MD 20707 301/776-9800	7	NA	NA	NA
Gikas International 5640 Nicholson Lane, Ste. 240 Rockville, MD 20852 301/468-2380	30	18	30	0
HTI Custom Rsch, Div. NPD 4511 Knox Road College Park, MD 20740 301/779-7950	48	48	48	48
Metro Research Services, Inc. 10710 Lee Highway/Suite 207 Fairfax, VA 22030 703/385-1108	11	0	11	0
National Research, Inc. 5454 Wisconsin Ave./Suite 840 Chevy Chase, MD 20815 301/951-9550	55	0	50	0
Olchak Market Research 6194 Greenbelt Road Greenbelt, MD 20770 301/441-4660	14	0	14	0
T.I.M.E. Market Research 425 Spotsylvania Mall Fredricksberg, VA 22401 703/786-3376	10	0	0	0
			(See Advertisement Page 67)	

Coming in the next three issues

Issue	Editorial Emphasis	Directories/Listiugs
June/July	Healthcare Research	
August/September	Syndicated Research	Syndicated Research Services
October/November	Packaging Research	Permanent Shopping Mall Research Facilities

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Westat, Inc. 1650 Research Blvd. Rockville, MD 20850 301/251-1500	56	56	56	56
Westat, Inc. 5303K Spectrum Dr. Frederick, MD 21701 301/662-0027	60	60	60	60

FLORIDA

FORT LAUDERDALE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Connect USA, Inc. 9050 Pines Blvd., Ste. 335 Fort Lauderdale, FL 33304 305/437-8902	20	0	20	20

JACKSONVILLE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Irwin Research Services, Inc. 565 So. Main Street, Ste. 18B Jacksonville, FL 32207 904/398-8300	70	35	70	70

MELBOURNE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Irwin Research Services, Inc. 1700 W. New Haven Ave. Melbourne, FL 32901 305/729-9809	8	8	0	0

MIAMI

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Behavioral Science Research 1000 Ponce de Leon Blvd. Coral Gables, FL 33134 305/448-7622	15	1	15	0
Heakin Research, Inc. 9569 W. Atlantic/Coral Sq. Mall Coral Springs, FL 33071 305/753-4466	10	NA	NA	NA
Light Interviewing Svcs., Inc. 8551 Coral Way Miami, FL 33155 305/264-5780	30	0	30	5
Mar's Surveys 1700 University Drive Coral Springs, FL 33071 305/755-2805	20	0	15	0
Rife Market Research 1825 N.W. 167 St./Suite 109 Miami, FL 33056 305/620-4244	25	0	25	0
Natalie G. Weitzman, Inc. 850 Ives Dairy Rd/Cal. Club Mall Miami, FL 33179 305/653-6323	17	0	17	0

ORLANDO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
The Datafax Company, Inc. 2600 Maitland Ctr. Pkwy/#170 Maitland, FL 32751 305/660-8878	14	0 *(See Advertisement Page 22)*	6	0
New Directions Marketing Rosearch, Inc. 2670 W. Fairbanks Avenue Winter Park, FL 32789 407/740-7500	8	8 *(See Advertisement Page 33)*	0	0
United States Testing Co. 560 Osceola Street Altamonte Springs, FL 32701 305/830-4542	25	0	25	25

TALLAHASSEE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Florida Tallahassee Mall/245 No. Monroe Tallahassee, FL 32303 904/385-4399	8	0 *(See Advertisement Page 17)*	0	0
MCT of America, Inc. 2425 Torreya Drive Tallahassee, FL 32303 904/386-3191	20	0	20	20

TAMPA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Phil Balducci & Assoc., Inc. 14499 N. Dale Mabry, Ste. 130 Tampa, FL 33618 813/960-1919	20	0	20	20
Mid-America Research, Inc. 303 U.S. 301 Blvd. West., #811 Bradenton, FL 34205 813/746-1849	5	4	4	0
Quality Controlled Services(QCS) 4904 Eisenhower Blvd./Ste. 160 Tampa, FL 33634 813/886-4830 or 800/325-3338	10	5 *(See Advertisement Page 49)*	10	0
Suburban Associates 4350 W. Cypress/#535 Tampa, FL 33607 813/874-3423	18	10	18	0
Total Research Corporation 5130 Eisenhower Blvd/Suite 210 Tampa, FL 33634 813/887-5544	60	57	60	60

GEORGIA

ATLANTA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Atlanta Marketing Research Ctr. 3355 Lenox Rd NE/Suite 660 Atlanta, GA 30326 404/239-0001	15	0	15	15
Booth Research Services, Inc. 1120 Hope Rd., Ste. 200 Atlanta, GA 30350 404/992-2200	44	44	44	44
Compass Marketing Research 3294 Medlock Bridge Rd/#100 Norcross, GA 30092 404/448-0754	50	40	40	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Network, Inc. 3612-B Chamblee Tucker Rd. Atlanta, GA 30341 404/939-2535	15	0	15	0
Elrick & Lavidge, Inc. 1990 Lakeside Pkwy., 3rd Flr. Tucker, GA 30084 404/325-3221	50	50	50	50
Joyner Hutcheson Research, Inc. 1900 Century Place Atlanta, GA 30345 404/321-0953	20	0	20	0
Mid-America Research, Inc. 3393 Peachtree Road N.E. Atlanta, GA 30326 404/261-8011	10	4	6	0
Peachtree Surveys, Ltd. 6095 Barfield Rd./Suite 120 Atlanta, GA 30328 404/257-1230	28	4	28	0
Precision Field Services 3405 Piedmont Rd. NE Atlanta, GA 30305 404/266-8666	15	0	15	0
Quality Controllod Servioes(QCS) 1945 Cliff Valley Way/Ste 250 Atlanta, GA 30329 404/321-0468 or 800/325-3338	28	0 *(See Advertisement Page 49)*	28	0
SAMI/Burke Inc. 4848 Riverdale Road College Park, GA 30337 513/852-3738	45	45	45	45
Scotti Research-Elrod Div. 1800 Peachtree Rd. N.W./#500 Atlanta, GA 30309 404/352-0686	14	0	14	14
John Stolzberg Market Research 1800 Century Blvd./Suite 795 Atlanta, GA 30345 404/329-0954	16	0	16	0

ILLINOIS

CHICAGO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Ad Factors/Millward Brown, Inc. 751 Roosevelt Road Glen Ellyn, IL 60137 312/858-3760	61	45	61	23
Adler Weiner Research Co. 6336 No. Lincoln Chicago, IL 60659 312/463-5552	8	0	0	0
Irwin Broh & Associates, Inc. 1011 E. Touhy Avenue Des Plaines, IL 60018 312/297-7515	20	5	10	20

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*GFF-PREMISES - No. of stations which can be monitored off-premises

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Central Telephone Interviewing Sys. 6445 N. Western Avenue Chicago, IL 60645 312/274-3700	50	50	50	50
C/J Research, Inc. 3150 Salt Creek Lane Arlington Heights, IL 60005 312/253-1100	100	65	100	100
Communications Research, Inc. 233 E. Wacker Drive/Suite 2105 Chicago, IL 60601 312/938-0200	25	0	25	0
Consumer & Professional Rosearch 1515 Sheridan Rd/Suite 729 Wilmette, IL 60091 312/256-7744	12	0 *(See Advertisement Page 43)*	8	0
Conway/Milliken & Associates 875 No. Michigan, Ste. 4060 Chicago, IL 60611 312/787-4060	30	20	30	30
Conway/Milliken & Associates 13545 Barrett Parkway Chicago, IL 63021 312/821-5600	50	50	50	50
Data Research, Inc. 1311 Butterfield Rd/Suite 304 Downers Grove, IL 60615 312/971-2880	30	0	30	30
Elrick & Lavidge, Inc. 3041 Woodcreek Drive Downers Grove, IL 60515 312/810-0100	42	12	42	42
Focuscope Unlimited, Inc. 137 N. Oak Park Ave/#207 Oak Park, IL 60301 312/386-5086	15	0	15	0
Goldring & Company 737 No. Michigan Chicago, IL 60611 312/440-5250	40	0	40	40
Heakin Research 1853 Ridge Road Homewood, IL 60430 312/799-8101	32	NA	NA	NA
Kapuler Survey Center 3436 N. Kennicott Arlington Heights, IL 60004 312/870-6700	125	38	125	125
Maritz Marketing Research, Inc. 400 No. Schmidt Rd. Bolingbrook, IL 60439 312/759-0700	85	22	85	85

DROANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Market Facts, Inc. 676 No. St. Clair Street Chicago, IL 60611 312/280-9100	125	110	125	125
Mid-America Research, Inc. 999 No. Elmhurst Rd. Mt. Prospect, IL 60056 312/392-0800	22	6	16	0
Precision Field Services 7900 N. Milwaukee Avenue Niles, IL 60648 312/966-8666	15	0	15	0
Quality Centrelled Services(QCS) 55 W 22nd St Lombard Office Park/#107 Lombard, IL 60148 312/620-5810 or 800/325-3338	12	5	12	0
		(See Advertisement Page 49)		
The Research Group 8289 Golf Road Niles, IL 60648 312/966-8900	20	0	20	15
Survey Center, Inc. 1609 W. Belmont Chicago, IL 60657 312/943-2686	80	0	80	80
Survey Center, Inc. 9838 S. Roberts Rd. Palos Hills, IL 60463 312/943-2686	40	10	40	40
Survey Center, Inc. 1955 Raymond Drive Northbrook, IL 60062 312/943-2686	25	0	25	25
Tele-Research, Inc. 6336 No. Cicero Avenue Chicago, IL 60646 312/282-8111	24	0	24	0
United States Testing Co. 300 Marquardt Dr. Wheeling, IL 60090 312/520-3600	100	0	100	100

PEORIA

Scotti Marketing Research, Inc. 1118 No. Sheridan Road Peoria, IL 61606 309/673-6194	14	0	14	0

ROCKFORD

Ad Factors Marketing Research 7115 Windsor Lake Pkwy. Loves Park, IL 61132 815/654-6300	101	72	101	101

INDIANA

FORT WAYNE

Dennis Research Services, Inc. 3502 Stellhorn Rd. Fort Wayne, IN 46815 219/485-2442	15	0	6	0

ORCANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES

INDIANAPOLIS

Emmis Research 1099 No. Meridan/Suite 250 Indianapolis, IN 46204 317/630-2828	45	45	45	0
Herron Associates, Inc. 710 Executive Park Dr. Oreenwood, IN 46143 317/882-3800	25	12	25	0
Strategic Marketing & Research, Inc. 203 N. Alabama/Suite 210 Indianapolis, IN 46204 317/262-4680	24	18	21	0
Walker: DataSource 3939 Priority Way So. Drive Indianapolis, IN 46240 317/843-3939	90	60	90	90
		(See Advertisement Page 46)		

IOWA

CEDAR RAPIDS

Frank N. Magid Associates One Research Center Marion, IA 52302 319/377-7345	95	0	95	0

DAVENPORT

Per Mar Research 425 West Second Street Davenport, IA 52801 319/326-6291	15	0	15	0
Scotti Marketing Research, Inc. 320 W. Kimberly Rd. Davenport, IA 52806 319/386-1905	10	0	10	0

DES MOINES

Friedmen Marketing/Des Moines 1111 E. Army Post Rd. Southridge Mall Des Moines, IA 50315 515/287-4744	8	0	0	0
		(See Advertisement Page 17)		
IMR Systems, Ltd. 507-10th Street/Suite 802 Des Moines, IA 50309 515/282-7800	15	15	15	0
Per Mar Research 1720-6th Avenue Des Moines, IA 50314 515/244-5660	12	0	12	0

MASON CITY

Directions In Research Box 1731 Mason City, IA 50401 515/423-0275	20	10	20	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES

KANSAS

KANSAS CITY

(See Kansas City, MO)

WICHITA

Wichita Marketing Research, Inc. 224 Ohio Wichita, KS 67214 316/263-6433	10	0	10	0

KENTUCKY

LOUISVILLE

Personal Opinion, Inc. 3415 Bardstown Road/#206A Louisville, KY 40218 502/451-1971	17	7	3	0
Stevens Research Services, Inc. 3010 Hikes Lane Louisville, KY 40220 502/456-5300	14	0	14	0
Wilkerson and Associates 3339 Taylorsville Road Louisville, KY 40205-3103 502/459-3133	30	0	30	0
Wilkerson and Associates 330 E. Main Street Lexington, KY 40507 606/231-9481	8	0	8	0

LOUISIANA

BATON ROUGE

Market Research & Issues Mgmt. One Maritime Plaza, 3rd Flr. Baton Rouge, LA 70802 504/387-6766	40	0	40	0

LAFAYETTE

Information, Inc. 1223 St. John Street Lafayette, LA 70506 318/234-7243	25	0	25	0

NEW ORLEANS

Analytical Studies, Inc. 708 Rosa Metairie, LA 70005 504/835-3507	18	7	18	0
Friedman Marketing/New Orleans Belle Promenade Mall 1701 Barataria Blvd. Marrero, LA 70072 504/340-0972	10	0	0	0
		(See Advertisement Page 17)		
Heakin Research, Inc. Esplanade Mall/Ste C3 Kenner, LA 70065 504/464-9188	9	NA	NA	NA

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES

MARYLAND

BALTIMORE

Chesapeake Surveys 305 W. Chesapeake Ave/Ste. L19 Towson, MD 21204 301/296-4411	16	0	16	0
		(See Advertisement Page 45)		
Consumer Pulse of Baltimore 8200 Perry Hall 1152 White Marsh Mall Baltimore, MD 21236 301/256-7700 or 800/336-0159	16	4	16	0
		(See Advertisement Page 38)		
Heakin Research, Inc. 14882 Balt-Wash Blvd. Laurel, MD 20707 301/776-9800	7	NA	NA	NA
Opinion Centers of Maryland 1410 N. Crain Hwy. Glen Burnie, MD 21064 301/760-0052	32	10	10	0
Opinion Centers of Maryland Hunt Valley Mall Hunt Valley, MD 21030 301/785-5344	10	10	10	0

MASSACHUSETTS

BOSTON

Bernett Research 230 Western Avenue/Suite 201 Boston, MA 02114 617/254-1314	20	4	20	20
Decision Research 33 Hayden Ave. Lexington, MA 02173 617/861-7350	20	20	20	20
Dorr & Sheff, Inc. 90 Windom Street Boston, MA 02134 617/787-3677	25	0	25	0
Field Facts, Inc Dedham Mall/Rte 1 Dedham, MA 02026 617/326-0865	6	0	6	0
First Market Research Corp. 121 Beach Street Boston, MA 02111 617/482-9080	20	0	20	0
		(See Advertisement Page 44)		
Performance Plus, Inc. 111 Speen Street/Point West Pl. Framingham, MA 01701 617/872-1287	33	18	33	0

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Quality Controlled Services(QCS) 190 N. Main Natick, MA 01760 617/653-1122 or 800/325-3338	20	0	20	0
		(See Advertisement Page 49)		
Research Data, Inc. 524 Worcester Road Framingham, MA 01701 617/875-1300	55	24	55	55
		-*(See Advertisement Page 25)*		

MICHIGAN

DETROIT

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Amrigon 25 W. Long Lake Rd., Ste. 101 Bloomfield Hills, MI 48013 313/258-2300	102	102	102	102
Consumer Pulse of Detroit 725 South Adams Rd. Birmingham, MI 48011 313/540-5330 or 800/336-0159	40	16	40	40
		(See Advertisement Page 38)		
Detroit Marketing Services, Inc. 18000 W. Eight Mile Rd/#100 Southfield, MI 48075 313/569-7095	24	12	12	24
E. Friedman Marketing Services, Inc. 25130 SouthfieldRd Southfield, MI 48075 313/569-0444	20	0	20	0
		(See Advertisement Page 17)		
General Interviewing Surveys 17117 W. Nine Mile Rd/#1020 Southfield, MI 48075 313/559-7860	20	0	20	0
Heakin Research, Inc. 32165 Gratit/Macomb Mall/#790 Roseville, MI 48066 313/294-3232	7	NA	NA	NA
International Communications Research 3785 Varsity Drive Ann Arbor, MI 48104 313/971-2221	30	30	30	30
Market Interview 33029 Schoolcraft Livonia, MI 48150 313/421-3420	45	45	45	45
Nordhaus Research, Inc. 20300 West 12 Mile Road Southfield, MI 48076 313/827-2400	75	20	75	60
Opinion Search 21800 Melrose, Ste. 4 Southfield, MI 48075 313/358-9922	20	0	20	0
Product & Consumer Evaluations 28535 Orchard Lake Road Farmington Hills, MI 48018 313/553-4100	42	21	42	42
Product and Consumer Evaluations, Inc. 38800 Ryan Sterling Heights, MI 48078 313/553-4100	29	29	29	0
Survey Data Research, Inc. 30300 Telegraph Rd., #185 Birmingham, MI 48010 313/540-7400	20	12	20	0
TRENDFACTS Research/Field Svcs Division of the Creative Group, Inc. 31800 Northwestern Hwy./# 380 Farmington Hills, MI 48018 313/855-7810 or 7811	35	10	35	35
		(See Advertisement Page 59)		

GRAND RAPIDS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Datatrack, Inc. 161 Ottawa Avenue NW Grand Rapids, MI 49503 616/776-7230	65	10	30	30
Nordhaus Research, Inc. 2449 Camelot Court Grand Rapids, MI 49506 616/942-9700	60	20	60	60
Western Michigan Research, Inc. 6143 1/2-28th Street SE Grand Rapids, MI 49506 616/949-8724	14	0	14	14

KALAMAZOO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Bo Mar Research, Inc. 511 Monroe Street Kalamazoo, MI 49007 616/342-5880	18	0	18	0

LANSING

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Capitol Research Services 401 S. Washington Sq., 2nd Flr. Lansing, MI 48933 517/484-5440	12	0	12	0

MINNESOTA

MINNEAPOLIS/ST. PAUL

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Custom Research Inc. 10301 Wayzata Blvd. Minneapolis, MN 55426 612/542-0800	50	50	50	50

ORGANIZATIDN	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Bette Dickinson Research, Inc. 3900-36th Avenue North Minneapolis, MN 55422 612/521-7635	15	0	15	0
Joanno Drew Survoys, Inc. 5005 1/2 34th Avenue So. Minneapolis, MN 55417 612/729-2306	19	0 *(See Advertisement Page 60)*	19	0
Focus Market Research, Inc. 801 West 106th Street Bloomington, MN 55420 612/881-3635	20	0	15	0
N.K.Friedrichs Associates, Inc. 431 So. 7th St. Minneapolis, MN 55415 612/333-5400	28	28	28	28
Heakin Research, Inc. Knollwood Mall/8332 Highway 7 St. Louis Park, MN 55426 612/936-0940	10	NA	NA	NA
IMI Research Corporation 8100 26th Avenue North Minneapolis, MN 55425 612/854-1570	24	0	24	24
MRC, Inc. 5820-74th Ave. No/Suite 105 Brooklyn Park, MN 55443 612/561-4467	11	0	11	0
Plasman & Associates 7301 Ohms Lane Minneapolis, MN 55435 612/831-5421	14	14	14	0
Project Rosoarch, Ino. 1313 Fifth Street SE, Ste. 312 Minneapolis, MN 55414 612/331-9222	40	6 *(See Advertisement Page 21)*	40	40
Quality Controllod Services(QCS) 7200 France Avenue So./Ste 234 Minneapolis, MN 55435 612/831-7133 or 800/325-3338	35	10 *(See Advertisement Page 49)*	35	0
Research Systems, Inc. 1809 So. Plymouth Road Minnetonka, MN 55343 612/544-6334	16	0	11	11
Rockwood Rosearch Corp. 1751 West County Road "B" St. Paul, MN 55113 612/631-1977	42	30 *(See Advertisement Page 27)*	42	42
SAMI/Burke Inc. 6500 Brooklyn Blvd Brooklyn Center, MN 55429 612/566-3375	22	0	22	22
Twin City Interviewing Service 3225 Hennepin Avenue So. Minneapolis, MN 55408 612/823-6214	6	0	6	0
Twin City Interviewing Service 1 Water Street St. Paul, MN 55107 612/823-6214	7	0	7	0
Winona Market Research Bureau 8200 Humboldt Avenue South Minneapolis, MN 55431 612/881-5400	40	40	40	40

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MISSISSIPPI

JACKSON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Jackson Metrocenter Mall, Highway 80 & Robinson Rd., Jackson, MS 39209, 601/352-9340	6	0	0	0
(See Advertisement Page 17)				

MISSOURI

KANSAS CITY

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
The Field House, 7220 West 98th Terrace, Overland Park, KS 66212, 913/341-4245	30	8	30	0
Heakin Research, Inc., 4200 Blue Ridge Mall, Kansas City, MO 64133, 816/737-1130	16	NA	NA	NA
Market Research Institute, 7315 Frontage Rd., #200, Merriam, KS 66204, 913/236-6060	32	28	28	8
Quality Centrelled Services(QCS) 10875 Grandview Street, Corporate Woods Off Pk/#2230, Overland Park, KS 66210, 913/345-2200 or 800/325-3338	43	9	34	0
(See Advertisement Page 49)				
Quality Centrelled Serviees(QCS) 8600 Ward Parkway, Kansas City, MO 64114, 816/361-0345 or 800/325-3338	24	5	13	0
(See Advertisement Page 49)				
Quality On Time Interviewing, 8889 Bourgade/Suite 100, Lenexa, KS 66219, 913/894-9012	16	10	16	0
USA-800, Box 16795, Kansas City, MO 64133, 800/821-7700	80	10	60	0
Valentine-Radford Research Group, 911 Main St/P.O. Box 13407, Kansas City, MO 64199, 816/842-5021	26	26	26	0

ST. LOUIS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Opinion Council, 222 So. Merramec, Ste. 301, St. Louis, MO 63105, 314/863-3780	10	0	10	10
Fact Finders, Inc., 11960 Westline Ind. Drive, St. Louis, MO 63146, 314/469-7373	36	0	36	36
Marketeam Associates 555 N. New Ballas Rd., St.Louis, MO 63141, 314/569-1324	30	8	30	30
(See Advertisement Page 32)				
Quality Controlled Services(QCS) 1655 Des Peres Rd/Ste 100, St. Louis, MO 63131, 314/966-6595 or 800/325-3338	10	0	10	0
(See Advertisement Page 49)				
Quality Controlled Services(QCS) St. Louis Survey Center, 8700 Manchester Road, St. Louis, MO 63144, 314/968-4672 or 800/325-3338	44	22	44	0
(See Advertisement Page 49)				
Superior Surveys of St. Louis, 10795 Watson Road, St. Louis, MO 63127, 314/965-0023	12	0	12	0
Wade West, Inc. 536 Northwest Plaza, St. Louis, MO 63074, 314/291-8888 or 818/995-1400	10	0	10	10
(See Advertisement Back Cover)				
Westgate Research, Inc., 650 Office Parkway, St. Louis, MO 63141, 314/567-3333	36	0	36	0

SPRINGFIELD

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Martell Research, 3 Corporate Centre, Ste. 3-300, Springfield, MO 65804, 417/882-5999	10	0	10	0

NEBRASKA

LINCOLN

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Coy Interviewing Services, Inc., 380 Bruce Drive, Lincoln, NE 68510, 402/488-3753	12	0	12	0
SRI Research Center, 300 South 68th Street, Lincoln, NE 68510, 402/489-9000	300	120	300	300

OMAHA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Omaha Mall of the Bluffs, 1751 Madison Ave, Council Bluffs, IA 51501, 712/322-7200	6	0	0	0
(See Advertisement Page 17)				

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Midwest Survey, Inc. 8922 Cuming Street Omaha, NE 68114 402/392-0755	13	0	10	0
Nerthwest Surveys, Inc. 319 South 17th/#500 Omaha, NE 68102 402/346-6767	38	24	38	38
		(See Advertisement Page 40)		

NEVADA

LAS VEGAS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Las Vegas Surveys, Inc. 3718 S. Maryland Pkwy. Las Vegas, NV 89119 702/796-6451	21	0	21	0

NEW HAMPSHIRE

NASHUA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
New England Interviewing, Inc. 5 Coliseum Avenue Nashua, NH 03063 603/889-8222	12	0	12	0

NEW JERSEY

ASBURY PARK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Centrac, Inc. 317 Brick Blvd. Brick Town, NJ 08723 201/920-0500	45	10	45	45
		(See Advertisement Page 39)		
Heakin Research, Inc. Seaview Square/Rte 35 & 66 Ocean, NJ 07712 201/920-0500	7	NA	NA	NA

NEW BRUNSWICK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
R.H. Bruskin Associates 303 George Street New Brunswick, NJ 08903 201/249-1800	105	72	100	100
Capricorn Mktg Rsch Field Svce 322D Englishtown Rd. Old Bridge, NJ 08857 201/251-9000	25	0	25	0

NORTHERN NEW JERSEY

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
The WATS Room 120 Van Nostrand Avenue Englewood Cliffs, NJ 07632 201/585-1400	60	20	60	60
		(See Advertisement Pages 62 & 65)		
The WATS Room West 22nd Street Bayonne, NJ 07002 201/585-1400	22	0	22	22
		(See Advertisement Pages 62 & 65)		

PRINCETON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
The Gallup Organization 53 Bank Street Princeton, NJ 08542 609/924-9600	51	51	51	51
McGraw-Hill Research Telephone Interviewing Center Princeton-Hightstown Road Hightstown, NJ 08520 609/426-5946	48	24	48	48
		(See Advertisement Page 5)		
Opinion Research Corporation N. Harrison Street Princeton, NJ 08542-0183 609/924-5900	100	60	100	100

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Response Analysis Corp. 377 Wall Street Princeton, NJ 08542 609/921-3333	20	0	20	20
Total Research Corporation 5 Independence Way Princeton, NJ 08540 609/921-8100 *(Also See Tampa, FL.)*	16	16	16	16

TRENTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Response Analysis Corp. 3635 Quaker Bridge Rd. Trenton, NJ 08619 609/587-1022	29	0	29	29

NEW MEXICO

ALBUQUERQUE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Sandia Marketing Services 923 Coronodo Center Albuquerque, NM 87110 505/883-5512	16	15	16	0

NEW YORK

BUFFALO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Centrac, Inc. 4245 Union Rd. Buffalo, NY 14225 716/632-5822	34	10 *(See Advertisement Page 39)*	34	34
Survey Service of Western New York 1911 Sheridan Drive Buffalo, NY14223 716/876-6450	26	12	15	0

NEW YORK CITY

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
AHF Marketing Research 20 West 33rd Street New York, NY 10001 212/244-5555	54	54	54	54
Ala Carte Research 420 Jericho Turnpike Jericho, NY 11753 516/822-2050	20	0	20	20
Edward Blank Assoc. 71 West 23rd Street New York, NY 10010 212/741-8133	150	75	150	150
Brehl Assoc. Marketing Research 11 Grace Avenue Great Neck, NY 11021 516/466-6882	25	0	25	0

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

ORGANIZATIGN	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Centrac, Inc. 375 So. Washington Avenue Bergenfield, NJ 07621 201/385-8300	85	50 *(See Advertisement Page 39)*	85	85
Central Marketing, Inc. 30 Irving Place New York, NY 10003 212/260-0070	150	0	150	150
Central Telephone Interviewing Sys. 650 Ave. of the Americas New York, NY 10011 212/627-9700	20	20	20	20
Commercial Analysts Co. 352 Park Avenue So. New York, NY 10010 212/481-5000	50	24	24	24
Davis WATS 821 Broadway/5th Floor New York, NY 10003 212/505-6100	12	0	12	10
Diversified Research, Inc. 16 N. Astor Street Irvington, NY 10533 914/591-5440	50	25	50	50
DTW Marketing Research Group, Inc. 395 Pleasant Valley Way West Orange, NJ 07052 201/325-2888	25	0	25	25
Facts Center 205 Lexington Avenue New York, NY 10016 212/679-2500	94	0	94	0
George Fine Research, Inc. 220 N. Central Park Avenue Hartsdale, NY 10530 914/328-0200	26	26	26	0
Focus World 272 Highway 34 Aberdeen, NJ 07747 201/290-1202	25	0	25	0
FRC Research Corp. 404 Park Avenue South New York, NY 10016 212/696-0870	20	0	20	0
Friedman Marketing/New York Jefferson Valley Mall 650 Lee Blvd. Yorktown Heights, NY 10598 914/962-9400	6	0 *(See Advertisement Page 17)*	0	0

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/New Ycrk Orange Plaza Mall/Rte. #211 Middletown, NY 10940 914/343-0203 *(See Advertisement Page 17)*	4	0	0	0
Louis Harris & Associates 630-5th Avenue New York, NY 10111 212/698-9600	40	40	40	40
Harte-Hanks National WATS 65 Rte. 4 East River Edge, NJ 07661 201/342-6700	75	8	75	75
Hooper Telephone Research Center 19 W. 21st Street New York, NY 10010 212/633-0490	50	0	50	50
Innovative Concepts 960 South Broadway Hicksville, NY 11801 516/433-3215	45	0	45	45
Maritz Marketing Research Inc. 1515 Rte 10 Parsippany, NJ 07054 201/292-1775	30	30	30	30
Marketing Research Workshop 1350 15th St. Ft. Lee, NJ 07024 201/461-5365	50	0	50	50
Market Trends 304 Park Avenue South New York, NY 10010 212/677-1700	18	0	18	0
McGraw-Hill Research 1221 Avenue of the Americas New York, NY 10020 609/426-5946 *(Also See Princeton, NJ)* *(See Advertisement Page 5)*	48	24	48	48
Mktg., Inc. 200 Carleton Avenue East Islip, NY 11730 516/277-7000	125	72	125	125
Mktg., Inc. 100 Fire Island Ave. Babylon, NY 11702 516/277-7000	40	0	40	40
National Research Services 1025 St. George Ave. Linden, NJ 07036 201/486-5700	55	55	55	55
Rich Enterprises, Inc. 2611 Pettit Avenue Bellemore, NY 11710 516/826-8822	52	0	52	52
Seaport Surveys 134 Beekman Street New York, NY 10038 212/608-3100	25	0	25	25
Schulman, Ronca & Bucuvalas, Inc. 444 Park Avenue So New York, NY 10016 212/481-6200	55	16	55	55
Sheer Cemmunications, Ino. 9 Albertson Avenue Albertson, NY 11507 516/484-3381 *(See Advertisement Page 64)*	50	0	50	50
Statistical Research, Inc. 111 Prospect Street Westfield, NJ 07090 201/654-4000	45	45	45	45
Stewart Surveys, Inc. 579 Franklin Turnpike Ridgewood, NJ 07450 201/447-5100	32	8	32	0
Suburban Associates 210 South Broad Street Ridgewood, NJ 07450 201/652-2223	20	8	20	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
The Telephone Centre, Inc. 3 Cottage Place New Rochelle, NY 10801 914/576-1100	60	60	60	60
Tele-Quest Wats Svcs, Inc. 211 W. Chester Street Long Beach, NY 11561 516/432-7733	25	0	25	10
Valdes Research Company 5601 Riverdale Avenue Bronx, NY 10471 212/543-6450	10	0	10	0
Wats Interviewing Network 71 Union Avenue Rutherford, NJ 07070 201/460-7090	45	0	45	45
The WATS Room 120 Van Nostrand Avenue Englewood Cliffs, NJ 07632 201/585-1400	60	20 *(See Advertisement Pages 62 & 65)*	60	60
The WATS Room West 22nd Street Bayonne, NJ 07002 201/585-1400	22	0 *(See Advertisement Pages 62 & 65)*	22	22

POUGHKEEPSIE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
On-Line Communications, Inc. 123 Dutchess Turnpike Poughkeepsie, NY 12603 914/471-1233	50	0	50	50

ROCHESTER

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Gordon S. Black Corporation 1661 Pennfield Road Rochester, NY 14625 716/248-2805	50	50	50	50

NORTH CAROLINA

CHAPEL HILL

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
FGI Imageworks 700 Eastowne Dr Chapel Hill, NC 27514 800/843-7391	50	10	50	50

CHARLOTTE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Pulse of Charlotte 5625 Central Ave/Eastland Mall Charlotte, NC 28212 704/536-6067 or 800/336-0159	6	2 *(See Advertisement Page 38)*	6	0
KPC Research 600 South Tryon Street Charlotte, NC 28202 704/379-6342	40	30	40	0
Leibowitz Market Research Assoc. One Parkway Plaza/Suite 110 Charlotte, NC 28217 704/527-2282	15	10	0	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
GREENSBORO				
Bellomy Research, Inc. 108 Cambridge Plaza Dr. Winston-Salem, NC 27104 919/765-7676	30	30	30	0
M/A/R/C Northline Ave/661 Forum V Mall Greensboro, NC 27408 919/855-6700	64	64	64	64
Wade West, Inc. 2300 W. Meadowview Rd/#203 Greensboro, NC 27407 919/854-3333 or 818/995-1400	56	0	56	56
		(See Advertisement Back Cover)		
RALEIGH				
Diener & Assoc., Inc. 200 Park Offices Dr/Suite 111 Research Triangle, NC 27709 919/549-8945	9	0	9	0
A North Carolina Inter. Svce. 3224 Blue Ridge Rd. Raleigh, NC 27612 919/781-0555	11	0	0	0
TARBORO				
Statistical Analysis Genter 104 1/2 E. St. James St. Tarboro, NC 27886 919/823-0950	30	15	30	30

OHIO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
CINCINNATI				
ADI Research, Inc. 9406 Main Street Cincinnati, OH 45242 513/984-2470	20	5	20	0
Assistance In Marketing 11890 Montgomery Road Cincinnati, OH 45249 513/683-6600	30	10	30	30
Assistance In Marketing P.O. Box 5027 Lancaster, OH 43130 614/653-2070	10	10	6	0
The Answer Group 11161 Kenwood Rd. Cincinnati, OH 45242 513/489-9000	20	0	10	0
B & B Research Services, Inc. 8005 Plainfield Road Cincinnati, OH 45236 513/793-4223	21	6	15	0
Burgoyne Information Services 705 Central Avenue Cincinnati, OH 45202 513/621-7000	57	22	57	57
Consumer Testing Services 311 Philadelphia Covington, KY 41011 606/431-7700	10	0	10	0
Elrick & Lavidge, Inc. 11 Triangle Park Cincinnati, OH 45246 513/772-1990	31	16	31	31
Fields Marketing Research, Inc. 7979 Reading Rd Cincinnati, OH 45237 513/821-6266	30	0	30	0
Marketing Research Services, Inc. 15 East Eighth Street Cincinnati, OH 45202 513/579-1555	125	125	125	125
Marketvision Research, Inc. 4480 Lake Forest Dr. Cincinnati, OH 45242 513/733-5600	72	60	72	60
Research & Results, Inc. 29 Triangle Pk/Suite 2902 Cincinnati, OH 45246 513/772-9111	18	0	18	0
SAMI/Burke 800 Broadway, #702 Cincinnati, OH 45202 513/852-3738	121	121	121	121
Walker: DataSource 1717 Dixie Highway Ft. Wright, KY 41011 606/331-3500	40	20	40	40
		(See Advertisement Page 46)		
CLEVELAND				
Business Research Services, Inc. 510 The Arcade Cleveland, OH 44114 216/241-6292	22	0	22	22
Cleveland Survey Center 691 Richmond Mall Cleveland, OH 44143 216/321-0006	14	14	14	0
Consumer Pulse of Cleveland 4301 Ridge Road Cleveland, OH 44144 216/351-4644 or 800/336-0159	16	8	8	0
		(See Advertisement Page 38)		
Focus Groups of Cleveland 2 Summit Pk. Dr., Ste. 225 Cleveland, OH 44131 216/642-8883	10	10	10	0
Marketeam Associatos 3645 Warrensville Center Road Shaker Heights, OH 44122 216/491-9515	15	0	15	0
		(See Advertisement Page 32)		

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Marketeam Associates 5555 Youngstown-Warren Rd. Eastwood Mall, Ste. 2636A Niles, OH 44446 216/544-5253	10	0 *(See Advertisement Page 32)*	10	0
Opinion Centers, America 22021 Brookpark Rd. Cleveland, OH 44126 216/867-6117	35	10	35	35
Rosen Research 25906 Emery Road Cleveland, OH 44128 216/464-5240	10	0	10	0
SAMI/Burke Inc. 6862 Englewood Rd./Ste. 210 Middleburg Heights, OH 44130 513/852-3738	22	0	22	22

COLUMBUS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
B & B Research Services, Inc. 1365 Grandview Avenue Columbus, OH 43212 614/486-6746	8	0	8	0
Columbus Research Center 700 Morse Rd./Suite 201 Columbus, OH 43214 614/885-1858	16	8	16	0
Clark Jones Inc. 1029 Dublin Road Columbus, OH 43215 614/488-2466	29	0	29	0
Quality Controlled Services(QCS) 7634 Crossroad Drive Crossroads Center Columbus, OH 43219 614/436-2025 or 800/325-3338	14	0 *(See Advertisement Page 49)*	14	0
Saperstein Associates, Inc. 1414 E. Broad Street Columbus, OH 43205 614/253-7665	20	15	18	18
Dwight Spencer & Associates Inc. 1290 Grandview Avenue Columbus, OH 43212 614/488-3123	14	10	14	14
Dwight Spencer & Associates Inc. 1276 Grandview Ave. Columbus, OH 43212 614/488-0733	18	10	18	18
T.I.M.E. Market Research 6276 Busch Blvd. Columbus, OH 43229 614/846-3163	18	0 *(See Advertisement Page 67)*	16	0

DAYTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
SAMI/Burke Inc. 3077 S. Kettering Blvd/Ste 119 Moraine, OH 45439 513/852-3738	45	45	45	45

TOLEDO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Creative Marketing Enterprises 3609 W. Alexis Road Toledo, OH 43623 419/473-2020	20	20	20	20
Maritz Marketing Research Inc. 3035 Moffat Dr. Toledo,OH 43615 419/841-2831	35	17	35	0
Market Research of Toledo 3450 W. Central/Suite 124 Toledo, OH 43606 419/531-7117	14	0	14	0
NFO Research, Inc. P.O. Box 315 Toledo, OH 43654 419/666-8800	145	130	145	145

OKLAHOMA

OKLAHOMA CITY

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Johnson Marketing Research Inc. 2915 N. Classen Blvd/#350 Oklahoma City, OK 73106 405/528-2700	14	0	14	0

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Ruth Nelson Research Services 2501 West Memorial Drive Oklahoma City, OK 73134 405/752-4710	10	0	8	0

TULSA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Tulsa Eastland Mall 14002 E. 21st Street Tulsa, OK 74108 918/234-3337	8	0 *(See Advertisement Page 17)*	0	0
Cayle's Force, Inc./Tulsa Surveys 1535 So. Sheridan Tulsa, OK 74112 918/836-4512	30	4 *(See Advertisement Page 41)*	30	30

OREGON

PORTLAND

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Columbia Information Systems 333 SW 5th Portland, OR 97204 503/225-0112	40	40	40	40
Griggs-Anderson Field Research 110 SW Yamhill Portland, OR 97204 503/241-8700	30	0	30	30
Markot Tronds, Inc. 2130 SE Jefferson/Ste. 200 Portland, OR 97201 509/838-4900	16	16 *(See Advertisement Page 73)*	16	16
Northwost Survcys, Inc. 5322 N.E. Irving Portland, DR 97213 503/282-4551	35	6 *(See Advertisement Page 40)*	35	35
Omni Research 9414 S.W. Barbur Blvd.,#A Portland, OR 97219 503/245-4014	12	4	12	12

PENNSLYVANIA

PHILADELPHIA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Central Telephone Interviewing Sys. 580 Middletown Blvd. Oxford Business Ctr./ Bldg. B Langhorne, PA 19047 215/752-7266	50	50	50	50
Chilton Rosoarclt Servicos 201 King of Prussia Rd. Radnor, PA 19089-0193 215/964-4606	325	325 *(See Advertisement Page 69)*	325	325
Consumer/Industrial Research Svce. 600 No. Jackson Street Media, PA 19063 215/565-6222	30	0	30	30
Consumer Pulse of Philadelphia 2203 Plymouth Meeting Mall Philadelphia, PA 19462 215/825-6636 or 800/336-0159	17	4 *(See Advertisement Page 38)*	17	0
The Data Group, Inc. 2260 Butler Pike, Ste. 150 Plymouth Meeting, PA 19462 215/834-2080	125	125	125	125
Delta Market Research, Inc. 333 N. York Road Hatboro, PA 19040 215/674-1180	30	0	30	30
InfoDirect, Inc. 230 So. Broad Street Philadelphia, PA 19102 215/546-1636	150	0	150	150
Int'l. Communications Rsch., Inc. 105 Chesley Dr. Media, PA 19063 215/565-9280	70	70	70	70
Int'l Communications Rsch., Inc. P.O. Box 67 Blackwood, NJ 08012 215/565-9280	30	30	30	30
Intersearch Corporation 132 Welsh Road Horsham, PA 19044 215/657-6400	110	35	110	110
Intersearch Corporation Northeast Philadelphia, PA 215/657-6400	80	40	80	80
Intersearch Corporation Oxford Circle, PA 19363 215/657-6400	78	36	78	78
Intersearch Corporation Mayfair, PA 215/657-6400	40	0	40	40
JRP Marketing Research Svcs. 100 Granite Dr., Terrace Level Media, PA 19063 215/565-8840	33	15	25	25
Market Dimensions, Inc. 203 E. Baltimore Pike Media, PA 19063 215/565-9610	25	0	25	25
Mar's Surveys,, Inc. Cinnaminson Mall/Rte 130 Cinnaminson, NJ 08077 609/786-8514	20	0	20	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Omni Facts 505 Old York Road Jenkintown, PA 19046 215/885-9001	30	0	30	30
Quality Controlled Services(QCS) 2577 Interplex Drive KOR Center A, Suite 101 Trevose, PA 19047 215/639-8035 or 800/325-3338	14	5	5	0
		(See Advertisement Page 49)		
Quick Test Opinion Centers 2200 West Broad Street Bethlehem, PA 18018 215/861-8880 or 800/678-0100	66	30	66	66
		(See Advertisement Page 3)		
Research, Inc. 521 Plymouth Rd./Ste. 108 Plymouth Meeting, PA 19462 215/834-5800	20	20	20	20
		(See Advertisement Page 9)		
Ricci Telephone Research, Inc. 30 So. Sproul Rd. Broomall, PA 19008 215/356-0675	22	0	22	22
RSVP Interviewing Services 1916 Welsh Road Philadelphia, PA 19115 215/969-8500	100	0	100	100
		(See Advertisement Page 26)		
Savitz Research Center, Inc. Valley Forge Plaza/Ste 750 King of Prussia, PA 19406 215/962-0609	16	16	16	16
Suburban Associates 587 Bethlehem Pike/#800 Montgomeryville, PA 18936 215/622-8220	18	8	18	0
The Telecommunications Ctr., Inc. 1111 Street Rd., Suite 304 Southampton, PA 18966 215/364-8170	18	0	18	18
TeleSpecs Research Svcs., Inc. 447 W. Moreland Rd./Suite 1A Willow Grove, PA 19090 215/657-7900	12	0	12	12
TMR, Inc. 700 Parkway Broomall, PA 19008 215/359-1190	35	20	35	35
		(See Advertisement Page 70)		
TMR, Inc. 262 King St., Ste. N307 Pottstown, PA 19464 215/327-8171	28	0	28	28
		(See Advertisement Page 70)		
TMR, Inc. 500 McDade Blvd. Milmont Pk., PA 19033 215/534-2800	27	0	27	27
		(See Advertisement Page 70)		
Toby Communications, Inc. 1111 Street Rd., Ste. 304 Southampton, PA 18966 215/364-8170	18	0	18	18
Valley Forge Information Svce. 1000 Adams Avenue King of Prussia, PA 19406 215/666-0611	82	70	82	82
		(See Advertisement Page 19)		
Valley Forge Information Svce. 4046 Walnut Street Philadelphia, PA 19104 215/222-3700	45	45	45	45
		(See Advertisement Page 19)		
The Vanderveer Group 555 Virginia Drive Ft. Washington, PA 19034 215/646-7200	70	0	70	70

PITTSBURGH

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Heakin Research, Inc. Ross Park Mall Pittsburgh, PA 15237 412/369-4545	7	NA	NA	Na
M/A/R/C 224-5th Avenue/Suite 216 McKeesport, PA 15132 412/678-8877	73	73	73	73
Marketing Investigations, Inc. 1106 Ohio River Rd/Suite 605 Pittsburgh, PA 15143 412/741-2410	10	0	10	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Pert Survey Research 1000 Westview Drive West View, PA 15229 203/242-2005	30	0	30	30
SAMI/Burke Inc. 717 Liberty Ave/Suite 1401 Pittsburgh, PA 15222 412/391-4181	21	0	21	21
Santell Market Research 300 Mt. Lebanon Blvd/Ste 2204 Pittsburgh, PA 15234 412/341-8770	20	0	20	0

SOUTH CAROLINA

CHARLESTON

Bernett Research 2150 Northwoods Mall No. Charleston, SC 29418 803/553-0030	6	0	6	0

COLUMBIA

Metromark Field Services 3030 Devine Street Columbia, SC 29209 803/256-6849	30	0	130	0

GREENVILLE

Carolina Market Research 88 Villa Road Greenville, SC 29615 803/233-5775	21	0	13	0

TENNESSEE

CHATTANOOGA

Wilkins Research 1921 Maris Hill Rd. Chattanooga, TN 37421 615/894-9478	15	0	15	0

KNOXVILLE

T.I.M.E. Market Research 3029-B Mall Rd. No. Knoxville,TN 37924 615/544-1885	7	0 *(See Advertisement Page 67)*	0	0

MEMPHIS

Chamberlain Interviewing Svce 3865 Viscount Ave/Suite 11 Memphis, TN 38118 901/795-6800	9	9	6	3
Friedman Marketing/Tennessee Lakeland Mall 3536 Canada Road Lakeland, TN 38002 901/795-0073	6	0 *(See Advertisement Page 17)*	0	0
Friedman Marketing/Tennessee Century Plaza Bldg. 5830 Mt. Moriah, Ste. 1 & 2 Memphis, TN 38115 901/795-0073	6	0 *(See Advertisement Page 17)*	0	0

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Heakin Research, Inc. 4434 Mall of Memphis Memphis, TN 38118 901/795-8180	14	NA	NA	NA
Market Development Associates 5050 Poplar Ave., Ste. 821 Memphis, TN 38157 901/682-1011	10	8	10	0

NASHVILLE

Quality Centrelled Services(QCS) 719 Thompson Lane 100 Oaks Mall/Office Twr 401 Nashville, TN 37204 615/383-5312 or 800/325-3338	15	6 *(See Advertisement Page 49)*	0	0

TEXAS

AMARILLO

Opinions Unlimited Inc. 1500 W. 13th Amarillo, TX 79102 806/373-7491	16	0	16	0

AUSTIN

Austin Polling & Mkt. Rsch. 1609 Shoal Creek Blvd. Austin, TX 78701 512/474-1005	28	0	28	0
Irwin Research Services 2901 Capitol Texas Highway Austin, TX 78746 512/327-8787	8	8	0	0
Texas Field Service 3200 Red River, #302 Austin, TX 78705 512/459-3139 *Toll-Free within Texas*	40	20 *(See Advertisement Page 43)*	40	40

CORPUS CHRISTI

Wade West, Inc. 5858 So. Padre Isl Dr/#38 Corpus Christi, TX 78412 512/993-6200 or 818/995-1400	4	0 *(See Advertisement Back Cover)*	4	4

DALLAS/FORT WORTH

Accurate Marketing Research, Inc. 2214 Paddock Way/Suite 100 Grand Prairie, TX 75050 214/647-4272	20	0 *(See Advertisement Page 72)*	20	0
Brisendine & Associates, Inc. 4800 So. Hulen/Suite 248 Ft. Worth, TX 76132 817/292-8073	8	3	8	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Brisendine & Associates, Inc. 9619 Wendell Road Dallas, TX 75243 817/292-8073	6	0	6	0
Decision Analysts, Inc. 2221 E. Lamar Blvd./5th Fl. Arlington, TX 76006 800/262-5974	60	60	60	0
Fenton Swanger Rsch., Inc. 14800 Quorum Dr., Suite 250 Dallas, TX 75240 214/934-0707	33	33	33	33
Focus On Dallas 3530 Forest Lane/Suite 8 Dallas, TX 75234 214/350-5411	20	0	20	0
M/A/R/C 1700 Wilshire Denton, TX 76201 817/566-6668	123	103	123	123
MVA Research 433 Las Colinas Blvd W Irving, TX 75039 214/556-2314	6	0	6	6
Probe Research Inc. 2723 Valley View Ln. Dallas, TX 75234 214/241-6696	26	0	26	0

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Quality Controlled Services(QCS) 14683 Midway Road/Suite 100 Dallas,TX 75244 214/458-1502 or 800/325-3338	20	8 *(See Advertisemnt Page 49)*	20	0
Savitz Research Center, Inc. 13601 Preston Dallas, TX 75240 214/386-4050	36	36	36	36
Tops In Research, Inc. 2925 LBJ Fwy/Suite 121 Dallas, TX 75234 214/484-9901	25	0	25	0

EL PASO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Aim Research 10456 Brian Mooney El Paso, TX 79935 915/591-4777	25	4	25	0

HOUSTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Creative Consumer Research 4133 Bluebonnet Stafford, TX 77459 713/240-9646	25	0	25	0
Heakin Research, Inc. 5085 Westheimer Houston, TX 77056 713/871-8542	15	NA	NA	NA
Higginbotham Associates, Inc. 3000 Richmond/Suite 175 Houston, TX 77098 713/522-0103	20	3	15	1
MVA Research 5850 San Felipe/#120 Houston, TX 77057 713/783-9109	10	2	10	10
Quality Controlled Services(QCS) 1560 West Bay Area Blvd/Ste 130 Friendswood, TX 77546 713/488-8247 or 800/325-3338	34	10 *(See Advertisement Page 49)*	20	0
Savitz Research Center, Inc. 20131 Hwy 59 Humble, TX 77338 713/540-2020	8	8	8	8
Tarrance & Associates 14550 Torrey Chase Blvd, #660 Houston, TX 77014 713/444-9010	100	0	100	100

McALLEN

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
M T & T 3525 No. Tenth Street McAllen, TX 78501 512/631-3449	8	0	0	0

LUBBOCK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
UMS Research Group 1516-53rd Street Lubbock, TX 79412 806/744-6740	60	0	60	60

SAN ANTONIO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Creative Consumer Research 6222 Northwest Exp/# 105 San Antonio, TX 78201 512/734-7025	15	0	15	0
Galloway Research Service 4346 N.W. Loop 410 San Antonio, TX 78229 512/734-4346	48	30	48	48
Gibson & Associates, Inc. 6655 First Park Ten/#231 San Antonio, TX 78213	13	0	10	10
National Data Network 4103 Parkdale San Antonio, TX 78229 512/699-9781	14	0	10	10

UTAH

PROVO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
The Wirthlin Group 1999 North Columbia Lane Provo, UT 84604 801/226-1524	142	36	142	142

SALT LAKE CITY

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Salt Lako 2051 Layton Hills Mall Layton Hills, UT 84041 801/544-8688	6	0 *(See Advertisement Page 17)*	0	0
Ruth Nelson Research Services 50 So. Main Salt Lake City, UT 84144 801/363-8726	10	0	10	0

VIRGINIA

CHARLOTTESVILLE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Market Trends, Inc. 3200 Old Ivy Road Charlottesville, VA 22901 804/979-8193	28	10	28	0

NORFOLK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Continental Research 4500 Colley Avenue Norfolk, VA 23508 804/489-4887	13	0	13	13
Field Facts, Inc./The Atrium 6477 College Park Square Virginia Beach, VA 23464 804/523-2505 or 617/872-1800	17	0	17	17

RICHMOND

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Basso Survey Services, Ltd. 616 No. Office Tower Richmond, VA 23230 804/285-2113	8	0	8	0

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Southeastern Institute of Research 2325 West Broad Street Richmond, VA 23220 804/358-8981	55	0	40	40

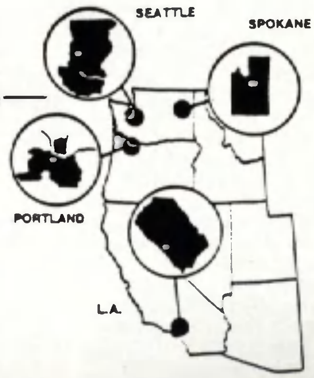
WASHINGTON

SEATTLE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Opinion Services, Inc. 12825-1st Avenue South Seattle, WA 98168 206/241-6050	22	4 *(See Advertisement Page 32)*	17	0
Friedman Marketing/Seatac Pavilion Mall 17900 Southcenter Parkway Seattle, WA 98188 206/575-1188	10	0 *(See Advertisement Page 17)*	0	0
GMA Research Corp. 11808 Northrup Way, #270 Bellevue, WA 98005 206/827-1251	23	23	19	19
Market Trends, Inc. 14711 NE 29th Pl/Ste 101 Bellevue, WA 98007 509/838-4900	32	32 *(See Advertisement Page 73)*	32	32
Northwest Survoys, Inc. 2100 North 45th Seattle, WA 98103 206/547-5600	34	16 *(See Advertisement Page 40)*	34	34
Wade West, Inc. 15600 N.E. 8th Street Seattle, WA 98008 206/641-1188 or 818/995-1400	10	0 *(See Advertisement Back Cover)*	10	10

SPOKANE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Consumer Opinion Services, Inc. 315 Northtown Mall Spokane, WA 99207 509/487-6173	4	0 *(See Advertisement Page 32)*	4	0



ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Inland Market Research Center 1715 "B" N. Atlantic Spokane, WA 99205 509/326-8040	21	0	21	0
Market Trends, Inc. No. 507 Howard, #203 Spokane, WA 99201 509/838-4900	14	14 *(See Advertisement Page 73)*	14	14

WEST VIRGINIA

CHARLESTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Ryan-Samples Research, Inc. No. 10 Hale Street Charleston,WV 25301 304/343-7655	15	2	15	0

WISCONSIN

APPLETON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Appleten Fox River Mall Appleton, WI 54913 414/730-2240	6	0 *(See Advertisement Page 17)*	0	0

EAU CLAIRE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing/Eau Claire Oakwood Mall Eau Claire, WI 54702 715/833-2401	6	0 *(See Advertisement Page 17)*	0	0

GREEN BAY

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Wisconsin Research 1270 Main Street Green Bay, WI 54302 414/436-4646	20	0	20	0

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

MILWAUKEE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Bisbing Business Research 6525 W. Bluemound Rd. Milwaukee, WI 53213 414/774-0623	40	0	40	40
Consumer Pulse ef Milwaukee 275 W. Wisconsin Ave Plankington Bldg. Milwaukee, WI 53203 414/274-6060 or 800/336-0159	12	4 *(See Advertisement Page 38)*	12	0
Dieringer Research Associates Inc. 3064 N. 78th Street Milwaukee, WI 53222 414/445-1717	30	0	30	0
Lein/Spiegelhoff, Inc. 235 N. Executive Dr. Brookfield, WI 53005 414/797-4320	30	0	27	0
Mazur/Zachow Interviewing 4319 No. 76th Street Milwaukee, WI 53222 414/438-0806	15	0	15	15
Milwaukee Market Research, Inc. 2835 North Mayfair Road Milwaukee, WI 53222 414/475-6656	16	16	16	0
Pert Survey Research 1209 Layton Milwaukee, WI 53221 203/242-2005	37	0	37	37

RACINE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Ad Factors/Millward Brown, Inc. 5200 Washington Ave., #225 Racine, WI 53406 414/632-0911	20	0	20	0

INDEX OF ADVERTISERS

Corrections

The following listings were inadvertently omitted from the December/January Focus Group Research Facilities Directory:

Focus First America
969 High Ridge Rd.
Stamford, CT 06905
203-322-1173
1, 2, 3, 4, 5, 6, 7B

Capitol Research Services
401 S. Washington Sq., 2nd Fl.
Lansing, MI 48933
517-484-5440
1, 3, 6, 7B

The following listing was inadvertently omitted from the March Data Processing/Software/Statistical Analysis Directory. The company provides both data entry and data processing services.

Data Vision Research
29 Emmons Dr., Bldg. A-2
Princeton, NJ 08540
609-987-0565

Tennis

continued from p. 76

(51%) have annual incomes of $50,000 or more, while 16% have annual incomes of $100,000 or more.

- Subscribers' average net worth is $340,000.
- 67% own their primary residence, with average market value of $176,800.
- 17% of home owners plan to purchase a second home.

The subscribers are also well-educated and successful. Seventy-seven percent have attended college, 51% are college graduates and 81% of the employed subscribers hold professional/technical or managerial/administrator positions.

Tennis habits

The study shows that subscribers are, not surprisingly, active tennis enthusiasts. They are experienced players, with the average subscriber having played for 10 years. Moreover, 79% rate themselves as upper intermediate players or better, and 33% consider themselves advanced, expert or teaching pros.

They are frequent tennis players as well, with 76% playing the game at least 48 times a year or more. The average subscriber plays 104.8 times per year and the average player plays for over two hours per session. Furthermore, 50% of them belong to clubs with tennis facilities.

Reader involvement

Tennis magazine subscribers rely on the magazine to keep them informed about their favorite sport. According to the study:

- The average subscriber spends almost two hours with a typical issue.
- 25% have ordered products through direct-mail advertising in the publication.

Subscriber pass-along readers are active tennis players, too. The study shows:

- Subscribers share each issue of *Tennis* magazine with an average 1.5 other readers, which adds to a total of 2.5 readers per copy.
- 85% of these pass-along readers are also tennis players, with 33% playing 48 or more times per year.
- The pass-along readership is younger (average age 30.9 years) and more dual audience (male/female ratio 59/41) than the subscriber population.

Lifestyle indicators

Part of the study's section on lifestyle indicators questioned subscribers on the kinds of electronics they use.

They are high-tech buffs. Twenty-nine percent of the subscribers own a home computer and 16% planned to buy one. Additionally, 70% own a VCR, 15% own a video camera, 65% own a component stereo system and 71% own a home cassette player.

Another portion of the lifestyle indicator section covered financial investments. The study shows that 87% of the respondents own an insurance policy and 74% own a life insurance policy. Nearly 40% of them currently use or plan to use a financial planner/broker. Moreover, two-thirds of the subscribers own investments such as stocks, bonds, mutual funds, and IRA's.

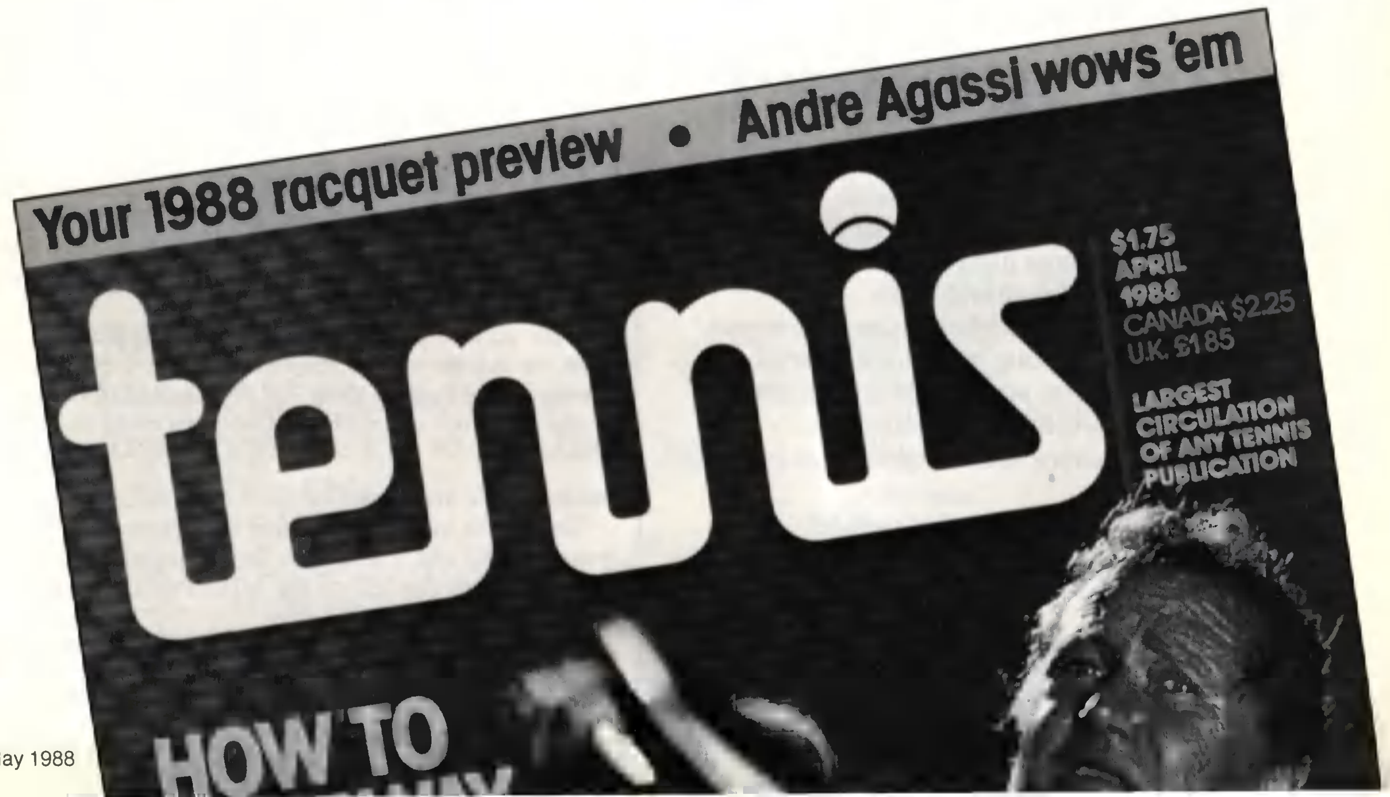
The last two areas of this section of the study asked subscribers questions about their fitness and travel habits.

The study found that nine out of 10 subscribers are involved in other activities besides tennis to stay fit and most spend close to six hours per week on exercise other than tennis. The majority, 64%, have exercise equipment in their home and of those, 69% use free weights, 47% use an exercise bicycle and 28% use a rowing machine.

Vacationers

The subscribers are vacationers, too. In 1986, 85% of them took an average of three vacations lasting a total of 19 days. Their main vacation lasted nine days and cost an average of $1,728. While on vacation, subscribers participate in a variety of sports. Besides tennis, these are swimming, boating, fishing, golfing, and jogging

The respondents are also moderate airplane travelers. On the average, the subscribers took six domestic plane trips in 1986; 49% of them traveled abroad by plane in the past three years, and 45% of the domestic plane trips and 71% of the foreign plane trips taken were for pleasure/personal reasons. MRR



By Beth E. Hoffman
managing editor

Readership survey "serves" *Tennis* magazines' marketing needs

The folks at *Tennis* magazine, a publication of the New York Times Co., are as hard-core about their readers as their readers are about the sport of tennis. They know their readership market so well, they can tell you how many (plus or minus a few) pairs of tennis shoes and how many cans of tennis balls the magazine's readers/tennis players used last year.

Such data is collected annually, says Hugh J. White, vice president of research and marketing services, to monitor the frequent player market. It's collected via the magazine's annual subscriber study which, says White, is a "measurement of subscribers to *Tennis* magazine. It's reflective of the hard-core tennis player." The study offers valuable information and useful indicators of the young, active, affluent lifestyle of *Tennis* magazine subscribers.

The company has conducted the direct-mail subscriber study at various levels of depth since 1975, says White. Besides its monitoring of the market function, the study is conducted for editorial purposes as well. Results of the study have spurred features on tennis instruction, equipment, famous tennis players and locations to play tennis.

1987 subscriber study

The 1987 subscriber study was conducted by Signet Research, Inc., an independent research company in Cliffside Park, N.J. The objective of the study was to gather information about subscriber:

1. Demographics. Who are the men and women who subscribe to the magazine? What is their lifestyle?

2. Tennis activity. Where and how often do subscribers play tennis? What are their skill levels?

3. Relationship to *Tennis* magazine. How much time do they spend with their issues? How long do they keep them? Do they share this resource with other tennis players?

4. Lifestyle indicators. How do they spend their money and their free time? This section covers travel, fitness, apparel, financial investments, consumer electronics, credit cards and car rental.

Researeh methodology

The 1987 survey was mailed in early November, 1986, to 1,472 subscribers of *Tennis* magazine selected from the publication's domestic circulation list on an every nth name basis. A brand new dollar bill was included with the questionnaire as an incentive. The questionnaire was preceded by an alert postcard mailed on Oct. 30 which informed subscribers of the upcoming survey. A second postcard was mailed on Nov. 5. On Nov. 10 a second questionnaire was sent to the whole sample.

In order to reduce respondent fatigue, two questionnaires (A and B) were prepared. Some questions were the same on both and some appeared in one of the two versions only. Each questionnaire was mailed to half the sample (736 subscribers).

There were 76 post office returns and late and blank returns, so that the net effective mailing was 1,396. By the closing date of Dec. 8, 1986, 778 returns (424 from sample A and 354 from sample B) had been received yielding a 56% response.

Demographic overview

The results from the study find that the men (67%) and women (33%) who subscribe to *Tennis* magazine are young (35.2 is the median age of the subscribers) and affluent. They have:

- An average household income of $73,400. Over half

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