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# MARKETING RESEARCH

*Review*



*Health care research  
special emphasis  
issue*

*June/July, 1988*



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BOULDER CO.	X	X		X	NEW ORLEANS, LA	X	X	X	X
COUNCIL BLUFFS, IA/ OMAHA, NE	X		X	X	PHOENIX, AZ	X	X	X	**X
DENVER, CO.		X	X	X	PINE BLUFF/ LITTLE ROCK, AR	X	X	X	X
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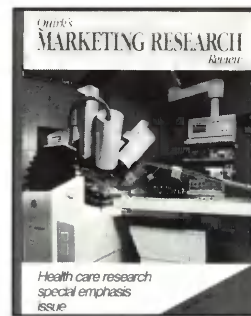
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## Sales Offices:

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### Cover

Dornier Medical Systems, Inc., Marietta, Ga., producer of the HM4 Lithotripter shown on the cover, is a major user of secondary market research. How it uses secondary research is described in this special emphasis issue on health care market research, beginning on p. 8.

Publisher

**Tom Quirk**

Managing Editor

**Beth E. Hoffman**

Editorial Advisor

**Emmet J. Hoffman**

Advertising Coordinator

**F. Keith Hunt**

Circulation Director

**James Quirk**

Printing Supervisor

**Robert K. Truhlar**

Business Manager

**Marlene Quirk**

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# Attitude surveys keep phone company in touch

By Beth E. Hoffman  
managing editor

**T**he breakup of America's telecommunications industry in 1983 put a strain on the resulting "baby Bell" companies both internally and externally. Internally, these companies had to learn how to cope with and adjust to a new corporate climate. Externally, they faced the difficult task of building public understanding and support.

For a midwestern telephone company, the external task has been successfully accomplished with the help of a telephone survey called CAS, Customer Attitude Survey. CAS has been used by St. Louis-based Southwestern Bell Telephone Co. since divestiture to pinpoint consumer perceptions and as a result, has proven to be a valuable contributor to the company's strong initial success. In just four years since divestiture, positive cus-

tomers attitudes toward the company are at an all-time high.

CAS was developed internally by Southwestern Bell employees in 1983. One of those employees was Jim Porchey, currently president of Porchey Research, Inc., St. Louis. Porchey says the survey was created because Southwestern Bell wanted to find "a better way to stay in touch with its customers." It was part of a long-range strategy for the company to be suc-

cessful in the external world, adds Ron Kemm, area manager, Issues Development at Southwestern Bell.

"The survey was critical to our success and beyond as we became a stand-alone organization. It provided us with the first steps as to how the public thinks about Southwestern Bell business and value of service," says Kemm. "It helped gauge some of our strengths and point out and identify things we needed to pay attention to and make improvements on. It helped us find out what our customers' inhibitions were about divestiture."

## Customer participation

What is especially unique about CAS and what sets it apart from other research techniques is that customers participated in the design of the survey. That's because Southwestern Bell wanted to know what its customers thought would lead to the success of

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**Southwestern Bell  
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Seventeen different Tele-Help booklets have been produced by Southwestern Bell Telephone Co. and more than 13 million of them have been distributed to its customers.

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# Research service satisfies

By Beth E. Hoffman

**H**ow many times in your job have you needed some information but didn't have the time to find it, or perhaps didn't know the best place to get it? Chances are, more than once. Maybe you wanted to know what the recent trends are in the juvenile furniture market? What the size is of exports to the U.S. of Australian wines? What new frozen cookie is being test marketed by a major food manufacturer? Or even, if there is a recipe for malted milk balls?

Questions like these are not unusual to FIND/SVP and there's not one question that they will not at least try to answer.

The New York-based company is a worldwide information and research service, the largest business information center in America. Its goal is to satisfy the research and information needs of American businesses and their executives by providing a convenient, fast and cost-efficient service that is literally one phone call away. It also provides other research services and information products to meet clients' marketing, competitive and business intelligence needs. More than



half of the Fortune 100 use FIND as an adjunct to in-house research staffs.

Founded in 1969 by Andrew P. Garvin and Kathleen S. Bingham, FIND has a research staff of 65 information specialists, researchers, analysts and consultants. It has access to over 1,000 databases, 11,000 subject files and 10,000 company files, current and back issues of 1,700 periodicals, thousands of reference works, and personal information sources and contacts around the world.

#### Four divisions

Four divisions make up FIND: Quick Information Service, Strategic Research Division, Published Studies, and Information Catalog.

The QIS is the starting point for a business's information needs. If a question can be answered here, the caller is transferred to a subject spe-

cialist from one of six subject groups at FIND: the Consumer Group, the Industrial/Technical Group, the Healthcare Group, the Business/Company/Finance Group, the Central Search Group, or the Document Services Group. Clients discuss their information needs with the researcher who helps pinpoint just what information is required. Some information can be answered immediately, but the center's average turnaround time is 24-48 hours.

QIS answers more than 70,000 questions a year and represents approximately 60% of FIND's business. When a question comes in that's too involved for a quick answer, it is referred to the Strategic Research Division. The SRD combines the extensive resources of the company's information center with the survey and inter-

## **DORNIER LITHOTRIPTER.**

Formed in 1984, Dornier Medical Systems, Inc., Marietta, Ga., imports, distributes and services lithotripters developed and manufactured in West Germany by Dornier GmbH, a major West German aircraft manufacturer. The lithotripter is a device for fragmenting kidney stones with sonic shock waves. Company activities include research, development and manufacture of medical devices, as well as biotechnology, transportation, environmental protection, electronics, data processing, and energy technology.



# businesses' information needs

view techniques of an experienced staff to provide in-depth custom research.

In the Published Studies division, FIND produces and publishes approximately 25 copyrighted, syndicated or off-the-shelf studies which cover such markets and industries as prepared frozen foods, children's toys and games and industrial ceramics.

The Information Catalog division is a bimonthly offering of industry and company reports, studies, books and other information, produced by FIND/SVP and other research companies. Distributed to 75,000 business executives, the catalog is a compendium of market information and competitive intelligence.

## **Competitive information**

Having access to competitive information is a major reason why Dornier Medical Systems, Marietta, Ga., uses FIND. Dornier imports, distributes and services lithotripters - a device for fragmenting kidney stones with sonic shock waves - developed and manufactured in West Germany by Dornier GmbH, a major West German aircraft manufacturer. John Warlick, marketing information systems coordinator at

continued on p. 10

## **Glaxo**

Glaxo, Inc., Research Triangle Park, N.C., is the world's fifth largest ethical pharmaceutical company in terms of sales. The company produces and markets prescription medicines in the following therapeutic categories: Respiratory, cardiovascular, gastrointestinal, antibiotic and dermatological. Glaxo products are sold in 150 countries through a network of more than 70 subsidiary and associated companies, of which Glaxo is the largest. Glaxo places heavy emphasis on the continuous expansion of its research, development and technical resources.



Dornier, says FIND can access between 15-20 databases that store competitive information.

"We're looking for anything that has to do with our competitors, who they are, what their products are, and anything that's published on them." This kind of information is then pulled together into a monthly report by FIND and forwarded to Dornier's marketing department.

Specifically, FIND provides Dornier with press releases from competitor companies. While Dornier would

eventually get this material, FIND assures it gets a copy as soon as the information is released so that Dornier always has "up-to-the-minute" knowledge of competitor activity. FIND also accesses competitor and industry information from medical journals and publications Dornier may not subscribe to.

**Calls to competitors**

On request, FIND will even make telephone calls to competitor companies, says Warlick. No deception is involved, however. FIND personnel always identify themselves, explain why they're calling, and acknowledges that it's working for a client. Even with such honesty, most of Dornier's com-

petitors "have been very helpful," says Warlick. "FIND has received a lot of timely information this way. Companies will reveal all sorts of things."

Since Dornier established an in-house strategic research department, it only utilizes FIND's QIS. This service is most useful to Dornier, says Warlick. "We can call anytime to ask any odd-ball question. Primarily, FIND provides us with demographic information, medical research information, and Census data, such as the incidence of kidney stones and gall bladder stones in a particular area of the country."

Its services also come in handy for company-related needs as well. Ex-

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*"Primarily, FIND provides us with demographic information, medical research information, and Census data, such as the incidence of kidney stones and gall bladder stones in a particular area of the country." John Warlick*

plains Warlick, if Dornier has a sales meeting planned in Orlando, for example, and wants to know where some local five-star restaurants are to bring clients, FIND is there to solve that kind of problem too.

In a nutshell, FIND has been able to help Dornier answer all types of questions in a cost-effective and timely fashion. "And if they can't answer a question for you, they can tell you who can," notes Warlick.

**Glaxo, Inc.**

Another satisfied FIND client is Glaxo, Inc., Research Triangle Park, N.C. Glaxo, a producer and marketer of prescription medicines, is the world's fifth largest ethical pharmaceutical company in terms of sales. The company has been using FIND for about 2 1/2 years for a variety of purposes and to supplement other secondary resources the company has in-house, according to George Matijow, manager, marketing research at Glaxo.

"We use the services to get quick information on other companies and

continued on p. 24



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1. What are the primary problems you have when conducting surveys? (Fill in all that apply)

- |   |   |
|---|---|
| <b>Data entry</b>                       | <b>Questionnaire preparation</b>          |
| <input type="radio"/> Elapsed time      | <input type="radio"/> Last minute changes |
| <input type="radio"/> Data accuracy     | <input type="radio"/> Flexibility         |
| <input type="radio"/> Cost              | <input type="radio"/> Aesthetics          |
| <input type="radio"/> Labor staffing    | <input type="radio"/> Complex designs     |
| <input type="radio"/> Coding            | <input type="radio"/> Assembling          |
| <input type="radio"/> Peaks and valleys | <input type="radio"/> Typos               |
| <input type="radio"/> Other _____       | <input type="radio"/> Other _____         |
| _____                                   | _____                                     |
| _____                                   | _____                                     |
| _____                                   | _____                                     |

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

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> Less than 200 | <input type="radio"/> 2,001-5,000   |
| <input type="radio"/> 201-500       | <input type="radio"/> 5,001-10,000  |
| <input type="radio"/> 501-1,000     | <input type="radio"/> 10,001-20,000 |
| <input type="radio"/> 1,001-2,000   | <input type="radio"/> Over 20,000   |

3. How many surveys do you conduct per month?

- |                            |                               |
|----------------------------|-------------------------------|
| <input type="radio"/> 1-2  | <input type="radio"/> 11-25   |
| <input type="radio"/> 3-5  | <input type="radio"/> 26-50   |
| <input type="radio"/> 6-10 | <input type="radio"/> Over 50 |

4. How do you enter your data?

- Key entry minicomputer
- PC with key entry software
- CRT interviewing system
- Other \_\_\_\_\_

5. How do you prepare your Questionnaires?

- Word processing
- Computer software product
- Other \_\_\_\_\_

6. Would you consider using the SURVEY NETWORK™ system for your operation assuming you can reduce costs and it solves the problems you marked in the first question?

- Yes
- No
- Need more information

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
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# Eating behavior trends revealed in Pillsbury study

**T**he number of people watching their diet and feasting on nutritious foods, and those who eat primarily for sustenance and thrive on convenience, are both increasing substantially, a Pillsbury Co. study shows.

"What's Cookin'?: A Study of Trends in American Eating Behavior," is a look over a 15-year period at the changes which have occurred in American's eating behavior. This includes what is eaten, how it's prepared, when it's eaten, with whom, how often, in what form, and where.

The study is the first of its kind for Minneapolis-based Pillsbury, says Judy Mottaz, marketing research assistant manager for U.S. Foods at Pillsbury and project director for the study.

"What sets it apart from similar studies we've done in the past is that it cuts across all Pillsbury brand products and foods. It's also unique in that we have tracked actual eating behavior through a diary panel. This helps show what people are actually eating, not what they say they're eating or doing in terms of eating behavior." People say they're cutting down on sugar, salt and fat, for example, but the diaries from the study don't always show this.

## 15-year analysis

Pillsbury's analysis of American eating behavior was completed with the assistance of SRI International and Creative Research Associates, Inc. The company used data from a menu census - food diaries - collected at three points during the past 15 years. Each census had a sample of approximately 1,000 households for a total sample size of 3,000. Data collection was done by Market Research Corporation of America.

Analysis of the eating patterns led Pillsbury to the discovery of five distinct clusters or groups of consumers who share similar eating behavior. These five groups were coined "The Chase & Grabbits," "The Functional Feeders," "The Down Home Stokers," "The Careful Cooks," and "The Happy Cookers."

After all the quantitative data had been analyzed

and compared, focus groups were conducted "to fill in our knowledge of what these people are like," says Mottaz, enabling the company to draw profiles of each group. "We knew what these people ate but we knew much less about them as people. We wanted to know the who, what, where and why; who they were eating this food with, where they were consuming it, and why they were eating the foods they ate."

## Focus groups

In late 1987, a total of 10 focus groups - approximately 100 people - were conducted, two groups for each of the five clusters. The participants were representative of the five segments, having been

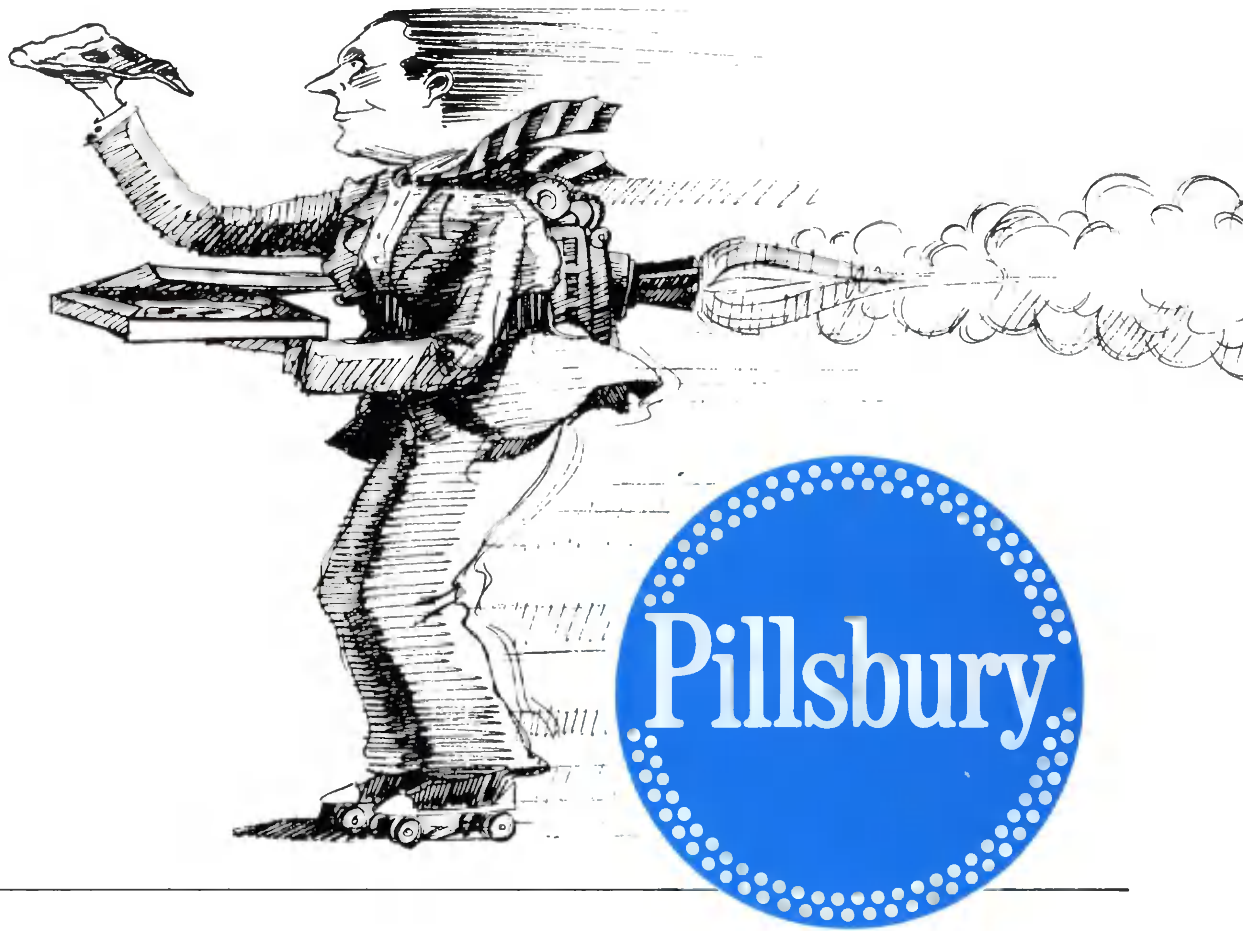
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*"What sets it apart from other studies we've done in the past is that it cuts across all Pillsbury brand products and foods. It's also unique in that we have tracked actual eating behavior through a diary panel." Judy Mottaz.*

---

screened and selected in a telephone interview. The focus groups were conducted in the areas of the U.S. which best represented the particular cluster. For example, the health-conscious "Careful Cookers" tend to be older Americans living on the West Coast, so focus groups were conducted in Los Angeles. The traditional, regional food-eaters called the "Down Home Stokers" are found heavily in the south so focus groups were conducted in Atlanta.

With qualitative and quantitative data in hand, Pillsbury packaged its information in the "What's Cookin'" booklet which was released at the 33rd Pillsbury BAKE-OFF. The following describes characteristics of the five groups.



• *The Chase & Grabbits.* This group experienced the biggest increase over the 15-year period, 136%. It currently represents 26% of the total sample.

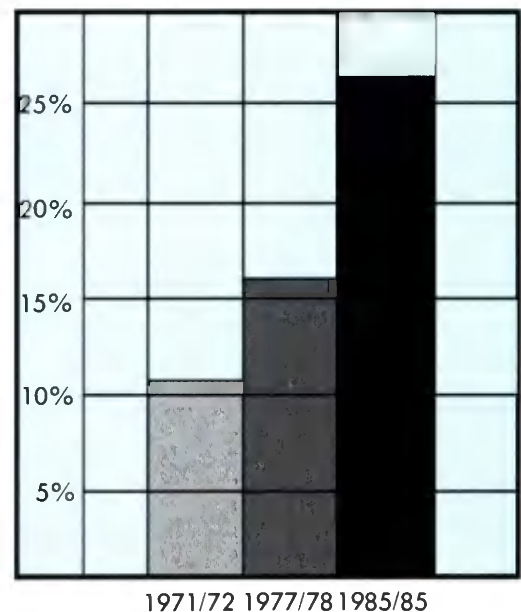
These are young urbanities. If single, they live alone or with one or more roommates. If married, they're childless and both spouses are employed.

Having good incomes, one way they enjoy it is by eating out a lot. When it comes to food, they're adventurous, willing to try new and exotic foods. They don't spend time preparing food because work and leisure keep them very involved and thus, even microwave popcorn may suffice as a meal. Fast-food hamburgers and sandwiches, frozen dinners and carry out or frozen pizzas are common Chase & Grabbit fare. They're not interested in more convenient food just more convenience. Says one Chase & Grabbit, "Someday all you'll have to do is take a pill and it'll give you everything you need."

• *Functional Feeders.* Currently 18% of the total sample, this group shows a 28% decrease in the 15 years since 1971-72. Functional Feeders are over 45-years-old and live in larger households in the Mid-Atlantic or East North-Central states.

Many of the women in this group are employed outside the home, but they choose to do so for reasons of self-fulfillment rather than economic necessity. Because of busy schedules, they seek out convenience foods but use them as ingredients or side dishes rather than the meal itself. They're not particularly adventurous about food, opting instead for a convenient way to prepare the kind of traditional meals they themselves grew up with. Typical Functional Feeders fare include: Canned soups,

The Chase and Grabbits



The Chase and Grabbits are currently 26% of the total sample, an increase of 136% in 15 years.

macaroni and cheese, frozen pancakes and waffles, store-bought cookies and instant potatoes.

• *Down Home Stokers.* This group is tightly bound  
continued on p. 39

# Microcomputer mapping aids health care marketers

**M**icrocomputer mapping has become an indispensable planning and marketing tool for many health care marketers who are faced with decisions based on geographic data. With all the necessary data geographically presented by state, county, zip code or customized bound-

aries, marketers can quickly and easily illustrate everything from population shifts to sources of patient referrals. Moreover, mapping enables marketers to analyze market share, study service area needs, develop marketing strategies and select facility locations.

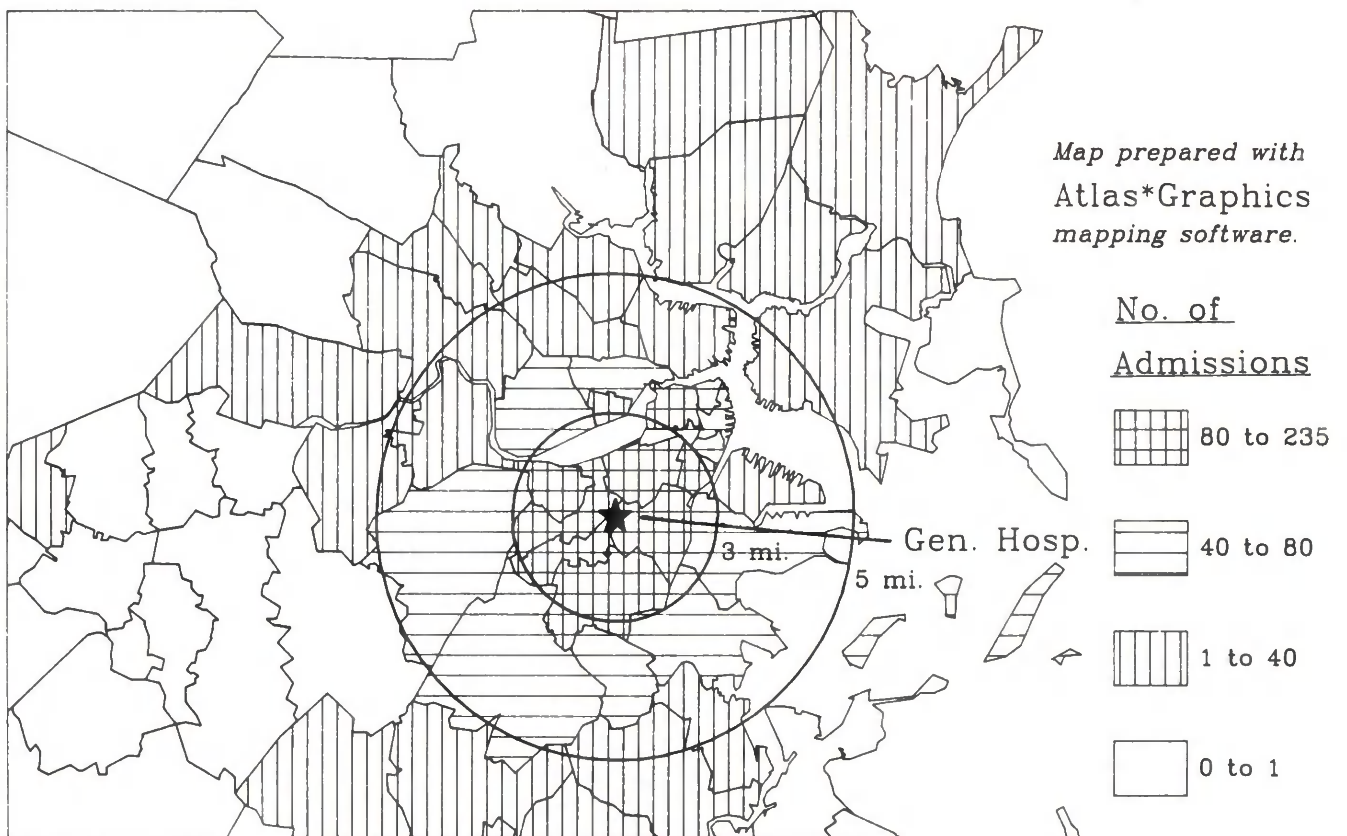
A host of health care institutions

have reaped the benefits of mapping, such as hospitals, state and national public health agencies, marketing and management consulting firms, major medical groups, prepaid health care plans and insurance carriers.

Magliaro & McHaney Health Care

continued on p. 25

General hospital service area. Zip code boundaries.



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# "No preference" in paired-preference testing

By Michael Baumgardner and Ron Tatham

Simple paired comparison tests of preference are one of the most common experiments done in marketing research. For example, two products, A and B, are presented to respondents and they are asked which they prefer either on an overall or attribute specific basis. We will call the

proportion of people preferring A,  $P_a$  and the proportion preferring B,  $P_b$ . Our goal is to determine whether a significant difference exists between  $P_a$  and  $P_b$ .

## Binomial problem

Most reference texts treat this as a binomial problem, that is, only two responses are possible. Consequently, either the binomial test or a Z-test (or equivalent  $\chi^2$ ) would be applied. Under the null hypothesis that  $P_a = P_b = .5$ , the common Z-test is seen in several forms, such as:

$$1.1 \quad Z = (P_a - .5) / \sqrt{[ (.5 * .5) / (n - 1) ]}$$

or

$$1.2 \quad Z = (P_a - P_b) / \sqrt{[ 1 / (n - 1) ]}$$

Generally, Yates correction factor for continuity is incorporated into the Z-test, but we will ignore that detail for our discussion.

Unfortunately, the reference text wisdom fails to recognize that, as a practical matter, the paired-preference is most often not a binomial problem. Respondents will not only "prefer A" or "prefer B," but will also at times indicate they "don't know" or "have no preference." Thus, the typical marketing problem yields a trinomial distribution of responses:  $P_a$ ,  $P_b$ , and  $P_c$  where  $P_c$  represents the proportion of respondents who indicate they have no preference.

If we have a trinomial distribution, the variance of  $P_a - P_b$  can be shown to be  $[P_a + P_b - (P_a - P_b)^2] / (n - 1)$ . Since, under the null hypothesis, we can assume that  $P_a = P_b$ , then the variance

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

becomes  $[P_a + P_b]/(n-1)$  and the Z-test for testing significance becomes:

$$1.3 \quad Z = (P_a - P_b) / \sqrt{[(P_a + P_b)/(n-1)]}$$

Many researchers do not use 1.3 for significance testing. Instead, in the presence of "no preference" responses, researchers will commonly choose one of the options described below:

*Option 1:* Split the "no preference" responses evenly between the two products in the paired-comparison test.

*Option 2:* Split the "no preference" responses proportionately among the two products in the paired-comparison test, i.e., proportional to the observed preference among those who had a preference.

*Option 3:* Throw away the "no preference" responses and re-proportion on the smaller base of those stating a preference. They will then proceed to treat the problem as a binomial one and apply either 1.1 or 1.2.

We will illustrate the implications of all this by examining the following hypothetical data from a paired-comparison study involving 100 respondents:

	Prefer A	Prefer B	No Preference	Total
Observed frequency	49	31	20	100
Observed proportions	.49	.31	.20	1.0

We can then proceed to calculate a Z-statistic for the difference  $P_a - P_b$  based on this trinomial distribution as follows:

$$Z = (P_a - P_b) / \sqrt{[(P_a + P_b)/(n-1)]}$$

$$Z = (.49 - .31) / \sqrt{[(.49 + .31)/(100-1)]}$$

$$Z = 2.00$$

*Option 1:* Split the "no preference" responses evenly between the two products in the paired-comparison test.

Splitting the 20 "no preference" respondents equally gives us the following data:

	Prefer A	Prefer B	No Preference	Total
Observed frequency	59	41	—	100
Observed proportions	.59	.41	—	1.0

We can proceed to calculate a Z-statistic for the difference  $P_a - P_b$  based on either 1.1, 1.2, or 1.3. For example, using 1.2:

$$Z = (P_a - P_b) / \sqrt{[1/(n-1)]}$$

$$Z = (.59 - .41) / \sqrt{[1/(99)]}$$

$$Z = 1.79$$

*Option 2:* Split the "no preference" responses proportionately among the two products in the paired-comparison test, i.e., proportional to the observed preference among those who had a preference.

Splitting the 20 "no preference" proportionally gives us the following data:

	Prefer A	Prefer B	No Preference	Total
Observed frequency	61.25	38.75	—	100
Observed proportions	.6125	.3875	—	1.0

continued on p. 20

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## Data Use

continued from p. 19

We can proceed to calculate a Z-statistic for the difference  $P_a - P_b$ .

$$Z = (P_a - P_b) / \sqrt{[1/(n-1)]}$$

$$Z = (.6125 - .3875) / \sqrt{[1/(99)]}$$

$$Z = 2.24$$

Option 3: Throw away the "no preference" responses and reportion on the smaller base of those stating a preference.

Eliminating the 20 "no preference" respondents gives us the following data:

	Prefer A	Prefer B	No Preference	Total
Observed frequency	49	31	—	80
Observed proportions	.6125	.3875	—	1.0

We can proceed to calculate a Z-statistic for the difference  $P_a - P_b$ .

$$Z = (P_a - P_b) / \sqrt{[1/(n-1)]}$$

$$Z = (.6125 - .3875) / \sqrt{[1/(79)]}$$

$$Z = 2.00$$

Summarizing our results:

	Trinomial approach	Split no preference equally	Split no preference proportional	Eliminate all no preference
Z-Statistic:	2.00	1.79	2.24	2.00

Conclusions: We believe the trinomial approach is fundamentally correct and recommend that to our clients. In practice, this is almost identical to eliminating the "no preference" responses and reportioning on a smaller base.

Splitting the "no preference" respondents equally will reduce sensitivity, and frankly, we feel uncomfortable giving a consumer a response that we make up. Splitting no preference respondents proportionally is especially dangerous, since it can easily lead you to conclude products differ when in fact they don't.<sup>2</sup>

<sup>1</sup>We say "almost" because it is not mathematically equivalent when using  $n-1$  rather than  $n$  in the standard error calculations.

<sup>2</sup>Also, in both these latter approaches the "correct" variance estimate is more complex than the formulae imply. MRR

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the company, not just what Southwestern Bell thought would make it so. The factors mentioned by Southwestern Bell customers fall under three categories: Management, service, and value. The 21 different "success" dimensions suggested by the respondents center under these three categories.

The types of questions in CAS revolving around management, service and value are: How well do you feel Southwestern Bell is keeping you informed? How easy is the company to do business with? How would you rate the quality of the telephone transmission? How would you rate the value of the service you're receiving? Do you believe you're getting your money's worth? and, Do you believe the charges are reasonable?

From 1983 to 1986, CAS was conducted quarterly among 3,000 ran-

domly selected customers. As attitudes stabilized, however, the survey was changed to a semi-annual basis in 1987.

Says Kemm, "When the survey was first conducted in early 1983, customers thought Southwestern Bell was

---

*"The survey was critical to our success and beyond as we became a stand-alone organization. It provided us with the first steps as to how the public thinks about Southwestern Bell business and value of service." Ron Kemm.*

---

doing a good job. But in late 1983, the survey showed customer confidence

had dropped. That's when we knew we had to make a change."

The survey findings were then analyzed to find out why this had occurred. "One reason for the drop was that customers didn't fully understand what was going on and didn't know what divestiture was all about," says Kemm. "As a result, Southwestern Bell implemented plans and programs to build customer understanding and support of its operations."

**Informational campaign**

One program was Tele-Help, a type of "hand-holding" informational campaign, describes Kemm, to walk customers through the reasons and implications of the U.S. telecommunications breakup. According to Kemm, Tele-Help "was the cornerstone of our efforts to improve customer understanding of industry changes."

Part of this campaign was the development of pamphlets which explained the types of changes which would be occurring with the customers' telephone service, for example, with their long-distance carrier. These pamphlets were distributed at no cost at community functions, and television advertising helped promote their availability. A telephone hotline was also set up so that customers could call to get a copy. Through these channels, more than 13 million copies of the pamphlet have been distributed.

"The campaign really worked," adds Kemm, "especially in the area of information needed."

The implementation of such a program as a result of CAS illustrates one of this survey's strengths, comments Porchey.

"CAS points out the company's strengths and weaknesses which leads to the development of programs to solve problems. The end result is better service to Southwestern Bell customers. That is what has lead to positive attitudes currently being at an all-time high."

Porchey continues to assist Southwestern Bell with CAS, conducting focus groups periodically as a follow-up to CAS surveys if there is an area which Southwestern Bell feels that more in-depth research is needed. "Southwestern Bell wants to probe customers' minds to fine-tune some areas of concern, areas that need attention," says Porchey.

**Personal service**

For example, focus groups were  
 continued on p. 24

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Physicians are a vital part of our research process, but they can be a particularly difficult group of survey respondents to recruit and retain. Doctors are extremely busy, and their time is quite valuable. As a result, we usually conduct our research at medical conferences, where there is a plentiful supply of physicians and their frames-of-mind are more pre-disposed to market research. But even in this setting, it is vital that we keep our interviews short and engaging to maintain respondent interest and to obtain high quality data.

## "VERY INTERESTING"

In the spring of 1980, we were given an assignment to develop a forecast for a new product so complex that twelve attributes were required to describe it. With the large number of possible combinations of these attributes, it would have been impossible for us to use our usual short paper-and-pencil interview technique. We needed to turn to a different procedure, one that could handle the large number of product attributes we needed to test, yet provide for an interview of reasonable length. We found that computer interviewing was the ideal solution to our problem. It allowed us to include numerous product attributes without sacrificing respondent interest, and gave us the flexibility to tailor the interview to each respondent's needs.

Given the number of attributes we needed to test, there was no way we could prevent



*Don Marshall, Smith, Kline & French*

the interview from being somewhat longer than we were used to, so we naturally had some initial misgivings about how physicians would respond. Our concerns turned out to be unfounded. Physicians volunteered that they found the computer interview to be "very interesting," a strikingly different reaction than we were used to hearing with our usual paper-and-pencil interview.

## SEVEN YEARS AND THOUSANDS OF PHYSICIANS

We have continued to use computer interviewing for our forecasting studies, as well as for other types of studies. Over the last seven years we have conducted interviews with thousands of physicians and have found that a computer interview increases respondent interest. In fact, physicians still comment on how interesting they find the experience, and many, after completing an interview, will bring other doctors to us so that they, too, can experience the interview. As a result, we have been able to field much more complex and lengthy interviews than we ever thought possible.

**Don Marshall**  
Manager of Quantitative Analysis  
Smith, Kline & French Laboratories

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conducted a couple of years ago to address the issue of personal service. The survey indicated that the quality of personal service is very important to Southwestern Bell customers. It wasn't just the quality of service customers were getting when they picked up the phone, but the quality of service they received when they dealt with the company's operators and service personnel, explains Porchey. Focus groups were conducted with both cus-

tomers and company employees to find out what they thought about the quality of Southwestern Bell's personal service and why they felt this way.

"The attitudes expressed in the focus groups have brought about some action," says Porchey. "We analyzed the strengths and weaknesses raised and developed techniques to make improvements."

While CAS has done an excellent job of addressing immediate concerns at Southwestern Bell, it's been instrumental in identifying long-term issues.

Adds Kemm, "CAS allows us to anticipate future changes in the industry and to plan for the future. It enables us to exercise control and influence our own destiny." MRR

**FIND/SVP**

continued from p. 10

their products for potential licensing or business development purposes. We also call FIND to get information on our competitors and their product lines, sales data, and price lists."

**Forecasting purposes**

Finding out how many people have a certain type of disease is another area Glaxo uses FIND so that it can forecast how a drug it may want to pro-

*"We use FIND to get information on our competitors and their product lines, sales data and price lists." George Matijow*

duce to treat that disease will do on the market. In addition, FIND also routinely sends the company articles about Glaxo and its competitors from periodicals the company does not subscribe to.

Most of the information Glaxo gets from FIND is used in the early stages of more thorough research that will follow, says Matijow. Sometimes Glaxo will conduct custom research to

*"If they can't answer a question for you, they can tell you who can." John Warlick*

expand on the information it receives, and sometimes FIND suggests that the company do it.

The main advantage to FIND is that it's quick, echoes Matijow. "There's no one else you can call to do this sort of leg work." MRR

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Consultants, La Jolla, Cal., uses microcomputer mapping for its hospital clients because it provides demographic analyses such as the population of a particular area and average household income, says Patricia Farrell, program analyst at M&M. The particular software package the firm uses is ATLAS Graphics from Strategic Locations Planning, San Jose, Cal. The information is used by M&M sales personnel who work with hospitals that are looking to bring in more patients. Mapping shows the hospitals the make-up of their heaviest patient population so that they can target market services that best meet these patient needs.

### Targeting physicians

Holy Family Health Care Systems, Inc., Des Plaines, Ill., uses ATLAS mapping as well to help promote the use of its specialized services by targeting physicians who may refer patients for specialized care, says Dennis Tucker, corporate vice president of marketing at Holy Family. The 285-bed acute care hospital and 362-bed nursing home may also assist physicians with patient referrals by examining the demographics of ZIP code areas which are highly mobile and which could benefit from its specialists. Holy Family may then invest in a direct mail piece on patient referrals for those areas, or place advertisements about disease and disease symptoms that persons in those areas are prone to and should be aware of.

Mapping also shows how a hospital's market share compares with its competitors. Additionally, mapping assists hospitals in evaluating new services by pinpointing the increase, decrease or change in patient origin data. In response to changing community needs, recommendations can then be made to market particular services or establish certain types of medical practices.

### Cumbersome work

Until recently, the only way to create thematic maps was by mainframe computer or by hand, either of which proved expensive, time-consuming and limiting in use. With the advent of microcomputer mapping, marketers have been able to modify and analyze data and create geographic charts very

simply, quickly, and at greatly reduced costs.

Creating thematic maps requires five basic components: A computer with graphics capabilities, an output device - such as a monitor, printer, or plotter - a data file, a boundary file, and mapping software. In the article, "Micro Mapping: Data Imaging for Information Managers," Stephen L. Poizner of Strategic Locations Planning discusses these components at length.

*Computer:* Although microcomputer mapping programs are available for most popular microcomputers, mapping software is most readily available for the IBM PC, IBM-PC compatibles and certain Apple computers. Microcomputer mapping programs are graphics oriented, therefore, the computer must possess graphics capabilities. These capabilities are a graphics card and display monitor. Color capabilities are available and enhance presentation.

*Output device:* To obtain "hard copy" maps, a pen plotter, laser printer or other similar output device is necessary.

Colorful, high resolution maps of professional quality can be achieved by a pen plotter. A laser printer provides high resolution capability but uses patterns instead of colors for differing areas. Less detailed, black and white maps with lower resolution than pen plotters can be achieved by using dot matrix printers.

*Boundary files:* Mapping software uses a boundary file to draw geographical components such as city limits and state and county borders that compose a map. The boundaries of these features are stored in a boundary file as a series of x-y or latitude-longitude points. Mapping software draws the map boundaries by connecting these points together.

Microcomputer mapping software vendors supply hundreds of different kinds of boundary files. Examples are those by zip code, streets, county, state, Designated Marketing Areas (DMAs), and Area Microcomputer Mapping of Dominant Influence (ADIs).

Boundary files can also be created with a digitizing tablet, an electronic pad with movable hand cursor. Digitizing tablets are compatible with most microcomputers and allow the creation

continued on p. 26

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## Mapping

continued from p. 25

of boundary files for practically any area.

**Data files:** Data files and boundary files work hand-in-hand. While boundary files contain boundaries for a group of features, the data files contain statistical data for these features. A data file consists of any data with a geographic element such as population, income and retail sales. A state population density data file, for instance, might contain information that shows the number of residents per square mile for each state. Another data file may show the average income per household per county in a particular state, or the number of single heads of households per county in that state.

Data files can be purchased from government agencies and data companies in the private sector provide many specialized data files.

Creating and loading your own data files by using business software programs is also feasible. That capability illustrates one of the advantages of the mapping software available on the market.

Data files generated by spreadsheets and database management packages are compatible with many of the microcomputer mapping programs available. This means that data specific to a certain business, for example, from a customer profile, can be plugged directly into the mapping program. This is information in addition to that which is available from the federal government or data companies.

**Mapping software:** The last basic ingredient needed to create maps is mapping software. This is used to merge the corresponding boundary and data files. Mapping software uses the boundary file to draw the boundaries of the map, then uses the data file to display data on the map.

Data can be displayed on a map in many ways. The most common method is by color shading the map based on its corresponding data value. Another way is using dots in a dot density map.

Mapping software's merging capability is one reason why this tool is so popular. This capability allows the user to get a clear picture of business trends. A marketer, for example, can pinpoint target markets using one or several demographic variables, add on a display of current market penetra-

tion, and then interrelate the current level of penetration with the market's potential. This illustration of data permits a quantifiable assessment of performance vs. potential. Additionally, marketers have the capability to evaluate the allocation of limited resources by overlaying many conditions within a single geographic area. MRR

## Students seek good careers, successful marriages

The country's high school leaders hope to obtain some things in greater measure compared with their recent predecessors. These are good careers, successful marriages and personal contributions to society, according to survey participants at the 51st annual national conference of the National Assn. of Student Councils (NASC), in Amherst, N. Y.

The yearly, four-year-old survey involved about 1,300 of the 1,700 student leaders from the 50 states, Washington, D. C., and Puerto Rico. Although the survey does not try to be scientific, the organization said it represents the opinions of the only secondary school government group in the U.S.

A conference spokesman said delegates, from eighth grade to college freshmen, attended the conference. They represent 17,000 student organizations and 20 million students.

The survey, which covered 39 questions on current topics, trends and the students' hopes for the future, found that attitudes toward money have shifted. Compared with previous years, more students said that by the time they are 40, making money will be the least important of the five major values in their lives.

The students ranked, in this order, those things most important, or important: To have a successful career, a good first marriage, to be better parents than their own and to contribute to society.

Ranked in fifth place was making more money, which was 200 votes behind fourth, out of 3,700 total votes cast on the question. In most of the previous surveys, making more money had been a top-ranked value.

Just 11% said making money was the most important to them. On the other hand, 27% felt a good career was most important with about 20% choosing the other three choices.

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Research facility with focus group room in growing southern market. Facility rated as "excellent" by clients. Turnkey operation with existing clients and directory listings. Owners are moving and must sell.

Contact: Jim Bryson (615) 331-2086

## Impulse buying more common among females

A recent study of unplanned purchases has found that females are more easily influenced by the positive effects of a good mood than are males and thus consider themselves more likely to buy something on impulse.

Females are more apt to yield to suggestive stimuli that improve their mood, the study found, such as background music, colorful point-of-purchase displays and free samples.

The study was conducted by the department of marketing at Georgia State University in Atlanta.

## Families stay close

The Department of Health & Human Services reports that almost two-thirds of parents age 65 and older said they see their children at least weekly. That frequency is:

- Daily, 23%
- Weekly, 40%
- Monthly, 16%
- Yearly, 18%
- Never, 3%

## Most Americans support organ transplant "rights"

Nearly nine out of 10 (86%) Americans believe that organ transplants should be available to all patients regardless of ability to pay, but only half (51%) agree that the government should pick up the tab, according to an SRI Gallup Hospital Market Research telephone poll of 1,003 adult Americans conducted in June, 1987.

The majority of Americans (51%)

would lay the bill at the government's door; 29% cite federal government responsibility and 22% believe that state or local governments should pay. But 19% of Americans simply "don't know" who should pay the bill for patients unable to afford organ transplants and nearly three out of 10 Americans identify a wide range of potential payers, such as insurance companies, hospitals and charities.

Men, middle-aged, higher income and western Americans more often favor federal government stepping in as the payer and younger Americans or northerners lay financial responsibility with state or local governments. Older or less educated Americans as well as those who live in the north central or south central states more often "don't know" who should pay.

Other potential payers cited by Americans include insurance companies (7%), charities or private funds (6%), taxpayers (4%), hospitals (3%), and doctors or "the medical community" (2%).

According to survey results, 93% of 18-24 year-olds agree that transplants should be universally available regardless of ability to pay but only 75% of 65-plus-year-old Americans agree with that position. Women, the elderly and the poor more often simply "don't know" if organ transplants should be available to all.

The poll is based on telephone interviews conducted during June, 1987, with 1,003 adults in the contiguous U.S.

The sample of telephone numbers called was randomly generated and stratified by age, sex and region of the country. Using a random-digit-dialing method which selects telephone numbers randomly, both listed and unlisted residential numbers were secured. In theory, in 19 out of 20 cases the results

will differ by no more than 3.1 percentage points in either direction (+ or -) than what would have been obtained by interviewing all adult Americans.

### No frills, please

The no-frills hotels and motels, those without a restaurant, swimming pool or exercise room, may be what business travelers want. Fifty-six percent of them said in a survey by R.H. Bruskin Associates, New Brunswick, N.J., that the less expensive alternative was preferable. Thirty-eight opted for full-service and 6% had no preference. The most frequent business travelers, those with incomes over \$40,000, were about evenly divided in their feelings: 46% no-frills, 48% full-service, 6% no preference.

### Moving advice

People relocating to a new hometown prefer to get information about that area from family, relatives and friends rather than from places like chambers of commerce, real estate brokers and libraries, a survey shows.

The Homequity, Inc., study of 1,800 recently relocated families also found that the most requested information was on housing, mortgages and schools.

### Corrections

The following listing was inadvertently omitted from the December/January Focus Group Research Facilities Directory:

Strategic Consumer Research, Inc.  
26250 Euclid Avenue  
Cleveland, OH 44132  
216-261-0308  
1, 3, 4, 6, 7B

# CONSUMER OPINION SERVICES

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Seattle, Washington 98168

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Associates**

# PRODUCT AND SERVICE UPDATE

## Patient satisfaction tool

Alan R. Ehrlich & Co. announces INTROSPECTIVE, a marketing research software package designed to provide hospitals and other health care facilities with up-to-date, "actionable" information regarding patient satisfaction. The system can measure patients' per-

ceptions during any "slice of time" and have the results within minutes of data collection. INTROSPECTIVE

## alan r. ehrlich & co.

utilizes computer interviewing techniques and operates on any MIS-DOS compatible computer. Contact

Alan R. Ehrlich, 15 Chelsea Way, Bridgewater, NJ 08807. (201) 722-1002.

## Response system

Digisoft Computers, Inc., announces a response system called the Focus-Meter. The Focus-Meter system is a research tool that enables a market researcher to measure participants' views on commercials, screenings, discussions and programs as they see them. The system helps eliminate bias created by dominant participants in a focus group by individually recording the views of the participants. When the focus group session is complete, the moderator can use the recorded results in a follow-up discussion to gain insight on topics which may have been overshadowed by the opinions of a few participants. The system enables market researchers to provide their clients with immediate results. Contact Michael Jenner, director of marketing, Digisoft Computers, Inc., (212) 289-0991.

## Random digit samples

Creative Research Systems announces the Survey Sampler, a package for producing random digit telephone samples on a microcomputer. The user specifies the area codes and exchanges that should be included in the sample. The user



can also specify that certain numbers or block of numbers should be excluded from the sample. Lists of numbers to call are then produced in any of three customized formats. Contact Lisa M. Bacon, sales manager, Creative Research Systems, 15 Lone Oak Ctr., Petaluma, CA 94952. (707) 765-1001.

## Hispanic market data

Hispanic Media & Markets, published by Standard Rate & Data Ser-



## ANNOUNCES

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WITH

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17547 VENTURA BOULEVARD

SUITE 308

ENCINO, CALIFORNIA 91316

**818-783-2502**

FAX 818-905-3216

*Nancy Levine*  
President

Circle No. 200 Reader Card

vice, Inc., is designed to promote targeting the Hispanic market among advertiser companies and advertising agencies. It contains market data estimates for population, households, Hispanic penetra-

**srds**

tion and other market indicators for 212 ADIs to be updated regularly. Supplier and service firms providing marketing-related services to the Hispanic market are included. Contact Bonnie King, SDRS, 3004 Glenview Rd., Wilmette, IL, 60091. (312) 256-6067.

**Research reports**

Cambridge Information Group has published an updated edition of FINDEX, a guide to market research reports, studies and surveys. FINDEX 1988 includes summaries of more than 11,000 finished research reports in 12 categories ranging from consumer goods to transportation. It is intended to provide businesses with fast, economical access to the vast amount of research being produced in America each year. Contact FINDEX, 7200 Wisconsin Ave., Bethesda, MD 20814. (301) 961-6750.

**Search service**

Marcept Consulting & Research, Inc., announces GATEWAY Database Search, a private database search service giving executives access to current marketing informa-



tion. GATEWAY accesses information from hundreds of specialized computer databases. Usual turnaround time is less than one week. Contact Marcept Consulting & Research, Inc., (208) 343-4607.

**Sales promotion service**

Simmons Custom Studies announces PromoGuide, a research service that can increase the effectiveness and efficiency of sales promotion such as couponing, sweepstakes, premiums, tie-ins and rebates. It can be used at the na-

tional, regional and neighborhood level. Contact Tom Gallagher (212) 916-8936.

**Facility management system**

ECF Systems Development announces Focus FMS. This focus facility management system: Replaces respondent file cards with a completely menu-driven computer system; allows you to search your respondent files on any or all of up to 40 demographic criteria; identifies and eliminates 'professional' respondents from groups; eliminates the problem of respondents attending more than one group for the same client; allows you to review the recruiting status of your groups at a glance and keep track of your recruiters' performance; automatically prints complete recruiting forms, confirmation letters, group sign-in sheets and job records; maintains information on all of your clients and prepares complete histories of client activity. The system comes with full documentation, a set of data forms for collecting information and full customer phone support. Contact Ed Fredian, ECF Systems Development, 31955 10th Ave., S. Laguna, CA 92677. (714) 499-5135.

**3 IN 10  
ISN'T BAD?  
OR IS IT?**

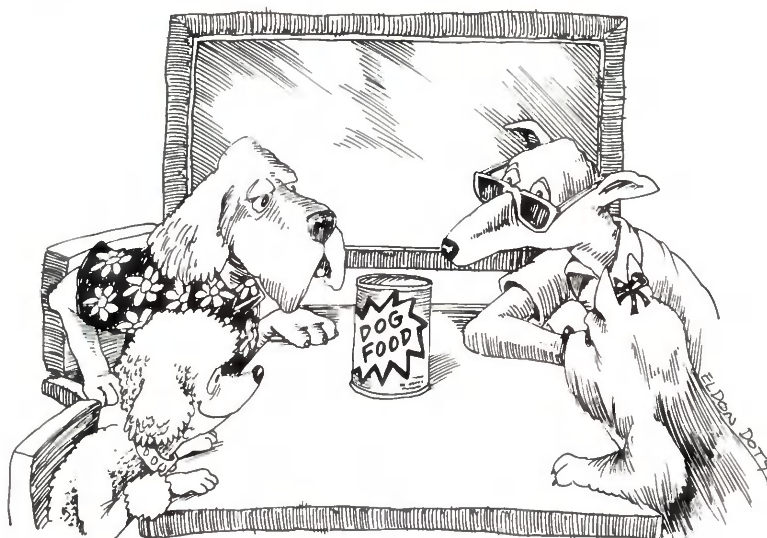
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SIGMA RESEARCH  
COMPANY  
201-886-0550**

\*Based on over 1.5 million mall and door-to-door respondents, 1980 to 1987. In those studies 3 markets had no duplication; 5 markets had 1 to 10% duplication; and 2 markets had over 10% duplication. Duplication is based on matching telephone numbers.

Circle No. 201 Reader Card



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220 South Spruce Street, Suite 100,  
South San Francisco, CA 94080 (415) 871-6800

# HEALTHCARE MARKETING RESEARCH SERVICES

**Editor's Note:** This list was developed by mailing forms to those organizations which we found have indicated healthcare research capabilities in their advertisements, publicity or other published material.

## Codes:

Quantitative	Qualitative	Areas of Expertise
A-1 Syndicated Studies	B-1 Focus Groups	C-1 Dentists
2 Multi-Client Studies	2 One-On-Ones	2 Doctors/Physicians
3 Omnibus Studies		3 Drugs/Health Products
4 Panels		4 Health Maintenance/ Insurance Organizations
5 Personal Interviewing		5 Hospitals
6 Telephone Interviewing		6 Instrumentation/Devices
7 Mail Surveys		7 Nurses
8 Software		8 Patient
9 Data Processing		9 Pharmacists

Aloco, Inc.  
875 Centerville Rd.  
Warwick, RI 02886  
401/821-6900  
A 2-4-5-6-7  
B 1-2  
C 2-4-5-7-8

American Public Opinion &  
Market Research Corp.  
1324 So. Minnesota Ave.  
Sioux Falls, SD 57105  
A 1-2-3-4-5-6-7-8-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9

**Analysis Research Ltd.**  
4655 Ruffner St/Ste 180  
San Diego, CA 92111  
619/268-4800  
A 5-6  
B 1-2  
C 1-2-3-4-5-6-7-8-9  
*(See Advertisement on Page 22)*

Anderson, Niebuhr & Assoc.  
1885 University Avenue  
St. Paul, MN 55104  
612/645-5577  
A 5-6-7  
B 1-2  
C 1-2-3-4-5-7-8

The Answer Group  
11161 Kenwood Road  
Cincinnati, OH 45242  
513/489-9000  
A 5-6-7-8-9  
B 1-2  
C 1-2-3-5-6-7-8-9

Barson Marketing  
Box 1148-Hwy. 9  
Manalapan, NJ 07726  
201/446-3662  
A 6-7  
C 1-2-3-4-5

Jerome Brown Communications  
700 White Plains Rd.  
Scarsdale, NY 10583  
914/472-7474  
A 2-5-6-7  
B 1-2  
C 1-2-3-5-7

R. H. Bruskin Assoc.  
303 George St.  
New Brunswick, NJ 08903  
201/249-1800  
A 1-2-3-4-5-6-7  
B 1-2  
C 1-2-3-4-5-7-8-9

Burgoyne Information Svcs.  
One Centennial Pl/705 Central Ave  
Cincinnati, OH 45202  
513/621-7000  
A 5-6-8-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9

C/J Research, Inc.  
3150 Salt Creek Lane  
Arlington Heights, IL 60005  
312/253-1100  
A 4-6-7-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9

California Survey Research  
5400 Van Nuys Blvd/Ste 307  
Van Nuys, CA 91401  
818/986-9444  
A 6-7  
C 2-4-5-8

Chesapeake Surveys  
305 W. Chesapeake Ave/#L19  
Towson, MD 21204  
301/296-4411  
A 5-6-7-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9

Commission on Professional  
& Hospital Activities(CPHA)  
1968 Green Road/Box 1809  
Ann Arbor, MI 48106  
313/769-6511  
A 8-9  
C 3-5

Consumer/Industrial Rsch. Svce.  
600 N. Jackson Street  
Media, PA 19063  
215/565-6222  
A 5-6-7-8-9  
B 1-2  
C 1-2-3-4-5-6-7-9

**Consumer Opinion Services, Inc.**  
12825-1st Avenue South  
Seattle, WA 98168  
206/241-6050  
A 5-6  
B 1-2  
C 1-2  
*(See Advertisement Page 27)*

**Consumer & Professional Research**  
1515 Sheridan Rd., P.O. Box 759  
Wilmette, IL 60091  
312/256-7744  
A 5-6-7  
B 1-2  
C 2-3-4-5-6-7-8-9  
*(See Advertisement Page 24)*

Consumer Pulse, Inc.  
725 South Adams Road  
Birmingham, MI 48011  
800/336-0159  
A 5-6-7-8-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9

Creative Marketing Solutions  
P.O. Box 568  
Langehorne, PA 19047  
215/357-3655  
B 1-2  
C 1-2-3-5-6-7-9

**The Datafax Company**  
2600 Maitland Ctr Pkwy/#170  
Maitland, FL 32751  
407/660-8878  
A 1-5-6-7-9  
B 1-2  
C 2-5-7-8  
*(See Advertisement Page 24)*

The Data Group, Inc.  
2260 Butler Pike  
Plymouth Meeting, PA 19462  
215/834-2080  
A 5-6-7-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9

**Datalogics**  
6085 Route 263  
Solebury, PA 18963  
215/794-7486  
A 8-9  
C 2-3-5-6-7-8-9  
*(See Advertisement Page 34)*

Data tactics, Inc.  
555 Presidential Blvd., Ste. 430  
Philadelphia, PA 19004  
215/668-1660  
A 5-6-7-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9

Decision Support Systems  
2261 Brookhaven Pl Or/#106  
Arlington, TX 76011  
817/640-0245  
A 5-6-7-9  
B 1-2  
C 1-2-3-4-5-7-8

DeNicola Research, Inc.  
325 Greenwich Avenue  
Greenwich, CT 06830  
203/629-3323  
B 1-2  
C 1-2-3-7-9

Ruth Diamond Mkt. Rsch.  
770 Alberta Drive  
Buffalo, NY 14226  
716/836-1110  
A 2-4-5-6-7  
B 1-2  
C 1-2-3-5-7-8-9

Dolobowsky Qualitative Services, Inc.  
94 Lincoln Street  
Waltham, MA 02154  
617/647-0872  
B 1-2  
C 1-3-4-5-9

D.R.S. Health Cons.  
P.O. Box 99 Candlewood Isle  
New Fairfield, CT 06812  
203/746-5270  
A 5-6-7  
B 1-2  
C 1-2-3-5-6-7-8-9

DTW Mktg Rsch Grp  
395 Pleasant Valley Way  
West Orange, NJ 07052  
201/325-2888  
A 1-5-6-7  
B 1-2  
C 1-2-3-4-5-6-7-8-9

East West Research Institute  
735 Bishop St/Ste. 235  
Honolulu, HI 96813  
808/531-7244  
A 1-2-3-4-5-6-7  
B 1-2  
C 1-2-3-4-5-6-7-8-9

Blanka Eckstein Qual. Rsch.  
251 Lexington Avenue  
New York, NY 10016  
212/685-1635  
B 1-2  
C 2-3-6-7

Erick & Lavidge, Inc.  
10 South Riverside/Ste. 1730  
Chicago, IL 60606-3838  
312/726-0666  
A 5-6-7-8-9  
B 1-2  
C 2-3-5-7-9

Endresen Research  
Four West Blaine  
Seattle, WA 98119  
206/285-1771  
A 2-6-7-9  
B 1-2  
C 2-3-4-5-8

Edward Epstein & Assoc.  
420 Jericho Turnpike  
Jericho, NY 11791  
516/822-8600  
A 5-6-7  
B 1-2  
C 1-2-3-5-7-9

**First Market Research Corp.**  
121 Beach Street  
Boston, MA 02111  
617/482-9080  
A 5-6  
B 1-2  
C 1-2-4-5-7-8  
*(See Advertisement Page 31)*

Focus Market Research, Inc.  
801 W. 106th Street  
Bloomington, MN 55420  
612/881-3635  
B 1-2  
C 1-2-3-7-8-9

Focus Research  
26142 Ave. Bonachon  
Mission Viejo, CA 92691  
714/380-1612  
A 5-6-7  
B 1-2  
C 2-4-5-7-8

**E. Friedman Marketing Services, Inc.**  
 25130 Southfield Rd., #200  
 Southfield, MI 48075  
 313/569-0444  
 A 1-2-3-4-5-6  
 B 1-2  
 C 1-2-3-4-5-7-8-9  
 (See Advertisement Page 3)

The Gallup Organization  
 53 Bank Street  
 Princeton, NJ 08542  
 609/924-9600  
 A 1-2-3-5-6-7  
 B 1  
 C 2-3-4

Glickman Research Assoc.  
 354 Old Oak Road  
 Westwood, NJ 07675  
 201/664-6688  
 A 5-6-7-9  
 B 1-2  
 C 1-2-3-4-5-7-8-9

HDMC Marketing  
 127 Woodland Avenue  
 Fanwood, NJ 07023  
 201/889-1941  
 B 1-2  
 C 1-2-3-5-6-7-8-9

Hancock Information Group  
 479 Montgomery Place  
 Altamonte Springs, FL 32714  
 305/682-1556  
 A 5-6-7-8-9  
 B 1  
 C 1-2-4-5

Hanson & Quick Marketing Services, Inc.  
 6950 France Avenue South  
 Minneapolis, MN 55435  
 612/925-3131  
 A 5-6-7-9  
 B 1-2  
 C 2-3-4-5-6-7-8

Harrington Market Research  
 511 Monroe Street  
 Kalamazoo, MI 49007  
 616/342-6783  
 A 3-5-6-7-9  
 B 1-2  
 C 1-2-3-4-5-6-7-8-9

Health Surveys & Marketing Inc.  
 6647 Fairfax Road  
 Chevy Chase, MD 20815  
 301/654-0185  
 A 7  
 B 1-2  
 C 2-5-8

Hildebrandt Consultants  
 2 Ardmore Road  
 Berkeley, CA 94707  
 415/524-7929  
 A 5-6  
 B 1-2  
 C 2-3-4-8

Hospital Research Assoc.  
 One Gothic Pl/Hollywood Ave  
 Fairfield, NJ 07006  
 201/575-3650  
 A 1-3-4-5-6-7-8-9  
 B 1-2  
 C 2-3-4-5-7-9

D. S. Howard & Assoc.  
 307 N. Michigan Ave.  
 Chicago, IL 60601  
 312/372-7048  
 A 5-6-7  
 B 1-2  
 C 1-2-3-4-5-6-7-8-9

In Focus Mktg. Rsch. & Cons.  
 1423 Highland Pkwy.  
 St. Paul, MN 55116  
 612/698-2777  
 B 1-2  
 C 2-3-4-5-6-7-8-9

InfoDirect, Inc.  
 230 So. Broad St/7th Flr.  
 Philadelphia, PA 19102  
 800/331-9316 or 215/546-1636  
 A 6-7  
 B 1-2

International Forum Corp.  
 9900 Westpark/Ste 186  
 Houston, TX 77063  
 713/784-2222  
 A 5-6  
 B 1  
 C 2-5-6-9

Intersearch Corp.  
 132 Welsh Rd.  
 Horsham, PA 19044  
 215/657-6400  
 A 5-6-7  
 B 1-2  
 C 1-2-3-4-5-6-7-8-9

JRB Mktg & Opinion Rsch.  
 29 Elm Street  
 Great Neck, NY 11021  
 516/829-8351  
 A 4-5-6-7  
 C 3-4-5-6-8

Kennedy Research Inc.  
 405A Waters Bldg.  
 Grand Rapids, MI 49503  
 616/458-1461  
 A 5-6-7  
 B 1-2  
 C 2-3-4-5-7-8-9

LaScola Qualitative Research  
 3701 Connecticut Ave NW/#136  
 Washington, DC 20008  
 203/363-9367  
 B 1-2  
 C 2-7-8

**Maritz Marketing Research**  
 1515 Route 10  
 Parsippany, NJ 07054  
 201/292-1775  
 A 2-5-6-7-9  
 B 1-2  
 C 2-3-4-5-6-7-8-9  
 (See Advertisement Page 11)

Market Data Resources  
 1414 North 150 Street  
 Omaha, NE 68154  
 402/496-7348  
 A 5-6-7  
 B 1-2  
 C 1-2-3-5

**Marketeam Associates**  
 55 No. New Ballas Rd  
 St. Louis, MO 63141  
 314/569-1324  
 A 2-5-6-7  
 B 1-2  
 C 2-4-5-6-7-8  
 (See Advertisement Page 30)

The Marketing Workshop  
 3294 Medlock Bridge Road  
 Norcross, GA 30092  
 404/449-6767  
 A 5-6-7-8-9  
 B 1-2  
 C 1-2-4-5-6-7

The Martec Group  
 657 W. Fulton St.  
 Chicago, IL 60606  
 312/207-0887  
 A 4-5-6-7-8-9  
 B 1-2  
 C 2-3-6-7-9

Medical Research Bureau  
 10301 Wayzata Blvd/P.O. Box 26695  
 Minneapolis, MN 55426-0695  
 612/542-0800  
 A 5-6-7-9  
 B 1-2  
 C 1-2-3-4-5-6-7-8-9

MedProbe Medical Marketing Research  
 7901 Flying Cloud Dr/#153  
 Eden Prairie, MN 55344  
 612/941-7965  
 A 3-4-5-6-7-8-9  
 B 1-2  
 C 1-2-3-4-5-6-7-8-9

The Melior Group  
 316 So. 16th Street  
 Philadelphia, PA 19102  
 215/545-0054  
 A 5-6-7  
 B 1-2  
 C 2-4-5-7-8

Mid-America Research, Inc.  
 999 N. Elmhurst Rd.  
 Mt. Prospect, IL 60056  
 312/392-0800  
 A 5-6-7-9  
 B 1-2  
 C 1-2-3-4-5-7-8-9

Migliara-Kaplan Assoc.  
 305 W. Chesapeake Ave/#509  
 Towson, MD 21204  
 3-1/828-6520  
 A 1-2-5-6-7-8-9  
 B 1-2  
 C 1-2-3-4-5-6-7-8-9

MIL Research  
 307 N. Michigan  
 Chicago, IL 60601  
 312/726-8099  
 A 1-2-5-6-7  
 B 1-2  
 C 2-3-6

M/OR/E, Inc.  
 970 Lexington Ave.  
 New York, NY 10021  
 212/744-5969  
 A 2-5-6-7  
 B 1  
 C 1-2-3-5-8

National Analysts  
 400 Market Street  
 Philadelphia, PA 19106  
 215/627-8110  
 A 5-6-7-8-9  
 B 1-2  
 C 1-2-3-4-5-6-7-8-9

National Research, Inc.  
 5454 Wisconsin Ave., Inc/#840  
 Chevy Chase, MD 20815  
 301/951-9550  
 A 6-9  
 C 2-4-5-6-9

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Winter Park, FL 32789  
407/740-7500  
A 5-6-7-9  
B 1-2  
C 1-2-4-5-7

**Northwest Surveys**  
2100 North 45th Street  
Seattle, WA 98103  
206/547-5600  
A 1-2-3-4-5-6-7-8-9  
B 1-2  
C 1-2-3-4-5-6-7-8-9  
(See Advertisement Page 20)

O'Neil Associates, Inc.  
412 East Southern Ave.  
Tempe, AZ 85282  
602/967-4441  
A 5-6-7-9  
B 1-2  
C 2-4-5-8

Opinions Unlimited, Inc.  
1500 W. 13th.  
Amarillo, TX 79102  
806/373-7491  
A 5-6  
B 1-2  
C 4-8

Palshaw Measurement, Inc.  
Box 1439  
Pebble Beach, CA 93953  
408/625-2500  
A 2-3-5  
C 1-2-3-6-7-8-9

Perception Research Svcs  
440 Sylvan Avenue  
Englewood Cliffs, NJ 07632  
201/568-8151  
A 5  
B 2  
C 2

**Philadelphia Focus, Inc.**  
100 N. 17th Street/3rd Flr.  
Philadelphia, PA 19103  
215/561-5500  
B 1-2  
C 1-2-3-4-5-6-7-8-9  
(See Advertisement on Page 26)

Product Evaluation, Inc.  
633 So. LaGrange Road  
LaGrange, IL 60525  
312/482-7750  
A 5-6  
B 1-2  
C 1-2-3-5-6-7-8-9

Professional Field Svcs  
P.O. Box 128  
Long Island, NY 11756  
516/796-4242  
A 4-5-6  
B 1-2  
C 1-2-3-4-5-6-7-9

Projections Mktg Rsch  
47 Marlboro St/P.O. Box 585  
Keene, NH 03431-0585  
603/352-9500  
A 4-5-6-7  
B 1-2  
C 2-3-4-5-6-7-8

**Project Rosoarch, Inc.**  
131 Fifth St. SE  
Minneapolis, MN 55414  
612/331-9222  
A 1-2-5-6-7-9  
B 1-2  
C 2-3-4-5-6-7-8  
(See Advertisement on Page 17)

Projections Mktg Rsrch & Cons  
47 Marlboro Street  
Keene, NH 03431-0585  
603/352-9500  
A 4-5-6-7-9  
B 1-2  
C 2-3-4-5-6-7-8

Quick Test Opinion Centers  
1819 JFK Boulevard/Ste 330  
Philadelphia, PA 19103  
800/523-1288  
A 5-6-9  
B 1-2  
C 1-2-9

Rabin Research Company  
520 North Michigan Ave/#1400  
Chicago, IL 60611  
312/467-5090  
A 5-6-7-8-9  
B 1-2  
C 1-2-3-4-5-7-8-9

Radley Resources, Inc.  
P.O. Box 2275  
Westfield, NJ 07091  
201/232-1600  
A 5-6-7  
B 1-2  
C 2-5-8

**Rosoarch, Inc.**  
521 Plymouth Rd/Ste. 108  
Plymouth Meeting, PA 19462  
800/828-3228  
A 5-6-7  
B 1-2  
C 4-5

Response Analysis Corporation  
377 Wall St/P.O. Box 158  
Princeton, NJ 08540  
609/921-3333  
A 1-2-5-6-7  
B 1-2  
C 2-3-4-5-8

RSVP/Interviewing Svcs  
1916 Welsh Road  
Philadelphia, PA 19115  
215/969-8500  
A 6  
C 1-2-7-9

Rhoda Schild Focus Gp Recruit.  
149 West 12 Street  
New York, NY 10011  
212/242-2328  
B 1-2  
C 1-2-3-4-5-6-7-8-9

Schulman, Ronca & Bucuvalas  
444 Park Avenue  
New York, NY 10016  
212/481-6200 or 202/659-5010  
A 5-6-7  
B 1-2  
C 2-4-5

Schwartz Field Services  
9211 Lazy Lane  
Tampa, FL 33614  
813/933-8060  
A 4-5-6  
B 1-2  
C 2-4-5-6-9

continued on p. 44

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**Phone: (612) 729-2306**



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# — NAMES OF NOTE —

Custom Research, Inc., Minneapolis, announces the promotion of **Darrell Foss** to vice president and **Jeanne Kalien** to senior vice president.

**Phil Balducci & Associates**, Tampa, FL, announces the completion of an expansion which more than doubles its office space to include a focus group facility, a full-equipped test kitchen and additional WATS lines for intrastate and interstate telephone interviewing.

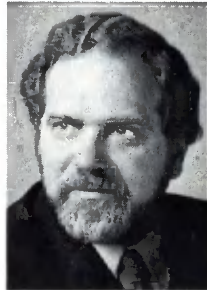
**Harvey Rosen** has joined Research & Forecasts, New York, as senior vice president. Most recently, he was vice president of Simmons Market Research Bureau's custom studies/financial research services division.

**Dehra A. Keeney** has been named director of McGraw-Hill Research's telephone interviewing center. Prior to rejoining McGraw-Hill, New York, Keeney was president of DAK Research.

**Motoresearch** has moved to a new lo-

cation. The address is: 1035 So. Adams, Birmingham, MI 48011. Telephone: (313) 647-9500.

Saul Cohen announces the formation of his company, **Saul Cohen & Associates, Ltd.**, Stamford, CT, specializing in qualitative marketing research. Formerly vice president and founder of the qualitative division of Leferman Associates, Cohen's expertise is in interpersonal and group dynamics and interaction. The company offers a full-range of customized methodologies.



Cohen



Kinter

**Priscilla Kinter** has been appointed project director of Parkwood Research Associates, Allentown, PA. She will

be responsible for managing research projects, field work and the company's focus group facility. Prior to joining PRA, Kinter was a research supervisor at Grey Advertising and an advertising/research manager at GNB, Inc.

**Warren Dohbs** has been promoted to senior vice president at Simmons Market Research Bureau, Inc., New York. For the past three years, Dohbs has had a variety of sales responsibilities at Simmons including management of the midwest Simmons office and southern territory.

**Steve Fajen** has joined Simmons' syndicated studies as executive vice president to head the newly created media sales and service unit. He was previously a partner and director of client services at Vitt Media.

Med Focus, St. Paul, MN, has changed its name to **In Focus Marketing Research and Consulting**. The company provides research design, field supervision, focus group moderating and in-depth interviewing for clients in the medical, financial, insurance, services and consumer products industries.

ConsumerViews, a division of Burgoyne, Inc., Cincinnati, announces the appointment of **Warreu W. Pino** as account executive in its West Coast client services offices in San Francisco. Pino previously worked for Winona Research, IBM, and Columbia Information Systems.

**Roy G. Stout** has been elected to the newly created position of vice president, corporate marketing research at the Coca-Cola Co., Atlanta. Stout was previously senior vice president, marketing research, for the company's Coca-Cola, USA unit. In his new post, he is responsible for the company's world-wide marketing research.



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**Caryl-Lynn Kahn** has joined Elrick & Lavidge's New York area office as qualitative research account manager. Previously, she was a research analyst at Ayerst Laboratories in New York. She also served as adjunct professor of marketing at the New York Institute of Technology, Old Westbury.

**David Nero**, Elrick & Lavidge, Chicago, has been named vice president. He will continue as head of the health care services research group in the Chicago office. Prior to joining E&L in 1980, he was with American Hospital Supply with responsibilities in market research and business development.

**Laurie (Josey) Butler**, Elrick & Lavidge, Atlanta, has been appointed vice president. She will continue as head of the qualitative research group in Atlanta and will also assume additional business development responsibilities. She joined E&L in 1981 as project manager.

**Joseph Ferrara** has been promoted from research analyst to the newly created position of research supervisor within the marketing communications department of *The Record*, New Jersey's largest evening newspaper. In his new position, Ferrara will be responsible for market research for the advertising, circulation, and editorial departments as well as corporate research.

**Cook Research & Consulting** has moved from the third floor to new facilities on the second floor of the Southdale Office Centre at 6600 France Ave. So., Minneapolis. Telephone: (612) 920-6251. The company offers a telephone interviewing center, a focus group facility, a viewing room that accommodates up to 15 clients, and a viewable test kitchen for both consumer and institutional food testing.

Opinion Research Corp., Princeton, NJ, announces two promotions: **Steven I. Marks** to research executive and **George M. Philip** to research director. Marks joined ORC in 1985 as a research associate in the company's

cable video research center in New York City. In his new position, he will market and coordinate ORC's shared-cost General Public Caravan Survey. Prior to joining ORC as a research assistant in 1985, Philip was a graduate assistant at Texas A&M University. In his new position, Philip will be responsible for the direction of a wide-range of custom-designed market research projects.

**Kimberly Hess** has joined Custom Research, Inc., Minneapolis, as a re-

search manager at CRI's East coast office in Union, NJ. Formerly she was with market management at Southern New England Telecommunications Corp. Hess has previously been senior account executive at Survey Sampling, Inc.

Joining Precision Field Services, Niles, IL, is **Carol Mitchell** as field director. She will be responsible for executive/medical interviews, inside and outside projects, special events, and store audits. MRR

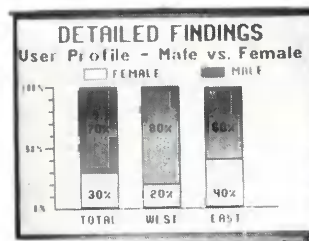
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## Americans favor tougher public school standards

Americans are in favor of moves to apply stricter standards on public schools and refute the idea that a faster pace will be too much for students from poor homes, a recent Gallup Poll shows.

Respondents were least content with public schools in central cities, the survey found, with the highest ap-

proval ratings for public schools coming from affluent, college-educated whites living in the suburbs or small communities.

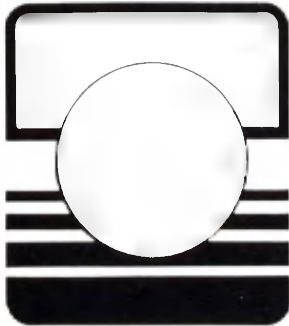
The survey, which was sponsored by Phi Delta Kappa, an educator's honorary fraternity, also found opinions split on whether public schools have improved over the past five years. The survey found that 25% felt local schools had improved; 22% said they got worse; 36% said they stayed the same and 17% had no opinion.

The survey respondents were also

asked to assign a letter grade to the schools in their community. Twelve percent gave them an "A"; 31%, "B"; 30%, "C"; 9%, "D" and 4%, "F" for failure. Fourteen percent had no opinion.

Those grades were a slight improvement over 1986 when the grades assigned were: 11%, "A"; 30%, "B"; 28%, "C"; 11%, "D" and 5%, "F".

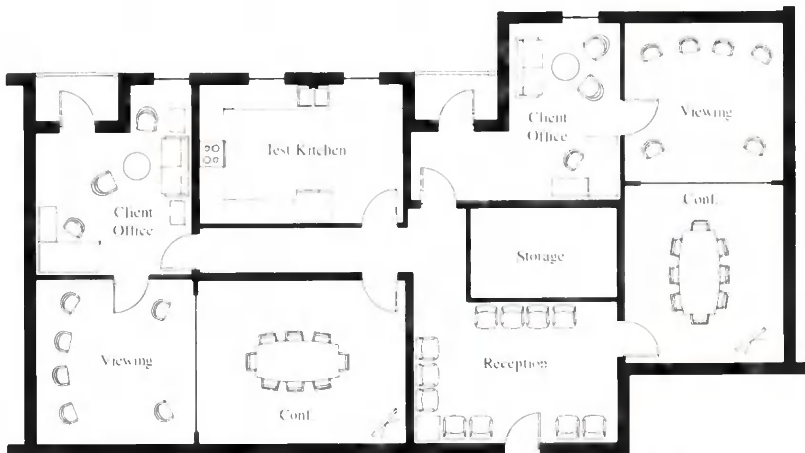
The annual survey, which began in 1969, involved interviews with 1,571 adults in their homes between April 10-13. The poll has a three-point margin of error in either direction.



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- Walk to Hotels, Late-Nite Restaurants, Shops and Galleries



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**Taylor Research**  
**3990 Old Town Ave, Ste 201A**  
**SAN DIEGO, CALIFORNIA 92110**

Phone: 1-800-262-4426

In California: 1-619-299-6368  
 Facsimile: 1-619-299-6370



## Dining out

Dinner has replaced lunch as the meal most people eat away from home, according to the eighth annual Tastes of America survey for *Restaurants and Institutions* magazine. Furthermore, breakfast sandwiches are the most frequently ordered breakfast item (24%). The survey also showed that 40.3% of the respondents said they or members of their households eat out more than seven times each week. Only 8.4% did not regularly eat out. Conducted by National Family Opinion, the survey had 1,404 respondents from across the country.

## Decision-makers read publication ads

Approximately eight out of 10 purchase decision-makers who begin to read an advertisement in a business publication read half or more, according to a McGraw-Hill Research analysis of 94 Ad/Call studies involving 4,365 ads.

Moreover, six out of 10 of those purchase decision-makers who begin to read an ad take or plan some action as a result of reading the advertisement. These actions include purchasing the item, calling for further information, passing the ad along, filing for future reference, discussing the ad with others, recommending the product's use, or filling out an inquiry card.

The studies prove that advertising can help to enhance selling efforts, since information from ads is carefully evaluated by decision-makers in their purchasing process.

# Quirk's MARKETING RESEARCH Review

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230

Mark requested information following the example at the left.

Please enter my subscription for one year (8 Issues) of QUIRK'S MARKETING RESEARCH REVIEW. If not satisfied after the first issue I may cancel and be refunded the entire amount of my subscription. Afterwards I may cancel at any time and be immediately refunded my money for all issues not received.



Payment of \$32 enclosed

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Visa

Charge Card No. \_\_\_\_\_

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Signature (Required for Credit) \_\_\_\_\_

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Are you a Purchaser of Marketing Research Products/Services?

Yes

No

Areas of Research Interest (Check All That Apply)

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Business-To-Business

Consumer Durable

Health Care

Service (Banks, Ins., Etc.)

Other (Specify) \_\_\_\_\_

## READER SERVICE CARD



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### FREE INFORMATION On Products/Services Advertised In This Issue

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119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137
138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156
157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175
176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194
195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213

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to their traditional regional foods. They could be Midwesterners for whom a main meal is meat and potatoes; Southerners with fried chicken and vegetables, or New Englanders with their traditional clam bakes. Currently 21% of the total sample, this group showed a 34% decline in 15 years.

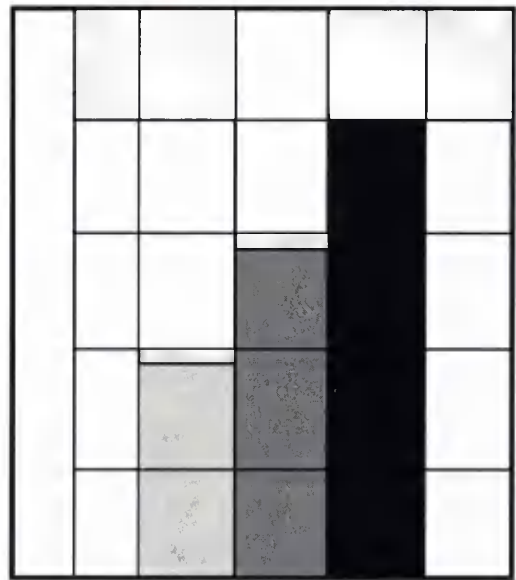
Largely blue-collar workers with modest educations and incomes, Down Home Stokers are not adventurous eaters, perhaps because they're very involved in preserving their own ethnicity and so take less time to explore the differences other foods offer. They follow "nutrition trends" in a broad sense, but take little action on them, opting instead to stick with the foods of their past. Typical Down Home Stoker regional preferences are: Homemade fried chicken; fresh-baked breads (such as cornbread served with chicken or fish, rolls with steak, and biscuits with sausage); vegetables prepared with bacon or other salty meat, and fried eggs.

- *Careful Cooks.* A steadily growing group, the Careful Cooks have grown by 122% during the 15-year period. During 1971-72, this group comprised 9% of the population; today it accounts for 20%. Characterized as retired and living on the West Coast, this group is generally well-educated and have high-incomes.

While the Careful Cooks want to enjoy food, they don't want to at the expense of their health. Once consumers of red meat, they've given it up in exchange for foods like chicken, fish, salads, fresh fruits and vegetables, yogurt, skim milk, and wheat bread. Adventurous, too, they like to try foods of other cuisines but in accordance with their doctor's dietary guidelines.

- *Happy Cookers.* The last group, the Happy

### The Careful Cooks



1971/72 1977/78 1985/86

The Careful Cooks are currently 20% of the study sample, an increase of 122% in 15 years.

Cookers, are those who say they can "read a cookbook like a novel." To them, cooking and baking are a source of pride and personal satisfaction. Their numbers, however, are dwindling. While once 23% of the survey population, the Happy Cookers are now

continued on p. 44

# QUALITATIVE RESEARCH/FOCUS GROUP MODERATORS

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.

**Accurate Marketing Research**  
2214 Paddock Way Dr/Ste 100  
Grand Prairie, TX 75050  
214/647-4272  
Contact: Robin H. McClure  
Consumer, Executive, Food,  
Packaged Goods, Automotive

**Alpha Research Associates, Inc.**  
P.O. Box 28497, North Station  
Providence, RI 02908  
401/521-6660  
Contact: Victor L. Profughi  
Full/SvcQual/Quan. Analysis/  
Constg&MktRes/Since 1976

**American Public Opinion Survey & Market Research Corp.**  
1324 South Minnesota Avenue  
Sioux Falls, SD 57105  
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**  
11161 Kenwood Road  
Cincinnati, OH 45242  
513/489-9000  
Contact: Maribeth McGraw  
Consumer, Health Care, Prof.,  
Focus Groups, One-on-Ones

**The Atlantis Group**  
P.O. Box 54692  
Atlanta, GA 30308  
404/577-8000  
Contact: Nancy Sorsdahl  
New Prods, Pkgd Goods, Food,  
Drugs, Bus-to-Bus, Advertising

**Behavior Research Center, Inc.**  
P.O. Box 13178  
Phoenix, AZ 85002  
602/258-4554  
Contact: Christopher Herbert  
20+ yrs, Nat'l, All Topics,  
Spec. Screening, Full Reports

**Bilingual Unlimited Research**  
P.O. Box 20923  
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  
Nat'l Network of Moderators: Hi-  
Tech/Finance/Child/Older Adult

**Consumer/Industrial Rsch Svce**  
600 North Jackson Street  
Media, PA 19063  
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 19047  
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  
305/660-8878  
Contact: Nancy McAleer  
Consumers, Physicians, Tourists,  
Executives, Ads, 13 Yrs. Exp.

**The Data Group/IRI**  
2260 Butler Pike  
Plymouth Meeting, PA 19462  
215/834-2080  
Contact: Maria Krieger, Ph.D.  
Expertise In Qual. Res. Design,  
Implementation & Analysis

**Datatactics, Inc.**  
555 Presidential Blvd.  
Bala Cynwyd, PA 19004  
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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Obser Rm 15x17 (15-20 Viewers)

**DeNicola Research, Inc.**  
325 Greenwich Avenue  
Greenwich, CT 06830  
203/629-3323  
Contact: Nino DeNicola  
Consumer, Healthcare, Financial  
Services, Advertising

**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  
Specialty: Children/Teenagers  
Concept & Product Evaluations

**D-R-S HealthCare Consultants**  
35 Lake Dr No/#99/Candlewd Isl  
New Fairfield, CT 06812  
203/746-5270  
Contact: Dr. Murray Simon  
Specializing In Physicians, Den-  
tists & HealthCare Consumers

**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 60606  
312/726-0666  
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  
617/482-9080  
Contact: Linda M. Lynch  
Consumer, Retail, Banking,  
Health Care

**First Market Research Corp.**  
121 Beach Street  
Boston, MA 02111  
617/482-9080  
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

**Gross Marketing Research**  
12233 W. Olympic Blvd., Ste. 140  
Los Angeles, CA 91311  
213/442-3025  
Contact: Ronald P. Gross  
24 Yrs Exp/Creative/Insightful  
Fresh/Practical/Clear Reports

**Hispanic Marketing  
Communication Research**  
2438 Hopkins Avenue  
Redwood City, CA 94062  
415/361-8124  
Contact: Dr. Felipe Korzeny  
Hispanic Focus Grps in U.S., Abroad  
Biling./Bicult. Qual./Quan. Rsch

**D.S. Howard Assoc., Inc.**  
307 No. Michigan Ave. #1214  
Chicago, IL 60601  
312/372-7048  
Contact: Dennis S. Howard, Ph.D.  
Expert Guidance In Design,  
Implementation And Analysis

**InfoDirect, Inc.**  
230 South Broad Street  
Philadelphia, PA 19102  
215/735-7416  
Contact: Jonathan Brill  
Financial Services, Consumer,  
Healthcare, Geriatric, Hi-Tech

**Intercontinental Marketing  
Investigations Inc.**  
P.O. Box 2147  
Rancho Santa Fe, CA 92067  
619/756-1765  
Contact: Martin M. Buncher  
25 Yrs Exp in 50 States, 40  
Countries; Consumer-Prof-Tech



**Intersearch Corporation**  
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, Health Care,  
Consumer, Pkgd Goods, Agric

**Marketing Workshop, Inc.**  
3294 Medlock Bridge Road/Ste 200  
Norcross, GA 30092  
404/449-6767  
Contact: Sally Armstrong  
Consumer, Healthcare,  
Financial,  
New Products

**MarketSearch Corporation**  
2721 Devine Street  
Columbia, SC 29205  
803/254-6958  
Contact: Frank K. Brown  
Specialists in the Executive and  
Professional Markets

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

**Mercadotecnia Consulting**  
Div. of The Creative Group  
31800 Northwestern Hwy.  
Farmington Hills, MI 48018  
313/855-7813  
Contact: Claudia Ruiz-Shipe  
Hispanic/Black Interviews,  
Grps, Surveys, Panels, Placements

**T.A. Miller Co., Inc.**  
1060 Clifton Avenue  
Clifton, NJ 07012  
201/778-6011  
Contact: Tom Miller  
45 Yrs Exp-Health Care, RX/OTC  
Pharmaceuticals-M.D., Pharm.

**Moosbrugger Marketing Research**  
901 W. Hillgrove Avenue  
LaGrange, IL 60525  
312/354-5090  
Contact: Mary C. Moosbrugger  
Expertise in Healthcare, Food,  
Agriculture, Banking

**M.L. Moss & Co.**  
5129 Eagle Harbor Drive  
Seattle, WA 98110  
206/842-4797  
Contact: Merrill L. Moss  
Wide Experience, Superior Work,  
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**Murray Hill Center**  
205 Lexington Avenue  
New York, NY 10016  
212/889-4777  
Contact: Susan Mender  
3 Rm Full Svce Facility; Efficient,  
Beautiful, Competitive Price

**National Analysts, Division  
Booz, Allen & Hamilton Inc.**  
400 Market Street  
Philadelphia, PA 19106  
215/627-8110  
Contact: Alfred E. Goldman, Ph.D.  
30 Yrs Qualitative Exp In Vir-  
tually Every Prod/Svce Category

**Nova Research Inc.**  
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**  
Div. of The Creative Group  
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  
312/899-1006  
Contact: Celeste Zaubi  
Transcription Svce for Modera-  
tors. Tapes Summarized/Edited

**Radley Resources, Inc.**  
P.O. Box 2275  
Westfield, NJ 07091  
201/232-1600  
Contact: M.J. Murphy  
Hi-Tech, Bus-To-Bus., Office  
Envir Experts. In-House Recruit

**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. Involved Thorough

**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  
20 Yrs Broad Based Exper.  
Nationwide. Full Service

**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/Fin-  
ancial/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: Commod-  
ious Factlies/Attn to Security

**Thonger Qualitative Research**  
8531 Bradford Road  
Silver Spring, MD 20001  
301/587-1713  
Contact: Vivian Thonger, M.A.  
Moderating Since 1979; Europe  
Expertise; Strategic/Creative

**Total Research Corporation**  
5 Independence Way  
Princeton, NJ 08540  
609/921-8100  
Contact: Hugh J. Devine, Jr.  
10 Moderators; 2 State of Art  
Facilities in Princeton/Tampa

**TrendFacts Research**  
Div. of The Creative Group  
31800 Northwestern Hwy.  
Farmington Hills, MI 48018  
313/855-7810  
Contact: Dr. Jim Leiman  
Hi-Tech, Industrial, Financial  
Healthcare, Consumer, Retail

**Trotta Associates**  
13160 Mindanao Way/Ste 180  
Marina del Rey, CA 00291  
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  
Consultants In Mktg To Children  
Full Svc Qualitative/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

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Genus Research  
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Boyd L. Peyton Associates

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### SOUTH DAKOTA

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Accurate Marketing Research  
Opinions Unlimited, Inc.

### VIRGINIA

Southeastern Inst. of Rsch.

### WASHINGTON

Consumer Opinion Services  
M.L. Moss & Company

## Specialty cross index of moderators

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### ADVERTISING

Analysis Research Ltd.  
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D.S. Fraley & Associates  
East West Research Institute  
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Menendez International  
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Opinions Unlimited, Inc.  
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James Spanier Associates  
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Total Research Corporation

### AGRICULTURE

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Moosbrugger Marketing Rsch.  
Opinions Unlimited, Inc.  
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### APPAREL

Brand Consulting Group  
PlayLab Research  
Strategic Research Corp.

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Schrader Rsch & Rating Svce  
TrendFacts Research

### BIO-TECH

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### BLACK

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### BUSINESS-TO-BUSINESS

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Genus Research  
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Intersearch Corporation

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Boyd L. Peyton Associates  
Radley Resources, Inc.  
Rockwood Research Corp.  
Southeastern Inst. of Rsch.  
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Total Research Corporation  
TrendFacts Research  
Trotta Associates

### CANDIES

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PlayLab Research  
Strategic Research Corp.  
Youth Research

### CHILDREN

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D.S. Fraley & Associates  
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Nova Research Inc.  
PlayLab Research  
Strategic Research Corp.  
Youth Research

### COMMUNICATIONS RESEARCH

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Nova Research Inc.

Opinions Unlimited, Inc.  
PlayLab Research  
James Spanier Associates  
Youth Research

### COMPUTERS/MIS

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D.S. Howard Assoc., Inc.  
M.L. Moss & Co.  
Strategic Research, Inc.  
Total Research Corporation

### CONSUMERS

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Consumer Opinion Services  
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Faber Marketing Research  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
D.S. Howard Assoc. Inc.  
Kennedy Research Inc.  
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Mercadotecnia Consulting  
Riva Market Research, Inc.  
Southeastern Inst. of Rsch.  
Strategic Research Corp.  
Talk It Over Focus Groups Ltd.  
Taylor Research  
Trotta Associates

## ENTERTAINMENT

D.S. Fraley & Associates  
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Strategic Research Corp.  
Total Research Corporation

## EXECUTIVES

Accurate Marketing Research  
Decision Research  
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First Market Rsch(J. Reynolds)  
Genus Research  
Intercontinental Mktg. Inves.  
Kennedy Research Inc.

## FINANCIAL SERVICES

Burke Marketing Research, Inc.  
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Dolobowsky Qual. Svcs., Inc.  
East West Research Institute  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
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Linda LaScola Consulting  
Marketeam Associates  
Marketing Workshop, Inc.  
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Moosbrugger Marketing Rsch  
National Analysts  
Opinions Unlimited, Inc.  
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The Research Center  
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Rockwood Research Corp.  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Research Corp.  
Total Research Corporation

## FOOD PRODUCTS

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D.S. Fraley & Associates  
The Atlantis Group  
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Moosbrugger Marketing Rsch.  
PlayLab Research  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Research Corp.  
Youth Research

## GERIATRIC

Burke Marketing Research, Inc.  
Strategic Research Corp.

## HEALTH & BEAUTY PRODUCTS

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The Answer Group  
Langer Associates, Inc.  
Mercadotecnia Consulting  
PlayLab Research  
Schrader Rsch & Rating Svce

## HEALTH CARE

Creative Marketing Solutions  
The Datafax Company  
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Dolobowsky Qual. Svcs., Inc.  
D-R-S Healthcare Consultants  
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First Market Rsch(J. Reynolds)  
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Marketing Workshop, Inc.  
MarketSearch Corporation  
T.A. Miller Co., Inc.  
Moosbrugger Marketing Rsch.  
National Analysts  
Opinions Unlimited, Inc.  
Radley Resources, Inc.  
Southeastern Instit. of Rsch.  
Strategic Marketing Services

## HISPANIC

Analysis Research Ltd.  
Bilingual Unlimited Research  
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Communication Research  
Menendez International

## HI-TECH

Burke Marketing Research, Inc.  
Radley Resources Inc.  
TrendFacts Research

## IDEA GENERATION

Analysis Research Ltd.  
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Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
First Market Rsch(J. Reynolds)  
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Strategic Research Corp.  
Thonger Qualitative Research  
Youth Research

## INDUSTRIAL

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Intersearch Corporation  
Kennedy Research Inc.  
Strategy Research, Inc.  
Taylor Research  
TrendFacts Research

## INTERNATIONAL

Thonger Qualitative Research

## MEDICAL PROFESSION

Creative Marketing Solutions  
D-R-S HealthCare Consultants  
East West Research Institute  
D.S. Howard Assoc., Inc.  
Intersearch Corporation  
Intercontinental Mktg. Invest.  
Marketeam Associates  
T.A. Miller Co.  
Nova Research Inc.  
Strategic Research, Inc.

## MILITARY

Amer. Public Opinion Survey  
Mercadotecnia Consulting

## NEW PRODUCT DEVELOPMENT

The Atlantis Group  
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D.S. Fraley & Associates  
Faber Marketing Research  
First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Langer Associates, Inc.  
Marketing Workshop, Inc.  
Menendez International  
National Analysts  
The Research Center  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Marketing Svces  
Strategic Research Corp.  
Total Research Corporation  
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## PACKAGED GOODS

The Answer Group  
The Atlantis Group  
DAE Associates, Inc.  
Doyle Research Associates  
D.S. Fraley & Associates  
East West Research Institute  
Langer Associates, Inc.  
Mercadotecnia Consulting  
Nova Research, Inc.  
PlayLab Research  
Research Arts, Inc.  
The Research Center  
Schrader Rsch & Rating Svce  
Strategic Research Corp.  
Total Research Corporation  
Trota Associates  
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## PARENTS

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PlayLab Research  
Strategic Research Corp.  
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## PET PRODUCTS

Rockwood Research Corp.

## PHARMACEUTICALS

The Answer Group  
The Atlantis Group  
Consumer/Industrial Rsch Svce  
Creative Marketing Solutions  
Datatactics, Inc.  
D-R-S HealthCare Consultants  
D.S. Howard Assoc., Inc.  
T.A. Miller Co., Inc.  
National Analysts  
James Spanier Associates  
Total Research Corporation

## POLITICAL RESEARCH

Amer. Public Opinion Survey  
East West Research Institute  
Linda LaScola Consulting  
Mercadotecnia Consulting  
Opinions Unlimited, Inc.  
Total Research Corporation  
TrendFacts Research

## PUBLISHING

First Market Rsch(J. Heiman)  
Langer Associates, Inc.  
Riva Marketing Research, Inc.

## RETAIL

Brand Consulting Group  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
Langer Associates, Inc.  
Nova Research, Inc.

## SOFT DRINKS, BEER, WINE

Amer. Public Opinion Survey  
East West Research Institute  
Mercadotecnia Consulting  
National Analysts  
Riva Market Research, Inc.

## TEACHERS

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

## TELECOMMUNICATIONS

Creative Marketing Solutions  
DAE Associates, Inc.  
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

## 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  
TrendFacts Research

## TRAVEL

East West Research Institute  
M.L. Moss & Co.  
Schrader Rsch & Rating Svce  
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## YOUTH

D.S. Fraley & Associates  
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PlayLab Research  
Strategic Research Corp.  
Thonger Qualitative Research

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Taylor Research  
Trotta Associates  
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D-R-S HealthCare Consultants  
Genus Research  
Youth Research/CSI

### WASHINGTON D.C.

Linda LaScola Consulting

### FLORIDA

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Research Resources Hispanic

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D.S. Howard Assoc., Inc.  
Moosbrugger Marketing Rsch.  
Q-Set  
Research Arts, Inc.  
Strategic Research Corp.

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Strategic Marketing Services

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Strategic Marketing Resources  
Thonger Qualitative Research

### MASSACHUSETTS

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Kennedy Research Inc.  
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PlayLab Research  
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Creative Marketing Solutions  
The Data Group/IRI  
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Intersearch Corporation  
National Analysts  
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15% of the group, and have dropped 35% in 15 years.

The people in this group fall into two categories - younger mothers and older nurturers. They feed their families well, providing three full meals daily, most made from scratch. Typical Happy Cookers' foods include: Homemade pies, cakes, cookies and fruit crisps; homemade meat dishes; homemade casseroles, and fresh fish and fresh vegetables. Happy Cookers experiment with foods common to them by adding spices to dishes or creating new meals with ingredients on hand.

**Categories overlap**

The categories for cooks are not cut and dried, Pillsbury points out, because many people may fall into more than one category depending on the day of the week. For example, the weekend cook may be a Happy Cooker who converts to a Chase & Grabbit during the week.

Nevertheless, does the traditional cook seem to be going out of style? Pillsbury's Jim Delaney, director, market research, Light Meals/Snacks, and Mottaz think not.

**Still in style**

"While the traditional family meal is occurring less frequently, it is certainly not extinct or entirely out of style," says Delaney. "The survey does show that all rules are off for some segments of the population. The most traditional are the Happy Cookers who are making a strong effort to maintain the traditional sitdown dinner."

"Other segments of the population are sitting down together for meals as well but not the traditional meal we might think of," adds Mottaz. "For example, convenience foods play a much more prominent role even at the sitdown meal for the Functional Feeders. Instead of peeling their own potatoes for casseroles or other dishes, they're using canned potatoes. Convenience is the common theme, what more people are looking for."

Mottaz strongly believes the traditional family meal won't become extinct, at least for some segments.

"The traditional family meal where people are sitting down together, whether it's a childless couple, a couple and their kids, or a single mother and her children, will remain in many homes. In the focus groups, we found that time spent together at a meal was a very important part of keeping the family together for some people. This was especially true of the Happy Cookers segment."

**Planning purposes**

The study's findings, says Delaney, confirms what the company had thought about eating behavior, convenience foods, and about a segment of the population which is very concerned about nutrition. The study will be conducted again in two to three years for tracking purposes, but in the meantime, Pillsbury will use it for planning purposes.

"The study is helping us lay down a base in terms of finding out what actual eating behavior is. It will

allow us to look at each of the major brands we market, determine what type of people who are using these brands and how they're using them, and how we can reach these people better," says Delaney. MRR

**Health Care Directory**

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interviews with business locations with at least 20 employees to ascertain the names and titles of the highest ranking persons and decision-makers for financial, telecommunications and data

*The survey found that there are more women decision-makers than men in administrative positions, but only 20% of women decision-makers can be found in traditionally male-dominated industries like mining, manufacturing, construction, and securities brokerage firms.*

processing departments.

**Marketing purposes**

“We did the survey for our own interests,” explains William Woods, vice president of marketing at Trinet, “and we’re just remarketing the results. We’re also looking to stir interest among business marketers and it may be significant to those marketers who want to focus their business mailings primarily to females.” The company gathers this kind of data on businesses for marketing purposes and for persons in sales and marketing or strategic planning.

“We provide information on things such as who the companies are, what they do, how many employees they have, what

TABLE I

WOMEN BOSSES - BY FUNCTION

Decision-Maker	Percent Women
Highest Ranking	4.5%
Financial Decision-Maker	5.7%
Telecommunications Decision-Maker	14.0%
Data Processing Decision-Maker	14.0%

TABLE II

WOMEN BOSSES - HIGHEST INDUSTRIES

Industry	Percent Women Highest Ranking
Health Services	23%
Social Services	21%
Clothing Retailers (56)	18%
Education	15%
Amusement and Recreation Services (79)	14%
Hotels (70)	13%
General Merchandise Stores (53)	12%
Food Service (58)	12%
Transportation Services (47)	11%
Credit Agencies (61)	10%
Apparel Mfg. (23)	10%
Museums	10%
Membership Organizations	9%

their sales volume and output value are, geographic data and names of the company’s CEO and any other officials, and who the ultimate decision-maker is in areas such as financial, telecommunications and data processing,” continues Woods.

Trinet was able to determine who the primary decision-makers were in the respective companies by using a table of names of males and females.

“We genderize the individual names because clients want to personalize their mailings.”

Trinet, Inc., provides three basic information services: A database of seven million U.S. business locations, business-to-business telemarketing services and application services. It is one of two companies in the U.S. that provides a database of in-depth information on businesses. The other is Dunn’s Marketing Services. MRR

TABLE III

WOMEN BOSSES - LOWEST INDUSTRIES

Industry	Percent Women Highest Ranking
Coal and Metal Mining*	0%
Water Transportation	1%
Petroleum Refining	2%
Securities Brokers	2%
Paper Manufacturing	2%
Transportation Equip. Manufacturing	2%
General Building Contractors	2%
Chemical Manufacturing	2%
Primary Metals Manufacturing	2%
Machinery Manufacturing	2%
Fabricated Metals	3%
Rubber Manufacturing	3%

\*0 of 181 coal and metal mining executives were women.

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By Beth E. Hoffman  
managing editor



## Decision-makers mostly males, study shows

**W**omen are gaining ground in the corporate world, to some extent. More and more females are assuming management positions, yet the number of them with decision-making responsibility continues to lag far behind men.

That was the significant finding in a recent telephone survey of some 100,000 U.S. businesses conducted by Trinet, Inc., Parsippany, NJ, a leading resource of information on U.S. companies.

The U.S. Bureau of Labor Statistics reports that women hold more than one-third of the 12.7 million executive, administrative, and management jobs in the U.S. Yet, Trinet's study found a much lower percentage of women in top decision-making positions at the surveyed companies.

"Overall, women still occupy a low percentage of decision-making positions compared to men," said Charles Stryker, president and co-founder of Trinet. "However, women are doing better in service industries and in specific departments like telecommunications and data processing."

### More in administration

The survey found that there are more women decision-makers than men in administrative positions (e.g. office manager and personnel administrator), but only 20% of women decision-makers can be found in traditionally male-dominated industries like mining, manufacturing, construction, and securities brokerage firms.

Overall, the percentage of women holding the highest ranking position was 4.5% (see Table 1, p. 45). The percentage increased to 5.7% for financial decision-makers and 14% for both data processing and telecommunications decision-makers.

The percentage of highest ranking women varies greatly by industry, from 23% in health services to 0% in coal and metal

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mining (see Tables 2 and 3, p. 45). Other industries with high ranking women decision-makers include: Social services, 21%; clothing retailers, 18%; educational, 15%; and amusement and recreation services, 14%.

### Disparity increasing

"The data indicate that women are not displacing men from jobs like plant manager. However, as new executive jobs are created in telecommunications departments or in the service sector, women are gaining a larger share of certain decision-making positions. Over time, I would expect the disparity between men and women bosses to steadily decrease," predicted Stryker.

Trinet also compiled statistics on women by department. The telecommunications and data processing numbers are higher by department since many companies make telecommunications and data processing decisions without having specialized departments. The data indicate that women are more likely to make business decisions where a specialized department exists as a data processing manager or telecommunications manager than they are if the decisions are made by a non-specialist.

Trinet's telephone survey is based on more than 100,000 in-  
continued on p. 45





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GREENSBORO, NC 27407  
(919) 854-3333

**SEATTLE**<sup>1,2,3</sup>

15600 N.E. 8th STREET  
BELLEVUE, WA 98008  
(206) 641-1188

**TEXAS**<sup>1,3</sup>

5858 S. PADRE ISLAND DRIVE, #38  
CORPUS CHRISTI, TX 78412  
(512) 993-6200