

Quirk's

# MARKETING RESEARCH

*Review*

## Packaging research



**Mall research  
facilities directory**

October/November 1988



**Bet we  
can put  
this in your  
computer  
faster than  
you can.**

We will code, keypunch and telecommunicate your data or tables to the computer of your choice... or send you a floppy disk.

**M**   
**CARTHY**  
ASSOCIATES

**Data Processing**

5775 South Bay Rd.  
Clay, N.Y. 13041  
(315) 458-9320



# Hot Stuff!

**Nobody has a better recipe for research than Quick Test.**

What makes Quick Test Opinion Centers™ America's hottest data collection company? The answer is service. And lots of it. You see, Quick Test meticulously serves up nothing less than quality research in major shopping

malls and other locations coast-to-coast.

From focus groups to computer interviewing, from mall intercepts to WATS telephone interviewing with tabulation, Quick Test would love to demonstrate for you what makes us hot stuff. One call and we'll present the best recipe for research you've ever seen.

For reservations call **800-523-1288.**

**QUICK TEST  
OPINION CENTERS™**  
AN EQUIFAX COMPANY



**Services:**  
Focus groups  
Pre-recruited one-on-ones  
Shopping mall interviewing

WATS telephone interviewing  
Computer assisted personal interviewing  
Computer assisted telephone interviewing

Tabulation capabilities  
Executive and industrial interviewing  
Door-to-door interviewing

Central location and other field research

**Locations:**  
Massapequa, NY  
Moorestown, NJ  
Philadelphia, PA  
Atlanta, GA  
Tampa, FL

Chicago, IL (2 mall locations)  
Minneapolis, MN  
Nashville, TN  
Oklahoma City, OK  
Denver, CO

Houston, TX  
San Antonio, TX  
Phoenix, AZ  
San Francisco, CA (2 mall locations)  
Sunnyvale, CA

Los Angeles, CA  
Orange County, CA  
Detroit, MI  
Bethlehem, PA  
WATS telephone center

Circle No. 602 on Reader Card

## Contents

- 6 Research shows risk of package design
- 8 Label research spices sales of Henri's dressings
- 10 Radio station tuned to research
- 32 General misconceptions about choosing mall intercept facilities
- 44 How to choose a data collection service
- 45 Permanent Mall Research Facilities Directory

## Departments

- 14 Data Use: Correspondence analysis in action
- 26 Trade News
- 27 Names of Note
- 40 Qualitative Research/Focus Group Moderator Directory
- 68 Corrections/Index of Advertisers
- 70 Product and Service Update
- 74 Trade Talk

## Sales Offices:

**Headquarters:** *Quirk's Marketing Research Review*, 6607 18th Ave. So., Minneapolis, MN 55423. (612) 861-8051.

**Eastern States:** Pattis/3M, 310 Madison Ave., Suite 1804, New York, NY 10017. (212) 953-2121.

**Central States:** Pattis/3M, 4761 West Touhy Ave., Lincolnwood, IL 60646-1622. (312) 679-1100.

**West Coast:** Lane E. Weiss, 582 Market St., Suite 611, San Francisco, CA 94104. (415) 986-6341.

## Cover



With the guidance of market research, Henri's Food Products improved the packaging label on its reduced calorie salad dressings. Learn more about the project in this second annual Packaging Research Issue which includes a directory of permanent mall research facilities. Cover photo courtesy of Zechmans & Associates, Chicago.

Publisher  
**Tom Quirk**

Managing Editor  
**Joseph Rydholm**

Editorial Advisor  
**Emmet J. Hoffman**

Circulation Director  
**James Quirk**

Printing Supervisor  
**Robert K. Truhlar**

Business Manager  
**Marlene Quirk**

*Quirk's Marketing Research Review*, (ISSN 08937451) is issued ten times per year-January, February, March, April, May, June/July, August/September, October, November, December-by Quirk Enterprises, Inc., 6607 18th Ave. So., Minneapolis, MN 55423. Mailing Address: P.O. Box 23536, Minneapolis, MN 55423. Telephone: 612-861-8051

**Subscription Information:** U.S. annual rate (ten issues) \$40; two years (16 issues) \$68; three years (24 issues) \$96. U.S. single copy price \$10; Canada and foreign countries \$15.

Second class postage paid at Minneapolis, MN and additional mailing offices.

**Change of Address:** Notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4 to 6 weeks for change.

POSTMASTER: Please send change of address "Form 3579" to *Quirk's Marketing Research Review*, P.O.Box 23536, Minneapolis, MN 55423.

*Quirk's Marketing Research Review* is not responsible for claims made in advertisements.

Copyright 1988 by *Quirk's Marketing Research Review*.





# Improve Your Profitability Through Decision-Making Information Supplied by McGraw-Hill Research

## Need Business-To-Business Marketing Research?

Determining the competitive position of your brand, product, division or company? Pin-pointing the buying influences for your product? Describing the right target audience? Measuring the size of your market? Developing a new product? Evaluating the effectiveness of your advertising?

## Call McGraw-Hill Research

McGraw-Hill Research has a variety of methodologies and techniques that have helped many companies take better advantage of their marketing opportunities. Our closeness to the business-to-business marketplace enables us to provide actionable research for your marketing decisions at an affordable price.

For a quote or proposal call Joseph T. Collins, Manager Marketing Research at (212) 512-3264. Or write him at McGraw-Hill Research, 1221 Avenue of the Americas, New York, NY 10020



If it's a marketing research problem, we probably pioneered the solution.

Put McGraw-Hill Research to work for you.

Circle No. 603 on Reader Card

## Need Opinion Polling Across Key Business, Professional, Industrial or Consumer Groups?

Want to define the impact of current events? Identify important trends and new developments? Determine short and long term effects of critical issues? Measure reactions to fast breaking issues and changes in business and consumer environments?

## Call McGraw-Hill Research

McGraw-Hill Research conducts scientifically designed polls to help you put current events and issues into perspective. Utilizing computer assisted telephone interviewing, online tabulation and real-time data gathering, McGraw-Hill Research produces timely, accurate and meaningful results. Experienced researchers analyze and summarize opinion poll results and trends in areas of primary importance to you.

For a quote or proposal, call Joan M. Bullen, Executive Director (212) 512-3517 or Elda Vale, Director, Opinion Polling (212) 512-3349. Or write McGraw-Hill Research Opinion Polls, 1221 Avenue of the Americas, New York, NY 10020.



If it's an opinion polling question, we probably pioneered the solution.

Circle No. 604 on Reader Card

## Need Telephone Interviewing—WATS or Computer Assisted?

Want to survey a particular business or industrial market? Or do you need information from consumers? Do you want to track the attitudes of customers and prospects, to follow-up on inquiries or update a list?

Do you require manual interviewing or computer-assisted telephone interviewing? Need fast access to tabulated results?

## Call McGraw-Hill Research

The Telephone Interviewing Center at McGraw-Hill Research can handle your data collection needs. Or tied together with *ResearchNet*—computer-assisted telephone interviewing and tabulating—we can professionally handle all your data-gathering and tabulation requirements.

For an estimate or proposal, call Debra A. Keeney, Director, Telephone Interviewing Center at (609) 426-5946. Or write her at the Telephone Interviewing Center, McGraw-Hill Research, Princeton-Hightstown Road, Hightstown, NJ 08520.



If it's a marketing research problem, we probably pioneered the solution.

Put McGraw-Hill Research to work for you.

Circle No. 605 on Reader Card

## Need to Measure Your Corporate Communications?

Want to define your company's image? Measure competitive strengths? Determine the acceptance of your company publications? Gauge reactions to your annual report? Determine the effectiveness of your corporate advertising? Monitor the impact of important trends and developments on your company's business?

## Call McGraw-Hill Research

Backed by 30 years of research experience covering scores of markets and fields, McGraw-Hill Research professionals design custom projects that can make a big difference in the success of your corporate communications efforts. The Corporate Communications Research Center will meet your research needs promptly, at a reasonable price.

For a quote or proposal, call Joseph T. Collins, Manager, Corporate Communications Research Center at (212) 512-3264. Or, write Corporate Communications Center, 1221 Avenue of the Americas, New York, NY 10020.



If it's a communications problem, we probably pioneered the solution.

Put McGraw-Hill Research to work for you.

Circle No. 606 on Reader Card

# Research shows risk of package redesign

"If it ain't broke, don't fix it."

The saying applies to more than old cars. More and more package marketers come to this conclusion when they research a new look for an already well-established package design.

This was the case recently for marketers at General Foods with its Crystal Light product, a low-calorie powdered soft drink mix. Traditionally, Crystal Light has symbolized softness and femininity. This image has been projected by the product's spokesperson, Linda Evans, a television actress who appears in print and television advertisements for Crystal Light.

To carry the product from the 1980s into the 1990s, however, General Foods' marketers thought the look needed a "face-lift." Their question was, how can we maintain its heritage and identity yet contemporize it? What they decided on



*Mindy Harris Rudick is owner and president of Rudick Research, Westport, Conn., a qualitative market research and consulting firm. Previously, Rudick was a vice president with the Gene Reilly Group and was the qualitative division manager for Trost Associates. Rudick is a former psychotherapist. Her background in this field adds a dimension to market research which she calls "insight marketing."*

was a hard-edged, masculine and slicker packaging label.

## Maintaining the persona

When that design was explored among Crystal Light users, however, the general consensus was, why change a good thing? The new label had strayed too far from the image of the original and in the consumers' minds, didn't project softness and femininity. As a result, the final packaging design that hit supermarket shelves showed only subtle changes which improved the design yet maintained the look of its heritage.

"This is a perfect example that single-mindedness works," says Mindy Harris Rudick, president of Rudick Research. Rudick, who conducted the research when she was employed at another research firm, explains that single-mindedness means conveying a consistent im-

continued on p.28





# TAKE CONTROL



## ...OF YOUR MARKET RESEARCH BUDGET.

You need to gather the most accurate market data with the utmost efficiency. That's why you need the superior analytical capabilities of SPSS® software. With such a powerful addition to your in-house system, you'll eliminate the excessive cost of outside tabulation services. And you'll reduce your internal operating expenses by using one set of software for every research task.

SPSS products will help you every step of the way, from data collection and tabulation to analysis and preparation of professional reports, charts and maps. And since they run on nearly all mainframes, minis and micros, you

can quickly turn every bit of available data into decision-supporting facts.

SPSS products aren't just budget savers. They're time savers, too. Each product is designed to promptly meet specific research needs. Needs for features like item non-response handling. Multi-punched data. Extensive labeling. Multiple response items. Advanced statistics. Stub-and-banner tables. Customized market research training. What's more, SPSS software is superbly supported by SPSS Inc., an industry leader for over 20 years.

Take the first step toward controlling your research budget. Contact our Marketing Department today.

**CALL 1/312/329-3308**

**SPSS inc.**

SPSS Inc. • 444 North Michigan Avenue, Suite 3000 • Chicago, Illinois 60611

In Europe: SPSS Europe B.V. • P.O. Box 115 • 4200 AC Gorinchem, The Netherlands • Telephone: +31183036711 • TWX: 21019

SPSS is a registered trademark of SPSS Inc. for its proprietary computer software.

© 1987, SPSS Inc.

Circle No. 607 on Reader Card

# Label research spices sales of dressings



For three consecutive years, Henri's Food Products' reduced calorie salad dressings suffered from declining sales. Indications were that a poor packaging label was partially to blame. With the guidance of market research, the company has revamped the look and as a result, sales have improved significantly.

The label, the company admits, was plagued with problems: "Obscure logo, hard-to-read label copy, unappealing photo, too cutesy, no punch, vague and cluttered." Research was conducted "out of the recognition that the label was not as good as that of the competition (Kraft)," says Eric Hansen, marketing manager at Henri's.

## Focus groups

During the summer and fall of 1986, focus groups were conducted in Milwaukee, Chicago, and Indianapolis by the Food Evaluation Center, a firm in Milwaukee that conducts research for food companies. Respondents for the study were women 25-54 years old, the largest consumers of pourable salad dressing. Mall intercepts were also conducted to probe consumers more in-depth.

Three out of eight new "concept" packaging labels along with the old one were shown to focus group participants. From the discussions, Henri's learned that consumers liked a less cluttered look that projected freshness and appetite appeal.

The respondents also preferred the word "light" instead of "diet" on the dressings because they believed the "diet" was al-

ready in the salad, says Hansen. "Light was all that was needed to assure consumers the dressing was low in fat and calories."

## Cleaner label

The new label is much cleaner and easier to read with the name of the flavor printed boldly in the center. Above it, "90% Fat Free" is dominantly displayed; highlighted below is "Reduced Calorie Dressing." The words are surrounded by a variety of fresh vegetables. The neck of the bottle sports a simplified yet more prominent "Henri's" and right below that is a bold "Light" signature that instantly communicates to consumers, "reduced calorie."

While packaging research was taking place, product research was also being conducted to assure consumers preferred Henri's taste over competitive dressings, says Hansen. The Light dressings were introduced in late 1986 and by late 1987, Henri's had converted its regular calorie salad dressing line to a modified version of the Light label design.

All of the excitement surrounding the company's new packaging changes was just the beginning. To recapture the lost shelf space and gain recognition and believability, Henri's came out with a sales brochure for grocery buyers admitting its previous labeling mistakes and comparing the old label to the Edsel.

continued on p. 34



*Prior to the design change, Henri's reduced calorie dressing label was considered "cutesy, vague and cluttered."*





*After the design change, Henri's reduced calorie salad dressing label is much cleaner and easier to read.*



# Radio station tuned to research

By Beth E. Hoffman

Two years ago, Emmis Broadcasting made a format change on its Los Angeles radio station that many people considered a "stupid" and risky move. As it turned out, the company couldn't have made a wiser decision. In just eight months, the new format boosted the station's ratings from the mid-20s to No. 1 in the market. The impetus to take the risk resulted from the company's market research studies. According to Dr. James Riggs, president of Emmis Research, Indianapolis, a division of Emmis Broadcasting Corp., research showed a huge hole in the Los Angeles radio market for a coalition of listeners that consisted of "hip" whites, blacks and Hispanics. Says Riggs, "They were telling us they didn't like what they were hearing on other radio stations and they had a preference for the kind of music and format we would offer." Moreover, research showed a gap in the radio market for this target audience and music format "was so big, you could drive a semi-trailer through it," says Riggs.

## "POWER 106"

What Emmis Broadcasting has been



*Dr. James R. Riggs is president of Emmis Research, Indianapolis, and was a university professor for 16 years before joining the company. Riggs received his B.A. and M.A. degrees from Indiana University and has a Ph.D. in philosophy from Purdue University. He also pursued post-graduate studies at Exeter College in Oxford University. Dr. Riggs has been active in community affairs. He served a four-year term on the Indianapolis Board of School Commissioners as president and previously vice president. Dr. Riggs has also done independent research and consulting. He has functioned as a researcher and commentator for WTHR, TV 13, WFYI, TV 20, WIFE-AM and WNTS-AM*

offering its listeners on station KPWR 105.9 FM, "POWER 106," is contemporary music with a heavy dance beat. This format features singers like George Michael, Teddy Pendergrass, Melba Moore, Jody Watley, Prince and Michael Jackson. Its target audience, teens to 34-year-olds, is made up of 40% Hispanics, 40% whites and 20% blacks. The station has yet to deviate from these figures by 2-3%, notes Riggs.

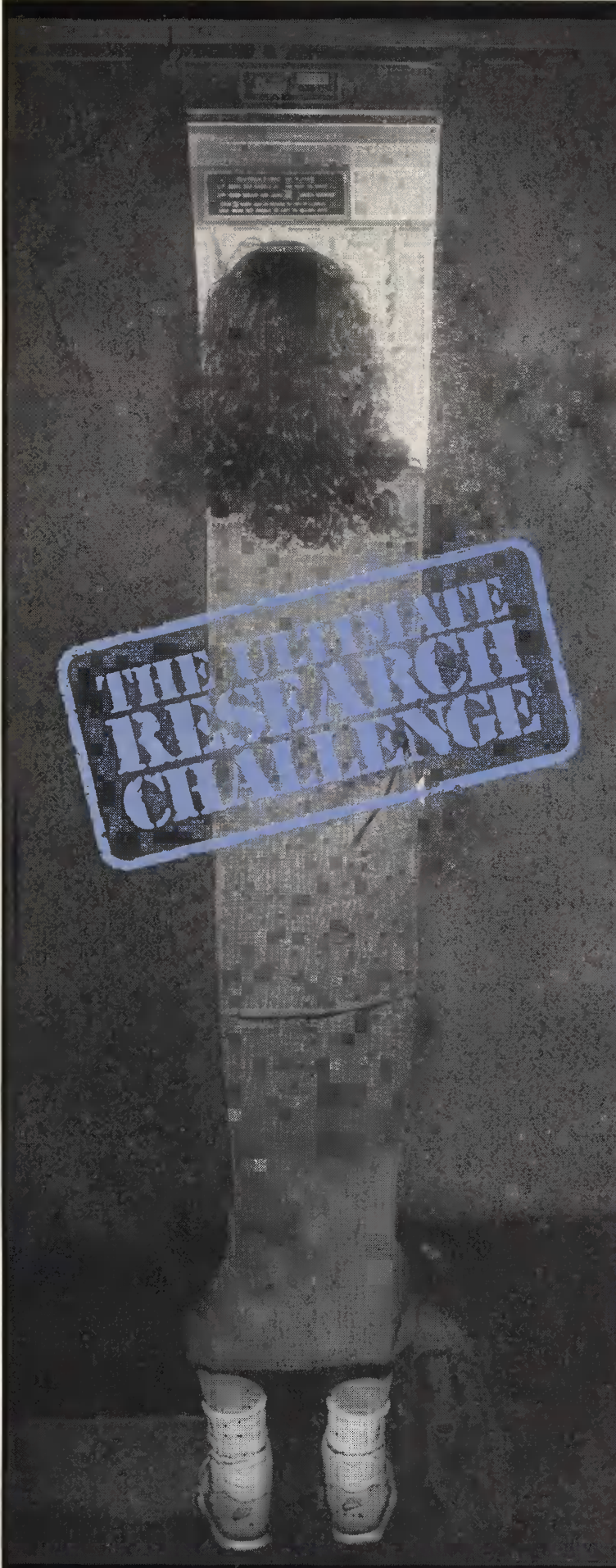
When Emmis Broadcasting bought the station in 1984, it was KMGG, "MAGIC 106." MAGIC 106, an adult contemporary (AC) format that appealed to 18-34 year-olds, played music by Neil Diamond, Barry Manilow and Barbara Streisand. MAGIC 106 was making a "tidy little profit" with yearly advertising sales of \$7 million out of the \$300 million total that is spent on radio advertising in the Los Angeles market. The company thought POWER 106 could do better. It did. In no time, advertising sales soared to \$30 million and since its purchase, the station has increased in value eight times.

Riggs says a lot of research was behind

continued on p. 12

# Power 106 FM





“The  
ABC Election  
Polling Unit  
Is The Best  
In The  
Industry.”

—Peter Jennings, March 9, 1988

*The Annual Conference of the Advertising Research Foundation*

In an election year the  
*ultimate challenge*  
for researchers is to deliver data  
within deadlines frequently measured  
in minutes . . .

From primary exit polls to  
the Presidential Election, *ABC News* relies on  
*Chilton Research Services*  
to collect, compile and report data—  
quickly and accurately.

You can depend on  
*Chilton Research Services*  
to provide you with the same precision,  
timeliness and customized service . . .  
from measuring public attitudes and opinion  
to product research.

**CHILTON** RESEARCH  
SERVICES  
puts you *On Time, On Target, On Top*

Radnor, PA 19089 • (215) 964-4602



## Radio

continued from p.10

the change and many factors were taken into consideration: the competitive environment, the amount of money spent on advertising, whether or not to stop the AC format, and whether or not the contemporary/dance theme was the format to pursue.

### Research techniques

Three research techniques confirmed POWER 106 was the format to pursue.

The first technique was a format study among 12-44 year-olds in the Los Angeles area. For this, a random-digit-dial telephone survey was conducted among 800 persons in the Los Angeles area. Participants had to be 44 years of age or younger and listen to the radio for at least one hour a day.

The respondents were questioned about the radio formats and programs to which

---

*“As soon as listeners hit the button on the radio dial, you know you have a marketing problem.”*

*James Riggs*

---

they were currently listening. Emmis Broadcasting found out how well they liked these stations' music, traffic reports, opportunities to win money and prizes and morning show formats. Samples of the contemporary music/dance format were also played and respondents were asked if they would listen to them if they were played on the radio. In general, respondents liked the music/dance format and said they would listen.

Next, auditorium music tests were conducted in a Los Angeles hotel. Respondents listened to seven seconds of 350 songs in one hour and 40 minutes and were asked if they recognized the songs. If they did, the respondents were then asked to rate the songs on how well they liked them. A total of 700 song titles were tested among approximately 700 persons ages 15-34. Each respondent attended

one of six testing evenings. Two were conducted among Hispanics, two among whites and two among blacks.

### Instant success

Out of the songs tested, 150 were selected to start up POWER 106 which went on the air Jan. 11, 1986. It was literally an instant success, Riggs recalls

---

*“Radio station loyalty is very superficial. Listeners will stay with you as long as you are doing what they like, whatever that may be. The ‘trick’ is to know what they like, and that is the role of our research.”*

*James Riggs*

---

excitedly. “Knowledge of the station swept across the city like wild-fire. Boutiques and department stores were carrying the station's music over their intercoms the first week it was on the air.”

After the station had been on the air a month and a half, a perception study was conducted among 800 people to find out the station's level of awareness, its strengths and weaknesses and the

---

*“Research is an investment to us, not an expense. We do whatever must be done to serve the needs of our listeners because research has a significant impact on the financial future of our business.”*

*James Riggs*

---

strengths and weaknesses of its competitors. Respondents were 15-34 years-old and had to be listeners of POWER 106 and its competitors.

While respondents were enthusiastic

in general about POWER 106, they suggested it add a lively morning show they could listen to on the way to work. For over a year, POWER 106 has featured Jay Thomas - who also stars as Carla's husband on the television show, “Cheers” - in morning drive. He has proved to be very popular with the target audience.

### Research is critical

Research hasn't leveled off despite POWER 106's success. “We still do quarterly auditorium music tests, and twice a year we do perception studies,” says Riggs.

For the radio industry, research is critical. “Radio station loyalty is very superficial. Listeners will stay with you as long as you are doing what they like, whatever that may be. The ‘trick’ is to know what they like, and that is the role of our research. As soon as listeners hit the button on the radio dial, you know you have a marketing problem,” notes Riggs.

To prevent that from happening, “we never let up,” adds Riggs. “Research is an investment to us, not an expense. We do whatever must be done to serve the needs of our listeners because research has a significant impact on the financial future of our business.” MRR

Emmis Research, Indianapolis, is a division of Emmis Broadcasting Corp. and owner of 10 FM and one AM radio stations in major U.S. markets. Emmis recently purchased NBC's five radio stations for \$122 million, making it the fifth largest broadcast company in the U.S. It operates stations in New York City (2), Boston, Washington, D.C., Chicago, St. Louis, Minneapolis, San Francisco, Los Angeles, and Indianapolis. Emmis is currently buying a television station in Indianapolis.



# MEET YOUR NEW "SPEC" WRITERS

EZWRITER is a revolutionary software development that enables virtually anyone in your office, from project managers to secretaries, to create market research questionnaires. But you can't buy it!

EZWRITER's a FREE enhancement when you lease "SURVENT," or "PC-SURVENT," CRT interviewing research software from Computers for Marketing Corporation. EZWRITER eliminates the bottlenecks in your production schedule because...

- EZWRITER is powerful, yet anyone with an office PC can use it, and it doesn't require any programming knowledge.
- EZWRITER's on-line documentation reduces training time.
- EZWRITER enables you to develop a library of questions which can be accessed for future questionnaires, saving set-up time for you, and reducing client expense.
- EZWRITER automatically checks for completeness, accuracy, and logic problems to eliminate problems down the road.

## FREE DISK

If you're considering CRT interviewing, send for this FREE disk (IBM/MS-DOS compatible). It is designed to help you answer questions about the growth and direction of your company, requirements needed to achieve your goals, as well as a rough estimate of software and hardware costs.

To obtain your FREE self-administered "Business Planning Guide," or to learn more about "SURVENT" or "PC-SURVENT," call (415) 777-0470, ext. 323 in San Francisco today!

**Computers for Marketing Corporation**  
547 Howard Street • San Francisco, California 94105



# Correspondence analysis in action

By Tony Babinec



Tony Babinec has been with SPSS, Inc., for 10 years. He is currently a product manager responsible for the statistical content of the software as well as insuring that the software addresses the needs of application areas such as market research. He has a background in advanced statistics and survey research methods. He has written and presented numerous SPSS training courses, and is active at meetings of various professional associations.

Correspondence analysis is an emerging technique suitable for analyzing two-way tables. It is already available in a number of stand-alone microcomputer programs (see March, 1988 issue of *Quirk's Marketing Research Review* for a list) and will soon be available in popular comprehensive programs such as SPSS. This article will show some of the uses of the technique.

## Traditional analysis of tabular data

In survey research and market research it is often the case that possible responses to variables represent categories rather than quantities or amounts. Examples of this are:

- The respondent is "male" or "female."
- A beer is "light" beer or a "dark" beer.
- A test product tastes "too sweet," "just right," or "not sweet enough."
- The respondent lives in "New England," "The Southeast," or "The Northwest."

Sometimes the categories of a variable have a natural ordering. In the Taste variable above, "just right" sits in the middle between "too sweet" and "not sweet enough." Such categories are ordered categories and the variable is said to be measured at the ordinal level. On the

other hand, the categories of the above Region variable have no inherent ordering. Such categories are unordered categories and the variable is said to be meas-

uring at frequency distributions and follows with crosstabulation of variables taken two at a time. Assuming that you are working with a suitably drawn sample

Count Exp Val Residual	A	B	C	D	E	F	Row Total
	1	2	3	4	5	6	
<b>MENTAL</b>							
1 <b>WELL</b>	64 48.5 15.5	57 45.3 11.7	57 53.1 3.9	72 71.0 1.0	36 49.0 -13.0	21 40.1 -19.1	307 18.5%
2 <b>MILD SYMPTOMS</b>	94 95.0 -1.0	94 88.8 5.2	105 104.1 .9	141 139.3 1.7	97 96.1 .9	71 78.7 -7.7	602 16.3%
3 <b>MODERATE SYMPTOM</b>	58 57.1 .9	54 53.4 .6	65 62.6 2.4	77 83.7 -6.7	54 57.8 -3.8	54 47.3 6.7	362 21.8%
4 <b>IMPAIRED</b>	46 61.4 -15.4	40 57.4 -17.4	60 67.3 -7.3	94 90.0 4.0	78 62.1 15.9	71 50.9 20.1	389 23.4%
<b>Column Total</b>	262 15.8%	245 14.8%	287 17.3%	384 23.1%	265 16.0%	217 13.1%	1660 100.0%
<b>Chi-Square</b>	<b>Value</b>		<b>DF</b>		<b>Significance</b>		
Pearson	45.98526		15		.00005		
Likelihood Ratio	47.41724		15		.00003		

Figure 1a

measured at the nominal level. In either case, when coding responses prior to analysis, you typically represent the categories by sequential numbers (1,2,3,...). No strict numeric interpretation is attached to these codes. If a variable has ordered categories, you used ordered numbers to represent the categories in meaningful order. If an ordinal variable with three categories is scored 1, 2, and 3, it is not in general the case that category 1 and category 2 are the same distance apart as category 2 and category 3.

Whether variables are measured at the nominal or ordinal level, the traditional analysis of such variables begins by look-

ing at frequency distributions and follows with crosstabulation of variables taken two at a time. Assuming that you are working with a suitably drawn sample of data, you crosstabulate two variables and produce the chi-square statistic to test the usual hypothesis of no association. If the chi-square test of no association is significant, you reject the hypothesis of no association. You then characterize the association between the two variables using some measure of association. Measures such as Phi, Cramer's V, Lambda, or Goodman and Kruskal's Tau are appropriate when the variables being tabulated are measured at the nominal level, or when both variables in the analysis are not ordinal. If both variables are ordinal, then additional measures such as

continued on p. 16



# The Evolution of Market Research.



FRC SALUTES THE EVOLUTIONARY PROCESS.

Many species of research company co-exist on the evolutionary ladder.

There are the hunter-gatherers, who simply collect and deliver data.

And there's FRC.

## It's the thought that counts.

FRC gives you thoughtful front-end solutions to your research problems and actionable, back-end analysis.

Our people are hunter-gatherer-thinkers. With in-depth marketing backgrounds and a wealth of experience in uncovering important implications from mountains of data.

## Three highly-evolved techniques.

We take the extra steps that turn raw data into a feast of actionable results—from a variety of custom research techniques to some proprietary techniques of our own.

For example: FRC's Line Optimization Technique (LOT) helps you study your options to create the perfect line. No other company offers it. And it's so useful that every client who's tried it once has come back for more.

FRC Extra is our powerful new version of the concept/product test which includes a market share prediction.

And, Prime Prospect Analysis is designed to tell you how to convert near-customers into real customers.

## Great incentive to evolve.

Take the next step in your own evolution as an expert in market research. Get in touch with us for more information. We'll send you a free 1989 "The Evolution of Market Research" poster/calendar for inspiration. Just call us at 212-696-0870 or return the coupon below.

## FRC. Because doing the best work is the most fun.

YES, please send my FREE 1989 "The Evolution of Market Research", poster/calendar and information on FRC's:

- LOT       Prime Prospect Analysis  
 EXTRA     Custom research services

Call 212-696-0870 for faster response.

Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

Q/O

## FRC Research Corporation

404 Park Avenue South NY NY 10016 212-696-0870

## Data use

continued from p. 14

Kendall's Tau-b and Tau-c, Gamma, and Somers' D are available. Some researchers like to look at Pearson's *r* computed on ordinal variables. When doing so, Pearson's *r* is computed as if the scores on

Figure 1a (p. 14) shows the crosstabulation of mental health status and parental socioeconomic status.

The first cell value is the observed cell frequency, the second cell value is the expected cell frequency under the hypothesis of no association, and the third cell value is the residual or discrepancy

impaired mental health.

Figure 1b shows the same crosstabulation with row percents.

If mental health status and parental socioeconomic status had been statistically independent, then the row percents in any of the four rows would be identically equal to the marginal percents of the columns (15.8, 14.8, ... 13.1), also known as the average row profile. Because mental health status and parental socioeconomic status are dependent, the row percents or row profiles differ among each other as well as from the average row profile.

Figure 1c shows the same crosstabulation with column percents.

Again, if mental health status and parental socioeconomic status had been statistically independent, then the column percents in any of the six columns would be identically equal to the marginal percents of the rows (18.5, 36.3, 21.8, and 23.4), also known as the average column profile. Because mental health status and parental socioeconomic status are dependent, the column percents or column profiles differ among each other as well as from the average column profile.

The dual concepts of discrepant row profiles or column profiles in a single

Count Row Pct	A	B	C	D	E	F	Row Total
	1	2	3	4	5	6	
<b>MENTAL</b>							
1 <b>WELL</b>	64 20.8	57 18.6	57 18.6	72 23.5	36 11.7	21 6.8	307 18.5%
2 <b>MILD SYMPTOMS</b>	94 15.6	94 15.6	105 17.4	141 23.4	97 16.1	71 11.8	602 16.3%
3 <b>MODERATE SYMPTOM</b>	58 16.0	54 14.9	65 18.0	77 21.3	54 14.9	54 14.9	362 21.8%
4 <b>IMPAIRED</b>	46 11.8	40 10.3	60 15.4	94 24.2	78 20.1	71 18.3	389 23.4%
<b>Column Total</b>	262 15.8%	245 14.8%	287 17.3%	384 23.1%	265 16.0%	217 13.1%	1660 100.0%

Figure 1b

the two variables are literally the sequential numeric codes you use to represent the categories.

In any event, if the chi-square test of no association is significant, you attempt to characterize the association in the table with a measure of association consisting of a single number which somehow quantifies the association in the table. Some statisticians have objected to this, for in a many-celled table it can be argued that the detail in the table is sufficiently rich so that it defies easy summary in a single number. This realization has led to the development of other techniques. These include loglinear models, association models, and correspondence analysis.

Let's look briefly at a traditional analysis of a famous two-way table: Srole's Midtown Manhattan data. These data were originally reported in 1962, and have been analyzed many times in different ways. Srole's data relates the mental health status of a respondent to his/her parents' socioeconomic status. Mental health status is one of four categories: "well," "mild symptoms," "moderate symptoms," and "impaired." Parental socioeconomic status is one of six categories ranging from "A" (high) to "F" (low). The sample size is 1660.

between the observed and expected cell counts. The Pearson chi-square statistic, which is based on the discrepancies between observed and expected cell counts,

Count Col Pct	A	B	C	D	E	F	Row Total
	1	2	3	4	5	6	
<b>MENTAL</b>							
1 <b>WELL</b>	64 24.4	57 23.3	57 19.9	72 18.8	36 13.6	21 9.7	307 18.5%
2 <b>MILD SYMPTOMS</b>	94 35.9	94 38.4	105 36.6	141 36.7	97 36.6	71 32.7	602 16.3%
3 <b>MODERATE SYMPTOM</b>	58 22.1	54 22.0	65 22.6	77 20.1	54 20.4	54 24.9	362 21.8%
4 <b>IMPAIRED</b>	46 17.6	40 16.3	60 20.9	94 24.5	78 29.4	71 32.7	389 23.4%
<b>Column Total</b>	262 15.8%	245 14.8%	287 17.3%	384 23.1%	265 16.0%	217 13.1%	1660 100.0%

Figure 1c

has a value of 45.98 on 15 degrees of freedom, which is highly significant. Therefore, we reject the hypothesis of no association. Examination of the cell counts shows some evidence of a diagonal pattern, wherein high parental SES is associated with well mental health, and low parental SES is associated with

table form the bridge to our introduction of correspondence analysis.

### Correspondence analysis of tabular data

Correspondence analysis represents the row categories and/or column categories of a two-way table in a low-dimen-

continued on p. 18



# HERE'S THE BEST NEWS...

...Questions by Friday noon  
Answers by Wednesday



## **TeleNation**<sup>TM</sup> *The Hotline to America*

### **ALWAYS AVAILABLE...**

*Weekly multi-client telephone survey of 1,000 consumers nationwide.*

### **RAPID RESPONSE...**

*Access to results in two working days.*

### **INEXPENSIVE...**

*Pay-per-question means you pay only for the answers you want.*

### **RELIABLE ACCURACY...**

*Same rigorous quality control standards associated with custom research.*

### **UNLIMITED APPLICATIONS...**

- *Continuous tracking mechanism*
- *Mini-studies*
- *Concept testing*
- *Data base screening device*
- *And much more*

### **FOR MORE INFORMATION...**

*Call your local account representative  
or call Donna Malone, TeleNation's Product Manager,  
(312) 280-9100, Ext. 279.*

**TeleNation**<sup>TM</sup> — a service of MARKET FACTS, INC.

Chicago, New York, Washington D.C., Los Angeles, Dallas, Boston, St. Louis

## Data use

continued from p. 16

analysis in the family of techniques known to marketers as perceptual mapping, which includes other statistical techniques such as factor analysis, discriminant analysis, and multidimensional scaling. Examination of the plot produced by correspondence analysis reveals like and unlike categories within the variables as well as patterns of association between

piece explains as much of the remaining total inertia as possible and is independent of the first piece, and so on. For this reason, correspondence analysis is sometimes characterized as principal components analysis of nominal data. Figure 2a indicates that, overall, a two dimensional representation of the row and column categories should be a very good representation of the Srole data, for it accounts for 98.9% of the total inertia.

Another interpretation of correspon-

the mental health status categories using a two-dimensional solution.

The first dimension scores show the strong ordinality of the mental health status categories. That is, mental health status codes of 1 through 4 are monotonically related to the optimal scores, which are ordered from most negative to most positive. What is more, the scores for category 2 (mild symptoms) and category 3 (moderate symptoms) are very similar, suggesting the similarity in their row profiles (see Figure 1b). Thus, you might conclude that group 1 is different from group 2 and 3 which in turn is different from group 4. The similarity of categories 2 and 3 suggests collapsing the categories and re-running the table. The second set of scores for mental health status suggests a contrast of the moderately impaired group with the others.

Figure 2c (p.22) shows the optimal scores for the parental SES categories.

The first dimension scores show that with the exception of category B, which is slightly more negative than category A, the categories of parental SES are otherwise in the "right" order. Categories A and B have almost the same score, as do categories C and D, suggesting possible ways of collapsing the parental SES categories.

Finally, Figure 2d (p.22) shows the joint plot of the mental health status and parental SES categories.

DIMENSION	SINGULAR VALUE	INERTIA	PROPORTION EXPLAINED	CUMULATIVE PROPORTION
1	0.16132	0.02602	0.939	0.939
2	0.03714	0.00138	0.050	0.989
3	0.01726	0.00030	0.011	1.000
TOTAL		0.2770	1.000	1.000

Figure 2a

the variables in the two-way table.

To find the dimensionality associated with a particular table, compare the number of rows less one to the number of columns less one and take the minimum. For the Midtown Manhattan table, the minimum of 4-1 and 6-1 is 3. For large tables, the dimensionality needed to exactly represent the row and column categories may be a large number, but your hope is that a low-dimensional representation of the table shows most of what is going on in the table.

Figure 2a shows the dimensional analysis of the Midtown Manhattan data. This and the following output were produced by the ANACOR procedure, one of a number of new market research procedures currently undergoing development and testing at SPSS, Inc.

The total inertia - equal to 0.0277 - is calculated as the chi-square value for the test of no association (45.98) divided by the table total (1660). Intuitively, the total inertia is a measure of the variance or discrepancy of the row profiles (recall Figure 1b,p.16) around the average row profile or of the column profiles (recall Figure 1c, p.16) around the average column profile. Through a sophisticated mathematical-statistical tool known as singular value decomposition, correspondence analysis decomposes the total inertia of the table into pieces in an optimal way. The first piece explains as much of the total inertia as possible, the second

dence analysis is in terms of scores it attaches to the row and column categories. In one step, correspondence analysis lets you do the following:

- Find a set of scores for the row categories which separates the row categories as much as possible.
- Find a set of scores for the column categories which separates the column categories as much as possible.
- Find a set of scores for the rows and a set of scores for the columns which are

ROW SCORES:				
	MENTAL	MARGINAL PROFILE	DIM	
			1	2
1 WELL		0.185	-0.260	0.012
2 MILD SYM		0.363	-0.030	0.024
3 MODERATE		0.218	0.014	-0.070
4 IMPAIRED		0.234	0.237	0.019

Figure 2b

correlated as much as possible.

You can examine the row scores produced by correspondence analysis to find like and unlike categories on the row variable. Similarly, you can examine the column scores produced by correspondence analysis to find out like and unlike categories on the column variable. You can produce as many sets of these scores as there are dimensions, although it will be the first few dimensions' scores which are most important to an understanding of the data.

Figure 2b shows the optimal scores for

This plot tells pictorially what we learned through an examination of the row and column scores. Again, examination of this plot shows categories within the row variable and/or the column variable which are like and unlike. Moreover, you learn about the association between the variables, for the "well" category is juxtaposed near categories A and B of parental SES, the "impaired" category is juxtaposed near categories E and F of parental SES, and the "moderate" category in particular is near parental

continued on p. 22



---

**READER SERVICE CARD** October/November 1988  
**FREE INFORMATION** ON PRODUCTS AND SERVICES ADVERTISED IN THIS ISSUE.

**Send me more information on items circled:**

600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619  
620 621 622 623 624 625 626 627 628 629 630 631 682 683 684 635 636 637 638 639  
640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659  
660 661 662 668 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679  
680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
(Please Print)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

PLACE  
STAMP  
HERE

*Quirk's*  
**MARKETING RESEARCH**  
*Review*

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



# Experience Is The Best Teacher

Over the past 13 years, more than 20,000 participants in 23 countries have attended The Burke Institute seminars—the Institute, in fact, conducted its 1,000th Marketing Research seminar in June of this year.

Our seminar participants get a lot out of the experience. They tell us that in the evaluation forms that they fill out, which are full of terms and phrases like “tremendous,” “wonderful,” “fantastically stimulating,” “just what I needed,” “straight to the point,” “very applicable to my work.” More importantly, they come back for more, and they bring their colleagues and co-workers. We’re gratified by all the evidence that the participants in our seminars have learned something useful from us.

We have learned a lot from them. The feedback we get from our students is what keeps our seminars timely, practical and relevant to real-world issues and situations.

It’s partly the depth of our experience that has made us the premier educator in marketing research worldwide. It is also the completeness of our program, ranging from the perennially popular seminar on Practical Marketing Research to more technical and advanced seminars such as those on Multivariate Analysis, Positioning and Segmentation Research, and Tools and Techniques of Data Analysis. The Institute offers its Certificate of Achievement in Marketing Research Methodology and Applications to those individuals who successfully complete a core sequence of seminars and workshops.

All Burke Institute seminars and workshops are taught by full-time Institute faculty, and each faculty member is a seasoned, highly qualified marketing research professional. And The Burke Institute is backed by the considerable resources of SAMI/Burke. *At The Burke Institute, you will learn marketing research methods and applications from the professionals who do more customized marketing research and have taught it to more people than anyone else in the world.*

Look over the listing of our upcoming seminars. Then call us toll free. We will help you select the best seminar or other educational opportunity to meet your needs. Please call Ms. Lisa Raffignone, Program Manager, or Dr. Sid Venkatesh, Managing Director, at (800) 543-8635.

**SAMI/Burke**  
**The Whole Picture.**

800 Broadway, Cincinnati, OH 45202, 800-543-8635

## The Burke Institute

### Seminars in North America, July–December 1988

1. PRACTICAL MARKETING RESEARCH	New York Atlanta San Francisco Toronto Chicago New York Cincinnati	July 11–13 Aug. 1–3 Aug. 22–24 Sept. 19–21 Oct. 10–12 Nov. 7–9 Dec. 5–7
2. INTRODUCTION TO MARKETING RESEARCH	Cincinnati	Sept. 12–13
3. QUESTIONNAIRE CONSTRUCTION WORKSHOP	Cincinnati New York San Francisco Cincinnati	July 19–20 Aug. 29–30 Oct. 18–19 Nov. 17–18
4. TABULATION AND INTERPRETATION OF MARKETING RESEARCH DATA	Cincinnati New York	July 25–26 Dec. 12–13
5. WRITING ACTIONABLE MARKETING RESEARCH REPORTS	San Francisco Toronto Cincinnati	Aug. 25–26 Sept. 22–23 Nov. 15–16
6. ADVANCED QUESTIONNAIRE CONSTRUCTION WORKSHOP	New York San Francisco	Aug. 31–Sept. 1 Oct. 20–21
7. FOCUS GROUPS: AN INTRODUCTION	Cincinnati Los Angeles New York	July 21–22 Sept. 15–16 Nov. 10–11
8. FOCUS GROUPS: AN APPLICATION WORKSHOP	Cincinnati	Oct. 6–7
9. FOCUS GROUP MODERATOR TRAINING	Cincinnati Cincinnati	Aug. 9–12 Sept. 20–23
10. TOOLS AND TECHNIQUES OF DATA ANALYSIS	Cincinnati Los Angeles Cincinnati New York	July 27–29 Sept. 12–14 Oct. 24–26 Dec. 14–16
11. PRACTICAL MULTIVARIATE ANALYSIS	New York Cincinnati New York	Aug. 1–3 Sept. 26–28 Dec. 7–9
12. USING MULTIVARIATE ANALYSIS: A P.C. BASED APPLICATIONS WORKSHOP	Cincinnati	Sept. 29–30
13. EXPERIMENTAL DESIGNS FOR MARKETING RESEARCH	Cincinnati	Aug. 4–5
14. MARKETING RESEARCH WITH CHILDREN	Cincinnati	Dec. 13–14
15. APPLICATIONS OF MARKETING RESEARCH	New York Chicago Cincinnati	July 14–15 Oct. 13–14 Dec. 8–9
16. PRODUCT RESEARCH	New York Cincinnati	Aug. 9–10 Nov. 21–22
17. ADVERTISING RESEARCH	New York Chicago	Aug. 18–19 Nov. 3–4
18. POSITIONING AND SEGMENTATION RESEARCH	New York Chicago	Aug. 16–17 Nov. 1–2
19. NEW PRODUCT FORECASTING	New York	Aug. 11–12
20. MANAGING MARKETING RESEARCH	Cincinnati	Sept. 7–8

Other topics available:

- |   |   |
|---|---|
| 21. PHARMACEUTICAL MARKETING RESEARCH           | 26. PRICING RESEARCH                              |
| 22. INDUSTRIAL MARKETING RESEARCH               | 27. MARKETING RESEARCH FOR FINANCIAL INSTITUTIONS |
| 23. CONTEMPORARY MARKETING STRATEGY AND TACTICS | 28. INTERVIEWING EXECUTIVES AND PROFESSIONALS     |
| 24. TELECOMMUNICATIONS MARKETING RESEARCH       | 29. PERSONAL PRESENTATION OF RESEARCH RESULTS     |
| 25. MARKETING RESEARCH FOR DECISION MAKERS      | 30. INTERNATIONAL MARKETING RESEARCH              |

We also offer seminars on more than 60 high-tech topics through the *Institute for Advanced Technology*. These include:

- Artificial Intelligence Overview
- Expert System Applications
- Using Personal Computers
- Integrating Information Systems

# DATAFAX

## OF ORLANDO HAS E-X-P-A-N-D-E-D

**\* NEW \***  
20 Station  
Telephone Facility

**\* NEW \***  
CATI Equipped

**\* NEW \***  
Second Focus  
Group Facility

**\* NEW \***  
Client Lounge

The Datafax Company is proud to announce the expansion of our market research facilities in the Orlando area. Now providing you with even more for your research dollar.

*If you think quality  
research is important -*

**Call . . .**  
**The Datafax Company**  
2600 Maitland Ctr. Pkwy.  
Suite 170  
Maitland, Florida 32751

Telephone: (407) 660-8878  
Out of state toll free:  
1-800-233-3578  
Fax: (407) 660-1730

### Data use

continued from p. 18

sional plot. This puts correspondence SES categories C and D. As several commentators have pointed out, it is legiti-

profiles of the row and column variables. Points near the center represent categories which are not discrepant from the average profile, while points far from the center represent discrepant categories.

One final comment: In the interest of

#### COLUMN SCORES:

SES	MARGINAL PROFILE	DIM	
		1	2
1 A	0.158	-0.181	-0.019
2 B	0.148	-0.185	-0.012
3 C	0.173	-0.059	-0.022
4 D	0.231	0.009	0.042
5 E	0.160	0.165	0.044
6 F	0.131	0.288	-0.062

Figure 2c

mate to interpret distances among the categories of one variable, but care should be exercised in interpreting distances between categories of separate variables.

brevity, we have omitted other portions of the output typically obtained when doing correspondence analysis. You can produce other statistics and measures not

#### ROW- AND COLUMN-SCORES IN DIMENSIONS 1 (HORIZONTAL) AND 2 (VERTICAL)

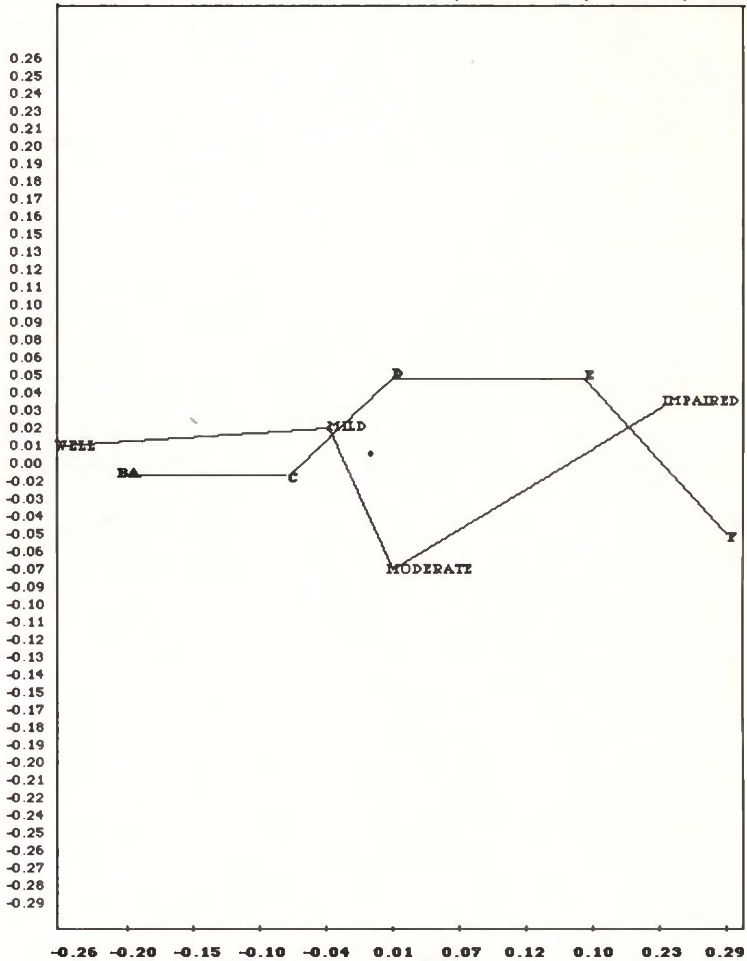


Figure 2d

You can interpret the relative position of one category of one variable with respect to all the points of the other set.

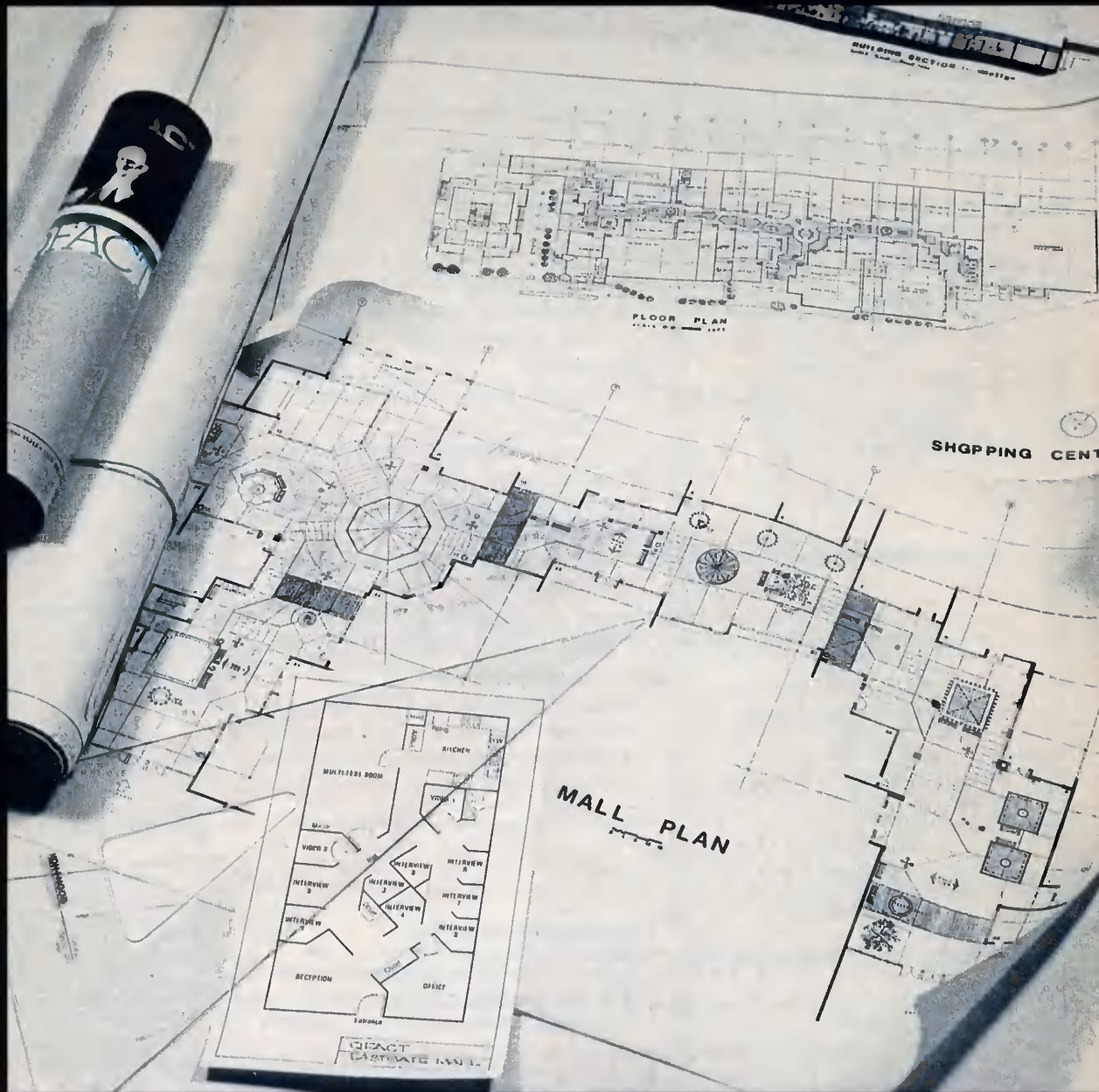
The asterisk in the plot represents the "center of gravity," that is, the average

shown as aids to the interpretation of the axes of the plot and as indicators of the quality of representation of the row and

continued on p. 24



*Put us in your mall plans*



Build your research on a strong foundation of experience.

# QFACT

Marketing Research, Inc.

Three locations serving Southwest Ohio. For a mall estimate or any information regarding quantitative or qualitative locations, call 513-891-2271.

# CONSUMER OPINION SERVICES

Covering the Northwest  
with  
our Expanding Network of  
Mall and Focus Facilities



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

**(206) 241-6050**

Ask for  
Jerry Carter or Dorothy Carter

Over 20 Years  
in the Northwest

MRA • AMA

**Consumer  
Opinion Services, Inc.**

12825 - 1st Avenue South  
Seattle, Washington 98168

QUALITY • INTEGRITY • SERVICE

Circle No. 615 on Reader Card

24

## Data use

continued from p. 22

column points in the low-dimensional space.

### Uses of correspondence analysis

In sum, you can use correspondence analysis in any of the following situations:

- Quantify a qualitative variable. We often use sequential whole numbers to represent categories of a nominal or ordinal variable. Correspondence analysis produces optimal scores for the categories.
- Replace the codes on one or more variables with the optimal scores and use the resulting variables in further analysis.
- Find the maximal correlation between the row and column variable.
- Suggest like and unlike categories of the variables.
- Suggest which categories might be collapsible.
- Suggest nominality or ordinality of a variable.
- Works when your variables are dichotomous.
- Can be used to score "missing" or "nonresponse" categories. Consider a simple attitudinal item where 1 is "yes," 2 is "no," and 9 is "don't know." If you include the 9 category in the analysis, it might obtain an optimal score which puts it between the "yes" and "no" category. Your scoring of the category as 9 would in that case have been misleading, or at

least uninformative.

### Conclusion

Correspondence analysis is restricted to the case when you have two categorical variables. If there are more than two variables of interest, there exist a number of ways of collapsing or re-expressing the data so that you end up with two variables to analyze. Moreover, correspondence analysis has been extended to the situation when there are more than two categorical variables. The resulting technique is commonly known as multiple correspondence analysis or homogeneity analysis.

Correspondence analysis has also been extended in another way. You might have a mix of variables measured at different levels - nominal, ordinal, and quantitative. The technique for analyzing variables with this mix of levels is nonlinear principal components analysis.

Taken together, this family of techniques represents an exciting set of analytic tools for the situations commonly faced by market researchers and survey analysts. These techniques accommodate a mix of levels of measurement, and produce intuitive plots which give insight into what's going on in your data. Their use should give you the edge in describing patterns in the data for your own edification as well as that of your client or boss. MRR



business and consumer research services

- Chicago's newest state-of-the-art focus group facility
- Located in the center of Chicago's prestigious Northshore suburbs.
- High income respondents and high level business executives are our specialty.
- CRT interviewing to business and consumer markets.

TRY OUR NEW LOCATION —

**Consumer and Professional Research, Inc.**

Westgate Plaza • 3612 W. Lake Ave. • Wilmette, IL 60091 • 312/256-7744

Circle No. 616 on Reader Card

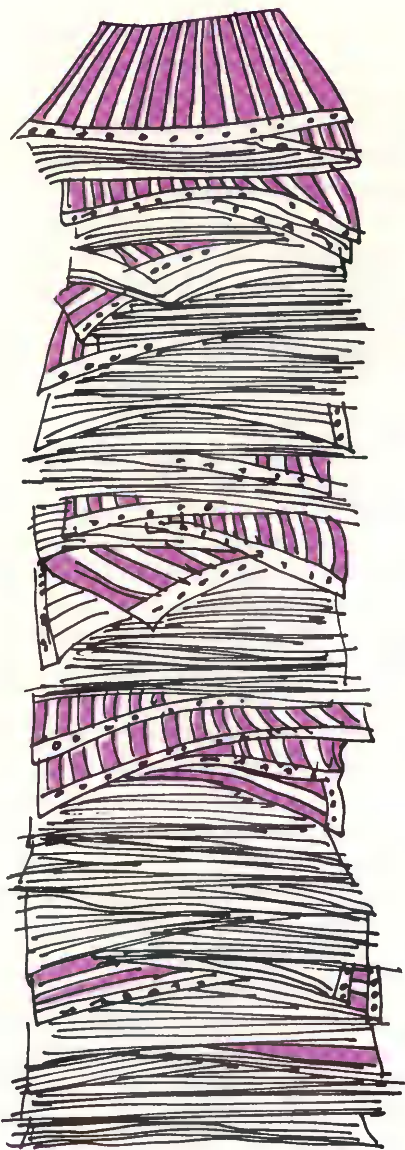
Quirk's Marketing Research Review



Data

# How to Tunnel Through Mountains of Information.

## And Find The Answers You Need.



Even the best data is worthless—if you don't know how to use it. At *The Wirthlin Group* we realize that obtaining marketing data, in itself, is not a goal. But learning how to use it is.

That's why, we're offering seminars to help you turn data into information. . . . And information into decisions for making intelligent choices.

*After all—Decision Making Information is our specialty.*

### Our Seminar Program

You will learn how to obtain the most actionable information, how to leverage it and how to apply it toward developing an effective strategy in the areas of:

- Marketing Research
- Strategy Development
- Research Design and Data Analysis

Contemporary Marketing Research Techniques and Methods	Washington, D.C. Chicago	July 18-20 September 20-22
Applications and Benefits of Research In Developing Marketing Strategy	Washington, D.C. Los Angeles	July 21, 22 December 8,9
Applied Multivariate Techniques for Strategic Data Analysis	Washington, D.C. San Francisco	August 9-11 November 15-17
Effective Tabulation and Analysis Techniques for Interpreting Marketing Research Data	New York City Los Angeles	August 23-25 December 5-7

The seminars are developed and presented by Gaurav Bhalla whose reputation as a seminar leader is widely recognized by members of the marketing research community. Here's what others have said about Dr. Bhalla:

*"Attending a Wirthlin Group's program is not only stimulating intellectually, but also refreshing. Gaurav Bhalla's enthusiasm is contagious and creates the perfect ambience that one looks for, but seldom obtains when attending professional conferences."*

Dan Matthaides  
Coordinator, Editorial Services,  
Communications, and Public Affairs  
Eastman Kodak Co.

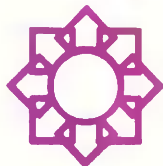
*"Gaurav Bhalla manages to achieve the two critical objectives that most seminar speakers and instructors fall short of: he gets a lot of information across in a short period of time, and it is information that can be put to practical use. His lucid presentation of complex information should be of great interest to general audiences as well as trained researchers."*

Tom Eidson  
President and Chief Operating Officer  
Hill and Knowlton, USA

Plus, we're so confident about the value of our seminar programs that we even guarantee them. If you are not satisfied, we'll refund your money.

**Join us. So you too can cut through the mountains of data and start making the right decisions.**

Simply cut out the coupon and mail. Or call Ms. Marian Chirichella at 1-800-332-4621 and she'll send you a brochure with information on the seminars, a registration card and course descriptions.



## The Wirthlin Group

*Decision Making Information for Intelligent Choices.*

Dr. Gaurav Bhalla  
Director, Analytical and Consulting Services  
The Wirthlin Group  
1363 Beverly Road  
McLean, Virginia 22101

Circle No. 617 on Reader Card



I would like more information on your seminar program. Please send me your brochure and registration materials.

Name \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Or call Ms. Marian Chirichella at 1-800-332-4621.

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

THREE\* OF YOUR  
MARKETS WERE CLEAN  
IN YOUR LAST  
10-MARKET STUDY

WE CAN HELP!

Call **JOHN ELROD**  
**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. 616 on Reader Card

## Coupon usage up in 1987, study shows

A total of 7.15 billion manufacturers' cents-off coupons were redeemed by consumers in 1987, up slightly from the 7.12 billion redeemed in 1986, according to a study by the Manufacturers Coupon Control Center, a unit of Nielsen Clearing House. Coupon redemptions enabled consumers to save \$2.84 billion on their purchases in 1987, an increase of 6% over the \$2.68 billion saved in 1986. Total coupon distribution increased 6% in 1987 to 215.2 billion from 202.6 billion in 1986. During the past five years, coupon distribution increased 51% from 142.9 billion in 1983. More than 2,000 companies currently use cents-off coupons as an integral part of their promotional activities. Although the 1987 total represents a leveling off from 1986, overall coupon redemption has grown 29% since 1983 when 5.6 billion coupons

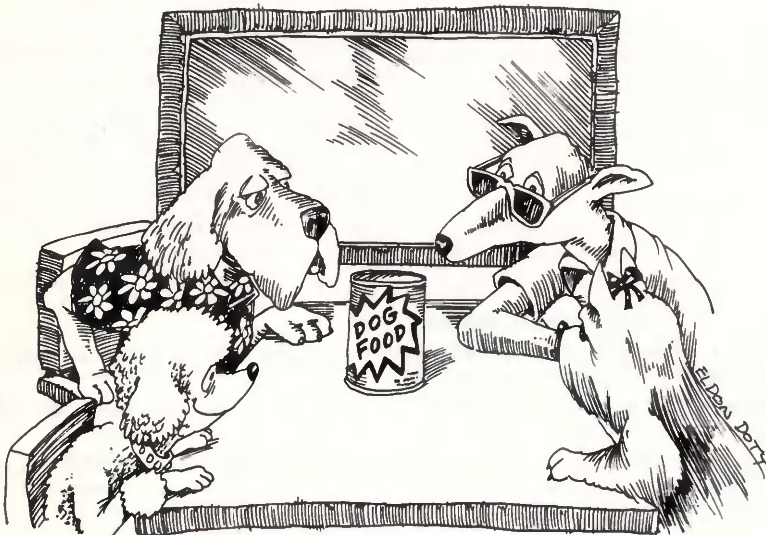
were redeemed. Manufacturers Coupon Control Center analysts said the lack of strong growth this year reflects a rapidly maturing industry. After several years of innovative marketing techniques, including using coupons to introduce new products, couponing has achieved a level of penetration that makes significant growth in the immediate future unlikely, the study concluded. Methods of coupon distribution have also been changing. In 1987, free-standing newspaper inserts made up 73% of the total compared to 60% in 1985. Magazine usage shrunk to only 4% in 1987 from 9% in 1985. Traditional newspaper distribution methods were likewise down. One-time, run-of-the-press (ROP) distribution fell to 6% in 1987 from 12% in 1985.

## Beverages ordered most often

Beverages are the most frequently purchased take-out food item followed by hamburgers, according to a Better Homes & Gardens consumer panel survey. Thirty-nine percent of the respondents purchased coffee, tea, pop or other take-out beverages three or more times a month. Thirty-two percent bought hamburgers most often, and 31% bought French fries. The most often used condiment? Ketchup.

## Food consumption

How much food does the average North American consume each year? About one ton, according to the Ontario Science Center of Canada in its book, "Foodworks." That's about 1.25 million calories yearly, or 3,400 calories a day - about 1,000 more calories a day than the average person needs. Breaking that down the amount of yearly food translates into 147 pounds of bread, rolls, oatmeal, rice and the like; 231 pounds of meat, poultry, fish, eggs, dried beans and nuts; 220 pounds of milk products, including three gallons of ice cream; 632 pounds of fruit and vegetables, including 154 pounds of potatoes; and finally, 685 pounds of other stuff, including 156 pounds of soda pop and 88 pounds of sugar.



## Talk to the right people in California.

We're famous for recruiting the right people. Because we follow through, every step of the way. So if you're not talking to the right people at the right time, you're in the wrong place.

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

**ECKER**  
**CONSUMER**  
**RECRUITING**



# NAMES OF NOTE

**Ann Potter & Associates** has recently opened an office at 1624 Harmon Place, Minneapolis, MN 55403. The company produces competitive updates, industry summaries and general marketing information for businesses. Potter has 10 years of marketing and business research experience in area manufacturers, services and state government.

**Blackstone Group**, marketing research, has moved to 6 N. Michigan Ave., Chicago. Telephone: (312) 419-0400.

**Steve Akerson** has been promoted to senior vice president, director of market research, at Colle McVoy Advertising Agency, Bloomington, MN. He was previously vice president, director of market research.

Consumer Pulse, Inc., announces several promotions: **Rickie Kruh** to vice president of operations, **Louise Stewart** to director of the company's Charlotte, NC, facility, and **Linda Crowder** to director of the company's Philadelphia facility.

**Myril Hillman, Ph.D.**, has been named senior account manager at Maritz Marketing Research, Inc., Chicago. Formerly vice president/associate research director at N.W. Ayer, she also served on the staffs of BBDO and Tatham, Laird & Kudner advertising agencies.

Joining Total Research Corp., Princeton, NJ, is **Barbara McAulay** as manager of client services, health care division. Her responsibilities include expanding the company's pharmaceutical client base and developing multi-client studies in the health care sector. Before joining Total Research, McAulay was vice president at Market Measures, Inc., a health care marketing research firm.

Total Research Corp., Princeton, NJ, has promoted **Matthew Champion** to senior project director of the health care division. Formerly a project director at Total Research, Champion will oversee all marketing research studies done by the company in the health care industry.

**Michele Clark Seyfortb** has been appointed senior account manager for Dimension Research, Inc., Glen Ellyn, IL. She is responsible for servicing client accounts, providing senior-level consultation on research design, management of in-house work and the interpretation and presentation of results. She was previously with Goldring & Co.

**Action Research, Inc.**, has opened its doors at 230 Western Ave., Boston. Its principals are **Matthew Hayes**, president, and **Donna Neubauer**, vice president. Hayes was formerly an analyst at Management Decisions Systems and Neubauer was previously with B. Angell & Associates where she was a project director.

## "Software Signals New Era for Market Research"

—PC Week

Join the Sawtooth Software users described in this recent PC Week article and become one of the growing number of corporate research managers who are discovering that they can use PC software to do **"very sophisticated marketing research easily and inexpensively."**

With our Adaptive Conjoint Analysis System (ACA) you can:

- Design products and services that are more competitive
- Use price/performance relationships to your advantage
- Simulate strategies before committing to them
- And, in the words of one user, **"do some fast footwork in moving products from concept to the marketplace"**

With our Adaptive Perceptual Mapping System (APM) you can:

- Identify and exploit new product opportunities
- Prevent market share erosion
- Simulate the effects of changes in your product or corporate image

ACA and APM have helped hundreds of research managers provide more valuable input to the corporate decision-making process. To learn how you can use software that is **"changing the face of the market research industry,"** just call or write.

## Sawtooth Software

**Product Information:** 1007 Church St., Evanston, IL 60201 312/866-0870  
**Customer Support:** P.O. Box 3429, Ketchum, ID 83340 208/726-7772

Excerpts reprinted from PC Week, December 22, 1987, Copyright 1987, Ziff Communications Company

## Crystal Light

continued from p. 6

age to the consumer.

"When you fiddle with it, you run the risk of losing what you've worked so hard to establish," explains Rudick. "You could end up alienating the consumer."

By changing the packaging to a hard-edged look, the relevance of the product's tag line, "I believe in me," was also diminished. "This slogan captured the persona of Crystal Light," says Rudick. "But with such an aggressive look linked to the product, Crystal Light was beyond assertive and confident, it was pushy. Losing this feminine yet self-assured persona could have been the kiss of death

for the brand being that beverages are extremely image-driven products. Kool Aid, Country Time and Crystal Light are essentially the same General Foods powdered soft drink, but each one of them has developed through marketing their own distinct characteristics."

### Sleeker, crisper

The proposed decision to contemporize Crystal Light's packaging came two years ago. The objectives of the research were to find out how the marketers could enhance Crystal Light's imagery and expand it to compete more aggressively within the whole beverage arena. After the marketers came up with their package design which Rudick describes as having a metallic, soda-pop look, they took it to

the company's internal research department since they sensed that they must consult the consumer first. They questioned how this bolder, more forceful look would fare with the Crystal Light user, and opted for a "packaging disaster check."

To assess the less conscious motivations of the consumer, in-depth interviews were conducted as opposed to focus groups. The one-on-one method precluded any group interaction which might have biased or influenced participants.

In total, 20 women between the ages of 25-54 were recruited from the northeast after being pre-screened over the telephone. To qualify, participants had to have drunk Crystal Light at least two or three times within the past six months. Interviews were conducted in a focus group facility behind a one-way mirror to allow client observation.

During the first 20 minutes of the interviews, Rudick collected background information from each participant on their general beverage usage and their attitudes and perceptions of different beverages. Participants were asked questions such as: What are your favorite beverages? Where does Crystal Light fit? Why do you choose one brand over another?

Next, participants were invited to "go shopping" in a simulated grocery store beverage aisle designed by the researcher. Again this exercise was conducted singularly to duplicate the solitary food shopping experience.

Approximately two dozen different beverage products were lined up side-by-side on the shelves. Non-distinctly placed among them were Crystal Light products with the proposed metallic packaging. The purpose of this exercise was to elicit an "unaided response" from the

continued on p.31

## for QUALITY telephone interviewing...

### THE WATS ROOM, INC.

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

Experienced, Dependable, Professional.

### THE WATS ROOM, INC.

120 Van Nostrand Avenue • Englewood Cliffs, NJ 07832

Telephone (201) 585-1400

Brochure available on request.

Circle No. 621 on Reader Card

## To discuss market research, call us... FIRST.



The premier broad-based market research boutique conducting custom primary research studies since 1967



Full service firm attuned to client needs:

- QUALITY
- BUDGET
- SCHEDULE



Offers design — qualitative and quantitative approaches, crisp summaries, specific conclusions and recommendations



Downtown Boston location — contemplate your research while enjoying a steaming lobster dinner



National perspective — working throughout the country from Muskogee, Oklahoma to Marina del Ray, California



### First Market Research

121 Beach Street  
Boston, MA 02111  
617-482-9080

For information contact:  
James R. Heiman, President, or  
Jack M. Reynolds, Chairman.

Circle No. 623 on Reader Card →





# Survey Network™

"The Desktop Survey System"

## This is one survey you want to take!

This survey was prepared on a laser printer by the SURVEY NETWORK™ system described on the reverse side. We would appreciate your answering this questionnaire in the context of how you perceive this product and how it might fit into your business.

Proper Mark



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

**Data entry**

- Elapsed time
- Data accuracy
- Cost
- Labor staffing
- Coding
- Peaks and valleys
- Other \_\_\_\_\_

**Questionnaire preparation**

- Last minute changes
- Flexibility
- Aesthetics
- Complex designs
- Assembling
- Typos
- Other \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

3. How many surveys do you conduct per month?

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

4. How do you enter your data?

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

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 \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Thank you for your interest and opinions. Please mail this to the address on the other side. →



# Announcing the marriage of scanning technology and desktop publishing

Preparing and tallying market surveys have always been time consuming and costly tasks for effective market research. Now, National Computer Systems (NCS) unites the flexibility of desktop publishing with fast, reliable scanning technology to bring you easier, more efficient market surveying.

With the Survey Network™ system, you create your own scannable survey questionnaires using an Apple<sup>(1)</sup> Macintosh<sup>(2)</sup> microcomputer and a laser printer—just like we've done on the other side of this page. An NCS® optical mark reader rapidly scans the forms and transfers the data to a microcomputer for analysis. Key entry is virtually eliminated except for open-ended responses included on the same questionnaire sheet. Imagine the time and money you can save—not to mention the headaches—by using automatic scanning instead of key entry.

Best of all, the desktop publishing capability of the Survey Network system helps you design and develop professional looking, scannable questionnaires in-house to meet a variety of survey needs.

All that's required is the desire to make your market research easier and faster, and a phone call to the Survey Network team to find out more about the Survey Network system.

Complete the survey on the other side of this page and mail to:

**Survey Network System  
National Computer Systems  
7600 France Ave. So.  
Edina, MN 55435  
612-830-7812**

<sup>1</sup>Apple is a registered trademark of Apple Computer Inc.

<sup>2</sup>Macintosh is a trademark of Apple Computer Inc.

Copyright © 1987

National Computer Systems, Inc.

**NATIONAL  
COMPUTER  
SYSTEMS**





## Crystal Light

continued from p. 28

women to find out what they thought about the sleek, metallic packaging. In other words, the interviewer did not prompt the shoppers in any way. Surprisingly, none of the women noticed a change despite its new "hi-tech" look.

While this finding was startling to the project team, they believed the participants didn't recognize the new design because enough of the elements on the package were the same as before. The image of the glass filled with Crystal Light and the style of the writing were identical to the unrevised packaging. At this point, Rudick felt it was necessary to employ projective techniques.

### Projective techniques

During this half of the interview, Rudick conducted projective exercises. According to Rudick, projective techniques stem from psychology. "There are a variety of techniques. Free association, story telling, and product personification can all be employed to get at perceptions.

"You access the consumers' unconscious impressions, their thoughts and feelings and project them in a way that's irrational," continues Rudick. "You ask consumers to talk about the package in human terms."

In this case, the women were asked to personify Crystal Light, who she is, what her goals and values are, where she lives, what type of neighborhood she lives in, and the type of car she drives. This was done for both the original and the metallic package designs.

### Feminine image

Through this exercise, it became clear to the project team that the metallic packaging lost the soft, feminine image that Crystal Light conveyed to consumers, the image they strove for. "Had we stopped with the grocery shopping exercise, we would have never gotten to the heart of the matter," says Rudick.

"Only by isolating specific elements of the package design and focusing on them were the women's feelings and affinity toward Crystal Light revealed."

Adds Rudick, "After this exercise, General Foods concluded that they didn't want to move to the hard-edged, slick metallic look. It didn't convey the warmth, grace and positiveness in which Crystal Light has always been positioned, the

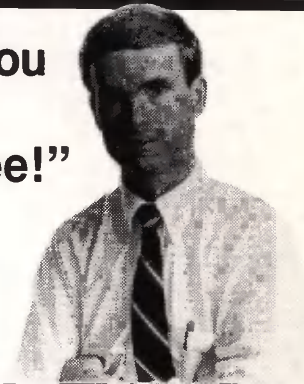
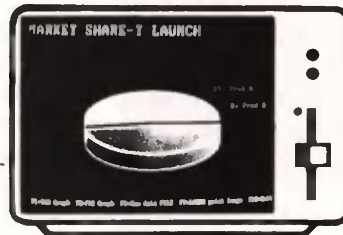


New Crystal Light design (L.) chosen over old (R.)

image that has been so effective in women's minds."

Rudick asserts that this research is indicative of a trend toward femininity. The contemporary woman (in the Crystal Light case, largely conveyed by Linda Evans), is a balance of softness and self-confidence, femininity and feminism. The proposed hard, aggressive packaging would have tipped the scale. **MRR**

**"With every purchase you get me by phone and My Personal Guarantee!"**



John Jeter, President  
15 year Research Veteran  
and Computer Science Expert

## 4 COMPLETE SYSTEMS FOR THE PRICE OF 1!

### MARKETING ANALYSIS SOFTWARE

Industry use for 7 years, thousands of projects, proven systems!

1. **CROSSTAB** RxTAB program. Unlimited banners, unlimited cases. Full screen report generator, presentation quality reports, Table means, medians, std. dev., std. err. t-test, and CHI sq. Stat module with ANOVA, regression, correlations, curve fitting, more! Disk tutorial, data entry program, file handling utilities, graphics interface. Handles discrete, multiple response, open ends, all other data types.
2. **CONJOINT** RXCON system. Fully menu driven, help key, 3D GRAPHICS, 2 simulation options, symmetric or asymmetric designs, automatic plan generator, automatic data collection forms generation in 2 formats, maintains results by respondent, extremely user friendly yet handles simple to most sophisticated needs.
3. **PRICE** RxPRICE program. Conjoint based but specifically designed for symmetric price sensitivity studies. 3D GRAPHICS, CRT respondent data interaction or batch data entry. Excellent simulation options; automatic data collection forms generation.
4. **MAPPING** RxMAP perceptual mapping thru either VECTOR routines or multidimensional scaling. Easy to run, see map on screen, rotate axes, then print to laser printer. Also generates ASCII coordinate map. Perfect for image type analysis.

PC Requirements: 512K memory, hard disk, floppy disk, Graphic monitor optional.

### TRAINING

FREE VHS VIDEO training tapes for each program.  
FREE DISK TUTORIAL programs for training on computer.



### SEMINARS

• Fairfield, NJ • Chicago • Dallas  
• Los Angeles • Orlando • Atlanta  
Call for dates, location and registration.  
Free to all Software purchasers.  
Learn concepts and program utilization.

SITE LICENSE  
**\$950<sup>00</sup>**  
COMPLETE  
30-day money-back guarantee

**1-800-992-0422**

(PA 215-794-7486)  
FREE DEMO DISK

**DATALOGICS**



5230 Route 263, Box 590, Buckingham, PA 18912

# General misconceptions about choosing mall intercept facilities

"Mall work, in my opinion, is the least understood and potentially most misused research methodology," says Maura S. Isaacs, executive vice president of QFact Marketing Research, Inc., Cincinnati. "There are many misconceptions about mall work that need to be illuminated for the infrequent user."

Isaacs outlines some general misconceptions and some basic things to look for when choosing a mall location for a test.

## General misconceptions

1. Mall work is a representative base for market interpretation. Mall respondents are only representative of a geographic area of a given market. This is further skewed by the type of stores that draw in potential respondents. In essence, mall re-

spondents are a universe that are only representative of the primary shopper of that particular collection of retail stores.

2. Mall work has faster turn-around time than other methodologies. While this may be true in many cases, low incidence or long questionnaires are huge factors to consider in the use of mall intercepts. Often under these circumstances, it can be much more time efficient to pre-recruit.

3. Mall work is less expensive than pre-recruit. Again, this statement has some basis in truth, but when one considers the low incidence or long questionnaire scenario, the savings may well be at the cost of validity. Understanding the mall environment means recognizing that respondents are shoppers and are not in the mall to participate in research. Anyone who has ever

## CUSTOMER SATISFACTION MEASUREMENT

HELPING SERVICE ORGANIZATION MANAGERS  
ASSESS AND ENHANCE SERVICE QUALITY

Has your company's service kept up with the recent explosive growth of the service industry? Is your company mistakenly accomplishing expansion at the risk and expense of service quality reduction?

MRSI Customer Satisfaction Measurement Programs give you effective, statistically reliable feedback of your customers' needs. Their expectations. Their level of satisfaction with your firm's service. Their perceptions of you, and where problems exist. Utilizing the latest multivariate statistical techniques, we can provide strategic information and direction for management.

**Call us today.**

**MARKETING RESEARCH SERVICES, INC.**

**15 EAST 8th STREET**

**CINCINNATI, OHIO 45202**

**(513) 579-1555**

**EXT. 804/805**

**A Full Service Custom Research Firm And An Advertising Age Top 50 Research Company**



tried to complete a 30 minute questionnaire with a respondent whose husband is waiting will tell you how much thought is given to the questions during the last 10 minutes of the questionnaire.

4. All reputable mall agencies are basically the same. Nothing could be farther from the truth. Every agency is somewhat different in its approach to the fundamentals of training, supervision, validation, and overall management. Furthermore, many agencies have restrictions in the number of personnel for recruiting on the mall which leads to multiple screening procedures. The real key to successfully placing a mall project is knowing what questions to ask and weighing the ramifications of the varying procedures on the project.

#### Choosing an agency

1. Know your market. If you have an upscale product, ask about median income, ethnic balance, anchor stores, size of mall, and geographic location.

2. Ask about recruiting procedures or restrictions. Find out if multiple screening methods ("piggybacking") are used. This can have serious ramifications on the type of respondent that winds up in your sample.

3. Permanent mall locations can be anything from one large room with screens to carefully designed research facilities. Find out if your project will be secure from other clients or respondents on other projects.

4. Ask about working hours. Some mall locations work two or three shifts and cover both daytime and evening traffic while others may work one shift from 11-7. If working women need to be heavily represented in your sample, make sure the mall can provide evening and weekend hours.

5. Training procedures can vary widely. Try to determine what is in place.

6. Upon placing the project, get the name of a consistent contact who will be handling your project.

7. Since no industry standard exists for the implementation of mall intercept work, designate clearly in written form how the project is to be handled. Provide thorough supervisory and interviewer instructions and encourage questions.

**Want more  
information  
from  
advertisers?**

Use the Reader response  
card located on p. 19.

# Quality Data Collection In The Northwest.



Our facilities and services are designed to handle the full spectrum of your survey research.

- Central Telephone (CRT's)
- Focus Group Facilities
- WATS Center in Omaha (CRT's)
- Executive Interviewing
- Pre-Recruit
- Intercept Studies
- Store Audits
- Demos

**Northwest  
Surveys** inc.

*"Data Collection Specialists"*

Seattle (206) 547-5600    Portland (503) 282-4551  
2100 North 45th Street    5322 N.E. Irving Street  
Seattle, Washington 98103    Portland, Oregon 97213

On the cover of the brochure is a close-up shot of the Edsel grill with a line below it saying "(Ours was a line of salad dressings)." Inside the brochure, a picture of the salad dressing with the old label is shown under the caption, "Why We Flopped." Beside it is the salad dressing with the new label under which are the words, "Why We'll Fly." Next to it is copy pointing out all of its positive

changes.

The embarrassingly straightforward copy on the back reads: "In 1984, Henri's launched its newly repackaged line of reduced calorie salad dressings with all the glitter and ballyhoo of the 1957 Edsel unveiling. And about the same pathetic results.

"What went wrong? Well, admitting your mistakes is never an easy task. So we will limit the litany of our packaging errors to just these poor, hollow, self-

pitiful few: Obscure logo; hard-to-read label copy; unappealing photo; too cutesy; no punch; vague; cluttered."

**Formula for success**

"O.K. that's behind us," the brochure further states. "Can we finally get on with our lives? Start anew? Can we at long last reveal our plan to snatch victory from the jaws of defeat?"

"That's right. Out of the wretched recipe for failure that we've outlined above has come something new and meaningful and productive. A formula for success."

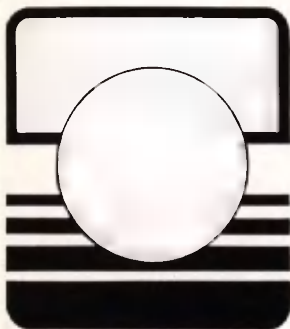
The brochure goes on to explain what Henri's has done to its salad dressings - "re-packaged, re-positioned and re-named" - while holding "on to our great taste and quality ways." Finally, it promises, "We messed up once. We won't again. Count on it." Richard Brayer, a management supervisor for Zechman & Associates, the Chicago advertising agency that came up with the unique marketing campaign, said in a Minneapolis Star Tribune article, "Everybody (else) is trying to hide their mistakes. We know this got us in the door" to do a selling job on grocery purchasing agents.

Brayer says Henri's was cool on the idea at first. "They did not want to do it. But we said, this is really the way to win attention and credibility." Pretty soon, Henri's came to like the approach and finally gave the marketing campaign its "O.K." Hansen says 4,000 brochures were distributed to the company's distributors, retail agents and supermarket customers.

**Television commercial**

The company also introduced a new television commercial that is being test-marketed on Minneapolis-St. Paul stations for 16-20 weeks. The company has hopes the \$600,000 campaign will increase brand awareness and market share. If that happens, the campaign may then run in selected Midwestern states where Henri's is sold.

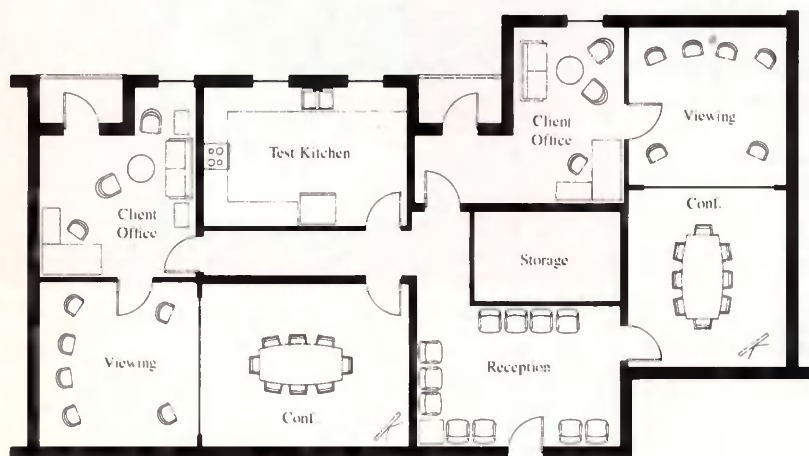
So far, the combined efforts of new packaging and an aggressive and bold marketing campaign are turning things around at the salad dressing maker. The company is proving that it's committed to avoiding another Edsel. Promise. MRR



Here's What's New at

**Taylor Research**

- Two Spanking-New Focus Group Suites, each having Conference, Viewing, and Client Office Rooms
- Test Kitchen, 200 + Square Feet designed and used specifically for market research
- Video feed to Permanent Monitors in Client Offices
- Viewing Space for up to Twenty-Five
- Airport Close, just Seven Minutes by Taxi or Rental-Car
- Walk to Hotels, Late-Nite Restaurants, Shops and Galleries



Each Focus Group Suite contains over 600 square feet, divided evenly between Conference, Viewing, and Client Office.


**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







**GENESYS™**

# A New Era in RDD Sampling

At last: a fully configured in-house RDD system so easy to use that generating a sample takes less than 10 minutes, start to finish! With GENESYS you can actually enter your sample parameters in less time than it takes to order by phone. Once input, even the largest and most complex sample takes less than 5 minutes to final output.

GENESYS, the culmination of 20 years of experience in sample design and data base management systems, has proven itself — in over 250,000 interviews — to 28 different research organizations, with an unprecedented array of features:

- geographic sampling down to zip-code level
- more than 20 exchange-level demographic estimates
- classic epsem RDD to most dialing-efficient
- contains all residential exchanges
- totally updated twice a year

#### **GENESYS Cuts Your Sampling Costs**

**Save up to 65%:** Do your present RDD samples cost up to 30¢ a piece? GENESYS Custom Sampling will instantly cut those costs to 10¢ — even if your sample is zip- and demo-based!

**Save up to 80%:** Depending on your current total annual cost for RDD sampling, a GENESYS In-house system will cut your sample costs anywhere from 50% to 80% per year.

**Save 100%:** Accept the GENESYS Challenge — and a free sample. Split your next sampling project 50-50. Ask your regular supplier for the first half. We'll supply the second half free. We're that confident. Call us (215-521-6747) for details.

**GENESYS™**

Please return to: Dale W. Kulp, President  
Marketing Systems Group  
Scott Plaza II - Suite 630  
Philadelphia PA 19113  
(215)-521-6747

Please send me more information about:

- GENESYS In-House Systems
- GENESYS Custom Sampling

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

## VCR viewing

A study by AGB Television Research shows that rented, prerecorded tapes have brought back family viewing during prime time. According to AGB vice president Debra Krayson, a "significant number of guests" watch, too, turning the viewing into a "social event." The study shows that prerecorded tapes are attracting 2.97 viewers per household in prime time, well above the level for regular television programs (1.69) and for playback of home-recorded shows (2.15). Youngsters under 18 spend an average of 3.4 hours a week watching prerecorded and home-recorded tapes, while adults watch 2.3 hours. The study was conducted in 986 homes that have videocassette recorders.

## Education gap closing

A recent Census Bureau report shows the gender gap in higher education is closing. In 1970, just one quarter of women aged 25-34 had any college credit; by 1985, 45% of women in this group had attended at least one year of college. The

percentage of men attending college, on the other hand, actually dropped between 1980 and 1985. The report also noted that women are quickly catching up with men who have had four or more years of higher education (22.5% of women vs. 25% of men).

## Prescription drug advertising

Nearly one-third (31%) of all adult Americans presently take prescription drugs regularly, and 61% agree that pharmaceutical companies should advertise their products directly to consumers. More importantly to health care advertisers, 80% of Americans say they would ask their physicians for a different prescription drug based on their own personal knowledge about their preferred drug, bringing to light the potential effectiveness of direct-to-consumer pharmaceutical advertising. These results were obtained in March, 1988, in a nationwide telephone poll among 1,000 adult Americans by the Steiber Research Group.

## Americans read their horoscopes, study finds

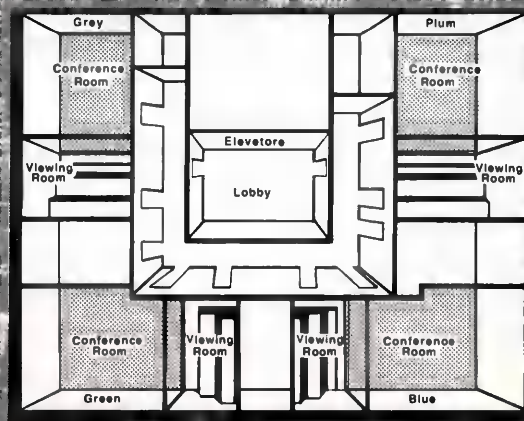
Nancy and Ron are not the only ones who follow the stars. According to an Omintel survey by R.H. Bruskin Associates, 50% of all Americans read their horoscopes, and 9% read them every day of the week. When asked how often they personally try to read their horoscopes, an additional 7% replied "most days of the week," while 34% said that they read it at least a "few days each week." Women are far more likely than men to follow horoscopes; only 40% of men read them, compared to over 59% of all women. Additionally, when people were asked to identify their own signs of the Zodiac, 93% were able to do so. Recently the press reported that President Reagan may have made important decisions based on his horoscope, and R.H. Bruskin Associates asked people whether they approved or disapproved of this action. The results indicate that only 12% of all Americans approve (10% of men and 15% of women). Two out of three (66%) said they do not approve, 14% said they didn't care one way or the other, and 7% would not express an opinion.

# "When you want to focus on New York think New York Focus."

## THE NEWEST MOST CONVENIENT FACILITY IN NEW YORK

- Four spacious color coded conference rooms each with its own ceiling to floor, two way mirrored and platformed viewing rooms.
- Located in the most accessible section of midtown Manhattan. New York Focus is just off 5th Avenue on 41st Street, convenient to all transportation, restaurants, hotels and advertising agencies.
- Only the best state of the art audio and video equipment to insure accurate results.
- Our experienced staff will fill your demographic profile quickly and accurately. New York Focus handles all the details leaving you to concentrate on the results.
- New York Focus's facilities are available anytime, day or night, seven days a week — featuring our convenient noontime focus groups.

**NEW YORK** 12 East 41st Street  
**FOCUS** New York N.Y. 10017  
(212) 481-3780  
NANCY OPOCZYNSKI  
PRESIDENT





**Introducing  
A New Alternative  
To Minneapolis  
Qualitative Research  
Facilities.**

**W**elcome to the other half of the Twin Cities. That's right. St. Paul. Together with our famous neighbor, we're one of the most affluent metro areas in the country. Third overall for median household income. Fourth for the percent of households with annual incomes of \$50,000 plus. And fourth for the percent of people with at least four years of college.

We also have the sixth largest number of focus group facilities. Until now, they've all been located on the other side of the Mississippi.

Thanks to **Concepts In Marketing Research, Inc.** (CIMR), now you can find one of the nation's newest qualitative testing facilities right in downtown St. Paul.

#### **A "Drive Time" You Can Live With**

CIMR's research facilities are easy to get to. Less than 15 minutes from the Minneapolis/St. Paul International Airport.

Conveniently located in the attractive Minnesota Mutual Center, CIMR's facilities offer skyway access to downtown hotels, restaurants and shopping centers. There's also plenty of on-site parking and security services.

#### ***Our Environment Keeps Participants Comfortable and Motivated***

CIMR's facilities are equipped with the latest in audio-visual technology—and designed for comfort. You'll find:

- Two tastefully decorated lounge areas
- Separate entries for clients and participants
- Two multi-purpose training rooms
- Viewing room seating for 10 with 13.5' one-way mirror
- Computer laboratory
- Individual testing booths

#### ***Put Our Expertise To Work For You***

CIMR offers more than just top-notch qualitative testing facilities. We can also provide telephone recruiting of consumers or executives and handle **all aspects of qualitative testing**—design, recruiting, follow-up, moderating, report writing and analysis.

CIMR's research analysts are experienced pros with the expertise to understand clients' unique needs—and the creativity to design a wide variety of customized studies to meet those needs.

#### ***Call CIMR Collect For More Information***

When you need an affluent testing market with state-of-the-art facilities, think of St. Paul, and Concepts In Marketing Research, Inc.

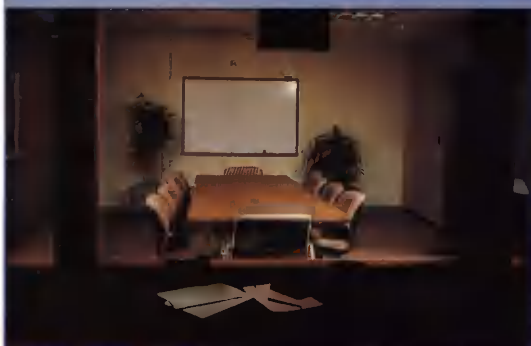
***For more information, call 612/228-5667, COLLECT.***



**Concepts In  
Marketing Research, Inc.**  
P.O. Box 64931  
St. Paul, MN 55164-9850







▲ Our "viewing room" comfortably seats 10 and provides a separate client entry. Participants enjoy a spacious conference room, along with a first-rate meal.



▲ Comfortably designed and tastefully decorated, our lounge appeals to all consumer groups.



▲ Individual testing booths are also available for personal interviews.



# St. Paul

# QUALITATIVE RESEARCH/FOCUSGROUP 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 rates: Quirk's Marketing Research Review, P.O. Box 23536, Minneapolis, MN 55423. 612/861-8051.

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

**American Public Opinion Survey & Market Research Corp.**  
1324 South Minnesota Ave.  
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, HealthCare, Prof.,*  
*Focus Groups, One-On-Ones*

**Arbor, Inc.**  
3401 Market Street  
Philadelphia, PA 19104  
215/387-5300  
*Contact: Kathy Hammersla, Ph.D.*  
*25 Years Service in Industry.*  
*Qual/Quant Ad Hoc Research.*

**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*  
*Natl 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*

**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.*

**DeNicola Research**  
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  
*Contacts: 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*

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

**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*

**Focused Research**  
8247 Valley Drive  
Chagrin Falls, OH 44022  
216/543-9340  
*Contact: Susan Ray Stone*  
*13 Yrs. Exp., Advertising, P.R.*  
*Consumer, High-Tech.*

**Greenfield Consulting Group, Inc.**  
1560 Broadway  
New York, NY 10036  
212/730-1890  
*Contact: Andrew Greenfield*  
*Qual./Quan. Rsch, New Product*  
*Dev., Finc Svcs, Toys/Games.*

**Gross Marketing Research**  
10711 Baile Avenue  
Chatsworth, CA 91311  
818/831-1905  
*Contact: Ronald P. Gross*  
*24 Yrs Exp/Creative/Insightful*  
*Fresh/Practical/Clear Results*

**Hispanic Marketing Communication Research**  
2438 Hopkins Avenue  
Redwood City, CA 94062  
415/361-8124  
*Contact: Dr. Filipe Korzenny*  
*Hisp. 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*

**Intersearch Corporation**  
132 Welsh Road  
Horsham, PA 19044  
215/657-6400  
*Contact: Robert S. Cosgrove*  
*Financial, 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*

**Market Associates**  
555 No. New Ballas Rd.  
St. Louis, MO 63141  
*Contact: Richard Homans*  
*Financial Services, HealthCare,*  
*Consumer, Pkgd Goods, Agric*

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

**Market Research Institute**  
7315 Frontage Rd/Ste 200  
Merriam, KS 66204  
913/236-6060  
*Contact: Trish Benskin*  
*Grtr Kansas City; Full Svce;*  
*Exp: Cons/Fin/Ind/Health Care*

**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/Quantative 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*

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

**Murray Hill Center**  
205 Lexington Avenue  
New York, NY 10016  
212/889-4777  
*Contact: Susan Mender  
3 Rm Full Svce Facility; Effic-  
ient, Beautiful, Competitive Price*

**New South Research**  
700 South 28th St/Ste 106  
Birmingham, AL 35223  
205/322-9988  
*Contact: Louis Wilhite  
Healthcare, Financial, Media  
Focus Groups, Mystery Shops*

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

**Research Arts, Inc.**  
1300 Iroquois/Ste 100  
Naperville, IL 60540  
312/420-2064  
*Contact: Francesca Jaskowiak  
Qualitative Firm, 5 Moderators  
on Staff. Own Facility*

**Research Incorporated**  
521 Plymouth Road/Ste 115  
Plymouth Meeting, PA 19462  
800/828-3228  
*Contact: Harley Mitchell  
Cons; Bus-To-Bus; Ind; New  
Prod/  
Svces; Concepts/Pkg Des. Tests*

**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.*

**SMS Research & Marketing  
Services, Inc.**  
1042 Fort Street Mall/Ste 200  
Honolulu, HI 96813  
808/537-3356  
*Contact: Sheila M. Sanders  
Since 1960, Full Service, Bus.,  
Tourists, Intercept, One-On-One.*

**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 & Indust-  
rial/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*

**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**  
3990 Old Town Ave., #201A  
San Diego, CA 92110  
619/299-6368  
*Contact: Beth Ilas  
30 Yrs Exp; Cons. & Ind; Commo-  
dious Facities/Attn To Security*

**Thorne Creative Research Services**  
10 Columbia Place  
Mt. Vernon, NY 10552  
914/699-7199  
*Contact: Gina Thorne  
Ideation, Teens, New Product, Ad  
Concepts, Package Goods*

**TrendFacts Research, Division  
of The Creative Group, Inc.**  
31800 Northwestern Hwy.  
Farmington Hills, MI 48018  
313/655-7810  
*Contact: Dr. Jim Leiman  
Hi-Tech, Industrail, Financial  
Health Care, Consumer, Retail*

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

**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*

**The Winters Group, Inc.**  
14 Franklin St.  
Rochester, NY 14604  
716/546-7480  
*Contact: Susan Morrison-Vega  
Info That Works. Svces Incl  
Pri/Sec Rsch, Cnsltg, TeleMktg*

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

**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*

---

## STATE CROSS INDEX OF MODERATORS

Refer to Above Listings For Address, Phone Number and Contact

---

### Alabama

New South Research

### California

Analysis Research Ltd.  
Bilingual Unlimited Research  
Hispanic Marketing  
Communication Research  
Taylor Research  
Trotta Associates  
Wade West, Inc.

### Connecticut

DeNicola Research  
Youth Research/CSI

### Washington D.C.

Linda LaScola Consulting

### Florida

The Datafax Company  
Menendez International

### Georgia

Marketing Workshop, Inc.  
Talk It Over Focus Groups Ltd.

### Hawaii

SMS Research & Marketing Svce

### Illinois

Doyle Research Associates  
D.S. Fraley & Associates  
D.S. Howard Assoc., Inc.  
Moosbrugger Marketing Rsch.  
Research Arts, Inc.

### Kansas

Market Research Institute

### Maine

Strategic Marketing Services

### Maryland

Strategic Marketing Resources

### Massachusetts

Dolobowsky Oual. Svcs., Inc.  
First Market Rsch(J. Heiman)  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)

### Michigan

Brand Consulting Group  
Kennedy Research Inc.  
Mercadotecnia Consulting  
PlayLab Research  
TrendFacts Research

### Minnesota

Rockwood Research Corp.

### Missouri

Marketeam Associates

### New Jersey

Schrader Rsch & Rating Svce

### New York

Fitzpatrick Research  
Services, Inc.  
Greenfield Consulting Group, Inc.  
Langer Associates, Inc.  
Murray Hill Center  
The Research Center  
James Spanier Associates  
Thorne Creative Research Svcs  
The Winters Group

### North Carolina

Faber Marketing Research

## Ohio

The Answer Group  
Burke Marketing Research, Inc.  
Focused Research

## Pennsylvania

Arbor, Inc.

Consumer/Industrial Rsch Svce  
Creative Marketing Solutions  
Datatactics, Inc.  
InfoDirect, Inc.  
Intersearch Corporation  
Research Incorporated

## South Carolina

MarketSearch

## South Dakota

American Public Opinion Survey  
& Market Research Corp

## Virginia

Southeastern Inst. of Rsch.

## Washington

Consumer Opinion Services

# SPECIALTY CROSS INDEX OF MODERATORS

Refer to Above Listings For Address, Phone Number and Contact

## ADVERTISING

Analysis Research Ltd.  
Bilingual Unlimited Research  
Brand Consulting Group  
The Datafax Company  
DeNicola Research  
Dolobowsky Qual. Svcs., Inc.  
Doyle Research Associates  
D.S. Fraley & Associates  
First Market Rsch(J. Reynolds)  
Menendez International  
Mercadotecnia Consulting  
Research Arts, Inc.  
Research Incorporated  
Rockwood Research Corp.  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Talk It Over Focus Groups Ltd.  
Thorne Creative Research Svcs

## AGRICULTURE

Consumer/Industrial Rsch Svce  
Moosbrugger Marketing Rsch.  
Rockwood Research Corp.

## APPAREL

Brand Consulting Group  
PlayLab Research

## AUTOMOTIVE

Schrader Rsch & Rating Svce  
TrendFacts Research

## BIO-TECH

D.S. Howard Assoc., Inc.  
The Winters Group

## BLACK

Mercadotecnia Consulting  
Talk It Over Focus Groups Ltd.

## BUSINESS-TO-BUSINESS

Consumer Opinion Services  
Faber Marketing Research  
First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Intersearch Corporation  
Kennedy Research Inc.  
Moosbrugger Marketing Rsch.  
Research Incorporated  
Rockwood Research Corp.  
Strategic Marketing Services  
TrendFacts Research  
Trotta Associates

## CANDIES

PlayLab Research

Research Incorporated  
Youth Research/CSI

## CHILDREN

Burke Marketing Research, Inc.  
Doyle Research Associates  
PlayLab Research  
Research Incorporated  
Youth Research/CSI

## COMMUNICATIONS RESEARCH

PlayLab Research  
Research Incorporated  
James Spanier Associates  
Youth Research/CSI

## COMPUTERS/MIS

First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Research Incorporated

## CONSUMERS

Consumer/Industrial Rsch Svce  
Consumer Opinion Services  
DeNicola Research  
Faber Marketing Research  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
D.S. Howard Assoc., Inc.  
Kennedy Research Inc.  
Langer Associates, Inc.  
Mercadotecnia Consulting  
Research Incorporated  
SMS Research & Marketing Svce  
Talk It Over Focus Groups Ltd.  
Taylor Research  
Thorne Creative Research Svcs  
Trotta Associates

## ENTERTAINMENT

Langer Associates, Inc.  
Research Incorporated

## EXECUTIVES

Dolobowsky Qual. Svcs., Inc.  
First Market Rsch(J. Heiman)  
First Market Rsch(J. Reynolds)  
Kennedy Research Inc.  
Research Incorporated

## FINANCIAL SERVICES

Burke Marketing Research, Inc.  
Consumer/Industrial Rsch Svce  
The Datafax Company  
Datatactics, Inc.  
Dolobowsky Qual. Svcs., Inc.  
First Market Rsch(L. Lynch)

First Market Rsch(J. Reynolds)  
Greenfield Consulting Group, Inc.  
Linda LaScola Consulting  
InfoDirect, Inc.  
Marketeam Associates  
Marketing Workshop, Inc.  
Moosbrugger Marketing Rsch  
New South Research  
The Research Center  
Research Incorporated  
Rockwood Research Corp.  
Schrader Rsch & Rating Svce  
James Spanier Associates  
TrendFacts Research  
The Winters Group

## FOOD PRODUCTS

American Public Opinion Survey  
& Market Research Corp  
InfoDirect, Inc.  
Mercadotecnia Consulting  
Moosbrugger Marketing Rsch.  
PlayLab Research  
Research Incorporated  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Thorne Creative Research Svcs  
Youth Research/CSI

## GERIATRIC

Burke Marketing Research, Inc.  
Research Incorporated

## HEALTH & BEAUTY PRODUCTS

American Public Opinion Survey  
& Market Research Corp  
The Answer Group  
Langer Associates, Inc.  
Mercadotecnia Consulting  
PlayLab Research  
Research Incorporated  
Schrader Rsch & Rating Svce  
Thorne Creative Research Svcs

## HEALTH CARE

Arbor, Inc.  
Creative Marketing Solutions  
The Datafax Company  
DeNicola Research  
Dolobowsky Qual. Svcs., Inc.  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
Greenfield Consulting Group, Inc.  
D.S. Howard Assoc., Inc.  
InfoDirect, Inc.  
Kennedy Research Inc.  
Linda LaScola Consulting  
Marketeam Associates  
Marketing Workshop, Inc.  
MarketSearch Corporation

Moosbrugger Marketing Rsch.  
New South Research  
Research Incorporated  
Strategic Marketing Services  
TrendFacts Research  
The Winters Group

## HISPANIC

Analysis Research Ltd.  
Bilingual Unlimited Research  
Hispanic Marketing  
Communication Research  
Menendez International

## HI-TECH

Burke Marketing Research, Inc.  
TrendFacts Research

## IDEA GENERATION

Analysis Research Ltd.  
Brand Consulting Group  
Dolobowsky Qual. Svcs., Inc.  
First Market Rsch(J. Reynolds)  
D.S. Fraley & Associates  
PlayLab Research  
Research Incorporated  
Thorne Creative Research Svcs  
Youth Research/CSI

## INDUSTRIAL

Consumer/Industrial Rsch Svce  
First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Intersearch Corporation  
Kennedy Research Inc.  
Research Incorporated  
Taylor Research  
TrendFacts Research

## INTERNATIONAL

Research Incorporated

## MEDICAL PROFESSION

Creative Marketing Solutions  
D.S. Howard Assoc., Inc.  
Intersearch Corporation  
Marketeam Associates

## MILITARY

American Public Opinion Survey  
& Market Research Corp  
Mercadotecnia Consulting

## NEW PRODUCT DEVELOPMENT

Brand Consulting Group  
Creative Marketing Solutions



Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
Faber Marketing Research  
First Market Rsch(J. Heiman)  
Greenfield Consulting Group, Inc.  
D.S. Howard Assoc., Inc.  
Langer Associates, Inc.  
Marketing Workshop, Inc.  
Menendez International  
The Research Center  
Research Incorporated  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Marketing. Svces  
Youth Research/CSi

## PACKAGED GOODS

The Answer Group  
Doyle Research Associates  
D.S. Fraley & Associates  
Langer Associates, Inc.  
Mercadotecnia Consulting  
PlayLab Research  
Research Arts, Inc.  
The Research Center  
Research Incorporated  
Schrader Rsch & Rating Svce  
Thorne Creative Research Svcs  
Trotta Associates  
Youth Research/CSi

## PARENTS

PlayLab Research

Research Incorporated  
Youth Research/CSi

## PET PRODUCTS

Research Incorporated  
Rockwood Research Corp.  
Thorne Creative Research Svcs

## PHARMACEUTICALS

The Answer Group  
Arbor, Inc.  
Consumer/Industrial Rsch Svce  
Creative Marketing Solutions  
Datatactics, Inc.  
D.S. Howard Assoc., Inc.  
Research Incorporated  
James Spanier Associates  
The Winters Group

## POLITICAL RESEARCH

American Public Opinion Survey  
& Market Research Corp  
Linda LaScola Consulting  
Mercadotecnia Consulting  
New South Research  
TrendFacts Research

## PUBLISHING

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

Research Incorporated  
Thorne Creative Research Svcs

## RETAIL

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

## SOFT DRINKS, BEER, WINE

American Public Opinion Survey  
& Market Research Corp  
Mercadotecnia Consulting  
Thorne Creative Research Svcs

## TEACHERS

D.S. Fraley & Associates  
PlayLab Research  
Research Incorporated

## TELECOMMUNICATIONS

Creative Marketing Solutions  
Datatactics, Inc.  
First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Kennedy Research Inc.  
Linda LaScola Consulting  
Research Incorporated  
TrendFacts Research

## TELECONFERENCING

Rockwood Research Corp.

## TEENAGERS

D.S. Fraley & Associates  
PlayLab Research  
Research Incorporated  
Thorne Creative Research Svcs  
Youth Research/CSi

## TOYS/GAMES

D.S. Fraley & Associates  
Greenfield Consulting Group, Inc.  
PlayLab Research  
Research Incorporated  
Youth Research/CSi

## TRANSPORTATION SERVICES

TrendFacts Research

## TRAVEL

Research Incorporated  
Schrader Rsch & Rating Svce

## YOUTH

D.S. Fraley & Associates  
PlayLab Research  
Research Incorporated  
Strategic Research Corp.

# Coming in December

## 1989 Directory of Focus Group Facilities

*Over 750 facility listings  
in the most complete directory  
available.*

Quirk's  
**MARKETING RESEARCH**  
Review

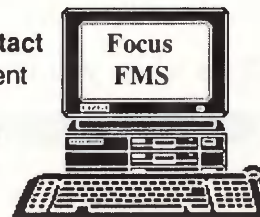
## Focus FMS™

### COMPLETE FOCUS FACILITY MANAGEMENT

Manage facility scheduling, respondents, recruiting and clients with an easy-to-learn PC system. Improve your recruiting capabilities and free up valuable staff time for more productive and profitable activities.

- Select respondents on over 60 demographic criteria, 40 of which you define to meet **your** individual needs.
- Identify and eliminate 'professional' respondents from your groups. End the problem of respondents attending groups again for the same client.
- Automatically print group sign-in sheets and confirmation letters.

For more information contact  
ECF Systems Development  
31955 10th Ave.  
South Laguna, CA 92677  
714-499-5135



# HOW TO CHOOSE A DATA COLLECTION SERVICE

By Robert Lieberman

**M**arketing research now involves the latest in technology, telecommunications equipment, and computers, but the key ingredient to a successful market research campaign is still excellent people. Management has to know how to plan for, design, and implement a research campaign. The people actually doing the research need to eliminate their individual biases to gather clean data, and statistical analysis needs to be performed by professional statisticians to develop an accurate and meaningful management report.

Thus, the three steps involved in a research campaign—the planning, data collection, and analysis—should be performed by specialists. Decades ago, it made economic, as well as common, sense for companies to keep research campaigns

in-house, for the age of specialization had not developed to where market research firms existed. Today, the market research industry has evolved to the point where firms specialize in the different phases of the market research project itself. Costs for these services are such that even small to mid-size companies can afford them, and large companies can save an abundance of management's time, money, and energy, if they farm out their research assignments.

One area of rapid growth within the market research industry itself is firms specializing in Data Collection. With the number of telephone data collection companies growing, it is important to know how to properly choose one. Lou Roth, president of The Wats Room, a data collection firm, has put together a useful set

of guidelines making the selection of a Data Collection company.

To begin with, management at any service should be able to assist its client with questions of incidence, sample needs, how to best reach a target audience, etc. They should understand how their handling of a client's project will impact the client's reaching its goals. As the project begins, a number of steps should take place at the service.

- A Project Manager should be assigned to review the questionnaire, the sample audience, interviewing instructions, and other specifics of the project.

- The scheduling department should be told when the project is to arrive in-house, and should confirm the starting and completion dates.

continued on p. 71

**THE  
ROCKWOOD  
DIFFERENCE**

## Our new room with a view

**Where you conduct your focus group interviews does make a difference.**

At Rockwood Research the difference is:

- Thousands of fresh respondents within a few miles of our offices.
- An ideal Twin Cities location.
- An experienced professional staff.
- And, now, **new facilities.**



Our completely remodeled moderating area includes a large focus group room, a spacious observation room, private client offices and high-quality recording equipment. Ceiling-mounted microphones are connected to large speakers so you never miss a word from the respondents.

Call us when you need focus group interviewing in the Twin Cities.

**Rockwood Research**

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



**1988**

---

**DIRECTORY**

---



MainPlace/MarketPlace in MainPlace/Santa Ana, Orange County, Cal.  
A joint venture development of JMB/Federated Realty and Henry T. Segerstrom.

---

**PERMANENT MALL  
RESEARCH FACILITIES**

---

## ALABAMA BIRMINGHAM

Polly Graham & Assoc.  
Eastwood Mall #7712  
Birmingham, AL 35210  
Tel. 205/985-3099  
H-20% M-65% L-15%  
Stat.-12 1,2,3,4

Polly Graham & Assoc.  
Western Hills Mall #20  
7201 Wieble Drive  
Birmingham, AL 35228  
Tel. 205/985-3099  
H-50% M-40% L-10%  
Stat.-8

Scotti Research, Inc.  
Brookwood Village Mall  
Birmingham, AL 35209  
Tel. 205/879-0268  
H-30% M-50% L-20%  
Stat.-6 2,3,4

## GADSDEN

Polly Graham & Assoc.  
Gadsden Mall  
1001 Rainbow Drive  
Gadsden, AL 35901  
Tel. 205/546-6270  
H-50% M-40% L-10%  
Stat.-6 2,3

## MOBILE

Polly Graham & Assoc.  
Bel Aire Mall #3289  
Mobile, AL 36606  
Tel. 205/471-0059  
H-50% M-40% L-10%  
Stat.-8 2,3,4

## TUSCALOOSA

Polly Graham & Assoc.  
University Mall #142  
1701 McFarland Blvd. E.  
Tuscaloosa, AL 35405  
Tel. 205/553-7591  
H-50% M-40% L-10%  
Stat.-8 2,3,4

## ARIZONA PHOENIX

Angeletti Market Research Svce.  
Indian Village Shopping Center  
4015-A North 16 Street  
Phoenix, AZ 85016  
Tel. 602/956-2500  
H-20% M-40% L-40%  
Stat.-15 2,3,4

E. Friedman Mktg. Services  
Phoenix Research Services  
Colonnade Mall  
1911 E. Camelback Road  
Phoenix, AZ 85016  
Tel. 602/264-1133  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

E. Friedman Mktg. Services  
Consumer Opinion Center

Paradise Valley Mall  
4550-30 E. Cactus  
Phoenix, AZ 85032  
Tel. 602/996-0233  
H-35% M-55% L-10%  
Stat.10 1,2,3,4

E. Friedman Mktg. Services  
Consumer Opinion Center  
Tower Plaza  
3843 E. Thomas Road  
Phoenix, AZ 85018  
Tel. 602/273-6329  
H-25% M-55% L-20%  
Stat.13 1,2,3,4

E. Friedman Mktg. Services  
Consumer Opinion Center  
Westridge Mall  
7611-118 W. Thomas Rd.  
Phoenix, AZ 85033  
Tel. 602/849-8080  
H-25% M-50% L-25%  
Stat.-14 1,2,3,4

Gikas Opinion  
Research Center  
Cinema Park Center  
5515-1 No. 7th Street  
Phoenix, AZ 85014  
Tel. 602/265-2890  
H-25% M-60% L-15%  
Stat.-6 1,2,3,4

Ruth Nelson  
Research Services  
Metrocenter Mall  
9606 Metro Parkway East  
Phoenix, AZ 85051  
Tel. 602/997-7221  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4

**Quick Test  
Opinion Centers**  
Los Arcos Mall  
1327 No. Scottsdale Rd.  
Scottsdale, AZ 85257  
Tel. 602/946-9972  
H-15% M-65% L-20%  
Stat.-11 1,2,3,4  
*See Advertisement P. 3*

Response Research/  
Target Mktg.  
Maryvale Mall  
5220 W. Indian School Rd.  
Phoenix, AZ 85031-2610  
Tel. 602/277-2526  
H-20% M-60% L-20%  
Stat.-5 1,2,3

Walker DataSource/  
Walker Research, Inc.  
Valley West Mall Ste.178  
5730 W. Hayward  
Glendale, AZ 85301  
Tel. 602/247-2560  
H-30% M-60% L-10%  
Stat.-6 1,2,3

## TUCSON

Arizona Field Research  
Tucson Mall  
4500 North Oracle Box #360

Tucson, AZ 85705  
Tel. 602/887-3502  
H-11% M-63% L-26%  
Stat.-8 1,2,3,4

## ARKANSAS LITTLE ROCK

Arkansas Answers, Inc.  
Southwest Mall  
1-30 & Geyer Springs  
Little Rock, AR 72209  
Tel. 501/568-0261  
H-15% M-70% L-15%  
Stat.-6 1,2,3,4

## PINE BLUFF

E. Friedman Mktg. Services  
Consumer Opinion Center  
The Pines Mall #338  
2901 Pines Mall Drive  
Pine Bluff, AR 71601  
Tel. 501/535-1688  
H-25% M-50% L-25%  
Stat.-15 1,2,3,4

## CALIFORNIA EUREKA

E. Friedman Mktg. Services  
Consumer Opinion Center  
Bayshore Mall  
3300 Broadway  
Eureka, CA 95501  
Tel. 707/443-2201  
H-30% M-55% L-15%  
Stat.-12 1,2,3,4

## FRESNO

Bartels Research  
Town Center  
130 Shaw  
Clovis, CA 93612  
Tel. 209/297-7206  
H-10% M-75% L-15%  
Stat.-NA 1,2,3,4

Bartels Research  
Manchester Mall  
3738 No. BlackStone  
Fresno, CA 93726  
Tel. 209/298-7557  
H-10% M-75% L-15%  
Stat.-4 1,3

Nichols Research  
Fashion Fair  
645 East Shaw  
Fresno, CA 93710  
Tel. 209/226-3100  
H-30% M-50% L-20%  
Stat.-8 2,3

## LOS ANGELES

Adept Research, Inc.  
Sherman Oaks Fashion Sq.  
14006 Riverside Drive  
Sherman Oaks, CA 91423  
Tel. 818/784-5657  
H-60% M-30% L-10%  
Stat.-12 2,3

Adept Research, Inc.  
Hawthorne Plaza  
12270 Hawthorne Blvd.  
Hawthorne, CA 90250  
Tel. 213/676-1426  
H-10% M-70% L-20%  
Stat.-7 2,3,4

Car-Lene Research, Inc.  
Santa Fe Springs Mall  
Santa Fe Springs, CA 90670  
Tel. 213/946-2176  
H-10% M-60% L-30%  
Stat.-7 1,2,3,4

Car-Lene Research, Inc.  
Indian Hills Mall  
Pomona, CA 91767  
Tel. 714/623-4844  
H-10% M-60% L-30%  
Stat.-10 2,3,4

## Consumer Pulse of Los Angeles

Galleria at South Bay #269  
1815 Hawthorne Blvd.  
Redondo Beach, CA 90278  
Tel. 213/371-5578  
H-20% M-50% L-30%  
Stat.-9 1,2,3,4  
*See Advertisement P. 54*

E. Friedman Mktg. Services  
Consumer Opinion Center  
Buena Park Mall  
8623 Buena Park Mall  
Buena Park, CA 90620  
Tel. 714/995-6000  
H-40% M-40% L-20%  
Stat.-14 1,2,3,4

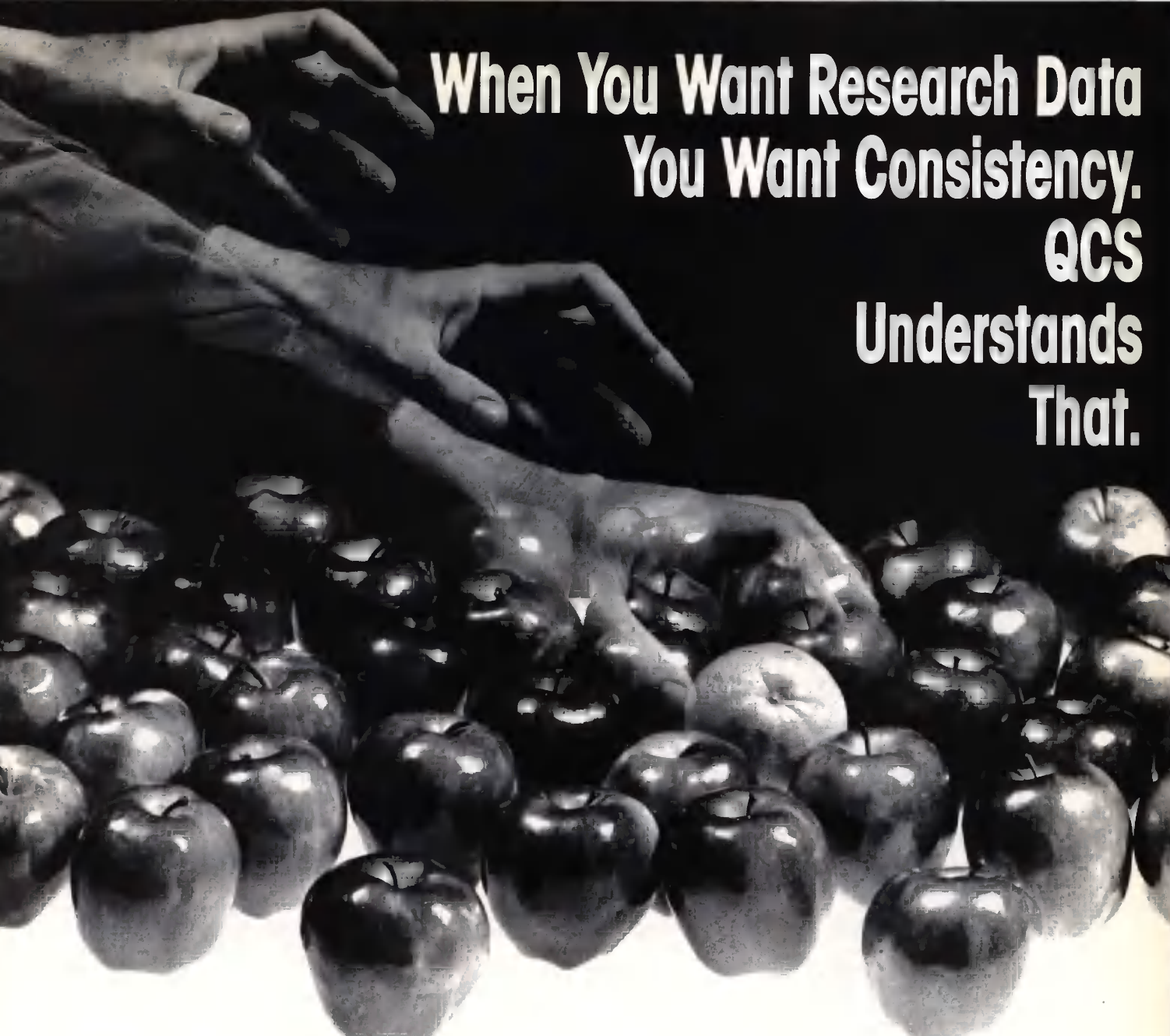
Facts 'N Figures  
Panorama Mall Ste 78B  
Panorama City, CA 91402  
Tel. 818/891-6779  
H-30% M-50% L-20%  
Stat.-12 1,2,3,4

Hcakin Research, Inc.  
Fallbrook Mall Ste. 315  
6633 Fallbrook Ave.  
Canoga Park, CA 91307  
Tel. 818/712-0660  
H-50% M-40% L-10%  
Stat.-14 2,3,4

Integrity Research  
9112 Stonewood Mall  
Downey, CA 90241  
Tel. 213/869-2665  
H-20% M-70% L-10%  
Stat.8 1,2,3

**CODES: NA- NOT AVAILABLE  
H-HIGH INCOME  
M-MIDDLE INCOME  
L-LOW INCOME  
STAT.-NO. OF INTERVIEWING  
STATIONS  
1-COMPUTER AIDED  
INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR  
VIEWING OF STATIONS**





# When You Want Research Data You Want Consistency. QCS Understands That.

We deliver *consistent* results to you in up to 17 cities, with 37 focus group suites, 23 mall interviewing locations and 496 telephone interviewing stations.

Because QCS is a truly **NATIONAL** firm, operating standards, interviewing techniques and facilities are rigorously maintained. But we operate each **LOCAL**

office with professional management who back your project (regardless of size) with our resources, quality and service at competitive prices.

When it comes to **consistency**, you can count on us. Next time you need data collection, get a bid from QCS!

## Quality You Can Count On Coast To Coast



**Quality Controlled Services®**  
NATIONWIDE MARKETING INPUT FOR MARKETING IMPACT

**Branch Offices**  
Atlanta—(404) 321-0468  
Boston—(617) 653-1122  
Chicago—(312) 620-5810  
Columbus, OH—(614) 436-2025  
Dallas—(214) 458-1502

Denver—(303) 789-0565  
Houston—(713) 488-8247  
Kansas City (Auditing)—(913) 381-1423  
Kansas City—(816) 361-0345  
Los Angeles—(213) 947-2533

Minneapolis—(612) 831-7133  
Nashville—(615) 383-5312  
Overland Pk—(913) 345-2200  
Philadelphia—(215) 639-8035  
Phoenix—(602) 840-9441

St. Louis—(314) 966-6595  
Tampa—(813) 886-4830  
Torrance—(213) 316-9011  
Survey Center  
St. Louis—(314) 968-4672

For multi-city bids call toll free  
**1-800-325-3338**

Los Angeles Mktg. Rsch. Assoc.  
Woodman Mall  
Woodman & Nordhof  
Panorama City, CA 91331  
Tel. 818/506-5544  
H-20% M-65% L-15%  
Stat.-8 2,3,4

L.A. Research, Inc.  
9010 Office Plaza, #109  
9010 Reseda Blvd.  
Northridge, CA 91324  
Tel. 818/993-5500  
H-50% M-50% L-0%  
Stat.-7 2,3,4

MSI Hillsdale  
Hillsdale Mall #14  
San Mateo, CA 94403  
Tel. 415/574-9044  
H-50% M-40% L-10%  
Stat.-10 2,3,4

P.K.M. Mktg. Research Svcs.  
Whittwood Mall  
15618-B Whittwood Lane  
Whittier, CA 90603  
Tel. 213/694-5634  
H-40% M-40% L-20%  
Stat.-8 2,3,4

**Quality Controlled Services**  
Lakewood Center Mall  
Lakewood Blvd. & Del Amo  
Lakewood, CA 90712  
Tel. 213/947-2533  
H-20% M-70% L-10%  
Stat.-NA 1,2,3  
See Advertisement P. 47

**Quick Test Opinion Centers**  
Westminster Mall #136  
Westminster, CA 92683  
Tel. 714/898-0906  
H-40% M-50% L-10%  
Stat.-8 1,2,4  
See Advertisement P. 3

**Quick Test Opinion Centers**  
West Covina Fashion Plaza  
519 Fashion Plaza  
West Covina, CA 91790  
Tel. 818/960-8547  
H-20% M-70% L-10%  
Stat.-7 1,2,3,4  
See Advertisement P. 3

**U.S. Testing Co., Inc.**  
2157 Montclair Plaza Lane  
Montclair, CA 91763  
Tel. 714/624-1244

Income-middle  
Stat.-NA 2,3,4  
See Advertisement P. 51

**Wade West, Long Beach**  
Long Beach Plaza  
369 Long Beach Blvd.  
Long Beach, CA 90802  
Tel. 213/435-0888  
H-20% M-60% L-20%  
Stat.-8 1,2,3,4  
See Advertisement Back Cover

## ORANGE COUNTY

Nichols Research  
Huntington Center  
7777 Epinger Ave., Space 201  
Huntington Beach, CA 92647  
Tel. 714/891-2440  
H-60% M-30% L-10%  
Stat.-8 1,2,3,4

The Question Box  
F & M Plaza  
122 E. Katella, #100  
Orange, CA 92667  
Tel. 714/744-2744  
H-60% M-35% L-5%  
Stat.-10 1,2,3,4

South Coast Research  
Gardenland Center  
10848 Katella  
Anaheim, CA 92804  
Tel. 714/539-9500  
H-25% M-75% L-0%  
Stat.-9 2,3,4

So. California Interviewing Svce  
Town & Country Shpg. Center  
17200 Ventura Blvd.  
Encino, CA 91316  
Tel. 818/783-7700  
H-60% M-38% L-2%  
Stat.-8 2,3,4

So. California Interviewing Svce  
Burbank Golden Mall  
304 N. Golden Mall  
Burbank, CA 91502  
Tel. 818/783-6166  
H-25% M-65% L-10%  
Stat.-6 2,3

**U.S. Testing Co., Inc.**  
Mission Viejo Mall, Store #65  
27000 Crown Valley Parkway  
Mission Viejo, CA 92691  
Tel. 714/364-1872  
Income-middle  
Stat.-NA 2,3  
See Advertisement P. 51

## RIVERSIDE/ SAN BERNADINO

Field Management Associates  
Riverside Plaza #3601  
Riverside, CA 92506  
Tel. 714/369-0800  
H-30% M-60% L-10%  
Stat.-7 1,2,3,4

L.A. Research, Inc.  
Canyon Crest Towne Centre/#303  
5225 Canyon Crest Dr/Bldg #300  
Riverside, CA 92507  
Tel. 714/788-2280  
H-50% M-50% L-0%  
Stat.-8 2,3,4

**Quality Controlled Services**  
Inland Center Mall  
500 Midland Center Drive  
San Bernadino, CA 92408  
Tel. 213/947-2533  
H-30% M-60% L-10%  
Stat.-NA 1,2,3  
See Advertisement P. 47

## SACRAMENTO

Heakin Research, Inc.  
Arden Fair Mall  
1607 D Arden Way

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME  
M-MIDDLE INCOME  
L-LOW INCOME  
STAT.-NO. OF INTERVIEWING  
STATIONS  
1-COMPUTER AIDED  
INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR  
VIEWING OF STATIONS

# Use our <sup>add</sup>Vantage to your Advantage

*Our specialized knowledge gained from  
long experience gives you the added edge.*

**Full Service Marketing Research**  
*Regional • National • International*

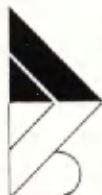
## <sup>add</sup>Vantage #2: HISPANIC DIVISION

*"Specialized area in which A/RL has been a leader since 1969. Professionally designed, implemented & analyzed studies provide a clear understanding of the many-faceted Hispanic segment of the marketplace." A.M.L.\**

**BILINGUAL/BICULTURAL STAFF  
OFFERS THE FOLLOWING ADVANTAGES:**

- Translations addressing all prevalent Hispanic dialects
- Idiomatic differences addressed, with up-to-date awareness of social trends & linguistic changes
- The ability to communicate in "Standard Spanish"
- Understanding of cultural/regional differences
- Bilingual moderation/focus groups

\* Arline M. Lowenthal, President



**ANALYSIS/  
RESEARCH LIMITED**

Skylight Plaza, Suite 180 • 4655 Ruffner St. • San Diego, CA 92111

**(619) 268-4800**

SAN DIEGO — MEXICO — LONDON



Sacramento, CA 95815  
Tel. 916/920-1361  
H-19% M-56% L-25%  
Stat.-13 2,3,4

Research Unlimited  
Country Club Centre Ste 40  
3382 El Camino Ave  
Sacramento, CA 95821  
Tel. 916/484-0131  
H-15% M-70% L-15%  
Stat.-12 2,3,4

Research Unlimited  
Old Sacramento  
1012 Second Street  
Sacramento, CA 95814  
Tel. 916/446-6064  
H-15% M-80% L-5%  
Stat.-10 2,3,4

Research Unlimited  
Downtown Plaza  
5th & K Streets  
Sacramento, CA 95814  
Tel. 916/446-6064  
H-35% M-60% L-5%  
Stat.-3 2,3,4

## SALINAS

E. Friedman Mktg. Services  
Consumer Opinion Center  
Northridge Mall  
Hwy. 101 & Boronda Rd.  
Salinas, CA 93906  
Tel. 408/449-7921  
H-30 M-50 L-20  
Stat.-8 1,2,3,4

## SAN DIEGO

Analysis/Research Limited  
Market Place At The Grove  
210 The Mall  
San Diego, CA 92115-0856  
Tel. 619/268-4800  
H-20% M-55% L-25%  
Stat.-7 1,2,3,4  
*See Advertisement P. 48*

Luth Research, Inc.  
Plaza Bonita #3033 Space 2188  
National City, CA 92050  
Tel. 619/283-7333  
H-12% M-80% L-8%  
Stat.-10 1,2,3,4

Luth Research, Inc.  
Mission Valley Center  
1640 Camino de Rio No./Ste 1275  
San Diego, CA 92108  
Tel. 619/283-7333  
H-30% M-50% L-20%  
Stat.10 1,2,3,4

Novick Ayres Corp.  
El Camino No. /Vista Way  
Oceanside, CA 92054  
Tel. 619/967-1307  
H-15% M-70% L-15%  
Stat.-6 2,4

San Diego Surveys  
Escondido Village Mall  
1351 E. Pennsylvania

Escondido, CA 92027  
Tel 619/480-8440  
H-20% M-70% L-10%  
Stat.-6 1,2,3,4

San Diego Surveys  
Point Loma Mall  
Midway Drive  
Point Loma, CA 92110  
Tel. 619/265-2361  
H-25% M-65% L-10%  
Stat.-6 1,2,3,4

## SAN FRANCISCO

E. Friedman Mktg. Services  
Consumer Opinion Center  
5800 Northgate Mall  
San Raphael, CA 94903  
Tel. 415/472-5394  
H-50% M-40% L-10%  
Stat.-13 1,2,3,4

Field Management Assoc.  
El Cerito Plaza #309  
El Cerito, CA 94530  
Tel. 415/527-8030  
H-10% M-80% L-10%  
Stat.-7 1,2,3,4

Heakin Research, Inc.  
Bay Fair Mall  
San Leandro, CA 94578  
Tel. 415/278-2200  
H-20% M-60% L-20%  
Stat.-30 2,3,4

Heakin Research, Inc.  
Tanforan Park Mall  
San Bruno, CA 94066  
Tel. 415/952-8558  
H-10% M-56% L-34%  
Stat.-6 2,3,4

Heakin Research  
Ste. 2031  
Vallco Fashion Park  
10123 No. Wolfe Rd.  
Cupertino, CA 95014  
Tel. 408/253-4690  
H-50% M-37% L-13%  
Stat.-6 2,3,4

Nichols Research  
1155 NewPark Mall  
Newark, CA 94560  
Tel. 415/794-2990  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4

Nichols Research  
The Fremont Hub  
39146 Fremont Hub  
Fremont, CA 94538  
Tel. 415/796-7202  
H-30% M-60% L-10%  
Stat.-5

Quick Test  
Opinion Centers  
Sun Valley Mall #177A  
Concord, CA 94520  
Tel. 415/798-2700  
H-10% M-60% L-30%  
Stat.-8 1,2,3,4  
*See Advertisement P. 3*

Quick Test Opinion Centers  
Southland Mall  
State Hwy 17 & W. Winton  
Hayward, CA 94545  
Tel. 415/785-4650  
H-20% M-60% L-20%  
Stat.-6 1,2,4  
*See Advertisement P. 3*

Quick Test Opinion Centers  
Town Center #1268  
Sunnyvale, CA 94086  
Tel. 408/773-9777  
H-35% M-40% L-25%  
Stat.-10 1,2,3,4  
*See Advertisement P. 3*

Wade West, San Francisco  
Serramonte Center #8-D  
Daly City, CA 94105  
Tel. 415/992-9300  
H-35% M-50% L-15%  
Stat.-6 1,2,3,4  
*See Advertisement Back Cover.*

Margaret Yarbrough & Assoc.  
South Shore Center  
415 Otis Drive  
Alameda, CA 94501  
Tel. 415/531-9099  
H-60% M-30% L-10%  
Stat.-4 1,2,3

## COLORADO

### COLORADO SPRINGS

Consumer Pulse of  
Colorado Springs  
The Citadel Mall #1084  
750 Citadel Drive East  
Colorado Springs, CO 80909  
Tel. 303/596-6933  
H-10% M-45% L-45%  
Stat.-9 1,2,3  
*See Advertisement P. 54*

Barbara Prince Associates, Inc.  
Mall of the Bluffs  
3650 Austin Bluff Pkwy  
Colorado Springs, CO 80917  
Tel. 303/594-9192  
H-10% M-45% L-45%  
Stat.-6 2,3

U.S. Testing Co., Inc.  
Chapel Hills Mall, Ste. 315  
1710 Briargate Blvd.  
Colorado Springs, CO 80920  
Tel. 719/598-8070  
Income-middle  
Stat.-NA 2,3,4  
*See Advertisement P. 51*

## DENVER

Bernett Research, Inc.  
Aurora Mall  
14200 Alameda Ave  
Aurora, CO 80212  
Tel. 303/341-1211  
H-40 M-50 L-10  
Stat.-NA 1,2,3,4

Consumer Pulse of Denver  
Lakeside Mall #B-119  
5801 W. 44th Avenue  
Denver, CO 80212  
Tel. 303/480-0128  
H-10% M-40% L-50%  
Stat.-10 1,2,3  
*See advertisement P. 54*

E. Friedman Mktg. Services  
Consumer Opinion Center  
Crossroads Mall  
1600 28th St.  
Boulder, CO 80301  
Tel. 303/449-4632  
H-35% M-45% L-20%  
Stat.-10 1,2,3,4

E. Friedman Mktg. Services  
Consumer Opinion Center  
Southwest Plaza  
8501 W. Bowles Ave.  
Littleton, CO 80123  
Tel. 303/972-8734  
H-20% M-60% L-20%  
Stat.-14 1,2,3,4

Information Research, Inc.  
Bear Valley Mall #23  
3100 So. Sheridan Blvd.  
Denver, CO 80227  
Tel. 303/936-3400  
H-25% M-70% L-5%  
Stat.-4 3

Information Research, Inc.  
Twin Peaks Mall #51  
1250 So. Hover Rd.  
Longmont, CO 80501  
Tel. 303/443-3548  
H-22% M-70% L-8%  
Stat.-5 2,3,4

Ruth Nelson Rsch. Services  
Westminster Mall  
5513 West 88th Avenue  
Westminster, CO 80030  
Tel. 303/426-1840  
H-40% M-50% L-10%  
Stat.-8 1,2,3,4

Ruth Nelson Rsch. Services  
Buckingham Square  
1335 So. Joliet  
Aurora, CO 80012  
Tel. 303/750-0290  
H-20% M-50% L-30%  
Stat.-8 1,2,3,4

Ruth Nelson Rsch. Services  
Northglenn Mall  
10564-D Melody Drive  
Northglenn, CO 80234  
Tel. 303/450-0940  
H-10% M-40% L-50%  
Stat.-5 1,2,3,4

Ruth Nelson Rsch. Services  
Southglenn Mall  
6911 So. University Blvd.  
Littleton, CO 80122  
Tel. 303/794-2653  
H-50% M-40% L-10%  
Stat.-5 1

Ruth Nelson Rsch. Services  
North Valley Mall  
500 East 84th Avenue  
Thornton, CO 80229  
Tel. 303/289-5434  
H-10% M-45% L-45%  
Stat.-3

Barbara Prince Assoc., Inc.  
5801 W. 44th Ave.  
Denver, CO 80212  
Tel. 303/458-0145  
H-20% M-70% L-10%  
Stat.-5 2,3

**Quality Controlled Services**  
Cinderella City Mall  
701 Hampden Avenue  
Englewood, CO 80110  
Tel. 303/789-0565  
H-20% M-55% L-25%  
Stat.-NA 1,2,3,4  
See Advertisement P. 47

**Quick Test Opinion Centers**  
Villa Italia Mall  
7200 W. Alameda  
Lakewood, CO 80226  
Tel. 303/937-0144  
H-20% M-70% L-10%  
Stat.-8 1,2,4  
See Advertisement P. 3

## CONNECTICUT BRIDGEPORT

Field Facts, Inc.  
Trumbull Shopping Park  
5065 Main Street  
Trumbull, CT 06611  
Tel. 203/372-4995  
H-40% M-40% L-20%  
Stat.-16 1,2,3,4

Firm Facts Interviewing  
Hi Ho Center  
333 State Street  
Bridgeport, CT 06604  
Tel. 203/375-4666  
H-20% M-40% L-40%  
Stat.-10 2,3

J.B. Martin Interviewing Svcs  
Ansonia Mall

Main Street  
Ansonia, CT 06403  
Tel. 203/371-4158  
H-25% M-45% L-30%  
Stat.-4 1,2

## DANBURY

Performance Plus, Inc.  
Danbury Fair Mall  
7 Backus Avenue  
Danbury, CT 06810  
Tel. 617/872-1287  
H-50% M-35% L-15%  
Stat.-16 1,2,3,4

## NORWICH

Karen Associates, Inc.  
Norwichtown Mall  
Norwich, CT 06360  
Tel. 203/236-2947  
H-30% M-55% L-15%  
Stat.-6 2,3,4

## DISTRICT OF COLUMBIA

**Consumer Pulse of  
Washington**  
The Mall At Manassas  
8300 Sudley Road  
Manassas, VA 22110  
Tel. 301/256-7700  
H-10% M-45% L-45%  
Stat.-8 1,2,3,4  
See Advertisement P. 54

Decision Data Collection, Inc.  
McLean Commons  
7405 Colshire Dr.#218  
McLean, VA 22102  
Tel. 703/556-8682  
H-20% M-60% L-20%  
Stat.-16 1,3,4

Heakin Research, Inc.  
Laurel Centre  
14882 Baltimore/Wash. Blvd.  
Laurel, MD 20707  
Tel. 301/776-9800  
H-23% M-43% L-34%  
Stat.-6 2,3,4

House Market Research, Inc.  
Prince George Plaza  
3500 East West Hwy.  
Hyattsville, MD 20782  
Tel. 301/424-1930  
H-25% M-50% L-25%  
Stat.-6 2,3,4

Metro Research Services, Inc.  
Outlet Mall  
10710 Lee Highway  
Fairfax, VA 22030  
Tel. 703/385-1108  
H-75% M-25% L-0%  
Stat.-4 2

Metro Research Services, Inc.  
Beacon Mall  
6756 Richmond Highway  
Alexandria, VA 22306  
Tel. 703/385-1108  
H-55% M-30% L-15%  
Stat.-4

Olchak Market Research, Inc.  
Beltway Plaza Mall  
6194 Greenbelt Road  
Greenbelt, MD 20770  
Tel. 301/441-4660  
H-10% M-80% L-10%  
Stat.-4 2,3

Opinion Centers, Inc.  
Springfield Mall  
Springfield, VA 22150  
Tel. 703/971-6717  
H-60% M-30% L-10%  
Stat.-12 1,2,3,4

Joan Shugoll Associates  
Carrollton Mall  
7722 Riverdale Road  
New Carrollton, MD 20784  
Tel. 301/656-0310  
H-10% M-75% L-15%  
Stat.-10 1,2,3,4

**T.I.M.E. Market Research**  
Spotsylvania Mall  
425 Spotsylvania Mall  
Fredricksburg, VA 22401  
Tel. 614/846-3163  
H-25% M-60% L-15%  
Stat.-12 1,2,3,4  
See Advertisement P. 64

## FLORIDA BRADENTON

Mid-America Research, Inc.  
De Soto Square Mall  
303 US 301 Blvd. West  
Bradenton, FL 33505  
Tel. 813/746-1849  
H-12% M-78% L-10%  
Stat.-12 1,2,3,4

## DAYTONA BEACH

**U.S. Testing Co. Inc.**  
Volusia Mall Shopping Ctr.  
1700 Volusia Avenue  
Daytona Beach, FL 32014  
Tel. 904/258-0600  
Income-middle  
Stat.-NA 2,3  
See Advertisement P. 51

## FORT LAUDERDALE

Alenik Field Services, Inc.  
Pine Island Ridge Plaza  
8960 State Road 84.  
Ft. Lauderdale, FL 33324  
Tel. 305/474-3800  
H-30% M-70% L-0%  
Stat.-4 1,2,3,4

**CSi Testing Centers**  
Coral Ridge Mall #118  
3200 N. Federal Highway  
Ft. Lauderdale, FL 33306  
Tel. 203/797-0666  
H-40% M-55% L-5%  
Stat.-10 1,2,3,4  
See Advertisement P. 50

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME  
M-MIDDLE INCOME  
L-LOW INCOME  
STAT.-NO. OF INTERVIEWING  
STATIONS  
1-COMPUTER AIDED  
INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR  
VIEWING OF STATIONS

# QUALITY WORK AT COMPETITIVE PRICING

ATLANTIC COUNTY, NJ  
HAMILTON MALL  
45 MILES FROM  
PHILADELPHIA

BOSTON, MA  
NORTHSHORE SHOPPING  
CENTER  
HIGH INCOME SUBURBAN MALL

CHICAGO, IL  
ILLINOIS CENTER  
LARGEST URBAN MALL  
IN MIDWEST

FT. LAUDERDALE, FL  
CORAL RIDGE MALL  
FLORIDA'S GOLD COAST

WAYNE, NJ  
WEST BELT MALL  
NEW YORK  
SUBURBAN

**ONE CALL TO (203) 797-0666 WILL SCHEDULE YOUR PROJECT AT ANY LOCATION**  
KAREN M. FORCADE, PRESIDENT DR. LESLIE M. HARRIS, CHAIRMAN JANE BROWN, SENIOR COORDINATOR



# There's a better way to get the numbers.

Call U.S. Testing Company, Market Research, Inc.

Our sound, scientific methodology, backed by years of experience, eliminates the guesswork in market research.

We offer you 15 company-owned mall intercept centers in a variety of choice sampling areas across the country. We have a 100-line WATS center, meticulously monitored, in our national headquarters. Because of our size and efficiency, we get your market research data quickly and economically.

We provide quick, reliable industrial and consumer research. And claim substantiation studies that survive the most rigorous opposition.

Most important of all, we know how to get your numbers. Numbers that mean something. Numbers that can predict what will happen in your consumer or industrial marketplace. Good numbers that make you look good.

Let us take a look before you make the leap. We can make the trip a lot safer.



*The data  
gathering experts*

**U.S. TESTING COMPANY**

Market Research, Inc.

CHICAGO  
300 Marquardt Drive  
Wheeling, IL 60090  
(312) 520-3600

NEW YORK/NEW JERSEY  
1099 Wall Street West  
Lyndhurst, NJ 07071  
(201) 507-9600

Heakin Research, Inc.  
Coral Square Mall  
9569 W. Atlantic Blvd.  
Coral Spring, FL 33071  
Tel. 305/753-4466  
H-30% M-60% L-10%  
Stat.-14 2,3,4

Mar's Surveys  
Coral Springs Mall  
3215 N. University Dr.  
Coral Springs, FL 33065  
Tel. 305/755-2805  
H-60% M-30% L-10%  
Stat.-4 2,3,4

Natalie G. Weitzman Inc.  
Hollywood Mall  
3251 Hollywood Blvd.  
Hollywood, FL 33021  
Tel. 305/467-2644  
H-20% M-70% L-10%  
Stat.-4

## FORT MYERS

DLI Opinion Center  
Edison Mall  
4125 Cleveland Avenue  
Fort Myers, FL 33901  
Tel. 813/275-0223  
H-15% M-65% L-20%  
Stat.-13 2,3,4

Starr Mktg. Research, Inc.  
Metro Mall  
2855 Colonial Blvd.  
Fort Myers, FL 33907  
Tel. 813/936-0660  
H-40% M-30% L-30%  
Stat.-6 1,2,3,4

## JACKSONVILLE

Irwin Research Services  
Regency Square Mall  
9501 Arlington Expwy/Ste 155  
Jacksonville, FL 32211  
Tel. 904/725-8407  
H-30% M-60% L-10%  
Stat.-11 1,2,3,4

Irwin Research Services  
Orange Park Mall  
44 Wells Rd/Ste. A1.1  
Orange Park, FL 32073  
Tel. 904/269-7956  
H-30% M-60% L-10%  
Stat.-9 1,2,3,4

## MELBOURNE

Irwin Research Services  
Melbourne Square Mall  
1700 W. New Haven Ave/Ste 577  
Melbourne, FL 32901  
Tel. 305/724-9211  
H-30% M-60% L-10%  
Stat.-8 1,2,3,4

## MIAMI

Jean M. Light Interviewing Svce.  
163rd. St. Shopping Mall  
1239-NE 163rd Street  
Miami, FL 33155  
Tel. 305/264-5780

H-50% M-45% L-5%  
Stat.-6 1,2,3

Jean M. Light Interviewing Svce.  
Miami International Mall  
1455 N.W. 107 Avenue  
Miami, FL 33174  
Tel. 305/264-5780  
H-35% M-60% L-5%  
Stat.-8 1,2,3,4

Rife Market Research, Inc.  
Skylake Mall  
1758 N.E. 183rd St.  
Miami, FL 33179  
Tel. 305/945-9390  
H-20% M-60% L-20%  
Stat.-8 2,3,4

Natalie G. Weitzman, Inc.  
California Club Mall  
850 Ives Dairy Road  
Miami, FL 33179  
Tel. 305/653-6323  
H-25% M-60% L-15%  
Stat.-NA 2,3,4

## ORLANDO

Field Facts, Inc.  
Lake Square Mall  
U.S. Hwy 441  
Leesburg, FL 32748  
Tel. 904/365-0505  
Income-NA  
STAT-NA 3

Pilar Ellis Market Research  
Winter Park Mall Ste 1398  
500 No. Orlando Ave  
Winter Park, FL 32789  
Tel. 305/628-1835  
H-25% M-60% L-15%  
Stat.-8 1,2,3,4

U.S. Testing Co., Inc.  
Altamonte Mall  
521 Altamonte Ave  
Altamonte Springs, FL 32701  
Tel. 407/332-9260  
H-35% M-55% L-10%  
Stat.-10 1,2,3,4  
*See Advertisement P. 51*

U.S. Testing Co., Inc.  
Florida Mall Rm. 422  
8001 So. Orange Blossom Tr.  
Orlando, FL 32809  
Tel. 407/851-7114  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4  
*See Advertisement P. 51*

## PENSACOLA

Polly Graham & Assoc.  
Cordova Mall, #M1209  
5100 No. 9th Avenue  
Pensacola, FL 32504  
Tel. 904/478-9274  
H-50% M-40% L-10%  
Stat.-8 1,2,3,4

## TALLAHASSEE

E. Friedman Mktg. Services  
Consumer Opinion Center

Tallahassee Mall #718  
2415 N. Monroe  
Tallahassee, FL 32303  
Tel. 904/385-4399  
H-25% M-50% L-25%  
Stat.-9 1,2,3,4

## TAMPA/ ST. PETERSBERG

Adam Market Research, Inc.  
Belz Mall  
6302 E. Buffalo Ave.  
Tampa, FL 33607  
Tel. 813/875-4005  
H-15% M-55% L-30%  
Stat.-9 2,3

Data Inquiries  
Pinellas Square Mall  
715 No. Sherrill  
Pinellas Park, FL 33609  
Tel. 813/877-9617  
H-27% M-65% L-8%  
Stat.-8 2,3,4

Gulf Coast Research  
Tampa Bay Center Mall  
3302 W. Buffalo Avenue  
Tampa, FL 33607  
Tel. 813/876-0321  
H-25% M-60% L-15%  
Stat.-5 2,3,4

Quick Test  
Opinion Centers  
Country Side Mall #323B  
2601 U.S. Hwy. 19 North  
Clearwater, FL 33575  
Tel. 813/797-4868  
H-30% M-50% L-20%  
Stat.-7 1,2,3,4  
*See Advertisement P. 3*

Walker DataSource/  
Walker Research Inc.  
Eastlake Square Mall  
5701 E. Hillsborough Ave.  
Tampa, FL 33610  
Tel. 813/623-1774  
H-31% M-57% L-12%  
Stat.-12 1,2,3

## GEORGIA ATHENS

Jackson Associates, Inc.  
Georgia Square  
3700 Atlanta Highway  
Athens, GA 30610  
Tel. 404/353-3338  
H-20% M-50% L-30%  
Stat.-5 2

## ATLANTA

Consumer Network, Inc.  
Gwinnett Place  
2100 Pleasant Hill Rd  
Duluth, GA 30134  
Tel. 404/231-4399  
H-55% M-40% L-5%  
Stat.-20 2,3

Consumer Network, Inc.  
Shannon Mall #331  
Union City, GA 30291  
Tel. 404/231-4399  
H-30% M-60% L-10%  
Stat.-8 2,3,4

Jackson Associates, Inc.  
Cobb Centre  
2200 S. Cobb Drive  
Smyrna, GA 30080  
Tel. 404/433-1533  
H-30% M-50% L-20%  
Stat.-6 2,3,4

Joyner Hutcheson Rsch., Inc.  
Marketsquare Mall  
DeKalb, GA 30033  
Tel. 404/321-0953  
H-20% M-60% L-20%  
Stat.-7 2,3,4

Joyner Hutcheson Rsch., Inc.  
Belmont Hills Mall  
2486 Atlanta Rd.  
Smyrna, GA 30080  
Tel. 404/321-0953  
H-20% M-40% L-40%  
Stat.-4 3

Mid-America Research, Inc.  
Lenox Square Mall  
3393 Peachtree Road  
Atlanta, GA 30326  
Tel. 404/261-8011  
H-26% M-60% L-14%  
Stat.-24 1,2,3,4

Mid-America Research, Inc.  
Northlake Mall  
4800 Briarcliff Rd.  
Atlanta, GA 30345  
Tel. 404/493-1403  
H-19% M-76% L-5%  
Stat.-12 1,2,3,4

Peachtree Surveys, Ltd.  
Riverbend Mall  
Rome, GA 30161  
Tel. 404/257-1230  
H-20% M-60% L-20%  
Stat.-28 1,2,3,4

Quick Test  
Opinion Centers  
Cobb Town Center Ste 272  
400 Ernest Barret Pkwy.  
Kennesaw, GA 30144  
Tel 404/423-0884  
H-10% M-65% L-25%  
Stat.-8 1,2,3,4  
*See Advertisement P. 3*

CODES: NA- NOT AVAILABLE H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME STAT.-NO. OF INTERVIEWING STATIONS 1-COMPUTER AIDED INTERVIEWING 2-KITCHEN FACILITIES 3-PRIVATE DISPLAY ROOM 4-ONE-WAY MIRROR FOR VIEWING OF STATIONS
--



Scotti Market Research  
Roswell Mall  
608 Holcombe Bridge Rd.  
Roswell, GA 30076  
404/352-0686  
H-20% M-60% L-20%  
Stat.-4

John Stolzberg Market Research  
Outlets Limited  
750 George Busbee Pkwy  
Kennesaw, GA 30144  
Tel. 404/329-0954  
H-30% M-70% L-0%  
Stat.-4

John Stolzberg Market Research  
Outlets Limited  
3750 Venture Drive  
Duluth, GA 30136  
Tel. 404/329-0954  
H-15% M-70% L-15%  
Stat.-4

Tannenbaum Research Services  
South DeKalb Mall #80  
Decatur, GA 30034  
Tel. 404/321-1770  
H-30% M-50% L-20%  
Stat.-8 2,3

Tannenbaum Research Services  
Outlet Square Mall  
4166 Buford Highway  
Atlanta, GA 30345  
Tel. 404/321-1770  
H-50% M-40% L-10%  
Stat.-7 2,3

## AUGUSTA

U.S. Testing Co., Inc.  
Regency Mall  
1700 Gordon Highway  
Augusta, GA 30904  
Tel. 404/790-0018  
Income- middle  
Stat.-NA 2,3  
*See Advertisement P. 51*

## COLUMBUS

Quality Controlled Services  
Columbus Square Mall  
3050 Macon Road  
Columbus, GA 31906  
Tel. 404/568-3455  
H-20% M-65% L-15%  
Stat.-NA 1,2  
*See Advertisement P. 47*

## GAINESVILLE

Jackson Associates, Inc.  
Lakeshore Mall  
1285 W. Washington Street  
Gainesville, GA 30501  
Tel. 404/536-2054  
H-40% M-30% L-30%  
Stat.-12 2,3,4

## ILLINOIS CHICAGO

Assistance In Marketing  
1140 Spring Hill Mall

Dundee, IL 60118  
Tel. 312/428-0885  
H-51% M-35% L-14%  
Stat.-20 1,2,3,4

Assistance In Marketing  
Century City Mall  
2828 No. Clark Street  
Chicago, IL 60657  
Tel. 312/428-0885  
H-40% M-30% L-30%  
Stat.-12 1,2,3,4

Baxter Research  
North Park Mall  
270 W. North Ave.  
Villa Park, IL 60181  
Tel. 312/832-2617  
H-15% M-65% L-20%  
Stat.-5 2,3,4

Car-Lene Research, Inc.  
Northbrook Court  
Northbrook, IL 60062  
Tel. 312/498-1305  
H-40% M-60% L-0%  
Stat.-8 2,3,4

Car-Lene Research, Inc.  
Deerbrook Mall  
188 So. Waukegan St.  
Deerfield, IL 60015  
Tel. 312/564-1454  
H-10% M-80% L-10%  
Stat.-8 2,3,4

Consumer Opinion Forum  
Div. of Market Facts  
Fox Valley Center Mall  
Hwy #59 & New York St.  
Aurora, IL 60505  
Tel. 312/524-2001  
H-24% M-46% L-30%  
Stat.-9 1,2,3,4  
*See Advertisement P. 17*

Consumer Surveys Co.  
Northpoint Shopping Center  
346 E. Rand Rd.  
Arlington Heights, IL 60004  
Tel. 312/394-9411  
H-30% M-50% L-20%  
Stat.-10 2,3,4

Consumer Surveys Co.  
Chicago Ridge Mall #730  
Chicago Ridge, IL 60415  
Tel. 312/499-6000  
H-5% M-65% L-30%  
Stat.-8 2,3,4

CSI Testing Centers  
Illinois Center  
111 E. Wacker Drive  
Chicago, IL 60601  
Tel. 203/797-0666  
H-65% M-30% L-5%  
Stat.-8 1,2,3,4  
*See Advertisement P. 50*

Heakin Research, Inc.  
Lincoln Mall  
Route 30 & Cicero Avenue  
Matteson, IL 60443

Tel. 312/748-8320  
H-32% M-38% L-30%  
Stat.-12 2,3

Heakin Research, Inc.  
North Riverside  
7501 W. Cermak Road  
No. Riverside, IL 60546  
Tel. 312/447-9208  
H-28% M-45% L-27%  
Stat.-8 2,3

Heakin Research, Inc.  
Louis Joliet Mall Door 4  
1166 Louis Joliet Rd.  
Joliet, IL 60435  
Tel. 815/439-2053  
H-34% M-28% L-38%  
Stat.-8 2,3,4

Heakin Research, Inc.  
Brickyard Mall  
6465 W. Diversey  
Chicago, IL 60635  
Tel. 312/745-8001  
H-9% M-55% L-36%  
Stat.-12 2,3

Heakin Research, Inc.  
Jefferson Square Mall  
2450 W. Jefferson  
Joliet, IL 60436  
Tel. 815/729-0595  
H-12% M-50% L-38%  
Stat.-10 2,3,4

Mid-America Research, Inc.  
Randhurst Shopping Ctr.  
999 N. Elmhurst Rd.  
Mt. Prospect, IL 60056  
Tel. 312/392-0800  
H-33% M-52% L-15%  
Stat.-20 1,2,3,4

Mid-America Research, Inc.  
Orland Square Mall #280  
Orland Park, IL 60462  
Tel. 312/349-0888  
H-24% M-63% L-14%  
Stat.-12 1,2,3,4

Precision Field Services, Inc.  
Oak Mill Mall/Ste 22  
7900 N. Milwaukee Avenue  
Niles, IL 60648  
Tel. 312/966-8666  
H-27% M-58% L-15%  
Stat.-8 1,2,3,4

Precision Field Services, Inc.  
Town & Country Mall/Ste 52  
445 E. Palatine Road  
Arlington Heights, IL 60004  
Tel. 312/966-8666  
H-35% M-49% L-16%  
Stat.-6 1,2,3,4

Quality Controlled Services  
Yorktown Center Mall  
203B Yorktown Road  
Lombard, IL 60148  
Tel. 312/629-4152  
H-35% M-55% L-10%  
Stat.-Variable 1,2,3  
*See Advertisement P. 47*

## Quality Controlled Services

Harlem-Irving Mall  
4192 Harlem Ave.  
Norridge, IL 60634  
Tel. 312/452-7660  
H-10% M-75% L-15%  
Stat.-NA 1,2,3,4  
*See Advertisement P. 47*

## Quick Test Opinion Centers

Ford City Shopping Center  
7601 S. Cicero Avenue  
Chicago, IL 60652  
Tel. 312/581-9400  
H-5% M-75% L-20%  
Stat.-8 1,2,4  
*See Advertisement P. 3*

## Quick Test Opinion Centers

Hawthorn Mall  
429 Hawthorn Center  
Vernon Hills, IL 60061  
Tel. 312/367-0036  
H-60% M-30% L-10%  
Stat.-9 1,2,4  
*See Advertisement P. 3*

## U.S. Testing Co., Inc.

Lakehurst Shopping Center, #243A  
Waukegan, IL 60085  
Tel. 312/473-0164  
Income- middle  
Stat.-NA 2,3  
*See Advertisement P. 51*

## PEORIA

Scotti Research, Inc.  
Northwoods Mall  
Peoria, IL 61613  
Tel. 309/682-4254  
H-25% M-50% L-25%  
Stat.-5 2,3,4

## QUAD CITIES

Scotti Research, Inc.  
Northpark Mall  
Davenport, IA 52806  
Tel. 319/386-1905  
H-25% M-50% L-25%  
Stat.-8 2,3,4

Scotti Research, Inc.  
Southpark Mall  
Moline, IL 61265  
Tel. 309/762-3444  
H-25% M-50% L-25%  
Stat.-5 2

## INDIANA EVANSVILLE

Gore Research & Assoc.  
Eastland Mall  
800 Green River Rd.  
Evansville, IN 47715  
Tel. 812/422-3221  
H-8% M-47% L-45%  
Stat.-9 2,3

## FORT WAYNE

Dennis Research  
Glenbrook Square  
4201 Coldwater Road  
Fort Wayne, IN 46805  
Tel. 219/485-2442  
H-25% M-50% L-25%  
Stat.-NA 2,3,4

## INDIANAPOLIS

Herron Associates, Inc.  
Greenwood Park #C-26  
1251 U.S. 31 North  
Greenwood, IN 46142  
Tel. 317/882-3800  
H-20% M-60% L-20%  
Stat.-12 1,2,3,4

Herron Associates, Inc.  
Washington Square Ste 402  
10202 E. Washington St.  
Indianapolis, IN 46229  
Tel. 317/882-3800  
H-8% M-50% L-42%  
Stat.-13 1,2,3,4

Walker DataSource/  
Walker Research, Inc.  
Castleton Square Mall  
6020 E. 82nd Street  
Indianapolis, IN 46250  
Tel. 317/842-6800  
H-37% M-43% L-20%  
Stat.-8 1,2,3

## IOWA DAVENPORT

(See Quad Cities, IL)

## DES MOINES

E. Friedman Mktg. Services  
Consumer Opinion Center  
Southridge Mall #158  
1111 E. Army Post Rd.  
Des Moines, IA 50315  
Tel. 515/287-4744  
H-30% M-55% L-15%  
Stat.-15 1,2,3,4

IMR  
Merle Hay Mall #423  
Merle Hay Rd & Douglas Ave.  
Des Moines, IA 50310  
Tel. 515/276-8449  
H-21% M-70% L-9%  
Stat.-10 1

Mid-Iowa Interviewing  
Valley West Mall  
1551 35th Street  
West Des Moines, IA 50265  
Tel 515/225-6232  
H-30% M-60% L-10%  
Stat.-6 3,4

## KANSAS TOPEKA

Quality Controlled Services  
West Ridge Mall  
1801 Southwest Wannamaker  
Topeka, KS 66604  
Tel. 913/273-0091  
H-30% M-60% L-10%  
Stat-NA 1,2,3  
See Advertisement P. 47

## WICHITA

Data Net, Inc.  
Towne East Square  
7700 E. Kellogg, M-3  
Wichita, KS 67207  
Tel. 316/682-6655  
H-35% M-50% L-15%  
Stat.-9 2,3,4

U.S. Testing Co., Inc.  
Towne West Square, Store #804  
Wichita, KS 67209  
Tel. 316/943-1153  
Income-middle  
Stat.-NA 2,3,4  
See Advertisement P. 51

## KENTUCKY LOUISVILLE

Personal Opinion, Inc.  
Green Tree Mall, Hwy 131

Louisville, KY 40218  
Tel. 502/451-1971  
H-15% M-60% L-25%  
Stat.-10 1,2,3

Stevens Research Services, Inc.  
Outlets Ltd. Mall  
Bluegrass Parkway  
Louisville, KY 40299  
Tel. 502/456-5300  
H-30% M-50% L-20%  
Stat.-3 3

## LOUISIANA BATON ROUGE

NGL Research Services Inc.  
Cortana Mall  
9119 Cortana Place  
Baton Rouge, LA 70815  
Tel. 504/924-0010  
H-21% M-45% L-34%  
Stat.-7 1,2,3,4

## NEW ORLEANS

E. Friedman Mktg. Services  
Consumer Opinion Center  
Belle Promenade Mall #666  
1701 Barataria Blvd.  
Marrero, LA 70072  
Tel. 504/340-0972  
H-25% M-50% L-25%  
Stat.-14 1,2,3,4

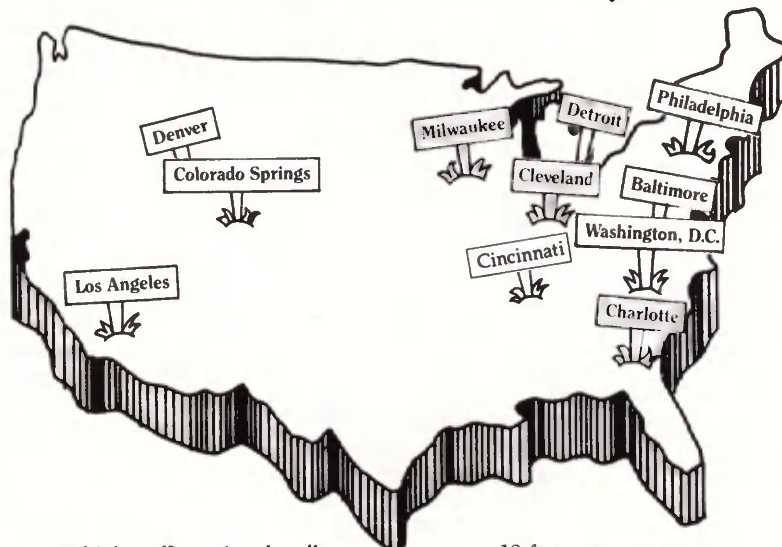
Heakin Research, Inc.  
Esplanade Mall Suite C3  
1401 E. Esplanade  
Kenner, LA 70065  
Tel. 504/464-9188  
H-21% M-45% L-34%  
Stat.-12 2,3,4

Linden Research Services  
Oakwood Mall  
197504 WB Exp.  
Gretna, LA 70053  
Tel. 504/368-9825  
H-20% M-50% L-30%  
Stat.-6 2,3,4

## MARYLAND BALTIMORE

Assistance In Marketing  
Golden Ring Mall  
6400 Rossville Blvd.  
Baltimore, MD 21237  
Tel. 301/391-7750  
H-40% M-40% L-20%  
Stat.-4 1,2,3,4

# Consumer Pulse, Inc.



11 high-traffic regional malls  
11 complete field offices

18 focus group rooms  
180+ central telephones



Quality Data Collection  
(800) 336-0159

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME  
M-MIDDLE INCOME  
L-LOW INCOME  
STAT.-NO. OF INTERVIEWING  
STATIONS  
1-COMPUTER AIDED  
INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR  
VIEWING OF STATIONS



# SUBSCRIBE TODAY!

Please enter my subscription for one year (9 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 \$36 enclosed

Credit Card:  MasterCard  Visa

\_\_\_\_\_ CHARGE CARD NO.

\_\_\_\_\_ EXP. DATE

\_\_\_\_\_ SIGNATURE (REQUIRED FOR CREDIT)

Name \_\_\_\_\_ Title \_\_\_\_\_  
(Please Print)

Address/P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Are you a Purchaser of Marketing Research Products/Services?  Yes  No

Areas of Research Interest (Check All That Apply)

Consumer Non-Durable  Service (Banks, Ins., Etc.)  Health Care  
 Consumer Durable  Business-To-Business  Other (Specify) \_\_\_\_\_

PLACE  
STAMP  
HERE

*Quirk's*  
**MARKETING RESEARCH**  
*Review*

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



# Marketteam Associates

St. Louis, MO

**NEW  
MALL FACILITY!!**

## ST. LOUIS CENTRE

- Country's Largest Urban Shopping Center
- Four Levels of Shops, Restaurants, Cafes
- Over 130 Stores
- Located in the Heart of the City
- Pulls From Wide Geographic Area of over 200 Zip Codes
- Excellent Socio-Economic Distribution
- St. Louis' Only Downtown Focus Group Facility



Call Valerie Bess  
at 314-569-1324 to schedule  
your next project in any  
MARKETEAM location.

St. Louis, MO • Cleveland, OH  
Youngstown, OH

Assistance In Marketing  
Security Square Mall  
Security Blvd.  
Baltimore, MD 21203  
Tel. 301/391-7750  
H-40% M-40% L-20%  
Stat.-3 1,2,3,4

Baltimore Research Agency  
Columbia Mall  
10300 Little Patuxent Pkwy  
Columbia, MD 21044  
Tel. 301/484-2177  
H-75% M-24% L-1%  
Stat.-6 4

#### Consumer Pulse of Baltimore

White Marsh Mall #1039  
8200 Perry Hall Blvd.  
Baltimore, MD 21236  
Tel. 301/256-7700  
H-20% M-50% L-30%  
Stat.-8 1,2,3,4  
See Advertisement P. 54

Heakin Research, Inc.  
Eastpoint Mall  
7839 Eastpoint Mall  
Baltimore, MD 21224  
Tel. 301/282-3133  
H-6% M-30% L-64%  
Stat.-6 2,3,4

### FREDERICK

Polk-Lepson Rsch. Group  
Francis Scott Key Mall  
5500 Buckeystown Pike  
Frederick, MD 21701  
Tel. 717/741-2879  
H-15% M-70% L-15%  
Stat.-2

## MASSACHUSETTS BOSTON

Bennett Research, Inc.  
Southshore Plaza  
230 Granite  
Braintree, MA 02124  
Tel. 617/254-1314  
H-50% M-50% L-0%  
Stat.-15 1,2,3

Bennett Research, Inc.  
Assembly Square  
Middlesex Ave.  
Somerville, MA 02145  
Tel. 617/254-1314  
H-0% M-50% L-50%  
Stat.-15 1,2,3,4

Car-Lene Research, Inc.  
Hanover Mall  
Hanover, MA 02339  
Tel. 617/826-0052  
H-20% M-60% L-20%  
Stat.-5 1,2,3,4

#### CSi Testing Centers

North Shore Mall  
Peabody, MA 01960  
Tel. 203/797-0666  
H-65% M-25% L-10%

Stat.-8 1,2,3,4  
See Advertisement P. 50

Field Facts, Inc.  
Methuen Mall  
Rte 13  
Methuen, MA 01844  
Tel. 617/685-1917  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4

Field Facts, Inc.  
Worcester Center  
West Mall  
Worcester, MA 01608  
Tel. 617/754-3960  
H-30% M-50% L-20%  
Stat.8 1,2,3,4

Field Facts, Inc.  
Watertown Mall  
550 Arsenal Street  
Watertown, MA 02172  
Tel. 617/924-8486  
H-20% M-60% L-20%  
Stat.-14 1,2,3,4

Field Facts, Inc.  
Prudential Center  
Boston, MA 02199  
Tel. 617/353-1664  
H-63% M-19% L-18%  
Stat.-12 1,3,4

Performance Plus, Inc.  
Route 30 Mall  
341 Cochituate Road  
Framingham, MA 01701  
Tel. 617/872-1287  
H-50% M-35% L-15%  
Stat.-16 1,2,3

Performance Plus, Inc.  
Westgate Mall  
Brockton, MA 02401  
Tel. 617/872-1287  
H-25% M-65% L-10%  
Stat.-10 1,2,3

Performance Plus, Inc.  
Woburn Mall  
300 Mishawum Road  
Woburn, MA 01801  
Tel. 617/872-1287  
H-35% M-50% L-15%  
Stat.-8 1,2,3

Performance Plus, Inc.  
Faneuil Hall Marketplace #3  
Boston, MA 02109  
Tel. 617/872-1287  
H-35% M-50% L-15%  
Stat.-5 2,3,4

### SPRINGFIELD

Performance Plus, Inc.  
Fairfield Mall  
591 Memorial Drive  
Chicopee, MA 01020  
Tel. 617/872-1287  
H-10% M-60% L-30%  
Stat.-8 1,2,3,4

#### Quality Controlled Services

Holyoke Mall  
Whiting Farms Road  
Holyoke, MA 01040  
Tel. 617/653-1122  
H-25% M-60% L-15%  
Stat.-NA 1,2,3,4  
See Advertisement P. 47

#### U.S. Testing Co., Inc.

Hampshire Mall  
South Maple Street  
Hadley, MA 01035  
Tel. 413/586-1939  
Income-middle  
Stat.-NA 2,3,4  
See Advertisement P. 51

West. Massachusetts  
Interviewing Svce.  
Eastfield Mall  
1655 Boston Road  
Springfield, MA 01129  
Tel. 413/543-5820  
H-10% M-50% L-40%  
Stat.-10 2,3,4

## MICHIGAN DETROIT

#### Consumer Pulse of Detroit

Universal Mall  
28620 Dequindre Rd.  
Warren, MI 48092  
Tel. 313/540-5330  
H-10% M-45% L-45%  
Stat.-11 1,2,3,4  
See Advertisement P. 54

Detroit Marketing Service  
Wonderland Mall  
29755 Plymouth Road  
Livonia, MI 48150  
Tel. 313/569-7095  
H-25% M-45% L-30%  
Stat.-7 1,2,3,4

E. Friedman Mktg. Services  
Consumer Testing Center  
Oakland Mall  
350 B W. 14 Mile Road  
Troy, MI 48083  
Tel. 313/589-0950  
H-30% M-50% L-20%  
Stat.-15 1,2,3,4

E. Friedman Mktg. Services  
French Town Square Mall  
2121 Monroe Street  
Monroe, MI 48161  
Tel. 313/569-0444  
H-25% M-50% L-25%  
Stat.-13 1,2,3,4

Heakin Research, Inc.  
Macomb Mall Suite 790  
32165 Gratiot  
Roseville, MI 48066  
Tel. 313/294-3232  
H-41% M-41% L-18%  
Stat.-8 2,3,4

Opinion Search  
Harvard Row  
21730 W. 11 Mile Rd.  
Southfield, MI 48076  
Tel. 313/358-9922  
H-50% M-40% L-10%  
Stat.-4

#### Quick Test Opinion Centers

Southland Center  
23000 Eureka Road  
Taylor, MI 48180  
Tel. 313/287-3600  
H-25% M-50% L-25%  
Stat.-10 1,2,3,4  
See Advertisement P. 3

## GRAND RAPIDS

#### Datatrack, Inc.

Rogers Plaza  
1110-28th Street SW  
Grand Rapids, MI 49509  
Tel. 616/776-7230  
H-19% M-43% L-38%  
Stat.-12 1,2,3  
See Advertisement P. 59

## MINNESOTA MINNEAPOLIS/ ST. PAUL

A & I Of Minnesota  
Eden Prairie Center #1248  
Eden Prairie, MN 55344  
Tel. 612/941-0825  
H-60% M-30% L-10%  
Stat.-6 1,2,3

N.K. Friedrichs & Assoc., Inc.  
Northtown Mall #310  
Blaine, MN 55434  
Tel. 612/784-7332  
H-30% M-60% L-10%  
Stat.-10 1,2,3

Heakin Research, Inc.  
Knollwood Mall  
8332 Highway 7  
St. Louis Park, MN 55426  
Tel. 612/936-0904  
H-26% M-41% L-33%  
Stat.-12 2,3,4

#### Quality Controlled Services

Maplewood Mall #2016  
Maplewood, MN 55109  
Tel. 612/831-7133  
H-20% M-65% L-15%  
Stat.-NA 1,2,3,4  
See Advertisement P. 47

CODES: NA - NOT AVAILABLE H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME STAT.-NO. OF INTERVIEWING STATIONS 1-COMPUTER AIDED INTERVIEWING 2-KITCHEN FACILITIES 3-PRIVATE DISPLAY ROOM 4-ONE-WAY MIRROR FOR VIEWING OF STATIONS
---



### Quick Test Opinion Centers

Burnsville Center #1008  
 Burnsville, MN 55337  
 Tel. 612/435-8581  
 H-25% M-65% L-10%  
 Stat. 7 1,2,3,4  
 See Advertisement P. 3

## MISSISSIPPI JACKSON

E. Friedman Mktg. Services  
 Consumer Opinion Center  
 1275 Metrocenter  
 Hwy. 80 & Robinson Rd.  
 Jackson, MS 39209  
 Tel. 601/352-9340  
 H-20% M-60% L-20%  
 Stat.-13 1,2,3,4

## MISSOURI KANSAS CITY

The Field House, Inc.  
 Oak Park Mall  
 11319 West 95th Street  
 Overland Park, KS 66214  
 Tel. 913/492-1506  
 H-40% M-50% L-10%  
 Stat.-12 2,3,4

The Field House, Inc.  
 Metro North Mall  
 400 NW Barry Road  
 Kansas City, MO 64155  
 Tel. 816/436-8787  
 H-10% M-60% L-30%  
 Stat.-8 2,3

The Field House, Inc.  
 Metcalf South Mall  
 95th St. & Metcalf  
 Overland Park, KS  
 Tel. 913/381-7021  
 H-20 M-60 L-20  
 Stat.-6

Heakin Research, Inc.  
 Blue Ridge Mall  
 4200 Blue Ridge Blvd.  
 Kansas City, MO 64133  
 Tel. 816/737-1130  
 H-25% M-41% L-34%  
 Stat.-10 2,3,4

Heakin Research, Inc.  
 Independence Center #116  
 Independence, MO 64057  
 Tel. 816/795-0706  
 H-33% M-43% L-24%  
 Stat.-10 2,3,4

Heakin Research, Inc.  
 Indian Springs  
 4601 State Street  
 Kansas City, KS 66102  
 Tel. 913/596-2244  
 H-8% M-42% L-50%  
 Stat.-9 2,3,4

Quality Controlled Services  
 Ward Parkway Mall  
 8600 Ward Parkway

Kansas City, MO 64114  
 Tel. 816/361-0345  
 H-20% M-70% L-10%  
 Stat.-NA 1,2,3,4  
 See Advertisement P. 47

## ST. LOUIS

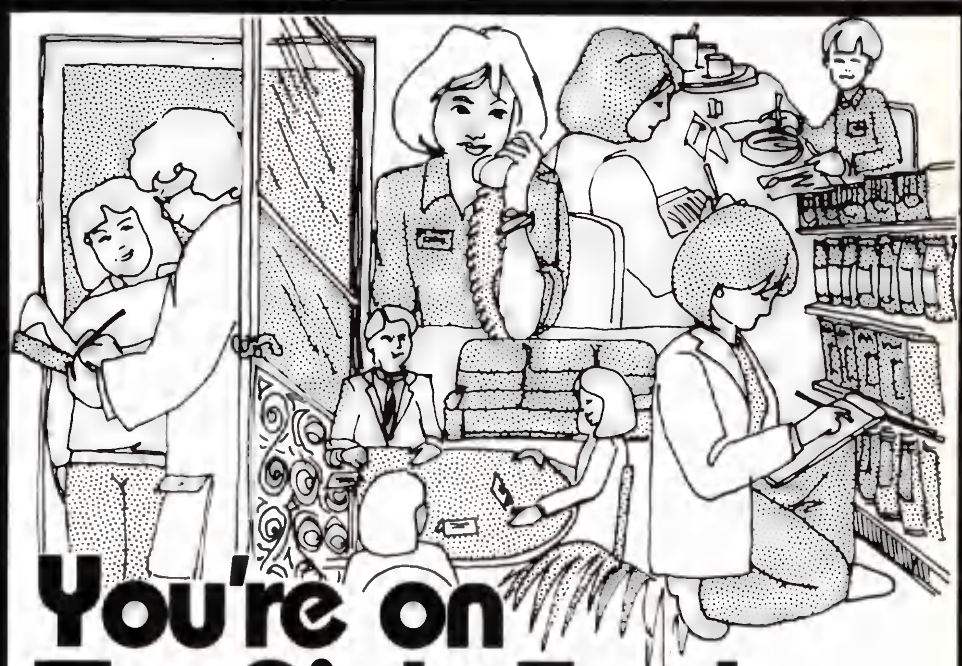
Bryan Research  
 Belz Factory Outlet Mall  
 40/61 Highway 70  
 Wentzville, MO 63385  
 Tel. 314/928-0811  
 H-25% M-65% L-10%  
 Stat.-4 2,3

Consumer Opinion Search  
 Mid Rivers Mall #1279  
 St. Peters, MO 63376  
 Tel. 314/965-0053  
 H-50% M-50% L-0%  
 Tel. 513/671-1211  
 Stat.-12 1,2,3,4  
 See Advertisement P. 75

Marketeam Associates  
 Mark Twain  
 1355 Fifth Street  
 St. Charles, MO 63301  
 Tel. 314/947-4195 or 569-1324  
 H-10% M-70% L-20%  
 Stat.-4 2,3  
 See Advertisement P. 57

Marketeam Associates  
 St. Louis Centre  
 515 No. 6th St.  
 St. Louis, MO 63101  
 Tel. 314/569-1324  
 H-25% M-60% L-15%  
 Stat.-6 2,3,4  
 See Advertisement P. 57

Quality Controlled Services  
 South County Center  
 24 S. County Center Way  
 St. Louis, MO 63129  
 Tel. 314/966-6595  
 H-20% M-70% L-10%  
 Stat.-NA 1,2,3  
 See Advertisement P. 47



# You're on The Right Track...

- Central Phones/Monitor/WATS
- Newly Remodeled Focus Facility. Viewing Room Seats 14. 15' Mirror.
- Attractive Storefront Mall Location
- Door to Door
- Pre-Recruitment
- Simulated Stores
- Test Kitchen/Freezer
- Mystery Shoppers
- Video Players/Monitors
- Product Placement
- Executive/Medical/Professional/In-Depth
- Audits/Distribution Check/Demos

**Contact Pam Schichtel  
 616/776-7230**

161 OTTAWA AVE. N.W., GRAND RAPIDS, MICHIGAN 49503

# DATA TRACK INC.™

**Superior Surveys  
of St. Louis**  
338 Mid Rivers Mall #1279  
St. Peters, MO 63376  
Tel. 314/965-0023  
H-50% M-50% L-0%  
Stat.-12 1,2,3,4  
*See Advertisement P. 61*

**U.S. Testing Co.**  
338 Jamestown Mall  
Florissant, MO 63034  
Tel. 314/741-0284  
Income-middle  
Stat.-NA 2,3,4  
*See Advertisement P. 51*

**Wade West, St. Louis**  
Northwest Plaza  
536 Northwest Plaza  
St. Ann, MO 63074  
Tel. 314/291-8888  
H-30% M-50% L-20%  
Stat.-7 1,2,3,4  
*See Advertisement Back Cover*

## NEBRASKA OMAHA

E. Friedman Mktg. Services  
Consumer Opinion Center  
Mall of the Bluffs #330  
1751 Madison Avenue  
Council Bluffs, IA 51501  
Tel. 712/322-7200  
H-30% M-55% L-15%  
Stat.-14 1,2,3,4

Midwest Survey, Inc.  
Westroads Shopping Center  
102nd & Dodge Street  
Omaha, NE 68114  
Tel. 402/391-1051  
H-16% M-64% L-20%  
Stat.-10 2,3,4

Midwest Surveys, Inc.  
Crossroads Mall  
72nd & Dodge St.  
Omaha, NE 68114  
Tel. 402/399-9346  
H-12% M-62% L-26%  
Stat.-12 1,2,3,4

Midwest Surveys, Inc.  
Southroads Mall  
1001 Ft. Crook Road No.  
Bellevue, NE 68005  
Tel. 402/733-4036  
H-10% M-58% L-32%  
Stat.-7 2,3,4

## NEVADA LAS VEGAS

Las Vegas Surveys  
Boulevard Mall  
3718 S. Maryland Pkwy.  
Las Vegas, NV 89119  
Tel. 702/796-6451  
H-20% M-65% L-15%  
Stat.-6 1,2,3,4

## NEW JERSEY SOUTH JERSEY

**CSi Testing Centers**  
Hamilton Mall  
100 West Black Horse Pike Rd  
Mays Landing, NJ 08330  
Tel. 203/797-0666  
H-40% M-55% L-5%  
Stat.-10 1,2,3,4  
*See Advertisement P. 50*

## NEW MEXICO ALBUQUERQUE

Sandia Marketing Services  
Coronado Mall  
923 Coronado Mall NE  
Albuquerque, NM 87110  
Tel. 505/883-5512  
H-30% M-60% L-10%  
Stat.-12 1,2,3,4

Sandia Marketing Services  
Winrock Mall  
Albuquerque, NM 87110  
Tel. 505/883-5512  
H-30% M-60% L-10%  
Stat.-6 1

## NEW YORK ALBANY

Field Facts, Inc.  
Crossgates Mall  
120 Washington Avenue Ext.  
Albany, NY 12203  
Tel. 518/456-8641  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

Field Facts, Inc.  
Mohawk Mall  
428 Mohawk Mall  
Schenectady, NY 12304  
Tel. 518/370-5077  
H-30% M-50% L-20%  
Stat.-12 1,2,3,4

Markette Research  
Clifton Country Mall #421  
Clifton Park, NY 12065  
Tel. 518/383-1661  
H-35% M-60% L-5%  
Stat.-6 2,3

Markette Research  
Aviation Mall  
Glen Falls, NY 12081  
Tel. 518/792-2998  
H-35% M-60% L-5%  
Stat.-3 2,3

## BUFFALO

Buffalo Survey & Research  
Main Place Mall  
Buffalo, NY 14202  
Tel. 716/833-6639  
H-10% M-50% L-40%  
Stat.-4 2,3

Ruth Diamond Market Rsch.  
Boulevard Mall

730 Alberta Drive  
Buffalo, NY 14226  
Tel. 716/836-1110  
H-28% M-53% L-19%  
Stat.-4 2,3,4

Survey Service of  
Western New York  
Eastern Hills Mall  
4545 Transit Road  
Williamsville, NY 14221  
Tel. 716/634-3085  
H-15% M-65% L-20%  
Stat.-8 1,2,3,4

Survey Service of  
Western New York  
Lockport Mall  
5737 South Transit  
Lockport, NY 14094  
Tel. 716/433-1987  
H-0% M-25% L-75%  
Stat.-5 1,2,3

Survey Service of  
Western New York  
Thrway Mall  
Harlem Rd & Walden Avenue  
Cheektowaga, NY 14225  
Tel. 716/891-9895  
H-0% M-75% L-25%  
Stat.-7 1,2,3

## NEW YORK

Bernett Research, Inc.  
Livingston Mall  
Eisenhower Parkway  
Livingston, NJ 07039  
Tel. 201/740-1566  
H-60% M-40% L-0%  
Stat.-12 1,2,3,4

Bernett Research Svcs. of  
New Jersey  
Menlo Park Mall  
Parsonage Road  
Edison, NJ 08837  
Tel. 201/548-2900  
H-20% M-40% L-40%  
Stat.-NA 1,2,3,4

**CSi Testing Centers**  
West Belt Mall  
Wayne, NJ 07470  
Tel. 203/797-0666  
H-70% M-25% L-5%  
Stat.-8 1,2,3,4  
*See Advertisement P. 50*

Ebony Marketing Inc.  
Five Town's Shopping Mall  
253-01 Rockaway Tpke.  
New York, NY 11422  
Tel. 718/217-0842  
Income-NA  
Stat.-8 2

Enclosed Mall Res. of N.Y.  
Galleria Mall  
100 Main Street  
White Plains, NY 10601  
Tel. 914/997-7200  
H-25% M-60% L-15%  
Stat.-8 2,3,4

Field Facts, Inc.  
Staten Island Mall  
2655 Richmond Avenue  
Staten Island, N. Y.  
Tel. 718/494-8562  
H-30% M-50% L-20%  
Stat.-5 1,2,3,4

E. Friedman Mktg. Services  
New York Opinion Center  
Orange Plaza Mall  
Route 211 East  
Middletown, NY 10940  
Tel. 914/343-0203  
H-25% M-50% L-25%  
Stat.-9 1,2,3,4

E. Friedman Mktg. Services  
Consumer Opinion Center  
Jefferson Valley Mall #E-1  
650 Lee Boulevard  
Yorktown Heights, NY 10598  
Tel. 914/962-9400  
H-30% M-50% L-15%  
Stat.-8 1,2,3,4

Heakin Research, Inc.  
Seaview Square  
Rte 35 & 66  
Ocean, NJ 07712  
Tel. 201/922-0300  
H-20% M-40% L-40%  
Stat.-14 2,3,4

Ideal Field Services Inc.  
Green Acres Mall #1242  
Valley Stream, NY 11581  
Tel. 516/561-1723  
H-40% M-40% L-20%  
Stat.-7 2,3,4

J & R Research, Inc.  
East Meadow Mall  
1917 Front Street  
East Meadow, NY 11554  
Tel. 516/542-0081  
H-10% M-55% L-35%  
Stat.-4 2

J & R Research, Inc.  
Shirley Mall  
800 Montauk Highway  
Shirley NY 11967  
Tel. 516/399-0200  
H-15% M-45% L-40%  
Stat.-4 2,3,4

J & R Research, Inc.  
New Rochelle Mall  
Harrison Street  
New Rochelle, NY 10801  
Tel. 914/235-8335  
H-20% M-65% L-15%  
Stat.-6 2,3,4

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME  
M-MIDDLE INCOME  
L-LOW INCOME  
STAT.-NO. OF INTERVIEWING  
STATIONS  
1-COMPUTER AIDED  
INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR  
VIEWING OF STATIONS





# Superior Surveys of St. Louis

10795 Watson Road  
St. Louis, Missouri 63127

1279 Mid Rivers Mall  
St. Peters, MO 63376

## PERMANENT REGIONAL MALL FACILITIES

- High Traffic
- Up-Scale Demographics
  - Video and Portfolio
- Modern Group Facilities
  - Placements
  - Concept Testing

### *PLUS..*

- 12 Central Telephones With Monitors
  - Full Time Data Collectors  
With On Site Supervision
- Access To Strip Centers, Grocery  
Stores and Various Plazas
- Participating Organizations and  
Name Banks Available From  
Pre-School to Senior Citizens
  - Executive Studies
  - Audits
- Computer Interviewing

*“ WE MAKE SUPERIOR SURVEYS OUR BUSINESS ”*

Trish Dunn

Carol McGill

(314) 965-0023

**CALL TOLL FREE**

**1-800-325-4982**

## Quick Test Opinion Centers

Sunrise Mall  
Massapequa, NY 11758  
Tel. 516/541-5100  
H-30% M-60% L-10%  
Stat.-12 1,2,3,4  
*See Advertisement P. 3*

Audrey Schiller Market Res.  
Modell's  
2000 Hempstead Turnpike  
East Meadow, NY 11554  
Tel. 516/731-1500  
H-25% M-60% L-15%  
Stat.-2 2,3,4

## Wade West, New York

Kings Plaza  
5102 Flatbush Avenue  
Brooklyn, NY 11234  
Tel. 718/338-3388  
H-25% M-50% L-25%  
Stat.-8 1,2,3,4  
*See Advertisement Back Cover*

## NIAGARA FALLS

Survey Service of  
Western New York  
Summit Park Mall  
6929 Williams Road  
Niagara Falls, NY 14304  
Tel. 716/297-9647  
H-0% M-50% L-50%  
Stat.-5 1,2,3

## POUGHKEEPSIE

U.S. Testing Co.  
Poughkeepsie Galleria, #F114  
790 S. Road  
Poughkeepsie, NY 12601  
Tel. 914/297-1793  
Income- middle  
Stat-NA 2,3  
*See Advertisement P. 51*

## ROCHESTER

Ford Research Services  
The Marketplace  
3400 W. Henriette Road  
Rochester, NY 14623  
Tel. 716/424-3203  
H-46% M-40% L-14%  
Stat.-6 1,2,3,4

Ford Research Services  
Greece Towne Mall  
2211 W. Ridge Road  
Rochester, NY 14626  
Tel. 716/225-3100  
H-38% M-44% L-18%  
Stat.-6 1,2,3,4

## SYRACUSE

McCarthy Associates Inc.  
Penn Can Mall  
5775 South Bay Road  
Syracuse, NY 13041  
Tel. 315/458-9320  
H-20% M-70% L-10%  
Stat.-10 2,3,4  
*See Advertisement P.2*

## McCarthy Associates, Inc.

Camillus Mall  
5300 W. Genesee Street  
Syracuse, NY 13031  
Tel. 315/458-9320  
H-15% M-70% L-15%  
Stat.-10 2  
*See Advertisement P. 2*

## McCarthy Associates, Inc.

Fingerlakes Mall  
Auburn, NY 13022  
Tel. 315/458-9320  
H-10% M-55% L-35%  
Stat.-8 2  
*See Advertisement P. 2*

Quantum Analysis Rsch. Ctr.  
Fayetteville Mall  
Fayetteville, NY 13066  
Tel. 315/637-3169  
H-30% M-60% L-10%  
Stat.-4 1,2,3,4

## Marion Simon Research Svce.

Northern Lights Mall  
Syracuse, NY 13212  
Tel. 315/455-5952  
Income-NA  
Stat.-NA 2,3,4

## Marion Simon Research Svce.

Marketplace Mall  
5701 E. Circle Drive  
Clay, NY 13041  
Tel. 315/458-8651  
Income-NA  
Stat.-NA 2,4

## NORTH CAROLINA CHARLOTTE

### Consumer Pulse of Charlotte

Eastland Mall  
5625 Central Avenue  
Charlotte, NC 28212  
Tel. 704/536-6067  
H-20% M-40% L-40%  
Stat.-10 1,2,3,4  
*See Advertisement P. 54*

Leibowitz Mkt. Rsch. Assoc.  
Eastridge Mall  
120 New Hope Rd.  
Gastonia, NC 28052  
Tel. 704/861-0936  
H-30% M-50% L-20%  
Stat.-6 1,2,3

Leibowitz Mkt. Rsch. Assoc.  
Midtown Square  
Kings Dr. & E. Independence Blvd.  
Charlotte, NC 28204  
Tel. 704/375-5611  
H-30% M-55% L-15%  
Stat.-6 1,2,3

Leibowitz Mkt. Rsch. Assoc.  
Monroe Mall  
Highway 74/Roosevelt Rd.

Monroe, NC 28110  
Tel. 704/283-4667  
H-20% M-50% L-30%  
Stat.-6 1,2,3

## GREENSBORO

W.H. Long Marketing, Inc.  
Golden Gate Shopping Ctr.  
2240 Golden Gate Drive  
Greensboro, NC 27410  
Tel. 919/292-4146  
H-33% M-34% L-33%  
Stat.-8 2,3,4

## Wade West, Carolina

112 Carolina Circle Mall #203  
Greensboro, NC 27405  
Tel. 919-854-3333  
H-25% M-55% L-20%  
Stat.-7 1,2  
*See Advertisement Back Cover*

## RALEIGH

Field Facts, Inc.  
South Square Mall  
Durham, NC 27707  
Tel. 919/489-3104  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

L & E Research  
Crabtree Valley Mall  
Rte 70 & Glenwood Ave.  
Raleigh, NC 27612  
Tel. 919/782-3860  
H-33% M-34% L-33%  
Stat.-4 3

## OHIO

### AKRON

Opinion Centers of America  
Summit Mall #200  
3265 W. Market Street  
Akron, OH 44313  
216/867-6117  
H-70% M-25% L-5%  
Stat.-10 1,2,3,4

Rosen Research  
Rolling Acres Mall  
2400 Romig Rd.  
Akron, OH 44322  
Tel. 216/753-5045  
H-15% M-60% L-25%  
Stat.-6 1,2,3

### CINCINNATI

Assistance In Mktg., Inc.  
Northgate Mall  
9523 Coleriain Avenue  
Cincinnati, OH 45239  
Tel. 513/385-8228  
H-50% M-30% L-20%  
Stat.-12 1,2,3,4

Assistance In Mktg., Inc.  
Florence Mall  
1150 Florence Mall Road  
Florence, KY 41042  
Tel. 606/283-1232  
H-45% M-35% L-20%  
Stat.-18 1,2,3,4

B & B Research, Inc.  
Cassinelli Mall  
Princeton Park Drive  
Cincinnati, OH 45246  
Tel. 513/792-4223  
H-25% M-50% L-25%  
Stat.-6 1

### Consumer Pulse of Cincinnati

Forest Fair Mall  
514 Forest Fair Drive  
Cincinnati, OH 45240  
Tel. 513/671-1211  
H-30% M-50% L-20%  
Stat.-9 1,2,3,4  
*See Advertisement P. 54*

### Marketing Research Services, Inc.

Biggs Place  
4450 Eastgate Blvd.  
Batavia, OH 45103  
Tel. 513/752-3350  
H-8% M-34% L-58%  
Stat.-8 1,2,3,4  
*See Advertisement P. 32*

### MarketVision Research

Outlets Limited Mall  
Kings Mill Road  
Mason, OH 45040  
Tel. 516/733-5600  
H-60% M-30% L-10%  
Stat.-8 2,3

### QFact Mktg. Research, Inc.

Eastgate Mall  
4601/A-210 Eastgate Boulevard  
Cincinnati, OH 45245  
Tel. 513/891-2271  
H-15% M-70% L-15%  
Stat.-10 2,3,4  
*See Advertisement P. 23*

## CLEVELAND

### Cleveland Survey Center

Richmond Mall  
691 Richmond Road  
Cleveland, OH 44143  
Tel. 216/321-0006  
H-20% M-60% L-20%  
Stat.-10 1,2,3,4  
*See Advertisement P.63*

### Consumer Pulse of Cleveland

Parmatown Mall  
7859 Ridgewood Drive  
Parma, OH 44129  
Tel. 216/351-4644  
H-20% M-50% L-30%

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME  
M-MIDDLE INCOME  
L-LOW INCOME  
STAT.-NO. OF INTERVIEWING  
STATIONS  
1-COMPUTER AIDED  
INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR  
VIEWING OF STATIONS



Stat.-10 1,2,3  
See Advertisement P. 54

Heakin Research  
Severance Town Center  
3542 Mayfield Road  
Cleveland Heights, OH 44118  
Tel. 216/381-6115  
H-20% M-60% L-20%  
Stat.-14 2,3,4  
**Marketeam Associates**  
Eastwood Mall Suite 2636A  
5555 Youngstown-Warren Rd.  
Niles, OH 44446  
Tel. 216/544-5253  
H-15% M-70% L-15%  
Stat.-5 3,4  
See Advertisement P. 57

Opinion Centers America  
Randall Park Mall  
20801 Miles Road  
Cleveland, OH 44128  
Tel. 216/581-7880  
H-10% M-80% L-10%  
Stat.-10 1,2,3,4

Rosen Research  
Great Lakes Mall  
Plaza Blvd.  
Mentor, OH 44060  
Tel. 216/974-0001  
H-30% M-55% L-15%  
Stat.-6 1,2,3

Weingarten Interviewing Svce.  
Great Lakes Mall  
7850 Mentor Ave.  
Mentor, OH 44060  
Tel. 216/464-0087  
H-35% M-50% L-15%  
Stat.-7 2,3

## COLUMBUS

Assistance In Marketing  
River Valley Mall #401  
1475 Columbus-Lancaster Rd.  
Lancaster, OH 43130  
Tel. 614/846-3163  
H-20% M-50% L-30%  
Stat.-15 1,2,3,4

B & B Research, Inc.  
Westerville Mall  
Huber Village Drive  
Westerville, OH 43081  
Tel. 614/486-6746  
H-30% M-60% L-10%  
Stat.-3 1,3

Columbus Research Center  
Southland Mall  
South High Street  
Columbus, OH 43207  
Tel. 614/885-1598  
H-10% M-60% L-30%  
Stat.-6 1

**T.I.M.E. Market Research**  
Indian Mound Mall #667  
Heath, OH 43055  
Tel. 614/522-2162  
H-10% M-60% L-30%  
Stat.-8 1,2,3  
See Advertisement P. 64

**T.I.M.E. Market Research**  
Westland Mall #4265  
Columbus, OH 43228  
Tel. 614/276-6336  
H-25% M-50% L-25%  
Stat.10 1,2,3,4  
See Advertisement P. 64

## DAYTON

**Marketing Research Services**  
Upper Valley Mall  
Upper Valley Pike  
Springfield, OH 45504  
Tel. 513/324-1304  
H-15% M-37% L-48%  
Stat.-8 2,3,4  
See Advertisement P. 32

Opinion Centers  
Dayton Mall #560  
2700 Miamisburg-Centerville Rd.  
Dayton, OH 45459  
Tel. 513/433-6296  
H-50% M-30% L-20%  
Stat.-12 1,2,3,4

## OKLAHOMA OKLAHOMA CITY

Oklahoma Market Research/  
Data Net, Inc.  
Heritage Park Mall  
6749 B E. Reno  
Midwest City, OK 73110  
Tel. 405/733-4266  
H-25% M-50% L-25%  
Stat.-8 2,3,4

Ruth Nelson Rsch. Services  
Quail Springs Mall  
2501 West Memorial Drive  
Oklahoma City, OK 73134

Tel. 405/752-4710  
H-30% M-50% L-20%  
Stat.-6 1,2,3,4

**Quick Test Opinion Centers**  
Crossroads Mall #1153  
Oklahoma City, OK 73149  
Tel. 405/631-9738  
H-20% M-70% L-10%  
Stat.-5 1,2,3,4  
See Advertisement P. 3

## TULSA

E. Friedman Mktg. Services  
Consumer Opinion Center  
Eastland Mall  
14002 E. 21st Street  
Tulsa, OK 74108  
Tel. 918/234-3337  
H-25% M-55% L-20%  
Stat.-17 1,2,3,4

Tulsa Surveys  
Woodland Hills Mall  
7021 So. Memorial Dr.  
Tulsa, OK 74133  
Tel. 918/836-4512  
H-20% M-70% L-10%  
Stat.-7 1,2,3,4

Tulsa Surveys  
Southroads Mall  
4945 E. 41st  
Tulsa, OK 74135  
Tel. 918/836-4512  
H-30% M-65% L-5%  
Stat.-5 1

## OREGON PORTLAND

ATW Research  
Beaverton Mall

3275 SW Cedar Hills Blvd.  
Beaverton, OR 97005  
Tel. 503/646-4477  
H-12% M-59% L-29%  
Stat.-5 2,3,4

Data Unltd., Inc.  
Mall 205  
9900-A S.E. Washington  
Portland, OR 97216  
Tel. 503/256-0987  
Income-NA  
Stat.-8 1,2,3,4

Data Unltd., Inc.  
Eastport Plaza  
SE 82nd Street  
Portland, OR 97266  
Tel. 503/256-0987  
Income-NA  
Stat.-NA 1,3

Griggs-Anderson Field Rsch.  
Yamhill Marketplace  
110 SW Yamhill  
Portland, OR 97204  
Tel. 503/241-8700  
H-30% M-54% L-16%  
Stat.-60 2,3

Omni Research  
Jantzen Beach Mall  
1667 Jantzen Beach Center  
Portland, OR 97217  
Tel. 503/283-3436  
H-20 M-60 L-20  
Stat.-6 1,2,3

# Window On The World

## Over 25 Years Of Consumer Data Collection Experience

Professional Consumer Research Services For  
Planning Direction And Minimized Risk  
In Business Decisions

Call (216) 321-0006 Or Write For Our Brochure...

## CLEVELAND SURVEY CENTER

Richmond Mall • 691 Richmond Rd. • 2nd Floor • Cleveland, OH 44143

# PENNSYLVANIA

## ERIE

### T.I.M.E. Market Research

Millcreek Mall #340  
Erie, PA 16565  
Tel. 814/868-0873  
H-15% M-70% L-15%  
Stat.-10 2  
See Advertisement P. 64

## OUTSTATE

Polk-Lepson Research Group  
South Mall/330 Lehigh St.  
Allentown, PA 18103  
Tel. 717/741-2879  
H-10% M-65% L-25%  
Stat.-2

Polk-Lepson Research Group  
Logan Valley Mall  
Rte. 220 & Goods Lake  
Altoona, Pa 16602  
Tel. 717/741-2879  
H-10% M-60% L-30%  
Stat.-2

Polk-Lepson Research Group  
Bradford Mall/1001 E. Main St.  
Bradford, PA 16701  
Tel. 717/741-2879  
H-15% M-70% L-15%  
Stat.-2

Polk-Lepson Research Group  
Capital City Mall/  
3506 Capital Mall Dr.  
Camp Hill, PA 17011  
Tel. 717/741-7879  
H-10% M-80% L-10%  
Stat.-2

Polk-Lepson Research Group  
Carlisle Plaza Mall/90 E High St.  
Carlisle, PA 17013  
Tel. 717/741-2879  
H-5% M-50% L-45%  
Stat.-2

Polk-Lepson Research Group  
864 Chambersburg Mall  
Chambersburg, PA 17201  
Tel. 717/741-2879  
H-15% M-70% L-15%  
Stat.-2

Polk-Lepson Research Group  
Schuylkill Mall/Hwy. 61 & I-81  
Frackville, PA 17931  
Tel. 717/741-2879  
H-20% M-60% L-20%  
Stat.-2

Polk-Lepson Research Group  
North Hanover Mall  
1200 Carlisle St.  
Hanover, PA 17331  
Tel. 717/741-2879  
H-20% M-60% L-20%  
Stat.-2

Polk-Lepson Research Group  
Lycoming Mall/RD #2  
Muncy, PA 17756  
Tel. 717/741-2879  
H-15% M-30% L-55%  
Stat.-2

Polk-Lepson Research Group  
Highlands Mall/Rte. 28 &  
Freeport Rd.  
Natrona Heights, PA 15065  
Tel. 717/741-2879  
H-10% M-40% L-50%  
Stat.-2

Polk-Lepson Research Group  
Viewmont Mall/Carbondale Hwy.  
Scranton, PA 18505  
Tel. 717/741-2879  
H-10% M-60% L-30%  
Stat.-2

Polk-Lepson Research Group  
Nittany Lion Mall  
East College Avenue  
State College, PA 16801  
Tel. 717/741-2879  
H-15% M-50% L-35%  
Stat.-2

Polk-Lepson Research Group  
Uniontown Mall/  
1368 West Main Street  
Uniontown, PA 15401  
Tel. 717/741-2879  
H-10% M-60% L-30%  
Stat.-2

Polk-Lepson Research Group  
Franklin Mall/I-70 & U.S. Rte 40  
Washington, PA 15301  
Tel. 717/741-2879  
H-5% M-70% L-25%  
Stat.-2

Polk-Lepson Research Group  
Wyoming Mall/East End Blvd.  
Wilkes-Barre, PA 18702  
Tel. 717/741-2879  
H-10% M-60% L-30%  
Stat.-2

Polk-Lepson Research Group  
West Manchester Mall/  
1800 Loricks Rd.  
York, Pa 17404  
Tel. 717/741-2879  
H-15% M-75% L-10%  
Stat. NA

## PHILADELPHIA

Associated Interviewing Services  
Springfield Mall  
1200 Baltimore Pike  
Springfield, PA 19064  
Tel. 215/328-1147  
H-60% M-30% L-10%  
Stat.-14 1,2,3,4

Consumer Pulse  
of Philadelphia  
Plymouth Meeting Mall #2203  
Plymouth Meeting, PA 19462

Tel. 215/825-6636  
H-15% M-50% L-35%  
Stat.-15 1,2,3,4  
See Advertisement P. 54

J.J. & L. Research Co.  
Roosevelt Mall  
2383 Cottman  
Philadelphia, PA 19149  
Tel. 215/332-7040  
H-33% M-34% L-33%  
Stat.-10 2,3,4

JRP Marketing Rsch. Svce.  
Granite Run Mall  
Store #274  
1067 W. Baltimore Pike  
Media, PA 19063  
Tel. 215/565-7821  
H-30% M-40% L-30%  
Stat.-10 1,2,3

JRP Marketing Rsch. Svce.  
King of Prussia Plaza  
Rte 202 & 363  
King of Prussia, PA 19406  
Tel. 215/265-4442  
H-40% M-40% L-20%  
Stat.4 1,3

JRP Marketing Rsch. Svce.  
Oxford Valley Mall Store 108  
Route 1 & Oxford Valley Rd.  
Langhorne, PA 19047  
Tel. 215/757-0232  
H-30% M-30% L-40%  
Stat.-10 1,2,3,4

JRP Marketing Rsch. Svce.  
Quakerbridge Mall Store 173  
Rte 1 & I-95  
Lawrenceville, NJ 08648  
Tel. 609/799-1790  
H-40% M-30% L-30%  
Stat.-4 1,2

Mar's Surveys Inc.  
Woodhaven Mall  
1336 Bristol Pike  
Bensalem, PA 19020  
Tel. 609/786-8514  
H-10% M-40% L-50%  
Stat.-2 2,3,4

Pak Interviewing Co.  
Village Mall  
Blair Mill & Moreland  
Horsham, PA 19044  
Tel. 215/441-8042  
H-20% M-70% L-10%  
Stat.-8 1,2,3,4

# It's about T.I.M.E.

To take advantage of  
cities on the move  
for

- Telephone • Mall Intercepts
- Focus Groups • Audits  
in



## TIME Market Research

6276 Busch Blvd., Columbus, OH 43229  
(614) 846-3163

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME  
M-MIDDLE INCOME  
L-LOW INCOME  
STAT.-NO. OF INTERVIEWING  
STATIONS  
1-COMPUTER AIDED  
INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR  
VIEWING OF STATIONS



**Quality Controlled Services**  
 Burlington Center  
 2501 Mount Holly Rd.  
 Burlington, NJ 08016  
 Tel. 609/387-7090  
 Income-NA  
 Stat.-NA 1,2,3,4  
 See Advertisement P. 47

**Quality Controlled Services**  
 Pennsauken Merchandise Mart  
 Rte 73 & 130  
 Pennsauken, NJ 08110  
 Tel. 215/639-8035  
 H-10% M-80% L-10%  
 Stat.-NA 1,3  
 See Advertisement P. 47

**Quick Test Opinion Ctrs.**  
 Neshaminy Mall #109  
 Bensalem, PA 19020  
 Tel. 215/322-0400  
 H-20% M-70% L-10%  
 Stat.-4 1,2,3,4  
 See Advertisement P. 3

**Quick Test Opinion Ctrs.**  
 Moorestown Mall  
 Rte 38 & Lenola Road  
 Moorestown, NJ 08057  
 Tel. 609/234-5440  
 H-15% M-70% L-15%  
 Stat.-9 1,2,4  
 See Advertisement P. 3

Survey Center, Inc.  
 Cherry Hill Mall #208

Cherry Hill, NJ 08002  
 Tel. 609/663-6700  
 H-33% M-34% L-33%  
 Stat.-12 2,3,4

**U.S. Testing Co., Inc.**  
 224 Echelon Mall  
 Voorhees, NJ 08043  
 Tel. 609/772-2220  
 Income-middle  
 Stat.-NA 2,3,4  
 See Advertisement P. 51

## PITTSBURGH

Data Inquiries  
 Century III Mall  
 3075 Clairton Rd  
 W. Mifflin, PA 15123  
 Tel. 412/655-8690  
 H-33% M-50% L-17%  
 Stat.-8 1,2,3,4

Greater Pittsburgh  
 Research Services  
 Beaver Valley Mall  
 Monaca, PA 15061  
 Tel. 412/788-4570  
 H-25% M-50% L-25%  
 Stat.-8 1,2,3,4

Heakin Research, Inc.  
 Ross Park Mall  
 1000 Ross Park Mall Rd.  
 Pittsburgh, PA 15237  
 Tel. 412/369-4545  
 H-30% M-45% L-25%  
 Stat.-13 2,3,4

Santell Market Research Inc.  
 Parkway Center Mall  
 1135 McKinney Lane  
 Pittsburgh, PA 15220  
 Tel. 412/341-8770  
 H-20% M-65% L-15%  
 Stat.-Flexible 1,2,3,4

Truxell Interviewing Service  
 Monroeville Mall  
 Monroeville, PA 15146  
 Tel. 412/373-3670  
 H-60% M-30% L-10%  
 Stat.-4 2,4

## SOUTH CAROLINA CHARLESTON

Bernett Research, Inc.  
 Northwoods Mall  
 62 Northwoods Mall Rd  
 Charleston, SC 29418  
 Tel. 803/553-0030  
 H-50% M-50% L-0%  
 Stat.-10 1,2,3,4

G & G Market Research, Inc.  
 CharlesTowne Square Mall  
 2401 Mall Drive  
 No. Charleston, SC 29418  
 Tel. 803/744-9807  
 H-20% M-40% L-40%  
 Stat.-10 3

## GREENVILLE

Carolina Market Research  
 Greenville Mall  
 Woodruff Rd. & 1-385  
 Greenville, SC 29607  
 Tel. 803/233-5775  
 H-20% M-65% L-15%  
 Stat.-8 3

Carolina Market Research  
 Haywood Mall  
 700 Hayward Road  
 Greenville, SC 29607  
 Tel. 803/233-5775  
 H-30% M-60% L-10%  
 Stat.-5 2,3

## TENNESSEE CHATTANOOGA

Nichols Research  
 Eastgate Mall  
 5600 Brainerd Road  
 Chattanooga, TN 37411  
 Tel. 615/855-4500  
 H-20% M-50% L-30%  
 Stat.-8 2,3

## KNOXVILLE

T.I.M.E. Market Research  
 East-Towne Mall  
 3029-B Mall Rd. No.  
 Knoxville, TN 37924  
 Tel. 615/544-1885  
 H-15% M-70% L-15%  
 Stat.-6 2,3,4  
 See Advertisement P. 64

## MEMPHIS

Chamberlain Interviewing Svcs  
 Raleigh Springs Mall #3376  
 3684 Austin Peay Hwy.  
 Memphis, TN 38128  
 Tel. 901/795-6800  
 H-35% M-35% L-30%  
 Stat.-10 1,2,3

E. Friedman Mktg. Services  
 Consumer Opinion Center  
 Belz Factory Outlet Mall  
 3536 Canada Road  
 Arlington, TN 38022  
 Tel. 901/377-6774  
 H-30% M-50% L-20%  
 Stat.-11 1,2,3,4

Heakin Research, Inc.  
 Mall of Memphis #4434  
 Memphis, TN 38118  
 Tel. 901/795-8180  
 H-29% M-46% L-25%  
 Stat.-8 2,3,4

Heakin Research, Inc.  
 Southland Mall #1287-2  
 Memphis, TN 38116  
 Tel. 901/345-014  
 H-4% M-37% L-59%  
 Stat.-5 2

## NASHVILLE

Bernett Research, Inc.  
 Rivergate Mall  
 100 Two Mile/#810  
 Nashville, TN 37214  
 Tel. 615/859-4484  
 H-40 M-50 L-10  
 Stat. 8 1,2,3

**Quality Controlled Services**  
 Harding Mall  
 4046 Nolensville Rd.  
 Nashville, TN 37211  
 Tel. 615/383-5312  
 H-10% M-75% L-15%  
 Stat.-NA 1,3  
 See Advertisement P. 47

**Quality Controlled Services**  
 100 Oaks Mall/Off Twr  
 Ste 401  
 719 Thompson Lane  
 Nashville, TN 37204  
 Tel. 615-383-5312  
 H-15% M-70% L-15%  
 Stat.-NA 1,2,3,4  
 See Advertisement P. 47

**Quick Test Opinion Centers**  
 Hickory Hollow Mall #1123  
 Nashville, TN 37013  
 Tel. 615/834-0900  
 H-20% M-60% L-20%  
 Stat.-10 1,2,4  
 See Advertisement P. 3

### Quirk's Marketing Research Review

Has increased its frequency to  
**TEN ISSUES** per year .

Here is what you can look forward to in 1989:

ISSUE	EMPHASIS
January	Auditing
February	Business to Business
March	Data Processing/Software
April	Advertising Research/ List Sources
May	Telephone Interviewing
June/July	Health Care Research
August/ September	Syndicated/Omnibus Research
October	Packaging Research
November	Mall Research
December	Qualitative Research/

## TEXAS

### AMARILLO

**Opinions Unlimited, Inc.**  
Westgate Mall  
7701 West 1-40  
Amarillo, TX 79102  
Tel. 806/373-7491  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4  
*See Advertisement P. 66*

### AUSTIN

Irwin Research Services  
Barton Creek Square C-09  
2901 Capitol Texas Highway  
Austin, TX 78746  
Tel. 512/327-8787  
H-30% M-60% L-10%  
Stat.-6 1,2,3,4

Texas Field Service  
Highland Mall #1200  
Austin, TX 78752  
Tel. 800/288-9287  
H-46% M-41% L-13%  
Stat.-6 1,3,4

### CORPUS CHRISTI

Wade West, Texas  
Sunrise Mall #37C  
5858 S. Padre Island  
Corpus Christi, TX 78412  
Tel. 512/993-6200

H-35% M-45% L-20%  
Stat.-8 1,2,3,4  
*See Advertisement Back Cover*

### DALLAS/FORT WORTH

Brisendine & Associates, Inc.  
Hulen Mall  
4800 So. Hulen  
Ft. Worth, TX 76132  
Tel. 817/292-8073  
H-38% M-47% L-15%  
Stat.-6 1,2,3,4

Car-Lene Research, Inc.  
Richardson Square Mall  
Richardson, TX 75230  
Tel. 214/783-1935  
H-20% M-60% L-20%  
Stat.-5 1,2,3,4

Facts In Focus, Inc.  
Prestonwood Town Center  
5301 Beltline Road, Suite 2128  
Dallas, TX 75240  
Tel. 214/233-7792  
H-45% M-50% L-5%  
Stat.-NA 2,3,4

Fenton Swanger  
Consumer Research, Inc.  
1036 Town East Mall  
Mesquite, TX 75150  
Tel. 214/270-6551  
Income-middle  
Stat.-11 1,2,3,4

Fenton Swanger  
Consumer Research, Inc.  
3790 Galleria Mall  
Dallas, TX 75240  
Tel. 214/934-0988  
Income-high  
Stat.-6 1,2,3,4

Fenton Swanger  
Consumer Research, Inc.  
368 North Town Mall  
Dallas, TX 75234  
Tel. 214/243-7524  
Income-middle  
Stat.-7 1,2,3,4

Heakin Research, Inc.  
Ft. Worth Town Center ste B31  
4200 South Freeway  
Ft. Worth, TX 76115  
Tel. 817/926-7995  
Income-NA  
Stat.-12 2,3,4

JRP Marketing Rsch. Services  
Six Flags Mall Suite 409A  
2911 E. Division  
Arlington, TX 76011  
Tel. 817/649-1123  
H-30% M-40% L-30%  
Stat.-10 2,3

Probe Research Inc.  
Golden Triangle Mall  
I-35 & Loop 288  
Denton, TX 75137  
Tel. 817/566-0658  
H-0% M-50% L-50%

Stat.-11 2,3,4

Probe Research, Inc.  
Northeast Mall  
Rtes 820 & 183  
Hurst, TX 76053  
Tel. 214/263-2907  
H-50% M-50% L-0%  
Stat.-9 1,2,3

Probe Research, Inc..  
Big Town Mall  
Loop 12 & I-20  
Dallas, TX 75216  
Tel. 214/241-6696  
H-0% M-50% L-50%  
Stat.-8 2,3,4

Probe Research, Inc.  
Red Bird Mall  
3662 Camp Wisdom Road  
Dallas, TX 75237  
Tel. 214/241-6696  
H-25% M-50% L-25%  
Stat.-6 3

**Quality Controlled Services**  
Ridgmar Mall  
1726 Green Oaks Road  
Ft. Worth, TX 76116  
Tel. 817/738-5453  
H-50% M-45% L-5%  
Stat.-8 1,2,3  
*See Advertisement P. 47*

Tops In Research  
Irving Mall  
Hwy 183 & Beltline Rd.

**How do you reach the Middle of America?**

*Opinions UNLIMITED*  
at Westgate Mall

ALBUQUERQUE AMARILLO DALLAS TEXAS

- Only permanent mall facility between Dallas, Oklahoma City and Albuquerque.
- 500,000+ population C and D County trade areas.
- Diversified industrial and economic base.
- Modern interviewing facility: private interviewing stations, large client viewing room, test kitchen, by the Food Court.
- Over eight years experience in mall project management.

To reach Middle America call  
Anndel Hodges  
Opinions Unlimited  
1 ■ 800 ■ 874 ■ 6194  
Amarillo, Texas



Irving, TX 75062  
Tel. 214/484-9901  
H-21% M-53% L-26%  
Stat.-6 2,3,4

## HOUSTON

Heakin Research, Inc.  
Galleria II Ste 3897  
5085 Westheimer  
Houston, TX 77056  
Tel. 713/871-8542  
H-23% M-43% L-34%  
Stat.-12 2,3,4

Heakin Research, Inc.  
Willowbrook Mall  
7925 F.M. Road 1960 West  
Houston, TX 77070  
Tel. 713/469-2239  
H-23% M-41% L-36%  
Stat.-4

Heakin Research  
San Jacinto Mall  
Baytown, TX 77521  
Tel. 713/421-2584  
H-10% M-60% L-30%  
Stat.-14 2,3,4

Houston Consumer Research  
Almeda Mall, Ste 730  
555 Almeda Mall  
Houston, TX 77075  
Tel. 713/944-1431  
H-25% M-75% L-0%  
Stat.-7 2,3,4

**Quality Controlled Services**  
Baybrook Mall #1088  
Friendswood, TX 77546  
Tel. 713/488-8247  
H-40% M-50% L-10%  
Stat.-NA  
1,2,3,4  
*See Advertisement P. 47*

**Quick Test  
Opinion Centers**  
Sharpstown Center Ste 762  
7500 Bellaire Blvd.  
Houston, TX 77036  
Tel. 713/988-8988  
H-40% M-50% L-10%  
Stat.-6 1,2,3,4  
*See Advertisement P. 3*

**U.S. Testing Co.**  
1166 Galleria I  
5015 Westheimer  
Houston, TX 77056  
Tel. 713/960-1288  
Income-middle  
Stat.-NA 2,3  
*See Advertisement P. 51*

## SAN ANTONIO

Creative Consumer Research  
Central Park Mall  
San Antonio, TX 78216  
Tel. 512/520-7025  
H-25% M-75% L-0%  
Stat.-8 2,3

Creative Consumer Research  
Crossroads of San Antonio  
San Antonio, TX 78201  
Tel. 512/520-7025  
H-0% M-75% L-25%  
Stat.-NA 3

Creative Consumer Research  
Westlakes Mercado  
San Antonio, TX 78227  
Tel. 512/520-7025  
H-0% M-75% L-25%  
Stat.-NA 3

Creative Consumer Research  
South Park Mall  
San Antonio, TX 78224  
Tel. 512/520-7025  
H-0% M-50% L-50%  
Stat.-NA 3

Galloway Research Service  
Ingram Park  
6301 N.W. Loop 410  
San Antonio, TX 78238  
Tel. 512/681-0642  
H-10% M-80% L-10%  
Stat.-7 1,2,3,4

Galloway Research Service  
McCreless Mall #800  
4100 S. New Braunfels  
San Antonio, TX 78223  
Tel. 512/534-8883  
H-0% M-40% L-60%  
Stat.-8 1,2

**Quick Test  
Opinion Centers**  
Windsor Park Mall Ste 14B  
San Antonio, TX 78218  
Tel. 512/657-9424  
H-30% M-50% L-20%  
Stat.-7 1,2,4  
*See Advertisement P. 3*

## UTAH SALT LAKE CITY

E. Friedman Mktg. Services  
Consumer Opinion Center  
2051 Layton Hills Mall  
Layton, UT 84041  
Tel. 801/544-8688  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4

Gay Hill Field Service  
Cottonwood  
4835 Highland Drive  
Salt Lake City, UT 84117  
Tel. 801/262-1960  
H-70% M-30% L-0%  
Stat.-6 3,4

Ruth Nelson Rsch. Services  
Crossroads Plaza Mall  
50 South Main Street  
Salt Lake City, UT 84144  
Tel. 801/363-8726  
H-40% M-40% L-20%  
Stat.-3 1,2,3,4

## VERMONT BURLINGTON

Starr Marketing Research  
Burlington Square Mall #7  
Burlington, VT 05401  
Tel. 802/862-3911  
H-30% M-45% L-25%  
Stat.-6 1,2,3,4

## VIRGINIA NORFOLK/ VIRGINIA BEACH

Field Facts, Inc.  
Coliseum Mall  
1800 W. Mercury Blvd.  
Hampton, VA 23666  
Tel. 804/826-0299  
H-30% M-50% L-20%  
Stat.-8 1,2,3

## WASHINGTON SEATTLE/TACOMA

**Consumer Opinion  
Services, Inc.**  
Everett Mall  
1402-SE Everett Mall Way  
Everett, WA 98208  
Tel. 206/347-2424  
H-15% M-70% L-15%  
Stat.-10 1,2,3  
*See Advertisement P. 24*

**Consumer Opinion  
Services, Inc.**  
Vancouver Mall  
5001 NE Thurston Way  
Vancouver, WA 98662  
Tel. 206/254-5650  
H-20% M-65% L-15%  
Stat.-7 1,2,3  
*See Advertisement P. 24*

**Consumer Opinion  
Services, Inc.**  
Mt. Vernon Mall  
203A E. College Way  
Mt. Vernon, WA 98273  
Tel. 206/254-5650  
H-5% M-60% L-35%  
Stat.-4 2,3  
*See Advertisement P. 24*

**Consumer Opinion  
Services, Inc.**  
Three Rivers Mall  
351- Three Rivers Drive  
Kelso, WA 98626  
Tel. 206/425-8815  
H-10% M-75% L-15%  
Stat.-6 1,2,3  
*See Advertisement P. 24*

E. Friedman Mktg. Services  
Consumer Opinion Center  
South Hill Mall  
3500 S. Meridian  
Puyallup, WA 98373  
Tel. 313/569-0444  
H-30% M-50% L-20%  
Stat.-11 1,2,3,4

**Quick Test  
Opinion Centers**  
Tacoma Mall  
Tacoma, WA 98409  
Tel. 800/523-1288  
Income-NA  
Stat.-10 1,2,3,4  
*See Advertisement P. 3*

**U.S. Testing Co., Inc.**  
Alderwood Mall, Store #374  
3000 184th St. S.W.  
Lynnwood, WA 98036  
Tel. 206/774-2151  
Income-middle  
Stat.-NA 2,3  
*See Advertisement P. 51*

**Wade West, Seattle**  
Crossroads Mall Ste F13  
15600 NE 8th Street  
Bellevue, WA 98008  
Tel. 206/641-1188  
H-40% M-45% L-15%  
Stat.-8 1,2,3,4  
*See Advertisement Back Cover*

**Wade West, Seattle**  
South Shore Mall  
1017 South Boone  
Aberdeen, WA 98520  
Tel. 206/641-1188  
H-20% M-60% L-20%  
Stat.-4 1,3  
*See Advertisement Back Cover*

## SPOKANE

**Consumer Opinion  
Services, Inc.**  
Northtown Mall #315  
Spokane, WA 99207  
Tel. 509/487-6173  
H-15% M-60% L-15%  
Stat.-12 1,2,3,4  
*See Advertisement P. 24*

## WEST VIRGINIA FAIRMONT

Polk-Lepson Research Group  
Middletown Mall  
I-79 & Rt. 250  
Fairmont, WV 26554  
Tel. 717/741-2879  
H-10% M-70% L-20%  
Stat.-2

## WHEELING

**T.I.M.E. Market Research**  
Ohio Valley Mall #280  
St. Clairsville, OH 43950  
Tel. 614/695-6288  
H-10% M-75% L-15%  
Stat.-12 1,2,3,4  
*See Advertisement P. 64*

## WISCONSIN

### APPLETON

E. Friedman Mktg. Services  
Consumer Opinion Center  
Fox River Valley Mall #712  
4301 W. Wisconsin  
Appleton, WI 54913  
Tel. 414/730-2240  
H-30% M-55% L-15%  
Stat.-11 1,2,3,4

### EAU CLAIRE

E. Friedman Mktg. Services  
Consumer Opinion Center  
Oakwood Mall #400  
4800 Golf Road  
Eau Claire, WI 54701  
Tel. 715/836-6580  
H-25% M-55% L-20%  
Stat.-11 1,2,3,4

### FOND DU LAC

Promen Research Systems, Inc.  
Forest Mall  
Fond du Lac, WI 54935  
Tel. 414/922-3706  
H-35% M-60% L-5%  
Stat. -4

### GREEN BAY

Wisconsin Research/Green Bay  
Port Plaza Mall  
300 Main Street  
Green Bay, WI 54301  
Tel. 414/436-4656  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

### MADISON

Madison Inter. Service, Inc.  
South Towne Mall  
2303 W. Broadway  
Madison, WI 53713  
Tel. 608/222-6758  
H-30% M-60% L-10%  
Stat.-4 2

### MILWAUKEE

**Consumer Pulse of  
Milwaukee**  
The Grand Avenue Mall #2028  
275 West Wisconsin Avenue  
Milwaukee, WI 53203  
Tel. 414/272-7202  
H-20% M-50% L-30%  
Stat.-8 1,2,3,4

*See Advertisement P. 54*

Lein/Speigelhoff, Inc.  
Southridge Shopping Center  
5300 So. 76th Street  
Greendale, WI 53129  
Tel. 414/421-9048  
H-40% M-50% L-10%  
Stat.-12 2,3,4

## CORRECTIONS

The following listings were inadvertently omitted from the December/January, 1988 Focus Group Research Facilities Directory:

Sierra Market Research  
248 W. First St. #106  
Reno, NV 89501-1203  
702-786-6556  
1,3,6,7B

The Sutherland Group, Ltd.  
1160-B Pittsford-Victor Rd.  
Pittsford, NY 14534  
716-586-5757  
1,3,6,7B

The following listings were inadvertently omitted from the May, 1988 Telephone Interviewing Directory:

Market Decisions Corp.  
8959 S.W. Barbour Blvd.  
Suite 204  
Portland, OR 97219  
503-245-4479  
38-16-16-16

Market Insights, Inc.  
1315 W. College Ave.,  
Suite #200  
State College, PA 16803  
814-231-2140  
14-9-14-0

TECH-TEL  
4164 Crossgate Dr.  
Cincinnati, OH 45236  
513-793-1013  
10-0-8-0

The Sutherland Group, Ltd.  
1160-B Pittsford-Victor Rd.  
Pittsford, NY 14534  
716-586-5757  
25-2-25-20

## INDEX OF ADVERTISERS

The publisher is not responsible for any errors or omissions in the index.

Analysis\Research, Ltd.	48
Chilton Research	11
Computers for Marketing Corp.	13
Concepts in Marketing Research, Inc.	37,38,39
Consumer & Professional Research, Inc.	24
Consumer Opinion Services, Inc.	24
Consumer Opinion Search	75
Consumer Pulse, Inc.	54
Consumer Sciences, Inc.	50
The Datafax Co., Inc.	22
Datalogics	31
Datatrack, Inc.	59
ECF Systems Development	43
Ecker Research	26
First Market Research	28
Focus Groups of Cleveland	63
FRC Research	15
Marketeam Associates	57
Market Facts, Inc.	17
Marketing Research Services	32
Marketing Systems	35
Teresa M. McCarthy Associates, Inc.	2
McGraw-Hill Research	5
Namelab	74
National Computer Systems	29,30
New York Focus	36
Northwest Surveys, Inc.	33
Opinion Unlimited	66
QFact	23
Quality Controlled Services	47
Quick Test Opinion Centers	3
Rockwood Research Corp.	44
SAMI/Burke	21
Sawtooth Software, Inc.	27
Sigma Research Co.	26
SPSS, Inc.	7
Strawberry Software, Inc.	71
Superior Surveys of St. Louis	61
Taylor Research	34
Telex Communications, Inc.	70
T.I.M.E. Market Research	64
U.S. Testing Co.	51
Wade West, Inc.	76
The WATS Room, Inc.	28
The Wirthlin Group	25



## Executives' performance

Almost 60% of the middle managers surveyed by consultant Wyatt Co. say top executives at their corporations are above average in performance. Just 30% say their superiors are only average and 10% rate them as poor.

## College presidents

The typical college president? White, male, married and 53, reports the American Council on Education.

## Reading material

Reading is a popular pastime for many adults. According to a survey of adults (with household incomes of \$25,000 or more) by Decision Research Corp., 23% said they prefer reading books, 19% magazines, and 3% newspapers.

## Coke rules on campus

While the "Cola Wars" rage unabated around the country, the battle for the title of King Cola appears to be finished on the nation's college campuses., with Coca Cola/Coke Classic proudly wearing the crown. According to a new Roper Campus Reports survey, Coke beat Pepsi 74% to 42% when students were asked "Which one or two brands of soft drinks are the most popular on your campus?" Pepsi also lost out in the "Diet Cola Wars," with Diet Coke beating Diet Pepsi 19% to 7%.

## Personnel planning undeveloped

Just 21% of 2,100 organizations surveyed by Hay Group, consultants, say human resources, or personnel, planning is formal and developed. Thirty percent say it's undeveloped or rudimentary. Finding and keeping key people is important, most of the organizations say, but without solid planning the consultants

say they may miss seeing a need for new talent or training.

## Choosing a grocery

Location was the No. 1 choice (35.8%) among surveyed adults when asked what factors they consider in choosing a grocery store, says Impact Resources, Inc. Price was cited as the next most important consideration (33.9%), followed by selection (26.8%), quality (23.0%), and service (17.4%).

## Salary ranks low

On the list of job requirements, "comfort" and a good location are ahead of ninth-ranked salary for Carnegie-Mellon M.B.A. graduates. Almost 200 grads of Duke Fuqua School of Business, however, anticipate earning enough over the next three years to give \$500 to their school.

## No staying home

Three-fourths of women executives wouldn't choose to stay home even if paid a full salary to do so, a Heidrick & Struggles, Inc., survey shows.

## Corporate ethics questioned by top executives

A survey of 1,000 corporate executives on ethical behavior has found that two-thirds of upper-level executives think people are "occasionally" unethical in their business dealings, while another 15% believe people are "often" unethical; 16% consider people "seldom" without ethics. McFeely Wackerle Jett, a Chicago-based executive recruiting firm that commissioned the survey, found that nearly one in four executives believe ethical standards can impede successful careers, while 68% agree younger execu-

tives are driven to compromise their ethics "by the desire for wealth and material things." Slightly more than half of their acquaintances would "bend the rules" to achieve success as long as no one is hurt. The survey also revealed that the majority also don't believe the higher you climb the corporate ladder, the more ethical the behavior. Nevertheless, 54% think that business executives and managers have higher ethical standards and behavior than the general population.

## Salary most important

Sixty-four percent of surveyed adults ranked salary as the most important consideration in their ideal career. Following were location (36%), job security (35%), and opportunity for advancement (33%). The survey by Research & Forecasts, Inc., includes multiple responses.

## Hard work ranks No. 1

Most chief financial officers surveyed by Heidrick & Struggles say hard work got them where they are, more than leadership, people skills or intelligence. Ranking far down on the list was timing, luck and educational credentials.

## Students see bright future in self-employment

In a recent survey conducted by The Roper Campus Reports, 46% of college students picked having a "business of one's own" as an excellent opportunity to get ahead. (This contrasts with an earlier Roper poll of adults, in which just 22% of the respondents cited owning a business as an excellent way to get ahead.)

35% of the students believe large corporations offer similar promise, with 20% placing their faith in small businesses. Finishing last in the findings were "non-profit organizations," which were seen by 64% of the students as providing a "fair" or "poor" opportunity to get ahead.

# PRODUCT AND SERVICE UPDATE

## RDD sampling system

Marketing Systems group announces a fully-configured random digit dialing (RRD) telephone sampling system for

commercial use. Named GENESYS this new system allows research companies to enjoy the benefit of an in-house sampling system. Contact Dale Kulp, President, Marketing Systems Group, Scott

Plaza 11, Suite 630, Philadelphia, PA 19133.

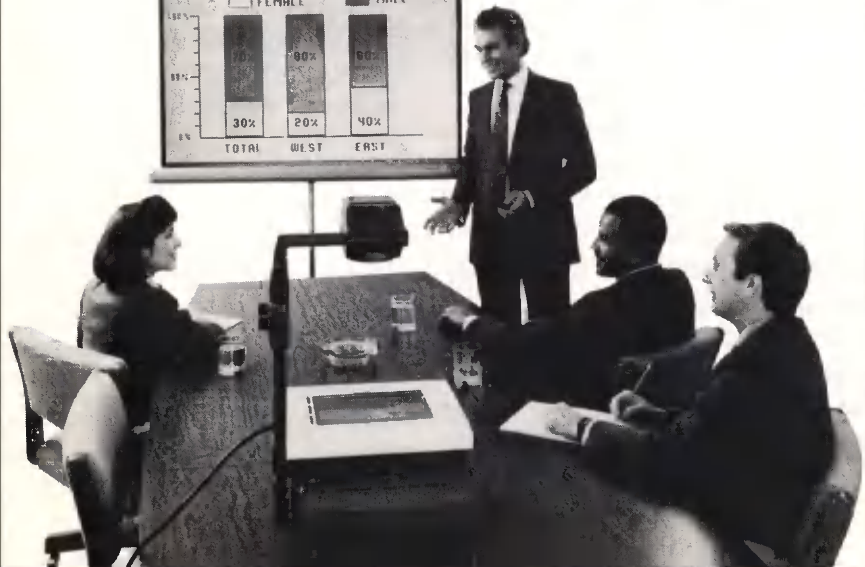
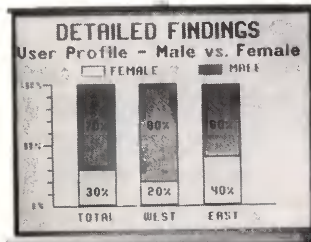
## PRESENT RESEARCH LIKE NEVER BEFORE!

**VISUALIZE** the colorful pie chart you created on your personal computer highlighting important data from your latest research project shown on a large screen for a roomful of clients. Then imagine actually changing the graphics on the big screen to respond to a "what if" scenario. The era of the interactive presentation is here. MagnaByte transforms anything that appears on your monitor into a colorful electronic transparency. All that is needed is a standard overhead projector, a personal computer, an audience and your eye-opening research. If you would like to find out how to add this kind of power to your presentation or the name of a dealer near you, write or call Telex Communications, Inc., 9600 Aldrich Ave. So., Minneapolis, MN 55420.



# TELEX®

Call toll free  
**1-800-828-8107**



## Datamap, Inc.

### Metropolitan area evaluation tool

Datamap, Inc., announces Computer Aided Marketing (CAM) products for sales, marketing, mapping and demographic users. This series of software and database products has been designed to run on PCs. First to be released is the CAM-1 which allows users to evaluate metropolitan areas according to demographics and geographic boundaries. It has been packaged for the top 316 metropolitan areas. CAM-1 can target areas of interest by street address, ZIP code, or street intersections and then provide comprehensive radii or ZIP code search and a geographic and demographic report. Contact Richard M. Byers, Datamap, Inc., 7176 Shady Oak Rd., Eden Prairie MN 55344. (612) 941-0900.

### Marketing support system

Infomark, a demographic and marketing information workstation, now has advanced technology and expanded capabilities to help the real estate industry maximize profits and minimize losses. With Infomark III enhancements, some of the things users can do is create better maps that label and plot major streets and highways and create custom variables that more accurately reflect what the real estate user needs. Also, the system has been totally updated to support the new generation of PCs and peripherals. Contact Carrie Goodman, 8618 Westwood Center Dr., Vienna VA 22180. (703) 883-8900.



## CLASSIFIED AD

### Wanted: RECRUITERS

NYC-based qualitative research facility seeking Tri-State respondent recruiters experienced in business-to-business, Fortune 1000 and consumer recruiting. Send letter/resume to:

Dept. 990  
Quirk's Marketing Research Review  
P.O.Box 23536  
Minneapolis, MN 55423

continued from p. 44

• Supervisors, Editors, Monitors, Validators, and Interviewers should then (based upon their experience) be assigned to the project, and should be thoroughly briefed on it. Practice surveys and role playing should then be performed prior to the project going "live."

• Each interviewer's first completed survey should be reviewed and edited promptly to ensure compliance with and understanding of the client's instructions.

• All completed surveys should be edited on the same shift on which they were completed. The editing process should be implemented as soon after surveys have completed as possible. Editors and interviewers should confer frequently to clarify any points of misunderstanding.

• The day after the survey has been completed and edited, it should be passed on to a Quality Control department for a second editing. The second round of editing should be performed by a different editor than those who performed the first round.

• During the interviewing process the interviewers should be continually monitored to insure adherence to the company's and the client's instructions and standards. Equipment should be available for those interested in "observation listening."

• Following a certain percentage of completed interviews, management should offer a validation standard for an interviewer's work. Firms offering this service are most interested in quality control and quality results.

• Daily, or as needed, verbal reports should be given to the client on items such as: number of completed surveys by quota group, incidence, status of sample, etc.

• Prior to returning the completed surveys to the client, management at the data collection house should review all of the specifications and paperwork to be certain that all information requested by the client is transmitted accurately and in a professional manner.

Data Collection companies should make sure they have these policies firmly established as part of normal operating procedures. These guidelines help the potential buyer of these services know what to look for in judging a quality organization, one having the expertise and experience that others don't.

In conclusion, as the market research industry continues to evolve into a highly specialized and sophisticated industry, both the buyer and supplier of these services need to be informed of each other's requirements. As in the research industry itself, communication between buyer and supplier is of utmost importance. By following the previously mentioned standards, many points of disagreement will be eliminated. MRR

# 7 REASONS WHY A-CROSS

## IS THIS YEAR'S

# #1

## CROSTABULATION PACKAGE

#1 fastest selling crosstab program—in just 1 year!

#1 with superfast, supereasy "Point & Pick" operation. Everything's on the screen: your actual tables as you create them, plus pop-up windows, prompts and selections.

#1 with research companies: SAMI/Burke, SRI International, Winona, J.D. Power, Walker, Consumer Pulse, Elrick & Lavidge . . .

#1 with market research departments: Procter & Gamble, General Mills, Gillette, Polaroid, American Express, Clorox, Sears . . .

#1 in features: unlimited cases, weights, ranks, conditionals, nets, stats, multi-tasking, the works.

#1 in connections: Lotus 1-2-3, word processors, laser printers, Ci2, QUERY. . .

#1 and only crosstabulation program ever nominated for the PC Magazine Award for Technical Excellence.

CALL US FIRST AT (617) 923-8800  
FOR A FREE DEMO DISKETTE



# ***Why this publication and more than 1,200 others let us go over their books***

---

## ***once a year.***

Some publications, we're sorry to say, keep their readers undercover. They steadfastly refuse to let BPA (Business Publications Audit of Circulation, Inc.) or any other independent, not-for-profit organization audit their circulation records.

On the other hand, over 1,200 publications (like this one) belong to BPA. Once a year, BPA auditors examine and verify the accuracy of our circulation records.

The audit makes sure you are who we say you are. The information helps advertisers to determine if they are saying the right thing to the right people in the right place.

It also helps somebody else important: you. Because the more a publication and its advertisers know about you, the better they can provide you with articles and advertisements that meet your information needs.

BPA. For readers it stands for meaningful information. For advertisers it stands for meaningful readers. Business Publications Audit of Circulation, Inc. 360 Park Ave. So., New York, NY 10010.

MEDIA  
INTELLIGENCE





## Trade Talk

continued from p. 74

full-time outside the home and thus aren't watching TV. Those typically watching are older women.

Moreover, the product benefits to be stressed should be here-and-now, such as meeting the demands of an active life, feeling better quickly, being your own doctor because you know yourself better than anyone else can and taking control of your health. Younger women are not as interested in future benefits or as concerned with preventive care as are older women. They want immediate benefits.

Added-benefit products seem to be of interest to younger women as well. They seem to respond to preventive care products such as tartar-control toothpaste or mouthwash because they promise future benefits with no additional effort and deliver immediate benefits as well, i.e., they clean your teeth or breath now and promise to keep your teeth tartar-free in the future for the same amount of effort as brushing with a regular toothpaste. Younger women aren't as interested in products or advertising messages that emphasize sickness, ill health or disability.

Instead, they're interested in products that restore health and functioning and messages that stress feeling well and functioning well. Theirs is a generally optimistic life stage and good health is the norm. They want better health, better functioning and more control over their health care. At this time they're simply not interested in focusing on the negative side. Other findings from the survey show:

- Of the products that younger women use more often than older women, cosmetic products stand out, i.e., lip balm (49% vs. 35%), contact lens cleaner (24% vs. 12%), medicated dandruff products (15% vs. 12%) and acne preparations (12% vs. 4%).

- Women under 35 are less interested in generic brands than



Self Magazine's report on Women, Health & Self-Medication

older women, but are more interested in buying at lower or discounted prices; 27% of younger women "look for what's on sale" vs. 23% of older women.

- Older women are more likely to read magazine advertisements for drugs, to want more articles on drugs and remedies, and to "keep up" with new developments (58% of older women vs. 48% of women under 35). However, younger women are less judgmental about the advertisements and are less likely to find the ads confusing (55% vs. 48%) or patronizing to women (63% vs. 74%).



Marianne Howatson

The figures suggest that younger women may show less interest in ads because they're not specifically targeted to them, their lifestyles and their needs.

- The high incidence of health problems in younger women was not attributable to stress. Women 35-49 had the most stress-related symptoms, apparently relating to such circumstances as being divorced or separated, having less

money, less education and working at lower-status occupations.

- More than half of all the women surveyed believed that doctors have become too impersonal and rushed. Almost 80% felt that doctor visits have become too expensive, yet 86% still had a great deal of respect for their doctors. However, more than half the women said they were apprehensive before visiting doctors and dentists. Regardless of age, nearly one in five women avoid the dentist out of fear. While younger women seem to have a good deal of faith in medical technology, they are also concerned about the personal and financial cost of technological advances.

- In spite of their ambivalence and stated tendency to self-medicate, younger women overall tend to safeguard their health by regular checkups (48%) and yearly physicals (37%).

- While younger women safeguard their health by using medical care, they are less likely to use other preventive measures such as changing their diets (only 33% are trying to eat healthier food), or undertaking a program of regular exercise (28%). Instead, 72% "agree strongly" that "your mental attitude affects your physical well-being."

Howatson says *Self* has just begun giving presentations on the study's highlights. "What these marketers are finding interesting is the attitudes of younger women and the kind of message they need to get out to them, especially because their marketing is targeted to older women. The study is causing a lot of discussion."

### Value of print media

The survey shows a number of opportunities for product developing and marketing and underlines the unique role print media can play in that marketing effort. Print media offers the best opportunity for delivering technical information. Its visual and editorial environment is ideal for delivering health care information to support product marketing. MRR

By Beth E. Hoffman



## Study reveals younger women have more aches

**Y**ounger women suffer more health problems than older women and are less likely to treat them, according to a national study. The survey, "Women, Health & Self Medication" was conducted by Mark Clements Research, Inc., in the spring of 1987 for *Self* magazine in an effort to understand the health care attitude and behavior of women 18-65.

*Self*, a Conde Nast publication with 2.7 million readers, conducted the study to find out what women's attitudes were toward their health, health care and self medication. The survey was conducted by mail and had more than an 83% completion rate. The findings revealed that women 18-34 reported more health problems than older women and also had higher incidences of the respondents' 20 most common health problems. These include headaches, backaches, stomachaches, colds,

sore throats, diarrhea and menstrual pains.

The number of reported health problems actually decreased with age, with women 50-65 reporting the lowest incidence of health problems over the last year. Younger women's most frequent health problems fell into four areas: aches and pains of an active life, viral symptoms, reproductive system complaints and skin and hair problems. Older women were more likely to report digestive upsets, stress-related symptoms and systemic disorders accompanying maturation.

### Primary market

"The *Self* magazine survey on 'Women, Health and Self-Medication' reveals that manufacturers have seriously underestimated young women as a market for over-the-counter medicines," says Marianne Howatson, publisher of *Self*. "As it turns out, young women are the primary market for these products."

The survey also found a "treatment gap" between the number of younger women who suffer symptoms and those who buy the appropriate over-the-counter products. The symptoms are gastrointestinal upsets, viral and menstrual symptoms and hair and skin problems. Their use of health and personal care products is higher for only 46% of the products surveyed. In essence, women are suffering from a great deal of discomfort from problems and symptoms for which there are a number of specifically formulated, readily available products.

Why is there a gap between symptoms and relief in younger women? While younger women plainly want to assert and maintain control over their own health care, they ignore some of the personal health care options available to them. "Younger women have a very positive attitude about over-the-counter products, that they're safe and effective and getting rid of discomfort is an important thing," says Howatson. "But companies for these products are not reaching them in a language or a message that relates to them, their lifestyles and their needs. The message is not being delivered to them in a way they can relate to or in a medium they use."

### Immediate benefits

Howatson believes most of the messages are being delivered on television, yet the majority of younger women are working

continued on p. 73

---

## Naming your product

Nothing deflates a new product launch more surely than a weak brand name.

At NameLab, we've made crisp, meaningful and memorable names like *Acura*, *Compaq* and *Sentra* by constructional linguistics.

The result of a NameLab project is a report presenting and analyzing trademark-cleared names which express your marketing identity precisely and powerfully. We quote costs accurately in advance and complete most projects within four weeks.

For an information packet, contact NameLab Inc., 711 Marina Blvd., San Francisco, CA 94123, 415-563-1639.

**NAMELAB®**

---



St. Louis\*

## Consumer Opinion Search, Inc.

10795 Watson Road

St. Louis, Missouri 63127 (314) 965-0053

### **\*Outstanding Focus Facilities\***

**2 Focus group Rooms with  
Professional Filming  
Recruiting To Your Specifications  
12' Triangular Table Seats 12 Respondents  
Plus Moderator  
Tiered Viewing Room Comfortably Seats 12  
Separate Entrance Insures Client Security**

**PLUS...**

**Permanent Mall  
Test Kitchen•Audits  
Monitored Central Telephones  
Concept Testing  
Executive Interviewing  
In Home/Mall Placements  
Pre-recruit  
Taste Tests**

**\*“Designed with  
the Client in Mind.”**

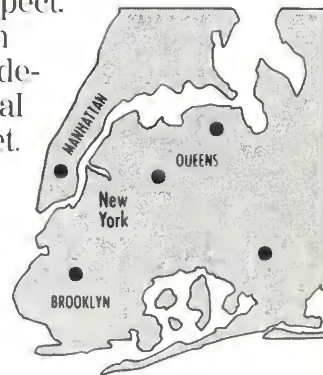


# WADEWEST TAKES NEW YORK BY STORM

Quite literally, in fact. This Spring we acquired Storm Research in New York City to give you a coast-to-coast network of data collection centers.

But we didn't stop there. To complement the 20 years of experience Storm has with the NYC market, we brought in our best management to provide the high quality services our clients have come to expect.

And with Storm, we deliver the real NYC market. With five offices in heavy retail locations throughout the greater metropolitan area.



WadeWest/Storm Data Collection Centers are located in Manhattan, Brooklyn, Queens, and Long Island. Call to request complete demographic data and a description of each facility.

So when you want accurate data from Orange County, The Big Apple, or a few places in between, give us a call.

LA Corporate (818) 995-1400.  
New York (718) 338-3388.

Member

**COMPUTE  
AMERICA**

**WadeWest**

Data Collection for  
America's Business