Quirk's

MARKETING RESEARCH

Review

Focus group facilities directory

December, 1988

Quirk's
MARKETING RESEARCH
Review

Vol II, No. 9 December, 1988

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Our third annual focus group research issue features an expanded editorial section and a new and larger focus group research facilities directory. Cover photo courtesy of Focus Suites of Philadelphia.

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Quirk's Marketing Research Review, (ISSN 08937451) is issued ten times per year-January, February, March, April, May, June/July, August/September, October, Novemer, 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 (20 issues) $76; three years (30 issues) $112. 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.

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.
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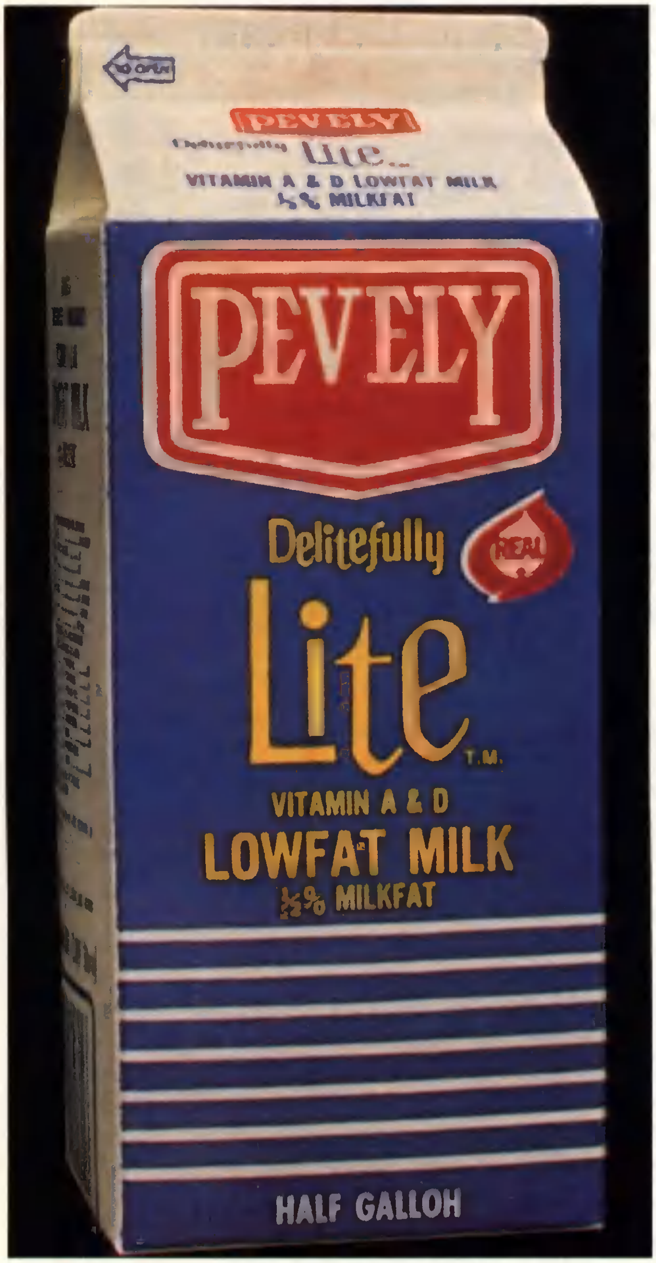
Focus groups guide PEVELY

By Beth E. Hoffman

Pevely Dairy Co.'s shift from a production to a marketing orientation has dramatically improved the awareness and image of the company's products in the two years since new brand image and packaging changes were implemented.

"Our brand image had become stagnant," says Jay Ritzen, director of brand marketing and general sales manager at Pevely. ·

"We also needed to update our packaging and make it more consistent. When you looked at our products on the grocery shelf, it was a real mishmash. Our logo had been pulled and stretched. The products needed a face-lift."



Changing the carton design of Pevely Lite milk...

Pevely implemented the changes in response to increased product competition on the grocery shelf, along with the company's desire to broaden its geographic distribution and attract more younger users. By developing a positioning statement - "The Good Taste of Good Health" - and unifying the contemporary new packaging image among all the company's brands, Pevely enhanced its niche in the overcrowded dairy market.

For 101 years, the family-owned, fully-lined St. Louis-based dairy company has been providing area residents with products such as milk, cottage cheese, yogurt, ice milk and ice cream. In recent years, it also started producing several other products such as Calcium 100, a calcium-fortified milk; Fruit-N-Cottage, a fruit and cottage cheese product much like yogurt and fruit; and an ice cream line packaged in a square, resealable container called Country Classic. Besides Missouri, all Pevely products are now also available in parts of Illinois, Kentucky, Arkansas and Tennessee.

Braud evolutiou

Pevely commissioned Overlock Howe Consulting Group, Inc., a brand and corporate image development firm in St. Louis, to conduct pertinent research which achieved product

"Our brand image had become stagnant. We also needed to update our packaging and make it more consistent. When you looked at our products on the grocery shelf, it was a real mishmash. The products needed a facelift."

Jay Ritzen

image and packaging improvements. Richard Overlock Howe, president of Overlock Howe, asserts that Pevely products have undergone a brand evolution.

"It's more than a design change, it's a brand evolution because packaging on a product is constantly changing," says Howe. "While the visual image is part of the brand evolutionary process, it also takes into consideration a product's positioning and brand name. Until these elements are united, marketers may not fully realize a product's prospects for success."

Howe explained his company's system for "synergizing" the

brand positioning

three key factors - visual image, positioning and brand name - that make up a brand. Before implementing expensive promotional campaigns, he advises consumer product marketers and advertising agencies to "carefully look at the brand itself."

"Brands are absolutely the most valuable assets a company owns," says Howe. "A brand identifies and positions a product,

"Many companies implement ad campaigns before thoroughly understanding their brand's positioning attributes and this is one of the major reasons why 80% of all new products fail."

R. Overlock Howe

setting it apart from similar offerings in crowded markets. Brand positioning is the foundation for all product promotions, advertising and other marketing strategies. But many companies implement ad campaigns before thoroughly understanding their brand's positioning attributes and this is one of the major reasons why 80% of all new products fail."

Advicc to markcters

Howe's advice to marketers is to evaluate brand positioning options, execute brand refinements, then gauge consumer reactions to tested options before implementing costly advertising or promotional campaigns. Otherwise, advertising or promotional campaigns may be off target.

"Brand positioning - strategic marketing focus - is established after studying all attributes of the brand itself, then evaluating these attributes and developing options for brand refinement," notes Howe. "The options should be tested and brand refinement prototypes should be created, then evaluated, before the final brand image is developed.

"All elements of the brand positioning mix - including logotypes, product nomenclature, packaging, copy statements, and other key elements - must work together for the product to enjoy a strong identity. The entire marketing, advertising and promotional process should be based on strategic brand positioning," says Howe.

"The visible result of brand positioning - a brand package - is the final strategic message and the very embodiment of the product being offered for sale to consumers."

According to Howe, "A well-conceived package is the product because it incorporates the positive elements of the brand's positioning as determined through research before the brand hits retail shelves and advertising and promotional support begins.

"The Pevely study shows the importance of utilizing packaging to support a brand's broad marketing strategy, but only after brand positioning alternatives have been thoroughly researched to weed out inappropriate concepts."

Focus groups

For the Pevely study, three focus groups were conducted in

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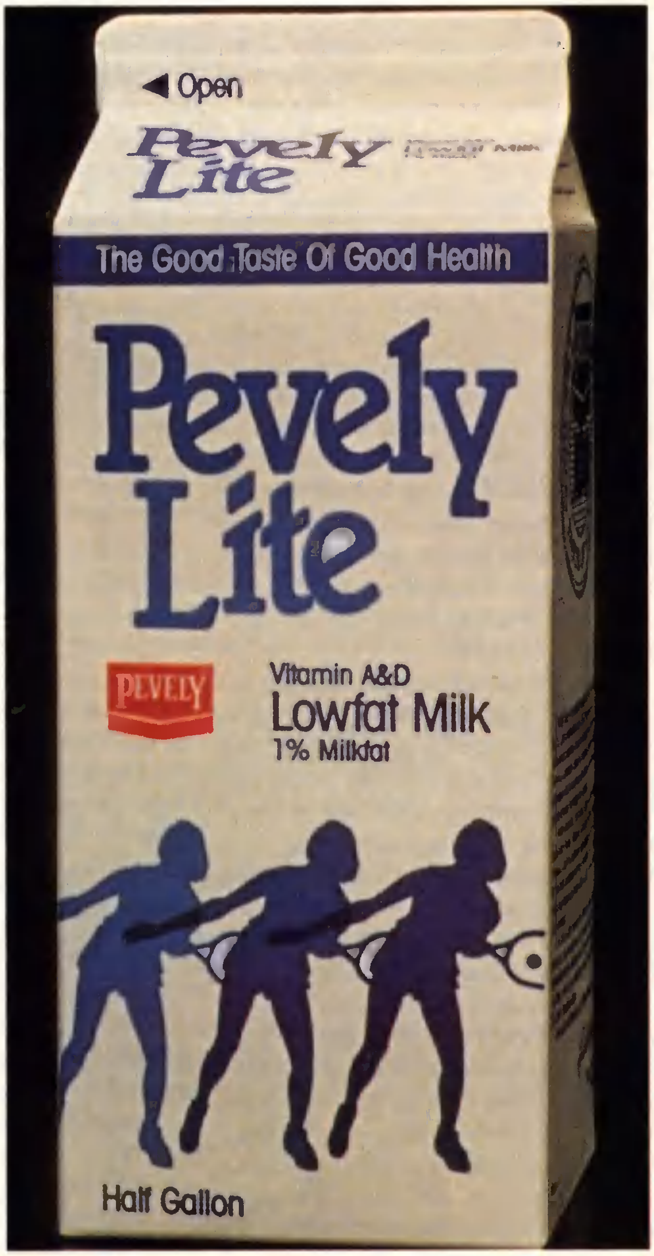
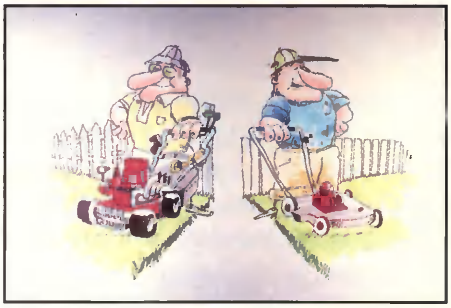


...led to a new look that sent sales soaring.

Survey defines lawn mower purchasing habits



It's not often that a company fighting to retain its lead in the market designates nearly a quarter of a million dollars for a project that does not directly add to its profit sheet. However, that's exactly what Briggs & Stratton Corporation did when it commissioned the research division of the Cramer-Krasselt Co. to do an unprecedented $225,000, two-year national lawn mower buyership study.

Briggs & Stratton's decision to embark on the lawn mower study is interesting because the company produces no end products. However, as the world's leading manufacturer of small air-cooled gasoline engines, Briggs & Stratton supplies the power source for many lawn mowers built by original equipment manufacturers (OEMs) such as Murray, Snapper, Lawn Boy, Wheel Horse, Toro, and Sears Craftsman.

When James Champley, vice president-marketing research with Milwaukee-based Cramer-Krasselt, initiated the study for Briggs & Stratton, he did so with the intention of developing personality profiles of the types of people who purchase lawn mowers, while also detailing the various outlets at which these individuals make their purchase.

"With this information in hand, Briggs & Stratton can go to Sears, for instance, and tell them who buys their product and how to communicate with them," says Champley. "The study is designed to give the OEMs to which Briggs & Stratton sells engines a feel for their customers in a qualitative sense. The results will give the OEMs a psychographic profile of their customers which goes beyond simple age and income statistics."

Beyond that, Cramer-Krasselt's research is viewed by Briggs & Stratton as a valuable sales tool in that it enhances the engine manufacturer's status as an industry leader and also positions the company as a consultant to its OEMs.

BRIGGS & STRATTON

The value of the research also stems greatly from the exclusivity of the information it provides, says Alison Murphy, account research manager at Cramer-Krasselt.

"Prior to our study, the information we've obtained just did not exist in the lawn and garden industry," Murphy says. "It is the most comprehensive study ever conducted on this topic."

Be that as it may, the motivation behind the research was simple as far as Briggs & Stratton is concerned: Help OEMs sell more mowers and Briggs & Stratton helps itself sell more engines.

In order to physically execute the buyership study, the Cramer-Krasselt research department recruited respondents through the Market Facts Consumer Mail Panel. In 1987, 120,000 households were screened to determine the purchase of a new walk-behind lawn mower, riding lawn mower or garden tractor over a one-year period.

Panel members who reported a mower purchase were then mailed a 12-page questionnaire covering brand of equipment purchased, specific features, outlets shopped, purchase experience, prices paid, and attitudes toward yard and garden maintenance.

A number of questions on the survey involved lawn mower purchasing attitudinal statements. Responses to the statements enabled Cramer-Krasselt to use cluster analysis to categorize segments of walk-behind mower purchasers. Four clearly defined groups emanated from the research. These groups were assigned descriptive names paralleling the overriding characteristic of each group's members.

The four were: Outlet-Oriented Conservatives, Price Fueled, Feature Fanatics and Confident Brand Buyers. Detailed analysis of how various elements affect the decision-making process of individuals shopping for a lawn mower was established from the research for each group.

Outlet-oriented conservatives

In general, the Outlet-Oriented Conservatives (OOCs) are drawn strongly to outlets where they have bought mowers before. They reduce the risk involved in the purchase of a new mower by selecting one that has a known and trusted brand name. They are often influenced by recommendations from friends and relatives who have had experience with the brands.

OOCs are non-discriminating with re-

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Marketing research strikes American Bowling

The AmericanBowling Congress, the world's largest sports organization, conducted marketing research among its 3 1/2 million members last year to find out their attitudes toward ABC and its current and new service opportunities. Bruce Noren, marketing department manager for the 93-year-old organization, says the sport of bowling is "just beginning to wake up to research."

"We haven't done a lot of research in the past," says Noren. "We realized that we're too big of an organization not to do it, to find out what our members and nonmembers think about us and our programs."

The purpose of ABC's qualitative (focus groups) and quantitative (mail questionnaires) research was to understand the needs of its current members in order to gain insight and direction for both retaining members and attracting new ones. The Goldring Co., Chicago, was commissioned to conduct the study. The basic objectives were to evaluate overall attitudes toward ABC, determine the importance of current ABC programs and services and measure the level of acceptance of proposed new programs and services. Other specific areas of investigation included: ABC's meaningfulness to its members; awareness of current ABC services; attitudes toward ABC communication; topics of specific interest to members and methods of communication; attitudes toward promotional ideas, instructional services and ABC's added value programs and the likelihood of taking advantage of each service/program; perceptions of the ABC awards program and awareness of awards offered; extent of agreement/disagreement with statements about the bowling center and league; bowling background of members and demographic questions.

In August, 1987, four focus groups were conducted in Chicago among ABC league secretaries (persons who are in charge of keeping records and collecting dues), members and team captains. The purpose was to develop and fine-tune potential new services that ABC could offer, and provide more specific direction for the enhancement of services currently offered. Noren said information obtained from these groups was further evaluated in the quantitative research stage and was used to assist in working out the wording of the questionnaire.

In February and March, 1988, an eight-page questionnaire was mailed to league secretaries and members. The members' sample was provided by ABC from league secretaries of these geographic regions: East - New York, Pennsylvania and New Jersey; Midwest - Wisconsin, Illinois, Michigan and Ohio; South - Florida and Texas; and West - Washington, Colorado and California. The secretaries' sample was obtained directly from ABC files and covered the same geographic regions as the members' sample with the additions of Virginia and Minnesota. The outgo sample size was reduced so as not to delay the mailing procedure. In all, 2,900 questionnaires (2,100 to members; 800 to secretaries) were mailed. Of those, 742 (35%) member and 379 (47%) secretary questionnaires were returned and tabulated.

Each mailing included a one dollar incentive and postage-paid return envelope. One week prior to the mailings, an introductory letter outlining the purpose and importance of participating in the study was sent to members and secretaries.

Observations, recommendations

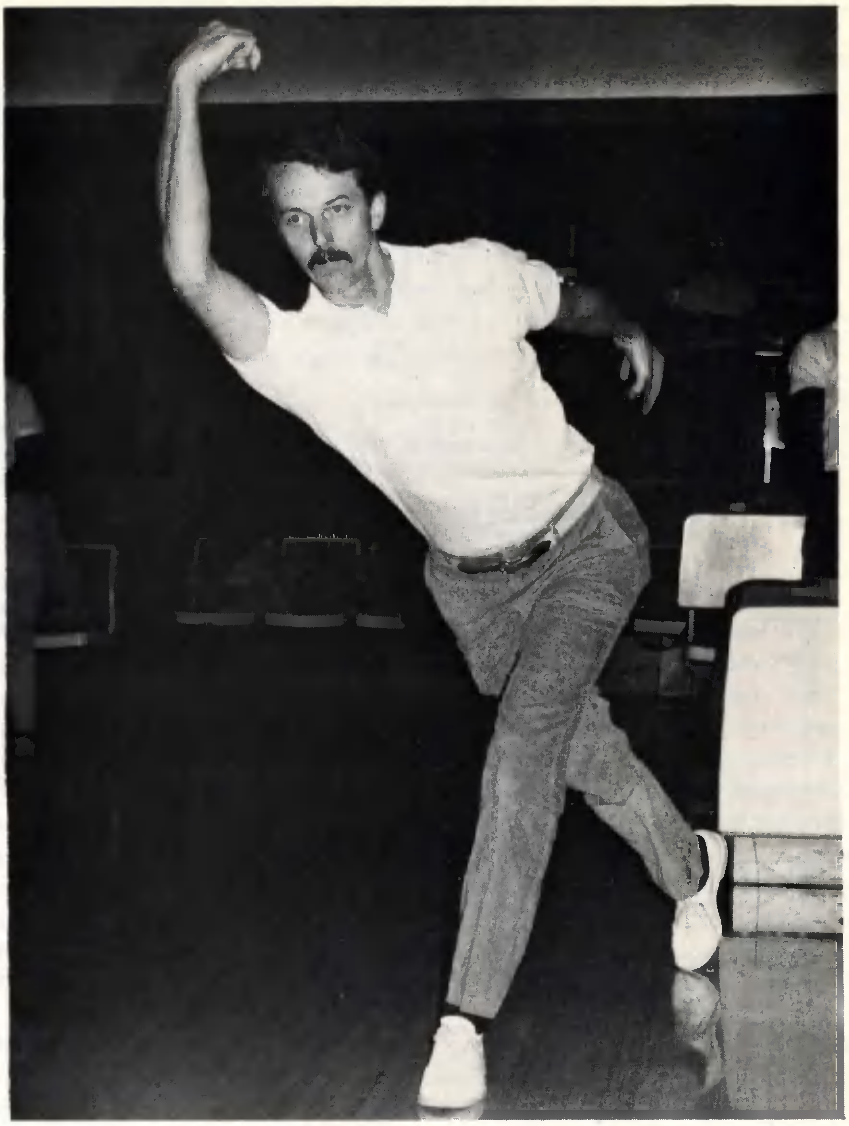
Overall, bowlers said they were unclear about their league affiliations and what those affiliations mean to them as bowlers. This finding showed that ABC's member communication was lacking. Among bowlers who were currently receiving communication from ABC, almost half said they would like more, while three-quarters of those who weren't receiving any indicated an interest. Bowlers said they also wanted ABC to be more active in promoting the sport of bowling as a whole as well as provide its members with more benefits. The study showed that specific groups of bowlers (high average, older, team captains, beginners) have specialized needs and wants.

Study findings

The following were the major findings from the study:

• Bowling history. Secretaries and team captains are more active bowlers than are the basic members. Specifically,

Congress



secretaries and team captains are more likely than other members to have participated in league bowling for a longer number of years (approximately 18 vs. 14 for members) and bowl in more than one league (approximately 35% of secretaries and team captains bowl in two leagues vs. 25% of members).

Composition of leagues varies between all male and mixed leagues. Among those who bowl in one league, slightly more than one-half (53%) bowl in a mixed league. Overall, regardless of the number of leagues bowled in, three in five (63%) bowl in a mixed league either exclusively or in addition to an all male league and one in two (52%) report their team has a sponsor. The average bowling score is 169 with team captains and secretary/team captains having averages somewhat higher than secretaries and members.

• Awareness of affiliation. Although bowlers are all aware of ABC, awareness of state and local associations is low (57% for state and 69% for local). This may indicate that bowlers are unclear of the hierarchy of affiliation leading up to a league belonging to ABC.

• Attitudes toward ABC communication. On average, ABC's communication is given a slightly less than good grade by bowlers. This rating is higher among secretaries and secretary/team captains, probably as a function of receiving more information in general from ABC than members.

Almost one-half received some type of written communication from ABC. Although ABC sends information to all league secretaries, just one of 10 mention not receiving anything. Among those bowlers currently receiving communication, slightly more than half (53%) are satisfied with the amount they receive while the other half (46%) indicate a desire to receive more. Additionally, among bowlers not currently receiving any ABC communication, three-quarters indicate wanting to receive some. Ideally, bowlers want information sent to them about once a month in a newsletter or magazine format. Almost one-half indicate a willingness to pay higher dues or an additional fee to receive these types of publications (46% for a magazine, 41% for a newsletter). Enforcing members' desire for some kind of communication from ABC is their willingness to pay extra for the privilege.

• Publication information. There are various types of information which bowlers believe ABC should provide in its publication, such as notification of rule change (89%) and bowling tips (81%). Of secondary importance is information about: new bowling equipment (63%); consumer reports on bowling equipment (59%); how to run a better league (57%) and local bowling news (57%).

The kinds of topics bowlers would most like ABC to include in a publication are also the topics bowlers would be most likely to read about such as notification of rule changes (84%) and bowling tips (84%).

Of secondary reading interest are pieces of information which could aid bowlers in their game, such as: information about new bowling equipment (62%), consumer reports on bowling equipment, local bowling news (58%) and articles about how to run a better league (56%).

Although some topics may not be considered as appropriate or important for ABC to include in a publication,

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The $olid gold focus group

by Harold C. Daume, Jr.

Focus groups have enjoyed various degrees of success and come under various levels of both attack and praise since their inception. Recently, a new problem has arisen: cost escalation. The cost of focus groups today is at least one-third greater than four or five years ago. This article discusses the facts that have led to rising costs and offers the focus group user 12 practical ways to reduce these costs and increase the utility of focus groups.

* * *

"So, a $10,000 budget for my focus groups," says the marketing director. "I guess that's okay. When are the four groups scheduled for?"

"Well," you explain, "that's not for four groups, it's for two."

And that's when the trouble begins.

"How," she wants to know, "can a focus group cost five grand? I can remember when they didn't cost more than $2,000."

The cold fact is, that's what they're costing these days, depending, of course, on your particular requirements. The questions are: Why has this happened, and what can be done about it? Not too many years ago, general consumer focus groups were running only about $2,000; business groups about $3,000. Today, costs have shot up by a third or more. Why has this happened? There are a number of interwoven factors. Back in the mid-60s, focus groups (they were called group discussions then), cost less than $1,000, often much less. We would convene a panel of people, loosely defined, and pay them $5 or maybe $10 to come to, say, a church meeting room where we'd use a portable recorder and sit behind an accordion room divider to listen in and take notes. We ate, if we did at all, the observer's standard fare: ham on rye with mustard and a Coke. Even by the early to mid-70s, this hadn't changed much. But, by the 80s, focus groups were a major business venture, and like other research methodologies, had developed their own unique infrastructure. There emerged:

1. The moderator (or research company with resident moderator),
2. The focus group facility, and in some areas of the country,
3. The panelist recruiter. Each operation or function became more or less discrete. The client hired the moderator (or research company) who in turn hired the focus group facility, which then hired the recruiter.

More luxury

With this came the demise of church meeting rooms. Now, the facilities became more and more luxurious for two reasons: Panelist comfort and observer comfort. Facilities also became more electronically sophisticated. Gone were the recorders sitting in the middle of the table, replaced by installed sound systems for both recording and monitoring. Then came one-way mirrors, for on-the-spot observing. All of this, of course, costs money. And it's all passed through. Next came videocassettes, and the ability to video-record focus groups. Certainly, this is a benefit to the client company or advertising agency, particularly when visual stimuli are used. But, again, there's an inherent cost factor. The next thing that changed has to do with panelist qualifications. No longer could one "make do" with people who, say, used mouthwash. Now, they had to use a particular brand, or use mouthwash at least twice a day. The more refined the requirements, the more it costs to find the "right" people. Coupled with tighter screening requirements came increased honorariums or incentives or co-op's. The more difficult the screening requirements, the more the recruiter wants to offer those who qualify in order to make the job easier and so as to lose fewer no-shows.

Artifacts of inflation

Increased honorariums also came about as purely artifacts of inflation. In the late 60s, the typical household income scale stopped at $12,000 or more. Today, scales topping out at $70,000 plus are not uncommon. Think what this does when you ask a person to drive to a facility, for a two-hour meeting, at 8 o'clock at night. Finally, there are the observer's amenities. We have, today, graduated from sandwiches and soft drinks to much more exotic menus: chicken cordon bleu, sushi and sashimi, veal picatta, and more, usually accompanied by bottled mineral water, or occasionally, Corona and/or a dry Chardonnay. This is not to suggest that this isn't appropriate. After all, the moderator's being paid for his/her work from 4 p.m. to about 11 p.m. but all the observers get is a longer work-day. A decent dinner is certainly not out of line. Add it all up, and you can see the escala-

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Natural group interviewing

by David J. Pagnucco and Robert P. Quinn, Ph.D.

Since motivational research has its roots in psychology, it isn't surprising that it concentrates on individual perceptions, preferences and motives. Accordingly, the ways we assess consumer preferences, such as in questionnaires and one-on-one interviews, focus exclusively on individual purchasing situations. But what is most common is not necessarily universal. Under certain circumstances, the appropriate unit of analysis may be a group of individuals.

The term "focus group" suggests superficially that we already have a methodology for dealing with group purchasing decisions. A focus group is a group in the sense that it develops a structure, goals and norms. In spite of this, it remains ephemeral and artificial. A focus group lacks two properties of a "natural" group: a continuing history and influence over the lives of its members.

Natural groups

Regarding consumer behavior, the most obvious natural group is the family. While most household purchases end up in the hands of an individual, the family may become more salient where purchases involve large amounts of money or major changes in lifestyles. For example, almost half (49%) of car purchase decisions are made with at least one other person, and in 25% of the purchases, the joint decision-maker is the spouse (1987 *Newsweek*/Maritz Marketing Research Study).

Even a corporate purchaser doesn't necessarily operate independently. Although a single manager may be charged with concluding a contract for a fleet of trucks, the actual decision to buy is likely to be made by a group, each member of which has a stake in the purchase. Such corporate groups are usually ad hoc, their membership changing depending on the nature of the purchase.

Therefore, whenever the appropriate unit of analysis is a group rather than an individual, traditional data collection methods must be supplemented. It is risky to infer a group's preference from the isolated preferences of its members. Simple statistical averaging of individual preferences fails to consider power differentials among group members. It also fails to account for the negotiations, compromises and tradeoffs that take place when group members initially disagree.

Sometimes, a decision that appears to be wholly an individual one really isn't. Not every decision affecting group members is made jointly because it would be too time consuming. Instead, the final decision is delegated to a specific individual, and other group members participate only in the sense that they make their general preferences known. Family members, for example, rarely discuss, the details of a grocery shopping list. Rather, the person actually doing the shopping is trusted to take into account the likes and dislikes of all family members.

Identifying and investigating

The occurrence of natural groups is certainly widespread, but difficult to investigate empirically. The preferences of group members are likely to be communicated to the "delegate" in subtle ways, often over an extended period of time. They may even be internally inconsistent and unstable. More approachable empirically is the less frequent situation wherein all group members participate actively in the final purchasing decision.

The first step in investigating joint decision-making is to identify the situations in which is occurs. The most likely candidates are those having a major impact on the home lives and jobs of group members. For example, decisions which involve considerable cost (financial or otherwise) will probably be made jointly since they entail serious personal consequences if made incorrectly. With the range of decision situations thus narrowed, intuition and keen observation can restrict the field still further. Occasionally, one will have harder data to work with, such as that cited in the above study. Focus groups can also provide clues. Finally, the identification of "true" natural group decision situations can be attacked frontally. Individuals being screened for participation in surveys can be asked directly about the extent to which others will take an active part in the final purchasing decision.

Since the impact of natural group decision-making on major buying decisions continues to be an empirical desert, we are currently considering studying it in a three-pronged methodological investigation. The purposes of this investigation are:

1. To assess how joint preferences and evaluations of natural groups differ from "average" preferences and evaluations of separate group members;
2. To investigate the interpersonal dynamics through which individual preferences become consolidated into group buying preferences, and ultimately, group behavior; and,
3. To fine tune methods of collecting data from natural groups, rather than from individuals or focus groups.

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Natural groups

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Three studies

The one-on-one study. This study concentrates on people who intend to buy cars. As part of our customary screening procedures, a subsample of couples who indicate their car buying decisions are largely joint ones is selected. Both members of each are asked to come to a central interviewing facility at the same time. Each one is isolated from the other and is asked to evaluate various features of a prototype vehicle. A separate evaluation questionnaire is then given to each member of the couple. The couple is never asked to make a joint evaluation.

Additional qualitative information is obtained by a semi-structured, one-on-one interview conducted with each member. The projected joint evaluations of the couple are estimated simply by averaging their separately collected evaluations.

The one-on-two study. This study differs from the one-on-one study in several ways. Rather than being given separate questionnaires to fill out independently, the couple is shown the same prototype at the same time, and is asked to discuss its attributes between themselves. They record their final "group" evaluation on their joint questionnaire. It is left completely up to the couple to resolve any differences that may emerge. The couple's deliberations are observed directly and videotaped. Additional qualitative information is obtained by a semi-structured, on-on-two interview conducted with both members of the couple at the same time. The joint evaluations of the couple are obtained directly from the joint questionnaire they complete.

The final joint evaluations, as inferred in the one-on-one study and obtained directly in the one-on-two study, are then compared. This indicates 1) to what extent and 2) in what ways inferred group evaluations (i.e. statistically manufactured) differ from actual group evaluations. But, even if such differences are evident, these two proposed studies tell us little about how such differences arise.

The combined study. To understand how individual preferences combine to generate group preferences and decisions, a more complicated study design is needed. This study begins like the first one-on-one study in which the evaluations of both members are obtained separately. Following this, each party is presented with both his or her own evaluations and those of his or her partner. The couple is then required to consolidate their initial evaluations into a single, final joint evaluation. Their deliberations in doing so are observed and videotaped. A semi-structured one-on-two interview is then used to discover how the couple resolved disagreements.

Natural group interviewing cannot be substituted for either one-on-one interviewing or focus groups, nor is it intended to do so. Its application extends to a limited number of, but nevertheless real, decision-making situations. MRR

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tion. Table I shows actual comparisons taken from our own records:

In this same time period, the costs for

TABLE I

	% Cost Increase 1983 to 1988
Facility rental:	20%
Recruiting fee:	70%
Panelist honorariums:	50%
Observer refresbments:	50%
Videotaping:	75%

moderating and analysis have gone up as well. Moderating has increased by 10% in the past five years and analytical costs have risen by nearly 20% in our company. Of course, there are always loopholes. Take the focus group facility that five years ago hired a videotape cameraman and his equipment for $125 per group, and charged $250. Today, the outside cameraman and his equipment have been replaced by a $10 per hour employee and a facility-owned camera, changing the gross profit per group, for videotaping, from $125 to over $300.

The bottom line is this: We have seen an across-the-board budget increase of some 33% in just the past five years. Translate this into a corporation that commissions, say, 100 focus groups a year, and it's likely that they're spending at least $100,000 more today than five years ago.

Holding costs down

The big issue, of course, is: What can be done to keep focus group costs from further escalating? Here are 12 suggestions for holding back costs and increasing the utility of focus groups today.

1. Consider smaller rather than larger groups, such as six to eight panelists instead of the historic 10-12. With 12 panelists, it's been calculated that, after removing the time it takes to "warm up" (usually about three minutes), and the moderator's questions and probes, the "average" panelist in a 90-minute focus group has some three minutes of actual talking time. Cut the number of panelists and you'll increase their ability to speak. You'll actually increase the utility of your moderator, too. Instead of conducting a group survey, he or she can actually begin to get more inside the panelists. Cutting the number of panelists recruited from 14, for 10 to 12 to show, to 10, for six to eight to show, can save up to $400 per group in recruiting fees and honorariums.

2. Never conduct an odd number of groups unless they can somehow be bundled into three groups in a day. The odd group on a subsequent evening will cost you at least 10% more than if it were one of a pair. When focus groups cost $3,000 and more, this can add up very quickly.

3. Consider contracting for a volume of work, and not just by project or brand. One focus group facility we work with offers a 10% discount for a commitment of five or more focus groups in a 12-month period. Of course, this has to be paid in advance, so the time-value of money needs to be taken into account. But this does serve to demonstrate that buys are still available.

4. Think about restricting the discussion topics to the issues actually at hand. This will save in discussion guide development costs, reward you with more germane discussions and hold down analysis costs. Parenthetically, many focus groups, as moderators frequently observe, often become the "community

Christmas tree," everyone wants to hang his or her own ornament on them. Holding the line on the variety of topics covered can save incremental development, moderating and analytical costs.

5. When you need purely background information from panelists, use a pre-discussion questionnaire. This can cover occupation, buying habits, and household income, all of which information needed for analysts, without using up valuable discussion time.

6. Get the facility to have the 6 p.m. panelists arrive between 5:30 and 5:45 instead of the usual 5:45-6:00 p.m. and then don't let the facility feed the 6 o'clock panelists in the discussion room. This may seem like a minor point, but here's what happens: The panelists arrive closer to 6 than 5:45. They're checked in. They wait a few minutes, then they go into the discussion room and begin to make their sandwiches. By the time they've eaten and the moderator can actually begin, it's now close to 6:10 or 6:15. Effectively, you've just lost up to 15% of your total discussion time or you back yourself into the second group, with no time in between to de-brief with your people or the moderator. In this same regard, don't waste time with a deli platter for the panelists. Deli platters may look nice, but they use up the precious time you're paying for. Get those sandwiches pre-made.

7. Don't use a videotape merely as a record. If that's all you'll use it for, skip it. If you do videotape, then don't bring an army of observers. Let them watch the tape the next day when you can fast forward to the parts that are critical, and offer running commentary.

8. When you're traveling out-of-town, buy a package of airline tickets and hotel rooms. You can often get discounts that would not be available if everyone traveling (including the moderator) booked their reservations individually. Take care of the moderator's travel arrangements along with your own. This will alleviate the moderator or research company from having to add a charge for the administrative costs of making arrangements and also assures that you'll all travel together.

9. Realize that most research companies and independent moderators have to include in their project budgeting a factor for selling time. Instead of using the competitive bid method for focus groups, select whom you wish to work with, and tell your designee that they've got your business. You'll certainly be rewarded with leaner budgets, even if you still buy by project.

10. Plan ahead, geographically, when running out-of-town groups. If your company is West coast-based, don't start out in New York. It takes a full day's travel to just get there. This means you and your moderator have to budget for an extra day. Instead, where possible, go to the Midwest on the first day (you can get to, say, Chicago, and run groups on the same day), reserving East coast groups for the second day. If you are East coast-based with groups to be scheduled across the country, consider doing your West coast groups first, and then picking up the remaining groups as you travel back East. When you do this, however, be sure to let your moderator relax on the West-bound air leg. Don't expect him/her to be "up" on the flight and then pull off two discussions that night. While the first leg may be the toughest, it gets easier when you're East-bound because, although you lose time, you're running the groups earlier in your day, based on the time-zone of the city you awoke in. Time-zones work against you when you're West-bound for focus groups.

11. Consider whether or not you really need a full, formal report. If its use is more archival in nature than actionable, drop it. Instead, have your moderator prepare a one- or two-page summary of each discussion, highlighting those aspects which are critical to you and dispensing with a recitation of each and every thing that was discussed, whether truly germane or not.

12. Make your focus groups evolutionary, not confirmatory. Don't repeat, word-for-word, the same discussion guide each time. Use each prior group as a springboard for new learning. This, while not saving dollars in a budgetary sense, will vastly increase the utility of what you set out to accomplish in the first place. Of course, not all suggestions will apply to each organization or each focus group project. Use what you can, as you can. Continue to look for ways to either hold costs back in a realistic way while simultaneously finding new ways to enhance the utility of focus groups. MRR

Harold C. Daume, Jr., is president and co-founder of Daume/Swenson, Inc., a full-service marketing research firm based in southern California. Daume's marketing research career spans over 20 years and includes major qualitative and quantitative research assignments for over half of the top 100 national advertisers and 20 of the top 50 advertising agencies. He has spoken at major conferences throughout the U.S. on a variety of marketing and research topics.

ABC®

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bowlers nonetheless indicate interest in reading articles such as bowling humor (44%), bowling trivia (30%) and human interest stories (30%).

• Attitudes towards programs, services. ABC's role as the governing body over bowling is supported by the types of programs and services bowlers are most aware of: standardized rules for leagues and tournaments (95%); awards for bowling leagues (92%); league supplies (85%); lane inspection and certification (84%); bonding protection for leagues (77%); a national bowling tournament (74%) and disciplinary measures for not following rules/regulations (73%).

Overall, members are the least aware of programs and services offered by ABC and secretaries and secretary/team captains are the most aware.

Newcomers to league bowling (1-5 years) are significantly less aware that ABC offers various programs and services than bowlers who have participated in league bowling six or more years. It appears the longer bowlers have been involved in league bowling the more informed and knowledgeable they are about ABC. Similarly, older bowlers (45 plus) who most likely have been involved in league bowling for more than 10 years, are more aware of current ABC programs and services than bowlers under 35 years old. Additionally, higher average bowlers (over 170), who probably participate more in tournament play, are more aware of ABC programs and services which relate to rules/regulations, awards and tournaments.

ABC's function as a governing body is further supported by the high level of importance bowlers place on the programs and services of which they are most aware. These include providing: standardized rules for leagues and tournaments (91%); lane inspection and certification (82%); league supplies (77%); bonding protection for leagues (74%) and disciplinary measures for failure to follow rules/regulations (73%).

A pattern seems to occur between the number of years a bowler has participated in league bowling and the level of importance they place on ABC offering various programs and services. In particular, bowlers involved in league bowling for six or more years are more likely to feel it especially important for ABC to provide standardized rules for league and tournaments, lane inspection and certification, bonding protection for leagues, league supplies and awards for bowling leagues.

Although ABC's added value program and accessories program generate little interest as a whole among bowlers, they appear to be more enticing to bowlers who are new to league bowling (1-5 years).

Higher average bowlers (over 170) on the other hand, are more likely to value programs and services such as a test center for bowling equipment, awards for bowling leagues, disciplinary measures for failure to follow rules/regulations and a national bowling tournament.

However, lower average bowlers (170 or less) place more importance on ABC providing how-to-bowl guides and pamphlets.

• Attitudes toward seminars, clinics. Overall, bowlers feel that it is important for ABC as an organization to offer these seminars and clinics: instructional clinics for youth bowlers (64%); clinics for beginning bowlers and senior citizens (56% and 45%, respectively); bowling classes offered through a local school (40%); bowling instruction on video for home use (38%) and a bowling camp for youths (38%).

The majority of seminars and clinics bowlers feel to be beneficial for ABC to offer are very age specific, (i.e., for youths and new bowlers) and therefore, are not necessarily the types of services in which bowlers would be most likely to participate.

The seminars and clinics generating the greatest likelihood of participation among bowlers are: bowling instruction on video for home use (35%); seminars on rules and regulations conducted by an ABC representative (27%); clinics for advanced and youth bowlers (26% and 25%, respectively); clinics conducted by Hall of Fame members (26%) and instructional clinics organized by bowling averages (25%).

In general, members show the least interest overall in using instructional oriented services. Older aged bowlers (60 plus), however, indicate a strong interest in clinics designed specifically for bowlers their age as well as a desire for seminars on rules and regulations.

Additionally, several differences occur between age groups; 35-44 year-olds are most likely to participate in instructional clinics for youth bowlers, bowling classes offered through a local school or park district and a bowling camp for youths. Bowlers 45 or older are more likely than bowlers under 35 to participate in seminars on bowling rules and regulations conducted by an ABC representative.

• Products and services ABC should discount. In total, bowlers are most likely to agree that ABC should offer discounts on products and services which relate to bowling equipment and game prices. Specifically, these include: discounts on bowling equipment (78%); open bowling for senior citizens (71%); open bowling for children (69%) and specials on open bowling (61%). Discounts on non-bowling related items such as cars, tools and other sports equipment are not seen as particularly appropriate for ABC to offer.

• Likelihood of using discounts. Offering discounts to specific target groups such as beginner bowlers, senior citizens and children allow ABC to perhaps attract groups of bowlers who might not think about picking up the game or continuing to play as they get older. Although bowlers surveyed are not inclined to use these discounts, nonetheless, they still feel they are important for ABC to offer.

However, the types of discounts bowlers indicate being most likely to use themselves are: discounts on bowling equipment (68%); discounts on practice games (58%) and specials on open bowling (64%).

Bowlers who have been involved in bowling for one to five years are most likely to take advantage of discounts on products as opposed to game price discounts. Specifically, these include discounts on bowling clinics or seminars, bowling video tapes, clothing, tools and non-bowling related sports equipment. Bowlers under 35 years are most interested in participating in discount offers on bowling equipment, open bowling, practice games and clothing.

Finally, bowlers with a higher average (over 170), who probably travel to tournaments more often than lower average

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ABC®

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bowlers, are more likely to use hotel and car rental discounts.

• Likelihood of taking advantage of promotional ideas. In total, bowlers are most likely to utilize coupons for reduced game prices (63%) and bowling equipment (62%).

Other promotional ideas most likely to be taken advantage of by bowlers include: free game with product purchase (47%); ABC certified bowling balls (43%); major bank credit card with no annual fee (42%) and TV bowling shows (40%).

• Attitudes toward ABC awards program. ABC's awards program does not receive particularly high marks from bowlers. Specifically, slightly less than one in three bowlers (31%) agree that overall, ABC does a good job with its awards program and that it is prompt in delivering awards. Furthermore, only one in four bowlers agree that the types of awards ABC gives to bowlers are high quality awards.

While the majority of bowlers (65%) don't feel the awards program as a whole should be expanded, the types of awards they do want reflect a desire for more bowler recognition. Specifically, bowlers feel that ABC should: give awards to the most improved bowler in each league (61%); have a display of all ABC awards at the bowling center (51%); give awards to the best team in the league (40%); publish a list of major award winners (39%); and have regional tournaments (38%).

• Attitudes toward the total bowling experience. Slightly less than one-half (47%) of all bowlers surveyed rate their total bowling experience as superior or excellent.

As bowling averages increase, however, bowlers feel more positive about their total bowling experience. Similarly, bowlers who have participated in league bowling for 11 or more years are significantly more satisfied as well.

• Attitudes toward the bowling center. On average, bowlers rate their bowling center as good and one in three feel their center is superior or excellent.

In particular, bowlers who have participated in a league for 21 or more years are significantly more likely, on average, to give their bowling center a higher grade. Similarly, bowlers with an average of 200 or more and older bowlers (60 or older) rate their center higher on an overall measure.

• Ratings on specific attributes. A proprietor has certain responsibilities to uphold as the owner of the bowling center. These responsibilities involve maintaining cleanliness of the center, enforcing starting times and keeping equipment running smoothly. However, bowlers are quick to criticize their bowling centers' performance in these areas. The percent of bowlers who agree completely that their bowling center does a good job in these areas is as follows: maintains a clean appearance (46%); enforces starting times (37%); fixes broken equipment (32%); replaces bad/broken equipment (31%) and tests equipment regularly (18%).

Chauges uuderway

While the results of the study only recently have been made available, Noren says many changes are already underway. To improve communications, the membership magazine is being upgraded to reflect more of a consumer type magazine. Target marketing is also being improved. Instead of targeting logoed products to league secretaries, ABC is now targeting them among new league bowlers. Research showed that new league bowlers, not league secretaries, are the ones most interested in these items. The ABC is also adding more educational programs such as how to improve one's game and how to run better leagues for league secretaries.

A multi-tiered membership is also being considered for ABC members. Under this system, members, not the ABC, will be able to decide what programs to take advantage of, based on their interest and skill level.

Noren predicts it will take about one year to implement the recommended programs. In two years, a follow up study is planned. At that time, more focus groups will be conducted in selected markets among ABC members and nonmember league bowlers to find out if ABC is improving its image and services. MRR

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the St. Louis area; Pevely product users, nonusers, local residents and out-of-towners were tested. Overlock Howe researchers probed consumer reactions to eight positioning options developed for Pevely products, including "contemporary," "healthful," "old-fashioned," "taste-appeal," and "premium quality." Each was depicted in brand prototypes with different visual images.

"Consumers were not told that these were 'brand positionings,' or why the package images looked different," says Howe. "Rather, consumer reactions to what they actually saw in the prototypes were evaluated. We used these reactions to interpret which images would be most promising for the new brand positioning.

"We learned that 'taste appeal' and 'healthful' were the most

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"By broadening this image to extend across all Pevely product lines, we were able to establish a new company image for successfully launching new and existing company brands."

R. Overlock Howe

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important messages the Pevely brand could offer consumers. To successfully communicate these messages, we developed a positioning statement: 'The Good Taste of Good Health.'" This was linked to a fresh, clean and uncluttered packaging image of a tranquil, but modern stylized farm scene.

The farm scene appealed to both old and new Pevely customers, combining their product interests to promote broad customer appeal, says Howe. "By broadening this image to extend across all Pevely product lines, we were able to establish a new company image for successfully launching new and existing company brands."

The Pevely name was also modified into a "controlled shape," says Howe. The "look" proved very satisfying to new customers and current users alike.

No radical changes

Ritzen says the company learned two important lessons from the focus groups: Don't make radical changes to the logo or mix drastic color combinations.

"Radical changes to the logo would have caused a loss of persona for the consumers," says Ritzen. "That's because consumers have a fixed image in their mind of what the logo should look like. We found we shouldn't stray too much from the traditional or get too wild or bizarre."

Consumers felt the Pevely logo looked best in red, even though the researchers felt the color was too warm, too harsh and too over-used on dairy product packaging. Nevertheless, that's the color of the logo on all of the products.

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WE BRING YOU A WORLD OF MARKETS

. . . and a world of services

MARKET	PERMANENT MALL FACILITIES	FOCUS FACILITIES	DOOR-TO-DOOR	CENTRAL PHONE	MARKET	PERMANENT MALL FACILITIES	FOCUS FACILITIES	DOOR-TO-DOOR	CENTRAL PHONE
APPLETON/GREEN BAY MILWAUKEE, WI	X	X	X	X	MONTEREY/ SALINAS, CA	X	X	X	X
COUNCIL BLUFFS, IA/ OMAHA, NE	X		X	X	PINE BLUFF/ LITTLE ROCK, AR	X	X	X	X
EAU CLAIRE, WIS./ MINNEAPOLIS, MIN.	X		X	X	SAN RAFAEL/ SAN FRANCISCO, CA	X	X		X
BOULDER, CO.	X	X		X	SEATTLE/ TACOMA, WA	X	X	X	X
DENVER, CO	X	X	X	X					
DES MOINES, IA	X	X	X	X	NEW ORLEANS, LA	X	X	X	X
DETROIT, MI	X	X	X	* X	PHOENIX, AZ	X	X	X	** X
EUREKA, CA	X		X	X	SALT LAKE CITY, UT	X	X	X	X
JACKSON, MS	X	X		X	TALLAHASSEE, FL	X	X	X	X
MEMPHIS, TN	X	X	X	X	TULSA, OK	X	X	X	X
MIDDLETOWN, NY	X		X	X	WESTCHESTER, NY	X	X		X
ORANGE COUNTY, CA	X	X		X	WESTMINSTER, CO		X	X	X

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PEVELY

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In general, consumers who were tested favored conservative color combinations such as white, red and blue. "We found these to be the most popular," says Ritzen. Pastel colors were tested on prototypes but popular opinion on these was thumbs down.

Not even Pevely's dairy trucks got by without a makeover. The old cream and red colors were replaced by a white background with the stylized farm scene.

Sales soared

When the revamped products hit the grocery shelves in mid-1987, most customers liked what they saw, says Ritzen. Sales took a temporary dip for traditional Pevely products among long-time Pevely customers, but specialty product sales soared among younger consumers. For example, the Pevely Lite 1% fat milk product - appealing to the active, healthy lifestyle by showing women playing tennis - has been extremely successful among Pevely's traditionally weakest market, women aged 25-40. A similar contemporary look was also created for the ice milk product, says Ritzen, incorporating the new logo and brand system. As a result, this product has also achieved dramatic sales increases.

Proof of Pevely's success in its brand evolution is well-documented at grocers' check out lanes: Both consumers and retailers have received the new changes favorably. Overlock Howe's study results are evidence that Pevely, a long-established and well-respected company, will continue to offer the "cream of the dairy crop" for years to come. MRR

Richard Overlock Howe is founder and president of Overlock Howe Consulting Group, Inc., developers of brands for new and restaged products, services and corporations. Founded in 1959 in St. Louis, OHCG serves a national and international clientele, including Ralston Purina, General Mills, Gerber Products, and Southwestern Bell Telephone.

Howe began his career at Colgate-Palmolive in New York in 1950 as a package designer of internationally marketed products. He also worked in Detroit with New York-based Lippincott & Margulies on the development of the Chrysler International Identification System.

Howe studied at Bradley University, the Art Students League and Washington University. He also taught brand imagery development at Washington University. He is a former board member of the Package Design Council.

BRIGGS & STRATTON

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gard to the specific motives for buying a lawn mower. Relative to other groups, their purchases of a particular mower are not guided by any specific characteristic. This is probably because they do not seek purchase information from the broad variety of sources other segments use. They need a mower and allow themselves to be guided to the purchase by those they trust. With the exception of the importance of engine brand, there does not appear to be anything the OOCs seek in the way of specific attributes and features in a new mower.

Price fueled

As is implicit in the name, price is important to this segment. They agree very strongly that the price of a mower is its most important attribute. Furthermore, they feel they would buy any mower if the price is right. In 1987, the Price Fueled segment reported spending on average $163 for a new walk-behind mower.

This is significantly less than other segments paid for their mowers. These purchasers are also more likely than other segments to report making their purchase "on sale," as nearly four out of five buy that way.

Price Fueled most often make purchases because their old mower isn't working. While the selection of the mower purchased is frequently determined on the basis of price, engine brand and specific engine attributes are often the next most important considerations. Being able to purchase a mower on credit is disproportionately more important to this segment than the others, although a majority of Price Fueled purchasers do pay cash. The Price Fueled are also attentive to advertising. While they're in the market for a new mower, they pay very close attention to newspaper advertising. Correspondingly, Price Fueled purchasers are much less likely than other segments to talk with friends, relatives, or dealers or rely on prior brand experience when selecting a new mower.

Feature fanatics

Feature fanatics firmly believe the more features on a mower, the better. They also tend to be fanatics in the way they go about purchasing a new mower, doing a lot of homework and consulting such sources as *Consumer Reports*.

Feature Fanatics spend on average about $268 for new mowers, the second highest average reported, and are more likely to purchase a premium brand lawn mower such as Toro, Snapper, or Lawn Boy.

Feature fanatics don't ignore price, but they place a variety of other considerations ahead of price. For instance, they are more likely than other segments to seek quality and sturdy construction. They also study the aspects of the mower's design and its range of power and safety features. These people also take into account a number of criteria they feel differentiate one retailer from another. Particularly important is the reputation of the retailer and its area of specialization. Also important is knowledgeable sales help, product demonstrations and the availability of warranty service.

Finally, a characteristic that separates Feature Fanatics from other groups is their use of a variety of sources of information. They rely most heavily on dealers for information, but also turn to friends and relatives, catalogs, brochures, and both broadcast and print advertising.

Confident brand buyers

Confident brand buyers (CBBs) buy only brand name mowers and seek mowers with engine brands they know and trust. Their process of shopping for a new mower differs from other segments in that they begin establishing a list of features that they want and then use the shopping process to locate that mower.

More so than the other segments, CBBs buy a new mower in order to obtain one that is easier to use, that is perceived to do a better job and has more of different features from the mower they currently own. CBBs are less motivated than other segments to buy a mower on sale or to purchase a new mower to replace one that isn't working.

When naming the elements that contributed to their purchase decision, this segment more than any other is inclined to place price last on the list. Instead, they seek features, quality construction, perceived ease of use, the availability of service from the dealer, and the warranty from the manufacturer.

According to Champley, the biggest news coming out of the buyership study may very well be the increasing participation of women in the shopping and decision-making involved with the purchase of a lawn mower.

"If this trend holds true, it will mean significant changes in the way lawn mower manufacturers market their products," Champley says.

Armed with the information provided by the study, Judith Knight and Pat Reardon of Briggs & Stratton's marketing department are now presenting the results of the buyership study to their customers. And so far, it has been a success.

Briggs & Stratton can now help them determine:

1. Which lawn mower features are driving sales.

2. Which other brands are in their competitive set and of those, which are being considered or rejected.

3. What sources of information their purchasers used during the shopping process and, of those, which were most important.

4. Where consumers are purchasing lawn mowers and with what frequency.

Also, Briggs & Stratton can now help validate market share data their customers may have internally.

"Our customers are obviously very pleased to be able to go through the study with us," Knight says. "They're extremely enthusiastic about the results because at this time, anything they can get in the way of research is a great plus to them."

MRR

Cramer-Krasselt, which also carries out the advertising, promotion and public relations for Briggs & Stratton, is the fourth oldest marketing communications firm in the U.S. In addition to its Milwaukee headquarters, Cramer-Krasselt has offices in Chicago and Phoenix, as well as an affiliate relationship with Woolams, Moira, Gaskin and O'Malley, London, England.

Correspondence analysis offers easy sophistication

by Betsy Goodnow

Dr. Betsy Goodnow is president of MarketACTION Research Software Inc., a developer and publisher of statistical software and a supplier of research since 1984. In September, MarketACTION released a perceptual mapping package for both correspondence analysis and dual scaling called MAPWISE. Clients include Fortune 500 corporations and leading universitiies, advertising agencies, and research firms around the world. Betsy has taught graduate level marketing research, worked for research suppliers, and published several articles on research techniques.

The purpose of this article is to demonstrate how to apply correspondence analysis to most research projects. It will explain how correspondence analysis is applicable to any type of table or set of tables, and demonstrate the applicability of correspondence analysis to competitive positioning, brand image tracking ,and market segmentation through a simple example. The article also presents other possible applications and closes with an evaluation of correspondence analysis.

"Easy Sophistication" sounds like the title of the latest pop song, but it actually describes the latest research technique - correspondence analysis. Recently most marketing research conferences have offered sessions, tutorials, and/or exhibits on this innovative statistical technique for perceptual mapping, but few researchers know how to apply it to "run- of-the-mill" research projects.

They don't realize that correspondence analysis can simultaneously reduce their work load and increase their sophistication. If you, like most researchers, feel overworked and under appreciated, read on and discover for yourself the practical benefits of correspondence analysis.

Background

The Frenchman Jean Paul Benzecri developed correspondence analysis in 1969 as a geometric display of dual scaling. Although this nonparametric technique is taught to French children, correspondence analysis has been neglected outside of Europe until recently because explanations of the technique were translated into math rather than into English.

The purpose of this statistical technique is to summarize and describe on a perceptual map the correlations among row and column categories in one or more data tables. In other words, correspondence analysis reconciles row and column percentages by weighing categories so their row and column percentages best correspond.

A correspondence analysis map is easier to interpret than other types of multidimensional scaling, now that the algorithm has been refined. Researchers no longer need to name axes or to draw vectors. They can now measure with a ruler or compass the actual distances between each row and/or column category to determine the strength of their correlation.

For example, if the joint occurrence of two categories in a table is much higher than expected, the categories are positioned nearby on the perceptual map and have a strong positive correlation. In contrast, if their joint occurrence is much lower than expected, they are positioned far apart and have a strong negative correlation.

(Sophisticated software for correspondence analysis now reports the correlations among each pair of categories on the first three axes with six digit accuracy.)

Correspondence analysis is bivariate if the categories of only two variables are correlated by their positions on a perceptual map. However, the technique is called multiple correspondence and is multivariate if the categories of more than two variables are correlated.

Data Requiremeuts

The data in the set of tables being analyzed may be nominal (categorical), ordinal (ranking), or equal interval (rating), categorized metric (numeric), or a mixture of the above. "Brands" and "Images" are examples of nominal data. Ordinal data includes such responses as "Strongly Agree," "Agree," "Neither Agree Nor Disagree," "Disagree," and "Strongly Disagree." Equal interval data includes attribute scales, whereas categorized metric data includes income levels and age groups.

In contrast to other types of multidimensional scaling, correspondence analysis does not require ranking or rating data. However, the response categories should represent all possible positive and negative choices. Since correspondence analysis analyzes any type of data, surveys may be quite simple, as shown in

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Data use

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Example I.

In this simplified example using 210 respondents, our research objective is to evaluate the impact of a promotional campaign on the image of Mercedes-Benz and to determine the television show preferences of the target market. We assume that the respondents are representative and that all possible choices are included in the survey.

Example I: Survey			
Before the promotion, the respondents are asked:			
What automobile do you own?	___Mercedes	___ Hyundai	___ Porsche
What best describes your car?	___Quality	___ Economy	___ Power
What TV show do you prefer?	___*60 Minutes*	___ *Cheers*	___ *LA Law*
What descibes an ideal car?	___ Quality	___ Economy	___ Power
After the promotion, the respondents are asked:			
Now what best describes your car?	___Quality	___Economy	___Power

The data tables being analyzed may cross-tabulate subgroups, markets, brands, or respondents with such attributes as images, features, and demographics. Since the row and column categories are treated equally, both can be either objects or attributes.

The responses to the pre- and post-promotional surveys in Example I are cross- tabulated as shown in Example II. The data are frequency counts which tally the joint occurrences of each row and column category in the table.

The data in the table or tables may be frequency counts, percentages, probabilities, or the results of any statistical analysis. However, mean scores on attribute ratings are only meaningful if you assume that the responses to each question are normally distributed. Some programs for correspondence analysis compensate for missing data and also permit multiple responses.

Correlations among categories of the two most important variables (active variables) define the axes of the initial map. At least three active categories are required for each active variable. These active categories are usually positioned in the upper left corner of a banner table.

In multiple correspondence analysis, at least one supplemental category is passively superimposed on the initial map. A passive column category is a supplemental banner point whereas a passive row category is a supplemental stub of the same banner. Each passive category must be cross- tabulated with categories of an active variable.

We demonstrate multiple correspondence analysis in this article because we correlate more than two variables. Our variables are "Brands," "Ideal Brand," "Prior Images," "New Images," and "Television Show Preferences." The active variables in Example II are "Brands" and "Prior Images." The passive column categories are "New Images" and "Television Show Preferences," whereas the passive row category is "Ideal Brand."

Axes

The axes in correspondence analysis do not represent variables as in hypothetical diagrams. In sophisticated programs for correspondence analysis, each axis best explains the remaining variance (distances or correlations) among the categories.

Each axis minimizes the distance of each category from the origin. According to a theorem by Pythagoras, this simultaneously minimizes the distances among all the categories. Thus a correspondence map best summarizes on two axes the correlations among all the categories in the data.

In contrast to other types of multidimensional scaling, the axes do not distinguish dimensions for discriminating categories. In direct and derived multidimensional scaling, the more distant from the origin, the stronger (more significant) the attribute. However, in correspondence analysis, such vector analysis is no longer relevant.

In correspondence analysis, the closer to the attribute, the more correlated. Axes need not be named in correspondence analysis because they do not accentuate distinctions between categories as do the axes in other types of multidimensional scaling.

Correspondence analysis of the data in Example II produced the correspondence map in Example III. The horizontal axis explains 90% and the vertical axis explains 10% of the variance (distances or correlations) among the categories.

In all correspondence analysis maps, each axis best summarizes the remaining correlations among brands and images. When the axes and the map are significant, they distinguish correlations among categories of the active variables.

Example II: Research Banner Table

	Prior Images (Before Promotion)			New Images (After Promotion)			TV Show Preferences		
	Qual.	Econ.	Power	Qual.	Econ.	Power	*60 Min.*	*LA Law*	*Cheers*
Active Rows	Active Columns			Passive Columns			Passive Columns		
Mercedes	30	10	30	30	30	10	40	20	10
Hyundai	20	35	15	10	40	20	20	20	30
Porsche	15	0	55	20	10	40	20	50	0
Passive Row									
Ideal Brand	105	60	45	0	0	0	0	0	0

Interpretation

Correspondence analysis is an effective tool for competitive positioning because brand images are evident from the proximity of brands and images. Since relationships are mutual in correspondence analysis, the map also shows the brands associated with each image.

The images of the three automobiles included in this study are quite distinct.

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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.

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Company ______________________

Address ______________________

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Data use
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The proximity of Mercedes-Benz and Quality means that Mercedes-Benz has a quality image. The map reveals that Hyundai has an economical image and that Porsche has a power image. Conversely, quality is associated with Mercedes-Benz, economy with Hyundai, and power with Porsche.

Multiple correspondence analysis lets you track the impact of an advertising campaign over time. You merely compare the positions of images relative to the brands both before and after a promotional campaign.

For example, after the promotion, the buyers now perceive Mercedes-Benz as being more economical, Hyundai as being less economical, and Porsche as being less powerful than before the campaign. Thus the promotion by Mercedes-Benz is highly effective and should be continued.

You may enrich the value of your map by analyzing data on the demographic, lifestyle, and buying characteristics of each market segment.

For example, the proximity of television show preferences to brands discloses that Mercedes-Benz buyers prefer *60 Minutes*, Hyundai buyers prefer *Cheers*, and Porsche buyers prefer *LA Law*. Assuming that only three media possibilities are available for promoting Mercedes-Benz, we conclude that the most effective media for reaching the target market for Mercedes-Benz is the television show *60 Minutes*.

You can reposition your brand as more ideal by revising its image to match the image of the ideal brand.

The ideal brand is apparently more similar to Mercedes-Benz than to the other automobiles in the study. However, Mercedes-Benz can become more ideal by gaining a more economical image.

Other Applications

This example demonstrated the application of correspondence analysis to competitive positioning, brand image tracking and market segmentation. However, correspondence analysis visualizes correlations among categories in any type of table or set of tables. For example, secondary research can often be enriched through correspondence analysis. Other popular applications include relating:

1. Corporations and their images for competitive positioning.
2. Advertisements and their rank to evaluate advertising copy.
3. Features preferred by industrial buyers in a focus group to develop new product ideas.
4. Reasons for a purchase and the purchase decision to disclose purchase motivations.
5. Purchases over time and influences on their purchase behavior to track purchase behavior.
6. Marketing expenditures and revenues to evaluate marketing effectiveness.
7. Brands, features, benefits, and values to reveal purchase motivations.
8. Product sales in markets over time.to identify market opportunities.

Other applications of correspondence analysis are only limited by the imagination of the researcher.

Evaluation

The latest generation of correspondence analysis software is so sophisticated it's easy — easy to apply, easy to use, easy to believe.

The software is easy to apply because the data requirements are quite flexible. The program is applicable to any level of

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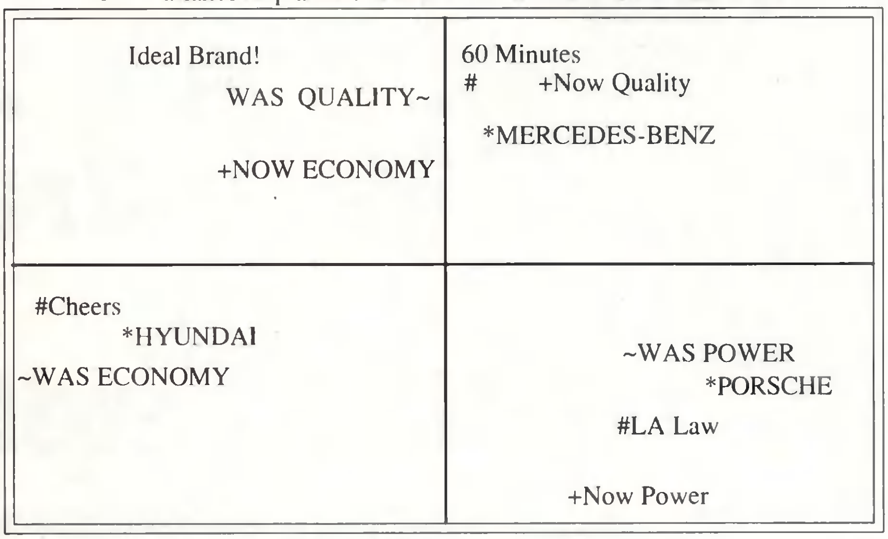
Example III: Image Tracking Of Automobile Brands

+100 Variance Explained: X axis = .90 Y axis + .10 Z axis + .00



-100 CAR.MAP Significance = .05 +100

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

Proper Mark

USE NO. 2 PENCIL ONLY

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

Data entry	**Questionnaire preparation**
○ Elapsed time	○ Last minnte changes
○ Data accuracy	○ Flexibility
○ Cost	○ Aesthetics
○ Labor staffing	○ Complex designs
○ Coding	○ Assembling
○ Peaks and valleys	○ Typos
○ Other ________	○ Other ________

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

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

3. How many surveys do you conduct per month?

○ 1-2	○ 11-25
○ 3-5	○ 26-50
○ 6-10	○ 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
○ Compnter 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 yon for yonr interest and opinions. Please mail this to the address on the other side. →

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612-830-7812

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NATIONAL COMPUTER SYSTEMS ™

Data use

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data, reads any type of numbers, compensates for multiple responses and missing data, and handles both raw and aggregated data.

However, correspondence analysis is only applicable to tables with up to 100 row and 100 column categories. This limitation is only theoretical because a perceptual map with more than two hundred categories boggles the human mind. Thus correspondence analysis is applicable to virtually any table or set of tables.

Recently a correspondence analysis program has been developed which is easy to use. Jean-Paul Benzecri has long recognized the need for a user-friendly program for micro computers. Now software is available which is designed for marketing executives, rather than FORTRAN-literate statisticians. This new software guides the user through the program, prevents mistakes from occurring, and creates presentation graphics.

However, this software has sacrificed speed for the sake of scientific accuracy. The program compensates for this by being able to read up to 10,000 numbers in any ASCII data file, to calculate the significance, to weigh the sizes of subgroups, and to create presentation graphics compatible with most word processing programs.

A perceptual map must also be easy to understand. Executives balk at subjectively naming axes and interpreting vectors. The latest enhancements in correspondence analysis allow the perceptual map to be interpreted at face value. The closer the categories on the map, the more correlated. Now executives can correlate categories in tables by comparing their distances on a map with a ruler or compass and by comparing their numeric correlations relative to the top three axes.

However, researchers steeped in multidimensional scaling often confuse the two techniques. Since they assume that a correspondence map is interpreted like other perceptual maps, they think that the axes are important to understand its meaning. To prevent such an interpretation, the most sophisticated program does not provide a measure of a category's correlation or contribution to the axes.

The results of a statistical technique must be easy to believe. The credibility of a correspondence map can be established by evaluating its significance and the validity of the position of each category on the map. Now correspondence analysis has this capability.

Correspondence analysis is a powerful new technique for describing correlations among categories in table data. Many software packages are now available for micro computer, but they vary widely in the quality. In this article, we've discussed the features and benefits of the Mercedes-Benz of software for multiple correspondence analysis. Now correspondence analysis is so sophisticated, it's easy. MRR

Correction:

In last month's Data use column, the first line at the top of page 22 ("...sional plot. This puts correspondence...") should have been the first line at the top of page 18. We apologize for this error.

Cost of birtbs is increasing

Like most things these days, the cost of becoming a parent is rising. According to a survey by the Health Insurance Association of America, the total cost of a normal delivery in a hospital delivery room averaged $2,560 in January, 1986. For an uncomplicated Caesarean delivery, the cost was $4,270. More than one woman in five in the U.S. has a Caesarean these days. Based on the association's last survey in 1982, these figures reflect a cost increase of 28% for Caesareans and 25% for normal deliveries.

Older Americans prefer U.S. cars

Older Americans prefer domestic car models like Lincolns or Buicks, while younger, more educated and affluent Americans opt for foreign makes like Subarus, Acuras or Saabs. Those where two of the findings from a recent J.D. Power & Associates survey of 25,000 U.S. car buyers in 1987. The Agoura Hills, Cal., firm found:

• Buyers of domestic cars are 12 years older than buyers of Asian imports and 11 years older than buyers of European cars.

• Only one-third of the buyers of domestic cars are professionals or executives, compared with at least 40% of import buyers.

• About 60% of the buyers of European cars have college degrees, compared with 50% of those who buy Asian imports, and 40% of those who buy domestic cars.

• Saab owners are usually college graduates; Yugo and Volkswagen drivers are the youngest; Jaguar and Mercedes-Benz buyers have the highest median household incomes; many Porsche and Alfa Romeo owners are corporate executives.

• Peugeots, Volkswagens and Volvos are preferred by female drivers. The median price paid by new car buyers last year

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Start-ups, Changes, Mergers and Acquisitions

Editor's note: *Because of the volume of notices QMRR receives regarding business openings, closings, mergers, and other changes, this month we introduce a new department devoted to listing this information.*

Effective January 1, 1989, McGraw-Hill Research will eliminate its services to non-McGraw-Hill organizations. The group will be working only with McGraw-Hill units. David P. Forsyth, vice president, research, will supervise the transition.

♦

Equifax Inc. announces that its marketing research affiliate, Quick Test Opinion Centers, has acquired Field Facts, Inc.

♦

Starch INRA Hooper, Inc. has acquired E. Friedman Marketing Services, Inc.

Robin H. McClure has opened Dallas Focus, a full-service marketing research company. For more information, call 214-988-0260.

♦

The New York Conference Center, a marketing research facility that conducts focus groups and one-on-one in-depth interviews, has moved to new quarters at 240 Madison Ave.

♦

Stephanie Tudor announces the opening of Stephanie Tudor Transcriptions, a New York City-based service specializing in transcriptions of focus group and one-on-one interviews. References available upon request. For more information, call 212-979-2800.

♦

Bloomfield, New Jersey-based Estelle Swerdlow Interviewing Services has merged with All-Ways Advertising Co., to become All-Ways/ESI. The phone number will remain 215-332-9000.

♦

Smith Medical Market Research announces the opening of their new office, at 1121-P Lake Cook Road, Deerfield, IL, (phone: 312-948-0040), featuring three focus rooms.

♦

Precision Field Services announces the completed expansion to 30 interviewing stations at the Chicago office telephone division. The company also recently celebrated the first anniversary of the opening of its Atlanta office.

♦

Meadowlands Consumer Center, a qualitative research facility located in Secaucus, New Jersey, announces the formation of a new division, MCC Fielding Services.

Using focus groups to collect quantitative data

By James M. Leiman, Ph.D.

Editor's note: There has been considerable controversy surrounding the collection of quantitative data while conducting focus groups. One individual who believes it is possible is Dr. James M. Leiman, who reports on his methodology below in a TrendFacts Research copyrighted article.

Because focus groups do not employ rigorous sampling plans and do not interview large numbers of respondents, they generally do not present an appropriate setting for collecting quantitative data. However this does not mean that it is never appropriate to collect quantitative data as part of a focus group. One can collect quantitative data in a focus group setting in support of a number of different quantitative research objectives. This is especially true when the focus group research is examining the attitudes and opinions of members of low incidence groups which are too difficult or costly to study using traditional quantitative research designs.

From one perspective the focus group setting is ideal for collecting quantitative data. Complex stimulus materials can be easily presented in a focus group setting. Also, data collection tasks which are difficult to do over the telephone can be easily done in a focus group. Perceptual mapping studies involving several attribute ratings on a number of objects or products are a good example. Multidimensional scaling projects requiring a large number of similarity or dissimilarity judgments are another.

The collection of quantitative data can also actually serve to facilitate group discussions. Many moderators use facilitation techniques involving paper and pencil tasks. Quantitative data collection tasks can be used in the same way. For example, by having participants make product attribute importance ratings they are forced to reflect on the dimensions of a particular product or service. A skillful moderator can stimulate discussion by having participants share their ratings. The use of focus groups for collecting quantitative data, therefore, should not be rejected out of hand. Rather, we need to examine what the requirements and limitations are for using focus groups to collect such data.

Two areas of concern must be addressed if one wants to use a focus group to collect quantitative data. The first is the lack of a random sampling plan used for the recruitment of participants. The second is the relatively small sample sizes involved in focus group research.

The fact that participants are not randomly sampled is a serious problem when working with many consumer groups. However, much focus group research is conducted with mem-

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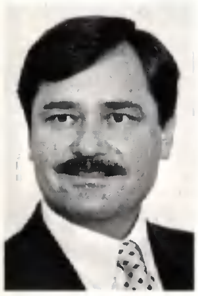
NAMES OF NOTE

Interviewing Service of America announces the following staff additions/changes: **Kimherly Gates** has joined as director of field operations. **Jeanne Haskell** has joined as a CfMC Survent CRT SpecWriter. **Alice Strauss** has been promoted to field coordinator, and **Joseph Lierl** will be responsible for CRT programming.

Thomas Daniels has joined Rockwood Research, St. Paul, MN, as an account executive. Previously he was an investment executive with Paine, Webber, Jackson, and Curtis in Minneapolis.


Daniels


Beyer

Judy Beyer has become project manager at Westport, Connecticut-Based Rudick Research.

Ronald L. Cohn has joined R.H. Bruskin Assoc., New Brunswick, NJ, as vice president, client services. Previously he was vice president, client services at Market Facts, New York.

Bill Yulman has joined International Communications Research, Media, PA, as an account executive. Previously he was president of Teleservice Research.

Kapuler Marketing Research, Arlington Heights, IL, announces the promotion of **Nancy Fletcher** and **Ilene Lanin-Kettering** to vice president, and **Ty Albert** to associate vice president.

Wayne Hintze, Ph.D. has joined SDR, Inc., Atlanta, GA, as director of statistical services. Previously he was an instructor at Brigham Young University and a senior project director for the Research and Evaluation Division of the LDS (Mormon) church.

Lisa Becker has joined Rudick Research, Westport, CT, as project manager. Previously, she has held supervisory positions in the marketing divisions of 3M, Europe and Loreal, Boston.


Becker


Howe

Devon O. Howe joins Overlock Howe Consulting Group as an account supervisor. Previously he worked in product management at Ralston Purina Co.

Lee T. Alexander has been promoted to director of marketing and operations of the ConsumerViews division of Cincinnati-based Burgoyne Information Services. Previously he was an account executive at MARC in Dallas and Walker Research in Indianapolis.

Ronald A. Hoxter has been promoted to senior vice president, Book Publishing and Research of Chilton Company. Previously he was v.p. and general manager


Hoxter


Michitti

of Chilton Research Services. Succeeding him in that position is **Marjorie Michitti**, who has been with Chilton since 1976, serving as study director, account executive, and, since 1982, as v.p. and group manager.

Michael McDonald has joined SDR, Inc., Atlanta, GA, as manager of the newly formed Sampling Services Division. Previously he was with Southeast Telecom, where he assisted in the development of their sales division.

Leslie R. Chikahisa has been named senior consultant at the West Coast Group, an Irvine, CA-based strategic marketing consulting firm. Previously she was vice president and manager of Security Pacific National Bank's Quality Assurance Program for Security Pacific Retail Bank.

Felicia Lassk has been promoted to researcher/account executive at the Orlando, Florida-based Datafax Co. The company also announces the arrival of


Lassk


Taylor

Allison Taylor, who will be coordinator of qualitative research.

The West Coast Group also named **Mary Pat Blake** to the position of senior consultant. Previously she was director of product development and marketing, director of established products and marketing, and national marketing manager for PepsiCo, Inc.'s Taco Bell Division.

Nielsen Marketing Research, Northbrook, IL, announces the appointment of **Ron Stube** as vice president, Trade Services. Previously he was vice president, director of Trade Relations at SAMI/Burke.

Ellen Cohen, head of the Custom Media Studies Division of Simmons Market Research Bureau Inc., New York, NY, has been given responsibility for the company's newly consolidated media research activities. As such, she has been named president of Simmons' Media

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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 Qpinion 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.

Decision Research
33 Hayden Avenue
Lexington, MA 02173
617/861-7350
Contact: Peg Marrkand
One-way Mirror Conf. Rm. Sty.
Obser.Rm.15X17(15-20 viewers)

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

Focus Trend Research, Inc.
220 East 63 Street, Suite 8N
New York, NY 10021
212/421-6396
Contact: Bonny Reiff
Seniors,New Prod/Concepts, Adv,
Food, Health, Taped Reports

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.

D.S. Fraley & Associates
1205 East Madison Park
Chicago, IL 60615
312/536-2670
Contact: Diane S. Fraley
Full Qual. Specialty:Child/Teen /
In-Home/Observational Rsch

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
Conact: 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
Medical,Industrial,Business,
Consumer,Bio-Tech,Commun.

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

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

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

Marketeam Associates
555 No. New Ballas Rd.
St. Louis, MO 63141
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, Financial,New Products

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7315 Frontage Rd/Ste 200
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Contact: Claudia Ruiz-Shipe
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Naperville, IL 60540
312/420-2064
Contact: Francesca Jaskowiak
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800/828-3228
Contact: Harley Mitchell
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612/631-1977
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High Tech,Executives,Bus.-To-Bus.,Ag,Specifying Engineers

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A method for finding "virgin" respondents

by Virginia Smith

Despite warnings of growing consumer resistance to telephone and mail surveys, and growing concern about overuse of respondents in focus groups, an eight month tracking study of a direct mail campaign to enlist participants for focus groups reveals that the majority of responses come from those who have never attended such a session.

The "Get Paid For Your Opinions" direct mail effort, conducted by Smith Research, Inc., is one of the first recruiting studies to combine information about life-time experience in focus groups with reasons for wanting to participate and demographic data. The results contrast sharply with reports of overuse of respondents and bode well for the continued use of this research tool.

"We usually ask how recently people have attended a discussion group in our screeners," says Kevin Smith, president of Smith Research. "Increasingly, we have been asking about lifetime participation in groups, as well as recent involvement in mall or telephone interviews. As one of the first recruiting specialists in the Chicago area to operate a respondent database, we have consistently tracked past participation in our groups. In 1987, we changed our format to record the total number of groups each respondent has attended in their lifetime.

"We had experimented sporadically with direct mailings before we committed to a one-year program of monthly mailings. We decided to track our results to provide ourselves and the marketing research community with a broader understanding of the public's response to this approach."

Size and method

The mail sample varied from 20,000 to 50,000 a month. A sample of 2200 responses was selected from returns covering four mailings that equally represented Chicago, the near north and near west suburbs. A card, provided and designed by Smith Research (figure 1), was inserted in a packet of coupons for various products and services sent out monthly to selected areas in Chicago by a direct mail company.

Though there was no option to select specific zip codes or areas within a mailing, Smith Research selected areas that were within reasonable geographic access to one of their two focus group facilities. Racial groups could not be specifically targeted, but could be culled from the responses.

Responses came in the mail and by phone. All were handled with the same questionnaire. The study was divided into four major areas: demographic information (age, sex, race and marital status), past participation in any group interview, which facility they would attend (downtown Chicago or suburban Deerfield), and their reasons for being interested in groups.

"We knew when the mailing was targeted to arrive in the selected households," Smith explains. "We could plan on phone calls starting in two to three days and lasting for about 10 days, then it would slow to a few a day. The mail responses began to arrive within five days and about two-thirds of them came in the first two weeks. Of the remaining third, most arrived within a month."

Age, sex, race aud marital status

Ages were recorded by year of birth and sorted by decade of birth year, i.e. 1950, 1960, etc. This was translated to age by subtracting their birth year from Jan. 1, 1988. Hence, the age groups are listed as 19-28, 29-38, etc.

White, Hispanic, Black, and Asian were the four categories for race. There were three categories under marital status: 1-married (including those who were living together), 2-single, and 3-widowed, divorced or separated.

Results

Regardless of the location of the group, or sex of the respondents, more people under the age of 38 were willing to attend than those who were older, with the most responses falling in the 29-38 age group. Those in the 19-28 group are the next age

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Seeing the doctor

Thirty-five percent of surveyed adults visit a doctor once a year, according to a recent Epcot Poll. Sixteen percent go twice a year, 23% go three or more times, 13% never visit a doctor, and 13% gave no response.

Retirees stay put

Unlike our feathered friends, older Americans are not migrating south or to any other warm climate during the winter months or any time, Census Bureau figures show. People aged 65 years and older, it appears, are not changing their geographic location. According to the Census Bureau, fewer than 5% of this age group are moving. What's happening is that more older Americans are living in the Midwest, the Great Lakes region and parts of the Northeast more so than most of the Sun Belt. Younger people, on the other hand, are moving out of these states to seek better opportunities. In 1986, 19 states had at least 12.5% of their population aged 65 or older. Only one, Florida, is a genuine Sun Belt representative with 18% of its population 65 years plus. Besides Florida, the Frost Belt has the oldest population of any state with a median age of 36.

Vacationing? Food's foremost

Food is the most important factor after weather and scenery in planning a vacation, according to those responding to a survey by Food & Wine magazine. The first choice among the respondents was California, followed by New York, France, Italy, New Orleans, Germany, Switzerland, Spain, Hong Kong and Scandinavia. The travelers choose cruise lines according to their reputation for fine food as much as for their ports of call, the survey also showed. They feel that foreign airlines serve better food than major domestic carriers and they use food magazines for vacation planning seven times more than other people.

U.S. children fatter

Compared to youth of two decades ago, the nation's children are fatter, are not getting the right kinds of exercise and spend more time watching TV than in physical activity, a federal government survey shows. Those findings by the U.S. Public Health Service were based on a survey of 4,678 children aged 6-9. Nearly all early elementary schoolchildren take physical education, the survey's replies from teachers and parents found, but only a third do so daily and the programs emphasize sports rather than health exercise habits.

Respondents

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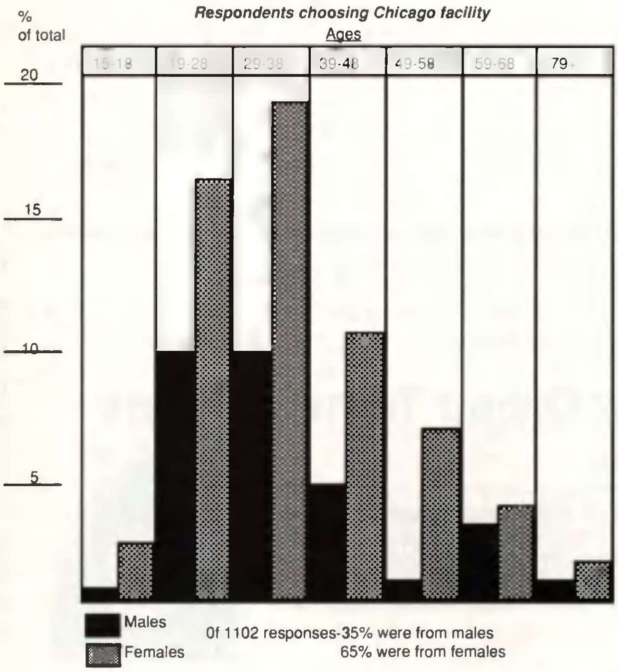
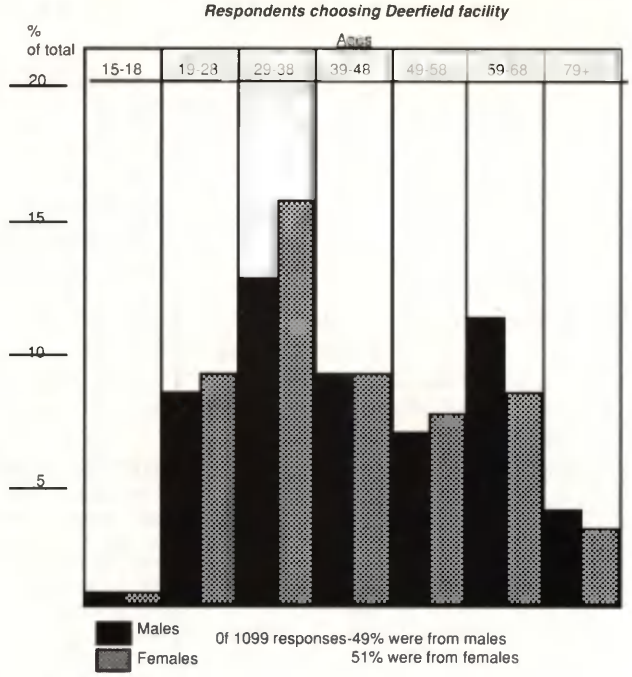
group most willing to take part.

"I didn't expect to get responses from teen-agers or from those in their 70s and even 80s," Smith says. "Because we most frequently look for people between the ages of 21 and 55, I guess I thought that those people would be the ones to respond. Fortunately, we've had some need for teens recently and also for senior citizens so we were able to use some of these new people."

Of the group choosing to attend the downtown Chicago facility, 65% were female and 35% were male, while the breakdown for the Deerfield facility was 51% female and 49% male.





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Respondents

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One of the most significant findings of the poll is that the number of men willing to attend was almost equal to the number of women, when the location of the group was at the facility in Deerfield, a primarily white-collar, upper middle-income northern suburb. This may be due in part to the company's experience that men are more willing than women to travel greater distances to attend events, possibly because women are concerned with driving alone at night.

This is contrary to the results of telephone and in-person interviews, where more women agree to participate than men. Two possible reasons for the growth of men's interest may be 1) the increased number of business groups that pay well and deal with topics relating to men's careers, and 2) an increase in information about focus groups through education, the media and business experience. It is viewed as a research tool, an interesting experience, and as an easy way to earn money.

Because the communities selected for the mail sample were primarily white middle- to upper middle-income areas, the responses came predominantly from whites.

PAST PARTICIPATION

Where they would attend	Numbers of groups ever attended 0	1	2-3	4-5	6+	10+	Total
Deerfield	74%	15%	7%	2%	1%	1%	100%
Chicago	66%	18%	10%	2%	2%	2%	100%
Both	62%	19%	13%	2%	2%	2%	100%
Overall	67%	17%	10%	2%	2%	2%	100%

Responses varied by marital status between Chicago and the suburbs. More single people (64%) were willing to go to the Chicago location. As would be expected, more married people (78%) preferred to go to the suburban location.

"The number of married people who both agree to come is also fairly small," Smith says. "Most frequently, we have either the husband or the wife respond individually. Wives are more likely to volunteer their husbands than the other way around."

Past participation

A surprising two-thirds or more of the respondents had never been to a group. The percentage of "virgins" was higher among those who would attend the suburban facility (74%).

Participants were divided into three groups according to the location of the facility which they were willing to go to (Deerfield, Chicago, and those willing to go to either facility).

"In general, those with the longer histories of group experience had accumulated it over a period of 10 to 20 years," Smith says. "They were now in their forties and fifties or older.

Virginia Smith is the founder of Smith Research, Inc., a Chicago-based data collection agency with focus group facilities in Chicago and Deerfield. Smith Research has specialized in recruiting for over 23 years. She is also founder of Smith Medical Market Research, a division of Smith Research that recruits personnel within medical specialties for focus groups and individual interviews nationwide.

Usually the connection with their contact person or company had been lost and they eagerly responded to our mailer, ready to begin participating again. Often there had been a five- or more year gap since their last group, which they were eager to point out to us.

"They also mentioned that they had been to other groups, even occasionally in other parts of the country, but not at our facility, as though this past experience 'didn't count' since it was elsewhere. These former attendees, though usually not qualified to attend groups, can be a potential source of 'virgin' respondents via their relatives, friends, or co-workers."

Reasons for wanting to participate

"We get responses from a lot of people who are what I call 'in transition,' " Smith says. "They've lost their job, or are in between assignments, or between an educational program and getting full-time employment, or they have just retired. They are reaching out for new experiences, and the cash looks attractive at the time.

"Getting paid for your opinions also sounds good to those who aren't in transition. Often they have heard about such groups and know second-hand that they are legitimate. Overall, roughly one-third of the responses come from those who have participated before and the rest from those who are interested in the idea of getting paid for their opinions.

"We estimate that each return costs us about $5.00. That is before the data entry cost or the time we spend on the phone getting the basic demographic information. Our goal is to provide fresh respondents for our clients and this method has enabled us to do that. It has been especially helpful in allowing us to rapidly build up a database of respondents for our new Chicago facility. I would recommend this method to others who want to rapidly increase their supply of new respondents."

MRR

Names of Note

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Studies Division. Cohen will assume the duties of **Kay Wall**, who has moved to MRB Group, the parent company of Simmons, to implement the transfer of research products and technologies to other companies of the worldwide group.

Simmons also announces the promotion of **Warren Dobbs** to executive vice president of Simmons Syndicated Division. Previously he was senior vice president, heading the Division's Agency/Advertiser unit as general sales manager and manager of the Chicago office.

Myrna Garcia Gross will head the new Spanish-Speaking Research and Telephone Data Collection Division of Albertson, New York-based Sheer Communications.

Donald E. Siebert has joined eTc Institute, a Kansas City area management consulting and marketing research firm, as executive vice president. Also joining eTc is **Clifford B. Tatham**, as chief executive officer.

Consumer Pulse announces the appointment of **Betty Collins** as manager of their Charlotte, NC facility in the Eastland Mall. Also, **Nancy Nichols** has been promoted to manager of their Milwaukee, Wis. facility at the Grand Avenue Mall.

Stephen J. Cook has joined Custom Research Inc. as senior vice president to head CRI's east coast office in Union, New Jersey. Previously he was vice president, Copy Testing Services, for SAMI/Burke in Westport, CT.

JRP Marketing Research Services, Inc., a Media, Pennsylvania-based marketing research agency, has named **John R. Trumbore** as vice president, managing director. Previously he was director of research and corporate planning at Lewis, Gilman and Kynett.

Trumbore

Beard Hnnt

Karen Beard Hnnt has joined Norwalk, Connecticut-based AB Research Associates, Inc., as director of field operations.

Anna Marie Sorriso and **Linda Gibbs** have joined San Diego-based Directions in Research as senior project directors and marketing consultants. Prior to joining DIR, Ms. Sorriso was a marketing-manager for San Diego Gas and Electric. Ms. Gibbs was a director of marketing and national product manager with Joseph Seagram & Sons.

With the merger of All-Ways Advertising Co. and Estelle Swerdlow Interviewing Services, **Fredda Rossin** of All-Ways joins the ESI management team.

Trade news

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was $12,850, up $1,650 from the $11,200 car buyers paid in 1985, the survey also found.

Innovation hindered

More than half of 36 surveyed managers believe their corporations hinder rather than help innovation within the company, consultant United Research Co. reports. Just a third considered them helpful and the remainder showed mixed feelings that appeared to indicate little corporate dedication to chaning the status quo. The roadblocks to improvement, suggests studies by Standard & Associates, an industrial-psychology firm, are immediate line supervisors. Workers overwhelmingly believe top managers support efforts to boost quality and productivity and the workers themselves believe it. However, less than half of the workers think their immediate line supervisors are as committed as the CEO to doing things right.

Bare facts

Researchers at Gillette Safety Razor Co. say that during an average lifetime a man will remove about 27ft. of whiskers from his face through shaving. About 3,350 hours would be needed to remove the whiskers and if a man never shaved the beard would be almost 30 ft. long.

Comic readers

Thirty-nine percent of adults are regular comic readers, a survey by TeleNation shows. Readership is highest in the Midwest and lowest in the West. Only 25% of those aged 25-34 are funny page readers; otherwise it is fairly constant across age groups, across income categories, and by sex. Forty-four percent of those with a post-graduate education are regular comic readers. Their two favorites are Garfield and Peanuts. TeleNation, an operation of Market Facts, Inc., Chicago, is a service that delivers a national cross-section sample of 1,000 interviews every weekend.

Employee owners emphasize quality

Workers at employee-owned companies work harder and pay more attention to quality than workers at non-employee owned firms, according to a recent nationwide public opinion poll conducted by R.H. Bruskin Associates, New Brunswick, N.J. Furthermore, more than half of the workers say they are willing to trade their next wage hike for a share of ownership in their firm. The poll was commissioned by the Bureau of National Affairs, Inc., (BNA), and the National Center for Employee Ownership. The poll found that 80% of respondents thought workers at employee-owned companies paid more attention to quality than workers at non-employee owned firms; 7% disagreed. Sixty-nine percent thought workers at employee-owned firms work harder; 18% disagreed. Of all workers surveyed, 51% said they would be willing to trade their next wage increase for a share of company ownership; 30% said they would not make the trade. The BNA-Bruskin study was based on 1,001 telephone interviews with adults throughout the U.S.

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

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Focus Groups

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bers of relatively small subgroups. For example, cardiologists may be recruited to discuss a new medication or architects may be recruited to discuss certain types of building materials. Such groups are nearly impossible to randomly sample. Any research conducted with them always involves non-random sampling. However, through the use of quota and controlled sampling techniques one can at least recruit participants with profiles similar to known group characteristics.

The problems presented by the lack of a random sampling procedure for such groups is offset by the fact that many projects focus on a limited set of issues of consequence only to members of the subgroup. Such groups tend to exhibit a greater homogeneity of response compared to consumer groups recruited to discuss more general types of issues. The greater homogeneity of response of professional groups has direct implications for the second area of concern: sample size. As the homogeneity of response increases, sampling variance decreases and the sample sizes required to establish acceptable levels of reliability get smaller.

In order to illustrate the potential focus groups offer for collecting quantitative data, let us discuss a recently completed project. Ten groups of professionals from the office furniture and design community were conducted in two cities. After the normal introductions the moderator had participants make importance ratings on a questionnaire for a set of attributes. Following the paper and pencil ratings, the moderator used the rating as a vehicle for getting participants into a general discussion of the product area. Next, some actual product was presented including prototypes as well as competitive product. Participants were required to rate the products using the same set of attributes as before.

Following the product ratings, a "standard" focus group discussion took place for approximately one hour. Then, the participants were asked to consider just one of the products on display (the prototype). Various product "packages" were presented consisting of different options and prices. The participants were asked to say whether they would consider purchasing the prototype given the package. The different packages happened to be factorially generated as part of a conjoint analysis design. The quantitative analyses yielded by the ten groups included tabulations of importance and product ratings, as well as a modeling of purchase consideration as a function of product attributes and price. Price elasticities were easily calculated using these models.

The outline above could be modified to accommodate a variety of quantitative objectives. The important point is that the introduction of the quantitative tasks did not detract from the groups and, in fact, added an additional dimension to the analysis. The quantitative objectives of the research will dictate the number of groups required when focus groups are used to collect quantitative data. At times, more groups will need to be conducted than one would normally conduct if they only had qualitative objectives. In such cases, abbreviated "mini-groups" can be conducted along with other groups. The mini-groups would typically take less time and would consist of all of the

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Focus Groups

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quantitative data collection tasks as the other groups, but the moderator would use an abbreviated discussion outline.

Focus group research will never serve as a substitute for well-designed survey research, not when the primary goal of the research is the collection of certain types of quantitative data. However, there are situations where survey research becomes too difficult or costly to justify. This is especially true when a low incidence group of highly homogeneous respondents needs to be studied. The scope of focus group research should be expanded to allow for the collection of quantitative data in such situations. MRR

James M. Leiman, Ph.D. is vice president of TrendFacts Research/The Creative Group, Inc., a full-service marketing research firm located in Farmington Hills, Michigan. He received his Ph.D. in Cognitive Psychology and Measurement from Wayne State University. Besides being an experienced focus group moderator, Dr. Leiman's areas of expertise include survey sample design, multivariate statistical analysis, and the measurement and modeling of consumer preference and choice. Prior to joining TrendFacts Research he worked for Market Opinion Research and Wayne State University in Detroit.

Gourmet pet food

Consumers are buying premium and gourmet products not just for themselves but for their pets, too. Upscale pet food is claiming a bigger share of the total pet food market, a poll of retailers by Supermarket News shows. While premium or gourmet pet foods claim to have fewer fillers and by-products than regular brands, they can cost from 50-100% more than regular brands. Retailers said consumers were interested in the appearance of the pet food (does it look and smell like something you'd eat yourself?) as well as the nutritional value and convenience of new packaging.

When workers quit

What effect does turnover in the workplace have on the workers who remain? According to a study by Joel Brockner, a Columbia University business school professor, workers' job satisfaction and commitment to their companies declined when they felt a co-worker left for a better job. Lateral or "downwardly mobile" job switches made remaining workers feel better or the same about their jobs. Prof. Brockner said a variety of factors affect those reactions. For example, employees with low self-esteem who are typically more easily influenced by others, were unhappier than more secure workers when a colleague left for a better job. There are a number of things a manager can do to change the feelings of the remaining employees. One is deflate the stature of the new job without bad-mouthing the departing employee. Or, the manager might mention that if the employee does well, there are plenty of places to advance within the company.

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Assembly Sq. Mall Boston, MA	✓	✓	✓	✓					✓
Menlo Park Edison, NJ	✓	✓	✓	✓	✓	✓			✓
Rivergate Mall Nashville, TN	✓	✓			✓	✓			✓
Northwoods Mall Charleston, SC	✓	✓	✓	✓		✓	✓		✓
Aurora Mall Denver, CO	✓	✓	✓	✓	✓	✓			✓
Boston HQ Boston, MA		✓	✓	✓	✓	✓	✓	✓	✓
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South Shore Plaza
250 Granite Ave.
Braintree, MA 02184
(617) 849-1692

Boston Hdqrs.
230 Western Ave.
Boston, MA 02134
(617) 254-1314

Assembly Square Mall
133 Middlesex Ave.
Somerville, MA 02145
(617) 623-2330

Menlo Park Mall
Parsonage Rd.
Edison, NJ 08837
(201) 548-2900

65 Northwoods Mall
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North Charleston, SC 29418
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1989

DIRECTORY

Bernett Research Services, Boston

FOCUS GROUP RESEARCH FACILITIES

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3. Observation Room
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5. Test Kitchen w/Obs. Room
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Location:
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7B. Office Building
7C. Free Standing
7D. Other

ALABAMA

BIRMINGHAM

Connections, Inc.
4 Office Park Circle, Suite 310
Birmingham, AL 35223
205-879-1255
1,3,6,7B

Polly Graham and Associates, Inc.
3000 Riverchase Galleria, Ste. 310
Birmingham, AL 35244
205-985-3099
1,4,5,6,7B

New South Research
700 So. 28th St., Ste. 106
Birmingham, AL 35233
205-322-9988
1,3,6,7B

Parker Marketing Research
Div./Scotti Bureau Mktg. Rsch.
Brookwood Village
Birmingham, AL 35209
205-879-0268
1,3,4,6,7A

MOBILE

Polly Graham & Assoc., Inc.
2864 Dauphin Center Plaza, Ste. D
Mobile, AL 36606
205-478-0015
1,3,6,7B

Polly Graham & Assoc., Inc.
3289 Bel Air Mall
Mobile, AL 36606
205-471-0059
1,3,4,5,6,7A

ALASKA

ANCHORAGE

Dittman Research Corp.
DRC Building
8115 Jewel Lake Road
Anchorage, AK 99502
907-243-3345
1,3,6,7C

ARIZONA

PHOENIX

Angeletti Marketing Research
Interviewing Service
Indian Village Shopping Center
4015 A North 16th St.
Phoenix, AZ 85016
602-956-2500
1,3,6,7A

Arizona Field Research, Inc.
3221 N. 16th St., Suite 103
Phoenix, AZ 85016
602-274-6288
1,3,4,6,7B

Arizona Market Research
Ruth Nelson Research Services
Metro Center Mall
9606 Metro Parkway East
Phoenix, AZ 85051
303-758-6424 or 602-997-7221
1,3,4,6,7A
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Arizona Market Research
Ruth Nelson Research Services
Executive Park Offices
10220 North 31st Ave.
Phoenix, AZ 85051
303-758-6424 or 602-944-8001
1,3,4,6,7B
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Behavior Research Center
1117-No. 3rd St.
Phoenix, AZ 85004
602-258-4554
1,3,4,6,7B

Bergo and Associates
6535 East Osborn, Ste. 402
Scottsdale, AZ 85251
602-949-0080 or 800-999-1200
1,3,6,7B

Fieldwork Phoenix, Inc.
4801 S. Lakeshore, Suite 204
Tempe, AZ 85282
602-820-4944
1,3,4,6,7B

Friedman Marketing/Phoenix
Colonnade Mall
1911 E. Camelback Rd.
Phoenix, AZ 85016
602-264-1133
1,3,4,6,7A
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Friedman Marketing/Phoenix
Paradise Valley Mall
4550-30 E. Cactus Rd.
Phoenix, AZ 85032
602-264-1133
1,3,4,6,7A
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Gikas International
Cinema Park Shopping Center
5515 1 North 7th St.
Phoenix, AZ 85014
602-265-2890
1,3,4,5,6,7A

Larkin Marketing & Research
11801 N. Tatum Blvd., #142
Phoenix, AZ 85028
602-996-4770
1,2,7D

Market Verdicts, Inc.
3930 E. Camelback Rd., Ste. 207
Phoenix, AZ 85018
602-957-9640
1,3,6,7B

O'Neil Associates
412 East Southern Ave.
Tempe, AZ 85282
602-967-4441
1,3,4,6,7B

Quality Controlled Services
4513 E. Thomas Rd.
Phoenix, AZ 85018
602-840-9441
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Response Research
5220 West Indian School Rd.
Phoenix, AZ 85031-2610
602-277-2526
1,3,4,6,7A

Time N Talent
Scottsdale Place
5725 N. Scottsdale Rd., #105
Scottsdale, AZ 85253
602-423-0200
1,3,4,6,7B

Valleywide Research, Inc.
1107 S. Gilbert, Ste. 110
Mesa, AZ 85204
602-963-1953
1,3,4,6,7A

Walker Data Source
4655 S. Lakeshore Dr.
Tempe, AZ 85283
602-831-2971
1,3,4,6,7B

TUCSON

Arizona Field Research, Inc.
The Tucson Mall
4500 N. Oracle, Box 360
Tucson, AZ 85705
602-887-3502
1,3,4,6,7A

Field Market Research
6045 E. Grant Road
Tucson, AZ 85712
602-886-5548
1,3,4,5,6,7B

ARKANSAS

FORT SMITH

Bedell Incorporated
P.O. Box 1028
Ft. Smith, AR 72902
501-782-8261
1,6,7B

LITTLE ROCK

Area Marketing Research Assoc.
Two Financial Ctr., Ste. 401
10825 Financial Pkwy.
Little Rock, AR 72211
501-661-7000
1,3,4,5,6,7B

Arkansas Answers
8720 Stanton
Little Rock, AR 72209
501-568-0260
1,3,4,5,6,7C

Miller Research Group, Inc.
10 Corporate Hill Dr., Suite 100
Little Rock, AR 72205
501-221-3303
1,3,4,6,7B

PINE BLUFF

Friedman Marketing/Arkansas
2901 Pines Mall Dr., #338
Pine Bluff, AR 71601
501-535-1688 or 313-569-0444
1,3,4,6,7A
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CALIFORNIA

FRESNO

Anthony, Marquis and Switzer
617 W. Tulare Ave.
Visalia, CA 93277
209-627-3995
1,3,6,7C

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

Bartels Research
130 West Shaw
Clovis, CA 93612
209-298-7557
1,3,4,6,7B

LOS ANGELES

Adept Consumer Testing/Beverly Hills
345 No. Maple Dr., Ste. 325
Beverly Hills, CA 90210
818-905-1525
1,3,4,6,7B
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Adept Consumer Testing/Los Angeles
17323 Ventura Blvd., Suite 308
Encino, CA 91316
818-905-1525
1,3,4,6,7B
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Car-Lene Research, Inc.
13350 E. Telegraph Rd.
Santa Fe Springs, CA 90670
213-946-2176
1,3,4,5,6,7A

Car-Lene Research
Indian Hill Mall
1460 E. Holt
Pomona, CA 91767
714-623-4844
1,3,4,6,7A

Cole, Green Groups

25835 Narbonne Ave.
Lomita, CA 90717
213-534-2000
1,3,4,6,7B

Consumer Pulse of Los Angeles
Galleria at South Bay #269
Redondo Beach, CA 90278
213-371-5578
1,3,4,5,6,7A
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Creative Data, Inc.
7136 Haskell Ave., Suite 101
Van Nuys, CA 91406-4198
818-988-5411
1,2,3,4,6,7B

Davis Market Research Services
23801 Calabasas Road
Calabasas, CA 91302
818-888-2408
1,3,4,6,7B

Facts 'N Figures
Panorama Mall, Suite 78B
Panorama City, CA 91402
818-891-6779
1,3,4,6,7A

Field Dynamics, Marketing Research
17547 Ventura Blvd., Ste. 308
Encino, CA 91316
818-783-2502
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Focus One
202 S. Stanley Dr.
Beverly Hills, CA 90211
213-659-4843
1,3,6,7C

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

Garsen Research Inc.
5711 Rawlings Ave.
Woodland Hills, CA 91367
818-888-8600
1,3,7C

Girard & Girard Creative Concepts
22260 Parthenia St.
West Hills, CA 91304
818-716-8333
1,3,6,7B

House of Marketing
3446 Madera Ave.
Los Angeles, CA 90039
213-661-1109
1,2,3,4,6,7D

House of Marketing
95 N. Marengo Ave.
Pasadena, CA 91101
818-792-5959
1,3,4,6,7B

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

Juarez and Associates
12139 National Blvd.
Los Angeles, CA 90064
213-478-0826
1,3,7C

L and J Research
2029 Century Park East, Suite 520
Los Angeles, CA 90067
213-553-8526
1,3,6,7B

Los Angeles Marketing Research Assoc.
5712 Lankershim Blvd.
N. Hollywood, CA 91601
818-506-5544
1,3,6,7B

Meczka Research
8825 A South Sepulveda Blvd.
Los Angeles, CA 90045
213-670-4824
1,3,4,6,7B

MSI International
11911 Artesia, #206
Cerritos, CA 90701
213-924-8303
1,3,6,7C

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

Nichols Research
7777 Epingen Ave., #201
Huntington Beach, CA 92647
714-891-2440
1,3,4,6,7A

PKM Marketing Research Services
15618 B East Whittwood Lane
Whittier, CA 90604
213-694-5634
1,3,4,6,7A

Plog Research, Inc.
18631 Sherman Way
Reseda, CA 91335
818-345-7363
1,3,4,6,7C

Quality Controlled Services
15827 Russell St.
Whittier, CA 90603
213-947-2533
1,3,4,6,7C
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Quality Controlled Services
3565 Torrance Blvd.
Torrance, CA 90505
213-316-9011
1,3,4,6,7C
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Quick Test Opinion Center
519 Fashion Plaza
West Covina, CA 91790
818-960-8547
1,3,4,6,7A
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Southern California Interviewing Service
17200 Ventura Blvd., Suite 120
Encino, CA 91316
818-783-7700
1,3,4,6,7A

Suburban Associates of Los Angeles
2001 S. Barrington, Suite 109
Los Angeles, CA 90025
213-478-2565
1,3,4,5,6,7B

Trotta Associates
13160 Mindanao Way, Suite 180
Marina Del Rey, CA 90291
213-306-6866
1,2,3,4,6,7B

United States Testing Company
2157 Montclair Plaza Lane
Montclair, CA 91763
714-624-1244
1,3,4,6,7A
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Wade West
5430 Van Nuys Blvd., Suite 102
Van Nuys, CA 91401
818-995-1400
1,2,3,4,6,7B

Wade West/Long Beach
Long Beach Plaza
369 Long Beach Blvd.
Long Beach, CA 90802
213-435-0888
1,3,4,6,7A

Earl Wilson and Associates
6490 Ellenview Avenue
West Hills, CA 91307
818-340-6201
2,6,7C

MONTEREY/SALINAS

Friedman Marketing/Monterey
474 Northridge Mall
Salinas, CA 93906
408-449-7921 or 313-569-0444
1,3,4,6,7A
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ORANGE COUNTY

Discovery Research Group
17815 Sky Park Circle, Suite L
Irvine, CA 92714
714-261-8353
1,3,4,6,7B

Friedman Marketing/Orange County
Buena Park Mall
8623 On-The-Mall, #123
Buena Park, CA 90620
714-995-6000 or 313-569-0444
1,3,4,6,7A
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Market Trends Research, Inc.
1262 E. Katella Avenue
Anaheim, CA 92805
714-938-0700
1,3,4,6,7B
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The Question Shop, Inc.
1500 E. Lincoln Ave.
Orange, CA 92665
714-974-8020
1,3,4,6,7A

South Coast Research
10848 Katella
Anaheim, CA 92804
714-539-9500
1,3,4,6,7A

Wade West/Orange County
18003 Sky Park South, Suite L
Irvine, CA 92714
714-261-8800
1,3,4,6,7B

RIVERSIDE

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

L A Research, Inc.
Canyon Crest Towne Center, Bldg 300
5225 Canyon Crest Dr., Suite 303
Riverside, CA 92507
714-788-2280
1,3,6,7A

SACRAMENTO

Heakin Research, Inc.
Arden Fair Mall

1607 D Arden Way
Sacramento, CA 95815
916-920-1361
1,3,4,6,7A

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

SAN DIEGO

Analysis/Research, Ltd.
Market Place at The Grove
San Diego, CA 92111
619-268-4800
1,3,6,7A
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Analysis/Research, Ltd.
Skylight Plaza, Suite 180
4655 Ruffner
San Diego, CA 92111
619-268-4800
1,2,3,6,7B
See Advertisement P.73

Bilingual Unlimited Research
P.O. Box 20923
San Diego, CA 92119
619-583-6243
1,2,3,4,6,7B

Directions in Research, Inc.
5353 Mission Center Rd., Suite 219
San Diego, CA 92108
619-299-5883
1,3,4,6,7B

Fogerty Group
4915 Mercury
San Diego, CA 92111
619-268-8505
1,3,4,5,6,7C

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

Intercontinental Marketing
Investigations Inc.
P.O. Box 2147
Rancho Santa Fe, CA 92067
619-756-1765
1,3,6,7D

Jagorda Interviewing Services
3615 Kearny Villa Rd., Suite 111
San Diego, CA 92123
619-573-0330
1,2,3,4,6,7B

Luth Research, Inc.
Plaza Bonita Mall
3030 Plaza Bonita Rd.
National City, CA 92050
619-479-5891
1,3,4,6,7A

Luth Research, Inc.
3456 Camino Del Rio No., #101
San Diego, CA 92108

619-283-7333
1,3,4,6,7B

Luth Research, Inc.
Mission Valley Center
1640 Camino Del Rio No., #1275
San Diego, CA 92108
619-299-7487
1,3,4,6,7A

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

San Diego Surveys, Inc.
4616 Mission Gorge Place
San Diego, CA 92120
619-265-2361
1,3,4,6,7B

San Diego Surveys
Point Loma Plaza
3675 Midway Drive, Ste. L
San Diego, CA 92110
619-224-3113
1,3,4,6,7A

San Diego Surveys
Escondido Village Mall
1351 E. Pennsylvania Ave.
Escondido, CA 92027
619-480-8440
1,3,4,6,7A

Taylor Research
3990 Old Towne Ave., #201A
San Diego, CA 92110
619-299-6368
1,3,4,6,7B
See Advertisement P.58

Tertium Quid Ltd.
2611 South Highway 101
Cardiff, CA 92007
619-436-7756
1,3,6,7C

SAN FRANCISCO

Consumer Research Associates
111 Pine Street, 17th Floor
San Francisco, CA 94111
415-392-6000
1,2,3,4,6,7B
See Advertisement P.74

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

Ecker & Associates
220 So. Spruce Ave, Ste. 100
So. San Francisco, CA 94080
415-871-6800
1,2,3,4,6,7B
See Advertisement P.22

Elrick & Lavidge, Inc.
111 Maiden Lane, 6th Floor
San Francisco, CA 94108
415-434-0536
1,3,4,6,7B

Far West Research, Inc.
1315 23rd Avenue
San Francisco, CA 94122
415-564-8923
1,3,6,7B

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

Fleischman Field Research, Inc.
120 Montgomery St., Ste. 1990
San Francisco, CA 94104
415-398-4140
1,2,3,6,7B
See Advertisement P. 72

Fleischman Field Research
220 Bush St., Ste. 1212
San Francisco, CA 94104
415-398-4140
1,3,6,7B
See Advertisement P. 72

Friedman Marketing/San Rafael
5800 Northgate Mall
San Rafael, CA 94903
313-569-0444
1,3,4,6,7A
See Advertisement P.25

Heakin Research of California
Bay Fair Mall
227 Bay Fair
San Leandro, CA 94758
415-278-2200
1,3,4,6,7A

MSI Hillsdale
14 Hillsdale Mall
San Mateo, CA 94403
415-574-9044
1,3,6,7A

Nichols Research
1155 Newpark Mall
Newark, CA 94560
408-773-8200
1,3,4,6,7A

Nichols Research
La Hacienda Shopping Mall
795 E. El Camino Real
Sunnyvale, CA 94087
408-773-8200
1,3,4,6,7A

Nichols Research
1820 Galindo, Ste. 3
Concord, CA 94520
415-687-9755
1,3,4,6,7B

Public Response Associates
601 Van Ness, Ste. 2056
San Francisco, CA 94102
415-771-2525
1,3,6,7D

Quality Research Associates
346 Lakeside Dr., Ste. B
Foster City, CA 94404
415-574-8825
1,3,6,7B

Q.E.D. Research
2815 Mitchell Dr., Ste. 121
Walnut Creek, CA 94598
415-932-3202
1,3,6,7B

Quick Test Opinion Centers
177A Sun Valley Mall
Concord, CA 94520
415-798-2700
1,3,4,6,7A
See Advertisement P.3

Quick Test Opinion Centers
203 Southland Mall
Hayward, CA 94545
415-785-4650
1,3,4,6,7A
See Advertisement P.3

Research and Decisions Corp.
369 Sutter St., Ste. 203
San Francisco, CA 94108
415-989-9020
1,3,6,7B

Tragon Corporation
365 Convention Way
Redwood City, CA 94583
415-365-1833
1,3,4,6,7B

Wade West, San Francisco
8-D Serramonte Center
Daly City, CA 94105
415-992-9300
1,3,4,5,6,7A

Margaret Yarbrough & Associate
934 Shorepoint Ct., Ste. 100
Alameda, CA 94501
415-521-6900
1,3,4,5,6,7C
See Advertisement P.62

SAN JOSE

Phase III Market Research
1150 N. First St., Ste. 211
San Jose, CA 95112
408-947-8661
1,3,4,6,7B

Quick Test Opinion Centers
1268 Town Center
Sunnyvale, CA 94086
408-773-9777
1,3,4,6,7A
See Advertisement P.3

COLORADO

COLORADO SPRINGS

Consumer Pulse of Colorado Springs
The Citadel Mall, #1084
750 Citadel Drive East
Colorado Springs, CO 80909
303-596-6933
1,3,6,7D
See Advertisement P.75

Barbara Prince Assoc., Inc.
Mall of the Bluffs
3650 Austin Bluff Pkwy.
Colorado Springs, CO 80917
303-594-9192
1,3,4,6,7A

United States Testing Company
Chapel Hills Mall, Ste. 315
1710 Briargate Blvd.
Colorado Springs, CO 80918
719-598-8070
1,3,4,6,7A
See Advertisement P.38

DENVER

Bernett Research, Inc
Aurora Mall
14200 Alameda Ave.
Aurora, CO 80212
303-341-1211
1,3,4,6,7A
See Advertisement P. 66

Colorado Market Research
Ruth Nelson Research Services
2149 So. Grape St.
Denver, CO 80222
303-758-6424
1,3,4,6,7B
See Advertisement P.45

Consumer Pulse of Denver
Arapahoe East Center
6810 So. Dallas Way
Englewood, CO 80112
303-799-4849
1,3,4,5,6,7B
See Advertisement P.75

Fieldwork Denver, Inc.
At The Tivoli
901 Larimer St., Ste. 601
Denver, CO 80204
303-825-7788
1,3,4,5,6,7A

Friedman Marketing/Boulder
Crossroads Mall
1600 28th St., #277
Boulder, CO 80301
303-449-4632 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

Friedman Marketing/Denver
6510 W. 91st Ave., Ste. 106
Westminster, CO 80030
303-428-8803 or 313-569-0444
1,3,4,6,7B
See Advertisement P.25

Friedman Marketing/Denver
Southwest Plaza Mall
8501 West Bowls Avenue
Littleton, CO 80123
303-972-8734 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

Information Research, Inc.
10650 E. Bethany Drive
Aurora, CO 80014
303-751-0190
1,3,4,6,7B

Information Research, Inc.
1250 S. Hover Road, Ste. 51
Longmont, CO 80501
303-443-3548
1,3,4,6,7A

Information Research, Inc.
3100 So. Sheridan, #23
Denver, CO 80227
303-936-3400
1,3,4,5,6,7A

Barbara Prince Associates, Inc.
5801 W. 44th Avenue
Denver, CO 80212
303-458-0145
1,3,4,6,7A

Quality Controlled Services
Cinderella City Mall
701 W. Hampden Ave., Space R-13
Englewood, CO 80110
303-789-0565
1,3,4,6,7A
See Advertisement P.69

Telecomnet
5255 Marshall St., Ste. 201
Arvada, CO 80002
303-467-0335
1,3,4,6,7B

CONNECTICUT

BRIDGEPORT

Firm Facts Interviewing
307 Kenyon Street
Stratford, CT 06497
203-375-4666
1,3,4,6,7D

J.B. Martin Interviewing Service
4695 Main Street
Bridgeport, CT 06606
203-371-4158
1,3,4,6,7B

DANBURY

Performance Plus, Inc.
Danbury Fair Mall
Danbury, CT 06810
617-872-1287
1,2,3,4,6,7A

GREENWICH

Greenwich Opinion Center
1154 E. Putnam Ave.
Qld Greenwich, CT 06878
203-637-0405
1,3,6,7C

HARTFORD

Focus Facility Hartford
270 Farmington Ave. Ste. 126

Farmington, CT 06032
203-677-1336
1,3,4,6,7B

Hartford Research Center
1321 Silas Deane Hwy., 2nd Flr.
Wethersfield, CT 06109
203-236-6133
1,3,4,6,7B

Karen Associates, Inc.
740 No. Main, Ste. C
W. Hartford, CT 06117
203-236-2947
1,3,6,7B

NEW HAVEN

Quick Test Opinion Centers
Connecticut Post Mall
1201 Boston Post Rd.
Milford,CT 06460
203-877-2739
1,3,4,6,7A
See Advertisement P.3

Res-A-Vue
20 Commerce Park Rd.
Milford CT 06460
203-878-0944
1,2,3,4,6,7B

Res-A-Vue
234 Broad Street
Milford, CT 06460
203-878-0944
1,2,3,4,6,7B

NORWALK

Research America, Inc.
488 Main Avenue
Norwalk, CT 06851
203-849-1212
1,3,4,6,7B

Trost Associates, Inc.
585 Main Avenue
Norwalk, CT 06851
203-847-7204
1,3,4,6,7C

NORWICH

Karen Associates, Inc.
Norwichtown Mall
Norwich, CT 06360
203-236-2947
1,3,4,5,6,7A

STAMFORD

The Consumer Dialogue Center
25 Third Street
Stamford, CT 06905
203-359-2840
1,3,4,6,7B

Focus First America
969 High Ridge Road
Stamford, CT 06905
203-322-1173
1,2,3,4,5,6,7B
See Advertisement P.76

The Gene Reilly Group, Inc.
20 Thorndal Circle
Darien, CT 06820
203-655-7994
1,2,3,6,7B

Southern New England Focus Ctr.
1011 High Ridge Road
Stamford, CT 06905
203-322-5996
1,3,4,5,6,7B

DELAWARE

WILMINGTON

Insights, Inc.
126 C Senatorial Drive
Wilmington, DE 19807
302-656-7711
1,3,6,7B

WASHINGTON, D.C.

Cameron Mills Research Svce.
2414 Cameron Mills Road
Alexandria, VA 22302
703-549-4925
1,2,3,4,6,7C

Consumer Pulse of Washington
8310 C Old Court House Rd.
Vienna, VA 22180
703-442-0960
1,3,4,5,6,7B
See Advertisement P.75

Covington-Burgess Market Research Svce.
1921 Eleventh Street, N.W.
Washington D.C., 20001
202-745-0919
1,3,4,5,6,7D
See Advertisement P.77

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

Heakin Research, Inc.
Laurel Centre Mall
14882 Baltimore-Washington Blvd.
Laurel, MD 20707
301-776-9800
1,3,4,5,6,7A

House Market Research, Inc.
1201 Seven Locks Rd., Ste. 209
Potomac, MD 20854
301-424-1930
1,3,4,6,7B

House Market Research, Inc.
3500 East West Hwy.
Hyattsville, MD 20782
301-559-7060
1,2,3,4,5,6,7A

Market Dynamics, Inc.
2222 Gallows Road
Vienna, VA 22027
703-560-8400
1,3,6,7B

Metro Research Services
10710 Lee Hwy., Ste. 207
The Outlet Mall
Fairfax, VA 22030
703-385-1108
1,3,4,6,7A

McLaughlin Research Interviewing Service
1118 Galloway St. NE
Washington, D.C. 20011
202-526-0177
1,3,6,7C

Olchak Market Research, Inc.
Beltway Plaza Mall
6194 Greenbelt Road
Greenbelt, MD 20770
301-441-4660
1,3,6,7A

Opinion Centers, Inc., Div. of AIM
6737 E. Springfield Mall
Springfield, VA 22150
703-971-6717
1,3,4,6,7A

The Prism Corporation
4400 Jennifer St., N.W., Ste. 200
Washington D.C. 20015
202-686-8250
1,3,6,7B

Shugoll Research, Inc.

Carrollton Mall
River Dale Road
New Carrollton, MD 20784
301-656-0310
1,3,4,6,7A

Shugoll Research, Inc.
7475 Wisconsin, Ste. 200
Bethesda, MD 20814
301-656-0310
1,3,4,6,7B

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredricksburg, VA 22401
703-786-3376
1,3,4,6,7A
See Advertisement P.55

FLORIDA

FORT LAUDERDALE/ BOCA RATON

Alenik Field Services, Inc.
Pine Island Ridge Plaza
8960 State Road 84
Ft. Lauderdale, FL 33324
305-474-3800
1,3,4,5,6,7A

CSI Qualitative Research Center
Galleria Professional Bldg.
915 Middle River Dr., Ste. 109
Ft. Lauderdale, FL 33304
203-797-0666
1,2,3,4,6,7B
See Advertisement P.51

Heakin Research, Inc.
Coral Springs Mall
9569 W. Atlantic Blvd.
Coral Springs, FL 33071
305-753-4466
1,3,4,6,7A

FORT MYERS

DLI Opinion Center
Edison Mall
4125 Cleveland Avenue
Ft. Myers, FL 33901
813-275-0223
1,3,4,6,7A

Starr Marketing Research, Inc.
Metro Mall, Ste. 412
2855 Colonial Blvd.
Ft. Myers, FL 33912
813-936-0660
1,3,4,6,7A

JACKSONVILLE

Irwin Research Services, Inc.
565 So. Main St., Ste. 18B
Jacksonville, FL 32207
904-398-8300
1,3,4,6,7D

MELBOURNE

Irwin Research Services of
Southern Florida, Inc.
Melbourne Square Mall
1700 W. New Haven Ave., Ste. 577
Melbourne, FL 32901
407-729-9809
1,3,4,6,7A

MIAMI

BSR Field Services
2121 Ponce De Leon Blvd.
Coral Gables, FL 33134
305-448-7622
1,2,3,6,7B
See Advertisement P.78

Findings International Corp.
1641 SW 87th Avenue
Miami, FL 33165
305-266-9798
1,3,4,6,7C

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

Mar's Surveys, Inc.
1700 No. University Drive
Coral Springs, FL 33071
305-755-2805
1,3,4,6,7B

Research Miami
7951 SW 40th St., Ste. 208
Miami, FL 33155
305-266-3066
1,3,6,7B

Rife Market Research, Inc.
1111 Park Center Blvd., Ste. 111
Miami, FL 33169
305-620-4244
1,3,4,6,7B
See Advertisement P.79

Rife Market Research, Inc.
Skylake Mall,
1758 NE Miami Gardens
No. Miami, FL 33179
305-620-4244
1,3,4,6,7A
See Advertisement P.79

Strategy Research Corp.
Douglas Bldg., 4th Floor
100 NW 37th Ave.
Miami, FL 33125
305-649-5400
1,3,6,7B
See Advertisement P.54

Natalie G. Weitzman, Inc.
Market Research Center
California Club Mall
850 Ives Dairy Road
Miami, FL 33179
305-467-2644 or 305-653-6323
1,3,4,5,6,7A

ORLANDO

The Datafax Co., Inc.
2600 Maitland Center Pkwy., Ste 170
Maitland, FL 32751
407-660-8878
1,3,6,7B
See Advertisement P.56

Pilar Ellis Market Research, Inc.
500 N. Orlando Ave., Ste. 1398
Winter Park, FL 32789
407-628-1835
1,2,3,4,6,7A

Barbara Nolan Market Research Svce.
Florida Mall, Room 422
Orlando, FL 32809
407-830-4542
1,3,4,5,6,7A
See Advertisement P.27

Barbara Nolan Market Research Svce.
560 Osceola St.
Altamonte Springs, FL 32701
407-830-4542
1,3,4,5,6,7C
See Advertisement P.27

Barbara Nolan Market Research Svce.
1650 Sand Lake Rd., Ste. 213
Orlando, FL 32809
407-830-4542
1,3,4,6,7B
See Advertisement P.27

Quick Test Opinion Centers
Lake Square Mall
7000 U.S. Hwy. 441
Leesburg, FL 32748
904-365-0505
1,3,4,6,7A
See Advertisement P.3

PENSACOLA

Polly Graham & Assoc., Inc.
5100 North 9th Ave., M-1209
Pensacola, FL 32504
904-478-9274
1,3,4,6,7A

TALLAHASSEE

Friedman Marketing/Florida
Tallahassee Mall
2415 N. Monroe St., #708
Tallahassee, FL 32303
904-385-4399 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

TAMPA/ST. PETERSBURG

Adam Market Research, Inc.
2511 N. Grady Ave., Ste. 401
Tampa, FL 33607
813-875-4005
1,3,4,6,7B

Phil Balducci Associates, Inc.
1304 DeSoto Ave., Ste. 200
Tampa, FL 33606
813-254-8822
1,3,4,5,6,7B

Data Inquiries
715 N. Sherrill
Tampa, FL 33609
813-289-4500
1,3,4,6,7C
See Advertisement P.80

Davis & Davis Research, Inc.
8001 N. Dale Mabry Hwy., Ste. 401B
Tampa, FL 33614-3263
813-873-1908
1,2,3,6,7B

Gulf Coast Research Corp.
P.O. Box 12287
St. Petersburg, FL 33733
813-223-5806
1,3,4,6,7A

IDD Market Research
6301 Benjamin Road, Ste. 104
Tampa, FL 33634
813-884-0088
1,3,4,6,7B

Premack and Associates, Inc.
8130 66th Street No.
Pinellas Park, FL 34665
813-544-3191
1,3,6,7B

Quality Controlled Services
4904 Eisenhower Blvd., Ste. 160
Tampa, FL 33634
813-886-4830
1,3,4,6,7B
See Advertisement P.69

Schwartz Field Service, Inc.
9211 Lazy Lane
Tampa, FL 33614
813-933-8060
1,3,4,6,7B

Suburban Associates, Inc.
4350 W. Cypress, Ste. 535
Tampa, FL 33607
813-874-3423
1,3,4,6,7B
See Advertisement P.80

Tampa Bay Opinion Mart
3302 W. Buffalo Ave., Ste. 1005A
Tampa, FL 33607
813-876-0321
1,3,4,6,7A

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

Total Research Corp.
Sunforest Executive Park
5130 Eisenhower Blvd., Ste. 210
Tampa, FL 33634
813-887-5544
1,3,4,6,7B

WEST PALM BEACH

Hazelton Focus Groups
900 Osceola Drive
West Palm Beach, FL 33409
407-471-5310
1,3,4,5,6,7B

Profile Marketing Research Profocus
4020 So. 57 Avenue
Lake Worth, FL 33463
407-965-8300
1,3,6,7B

Lois Weinstein Associates
2300 Palm Beach Lakes Blvd., Ste. 207
W. Palm Beach, FL 33409
407-622-4579
1,3,6,7B

GEORGIA

ATLANTA

Atlanta Marketing Research Center
3355 Lenox Rd. NE, Ste. 660
Atlanta, GA 30326
404-239-0001
1,3,8,7B
See Advertisement P.81

Chase Creative Group, Inc.
3349 W. Hospital Ave.
Chamblee, GA 30341

404-451-9886
1,3,4,6,7B

Compass Marketing Research
3294 Medlock Bridge Rd., Ste. 100
Norcross, GA 30092
404-448-0754
1,3,4,6,7B

Consumer Network, Inc.
3490 Piedmont Rd., Ste. 920
Atlanta, GA 30305
404-231-4399
1,3,4,6,7B

Consumer Search
4166 Buford Hwy.
Atlanta, GA 30345
404-321-1770
1,3,4,6,7D

Data Tabulating Service
3323 Chamblee-Dunwoody Road
Atlanta, GA 30341
404-455-0114
1,3,6,7B

Elrick & Lavidge, Inc.
1990 Lakeside Pkwy., 3rd Flr.
Tucker, GA 30084
404-938-3233
1,3,4,6,7B

Jackson Associates, Inc.
3070 Presidential Dr., #123
Atlanta, GA 30340
404-454-7060
1,3,4,6,7B

Jackson Associates, Inc.
Cobb Centre Mall
2200 So. Cobb Drive
Smyrna, GA 30080
404-433-1533
1,3,6,7

Joyner Hutcheson Research, Inc.
1900 Century Place
Atlanta, GA 30345
404-321-0953
1,2,3,4,6,7B

Lansdell and Associates Marketing Research
5052 Clark Howell Hwy.
Atlanta, GA 30349
404-765-0936
1,3,4,6,7B

MacFarlane & Company, Inc.
One Park Place
1900 Emery St. NW, Ste. 450
Atlanta, GA 30318
404-352-2290
1,3,6,7B

Mid-America Research
3393 Peachtree Rd. NE
Atlanta, GA 30326
404-261-8011
1,3,4,6,7A

Peachtree Surveys, Ltd.
6095 Barfield Rd., Ste. 120
Atlanta, GA 30328
404-257-1230
1,3,4,6,7B

Plaza Research
2401 Lake Park Drive
Atlanta, GA 30080
404-432-1400
1,2,3,4,5,6,7B

Precision Field Services Atlanta, Inc.
Lincoln Piedmont Bldg., Ste.175
3405 Piedmont Rd.
Atlanta, GA 30305
404-266-8666
1,3,4,5,6,7B

P.V.R.
655 Village Square Dr.
Stone Mountain, GA 30083
404-294-4433
1,3,4,6,7B

Quality Controlled Services
1945 Cliff Valley Way, Ste. 250
Atlanta, GA 30329
404-321-0468
1,3,4,6,7B
See Advertisement P.69

Quick Test Opinion Centers/ Field Facts, Inc.
4205 Roswell Rd.
Atlanta, GA 30342
404-843-3807
1,3,4,6,7B
See Advertisement P.3

Scotti Research/Elrod Division
1800 Peachtree Road NW, Ste. 500
Atlanta, GA 30309
404-352-0686
1,3,4,5,6,7B

Solutions Field Service, Inc.
1 Dunwoody Park, Ste. 128
Atlanta, GA 30338
404-393-1311
1,3,4,5,67B

Southern Surveys
254 E. Paces Ferry, Ste. 208
Atlanta, GA 30305
404-233-3100
1,3,6,7B

John Stolzberg Market Research
1800 Century Blvd., Ste. 795
Atlanta, GA 30345
404-329-0954
1,3,4,6,7B
See Advertisement P.82

The Vanderveer Group
3490 Piedmont Rd. NE, Ste. 910
Atlanta, GA 30305
404-231-4975
1,4,5,7B

GAINESVILLE

Jackson Associates, Inc.
Lakeshore Mall
1285 W. Washington Street
Gainesville, GA 30501
404-536-2054
1,3,6,7A

SAVANNAH

Cooper Research, Inc.
7805 Waters Ave., Ste. 8B
Savannah, GA 31406
912-355-0498
1,3,4,6,7B

HAWAII

HONOLULU

East West Research Institute
735 Bishop St., Ste. 235
Honolulu, HI 96813
808-531-7244
1,3,6,7B

Qualitative Research Centers
220 S. King St., Ste. 975
Honolulu, HI 96813
808-528-4050
1,3,6,7B

ILLINOIS

CHICAGO

Adler Weiner Research Company
34 E. Oak St., 3rd Floor
Chicago, IL 60611
312-463-5522
1,3,4,6,7B

Adler Weiner Research Company
6336 N. Lincoln
Chicago, IL 60659
312-463-5552
1,3,4,6,7C

B. Angell and Associates, Inc.
One E. Superior St., 6th Flr.
Chicago, IL 60611
312-943-4400
1,3,6,7B

Assistance In Marketing
1650 N. Arlington Heights Rd.
Arlington Heights, IL 60004
312-392-5500
1,3,4,5,6,7B

Assistance In Marketing
1140 Spring Hill Mall
Route 31 and 72
Chicago, IL 60118
312-428-0885
1,3,4,6,7A

Assistance In Marketing
Century City Mall
2828 N. Clark Street
Chicago, IL 60657
312-428-0885
1,3,4,6,7A

Baxter Research Interviewing
North Park Mall
270 W. North Avenue
Villa Park, IL 60610
312-545-7833
1,3,4,6,7A

Baygood Research Company, Inc.
6054 Touhy
Chicago, IL 60648
312-792-0626
1,3,4,6,7B

Bryles and Associates
6847 W. 159th Street
Tinley Park, IL 60477
312-532-6800
1,3,4,6,7A

Bryles and Associates
260 Orland Park Place
Orland Park, IL 60462
312-532-6800
1,3,4,6,7A

Bryles Survey Service
17735 S. Halsted Street
Homewood, IL 60477
312-532-6800
1,3,4,6,7A

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

Car-Lene Research, Inc.
Northbrook Court
Northbrook, IL 60062
312-498-1305
1,3,4,6,7A

Car-Lene Research, Inc.
Deerbrook Mall
188 So. Waukegan Street
Deerfield, IL 60015
312-564-1454
1,3,4,6,7A

Comiskey Research, Inc.
205 W. Grand Ave., Ste. 108
Bensenville, IL 60106
312-860-2255
1,3,4,6,7B

Communications Workshop, Inc.
168 N. Michigan Ave.
Chicago, IL 60601
312-263-7551
1,2,3,4,6,7B

Consumer & Professional Research, Inc.
Westgate Plaza
3612 W. Lake Ave.
Wilmette, IL 60091
312-256-7744
1,3,6,7B
See Advertisement P.87

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Consumer Opinion Forum
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Aurora, IL 60505
312-280-9100
1,3,4,5,6,7A

Consumer Surveys Company
Northpoint Shopping Center
346 E. Rand Road
Arlington Heights, IL 60004
312-394-9411
1,3,4,6,7A
See Advertisement P.82

Conway Milliken and Associates
875 N. Michigan Ave., Ste. 4060
Chicago, IL 60611
312-787-4060
1,3,4,6,7B

CSI Qualitative Research Center
Doral Plaza Bldg., Ste. 1004 So.
151 N. Michigan Avenue
Chicago, IL 60601
203-797-0666
1,2,3,4,6,7B
See Advertisement P.51

Data Research, Inc.
1311 Butterfield Rd., Ste. 304
Downers Grove, IL 60515
312-971-2880
1,3,6,7B

Dimensional Marketing, Inc.
211 E. Ontario St., 16th Flr.
Chicago, IL 60611
312-280-0700
1,3,4,6,7B

Elrick & Lavidge, Inc.
3041 Woodcreek Dr., 2nd Flr.
Downers Grove, IL 60515
312-810-0100
1,3,4,6,7B

Fieldwork Chicago, Inc.
6200 N. Hiawatha, Ste. 720
Chicago, IL 60646
312-282-2911
1,3,4,5,6,7B

Focuscope Unlimited, Inc.
137 No. Oak Park Ave., Ste. 207
Oak Park, IL 60301
312-386-5086
1,3,4,6,7B

Goldring and Company, Inc.
820 No. Orleans, Ste. 210
Chicago, IL 60610
312-440-5252
1,2,3,4,6,7B

William Gould Research
520 No. Michigan Ave.
Chicago, IL 60611
312-642-6068
1,3,6,7B

William Gould Research
7337 No. Lincoln
Lincolnwood, IL 60646
312-642-6068
1,3,6,7B

Heakin Research, Inc.
1853 Ridge Road
Homewood, IL 60430
312-799-8101
1,3,4,6,7C

Home Arts Guild Research Center
35 E. Wacker Drive
Chicago, IL 60601
312-726-7406
1,3,4,5,6,7B
See Advertisement P.83

Illinois Center Market Research
151 N. Michigan Ave., Ste. 2413
Chicago, IL 60601
312-856-1697
1,3,4,6,7B

Kapuler Survey Center
North Arlington Atrium
3436 No. Kennicott
Arlington Heights, IL 60004
312-870-6700
1,3,6,7B

M/A/R/C. Inc.
18 W. 100-22nd St., Ste. 106
Oakbrook Terrace, IL 60181
312-620-5111
1,3,4,6,7B

Marketing Services
2525 Gross Point Road
Evanston, IL 60201
312-864-4100
1,3,6,7C

Mid-America Research
280 Orland Square Shopping Center
Orland Park, IL 60462
312-349-0888
1,3,4,6,7A

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

National Qualitative Centers
625 N. Michigan Avenue
Chicago, IL 60611
312-642-1001
1,2,3,6,7B

Oakbrook Interviewing Center
1415 W. 22nd St., Ste. 220
Oak Brook, IL 60521
312-574-0330
1,3,4,6,7B

O'Hare in Focus
1011 E. Touhy Ave., Ste.440
Des Plaines, IL 60018
312-299-6636
1,3,4,6,7B
See Advertisement P.16

Precision Field Services
Oak Mill Mall
7900 Milwaukee Ave., Ste. 22
Niles, IL 60648
312-966-8666
1,3,4,5,6,7A

Quality Controlled Services
Lombard Office Park, Ste. 107
55 W. 22nd St.
Lombard, IL 60148
312-620-5810
1,3,4,6,7B
See Advertisement P.69

Quick Test Opinion Centers
Ford City Shopping Center
7601 S. Cicero
Chicago, IL 60652
312-581-9400
1,3,4,6,7A
See Advertisement P.3

Quick Test Qpinion Centers
429 Hawthorne Center
Vernon Hills, IL 60061
312-367-0036
1,3,4,6,7A
See Advertisement P.3

Realtors Midwest Conference Center
540 N. Michigan, 3rd Flr.
Chicago, IL 60611
312-645-0545
1,3,6,7D

Research For Chicago
1420 Kensington Rd., Ste. 206
Oak Brook, IL 60521
312-574-2224
1,2,3,4,6,7B

Smith Research
1121-P Lake Cook Road
Deerfield, IL 60015
312-948-0440
1,2,3,4,6,7B
See Advertisement P.84

Smith Research
150 E. Huron, Ste. 720
Chicago, IL 60611
312-948-0440
1,2,3,4,6,7B
See Advertisement P.84

Survey Center, Inc.
Lake Point Tower
505 N. Lakeshore Dr.
Chicago, IL 60611
312-943-2686
1,2,3,4,5,6,7D

Time N Talent, Inc.
Lincolnwood Corp. Center
7337 N. Lincoln Ave.
Lincolnwood, IL 60646
312-675-0200
1,3,4,6,7B

Time N Talent, Inc.
Alquonquin Mills Mall
1400 Golf Rd.
Rolling Meadows, IL 60008
312-806-0006
1,3,4,6,7A

United States Testing Company
300 Marquardt Drive
Wheeling, IL 60090
312-520-3600
1,3,6,7C
See Advertisement P.38

View Point, Inc.
3059 W. Palmer Square
Chicago, IL 60647
312-276-3900
1,3,4,6,7C

PEORIA

Scotti Bur. Mktg. Rsch.
1118 N. Sheridan Rd.
Peoria, IL 61606
309-673-6194
1,3,4,5,6,7C

INDIANA

EVANSVILLE

Auditaire Management Reports
1510 W. Franklin
Evansville, IN 47710
812-424-5170
1,3,6,7C

Gore Research and Associates
Old Nat'l Bank Bldg., Ste. 1011
Evansville, IN 47708
812-422-3221
1,3,4,6,7B

Product Acceptance & Research(PAR)
1510 W. Franklin St.
Evansville, IN 47710
812-425-3533
1,3,4,6,7B

Product Acceptance & Research(PAR)
1139 Washington Square Mall
Evansville, IN 47715
812-474-4650
1,3,4,6,7A

FORT WAYNE

Dennis Research Services, Inc.
3502 Stellhorn Rd.
Ft. Wayne, IN 46815
219-485-2442
1,3,4,6,7B

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

INDIANAPOLIS

Circle City Research
3707 No. Shadeland, Ste. B-1
Indianapolis, IN 46226
317-545-8000
1,3,4,6,7B

Emmis Research
1099 N. Meridian, Ste. 250
Indianapolis, IN 46204
317-630-2828
1,2,3,6,7B
See Advertisement P.88

Herron Associates, Inc.
710 Executive Park Drive
Greenwood, IN 46143
317-882-3800
1,3,4,6,7B

Herron Associates, Inc.
Washington Square Mall
Indianapolis, IN 46229
317-882-3800
1,3,4,6,7A

Indianapolis Research Company
3037 South Meridian St.
Indianapolis, IN 46217
317-788-0861
1,3,4,6,7B

Walker Data Source
8000 Knue Rd., Ste. 108
Indianapolis, IN 46250
317-843-3939
1,3,4,6,7B

SOUTH BEND

Dennis Research & Data Collection
4524 So. Michigan
South Bend, IN 46614
219-291-7070
1,3,6,7B

Sheffer Advertising Agency
115 W. Colfax Avenue
South Bend, IN 46601
219-233-6970
1,3,6,7B

IOWA

CEDAR RAPIDS/ WATERLOO

Frank N. Magid Associates
One Research Center
Marion, IA 52302
319-377-7345
1,3,6,7B

DAVENPORT

Per Mar Research Services
425 W. Second Street
Davenport, IA 52801
319-326-6291
1,3,6,7C

Scotti Bur. Mktg.Rsch.
Northpark Mall
320 W. Kimberly Road
Davenport, IA 52806
319-386-1905
1,3,4,6,7A

DES MOINES

Friedman Marketing/Des Moines
Southridge Mall
1111 E. Army Post Rd., #158
Des Moines, IA 50315
515-287-4744 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

IMR Systems, Ltd.
507 Tenth St., 3rd Floor
Des Moines, IA 50309
515-282-7800
1,3,6,7B

Mid-Iowa Interviewing
204A Valley West Mall
1551-35th St.
West Des Moines, IA 50265
515-225-6232
1,3,6,7A

Per Mar Research Services
1720 6th Avenue
Des Moines, IA 50314
515-277-5746
1,3,6,7C

KANSAS

KANSAS CITY
(See Kansas City, MO)

TOPEKA

Central Research Corp.
900 Bank IV Tower
Topeka, KS 66603
913-233-8948
1,3,6,7B

WICHITA

Data Net-Wichita
Towne East Square Mall
7700 E. Kellogg, M-3
Wichita, KS 67207
316-682-6655
1,3,4,6,7A

United States Testing Company
Town West Square, Store 804
Wichita, KS 67209
316-943-1153
1,3,4,6,7A
See Advertisement P.38

Wichita Marketing Research, Inc.
224 Ohio
Wichita, KS 67214
316-263-6433
1,3,7C

KENTUCKY

LEXINGTON

Wilkerson & Associates
320 E. Main Street
Lexington, KY 40501
606-231-9481
1,3,6,7C
See Advertisement P. 40

LOUISVILLE

Davis Research Services, Inc.
4229 Bardstown Rd.
Louisville, KY 40218
502-499-0607
1,3,4,6,7A

Personal Opinion, Inc.
3415 Bardstown Rd., Ste. 206A
Louisville, KY 40218
502-451-1971
1,2,3,4,5,6,7B

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

Stevens Research Services, Inc.
3010 Hikes Lane
Louisville, KY 40220
502-456-5300
1,2,3,4,6,7C

Wilkerson and Associates
3339 Taylorsville Rd.
Louisville, KY 40205
502-459-3133
1,3,4,5,6,7C
See Advertisement P. 40

OWENSBORO

Market Research Services
4530 Hwy. 1514
Utica, KY 42376
502-785-4033
1,3,4,6,7B

LOUISIANA

BATON ROUGE

Gulf State Research Center
Bon Marche Mall
7361 Florida Blvd.
Baton Rouge, LA 70806
504-926-3827
1,3,4,5,6,7A

JKB and Associates
2223 Quail Run Dr., C-2
Baton Rouge, LA 70808
504-766-4065
1,3,4,6,7B

Market Research & Issues Mgmt.
1 Maritime Plaza, 3rd Floor
Baton Rouge, LA 70802
504-387-6766
1,3,4,6,7B

NEW ORLEANS

Analytical Studies, Inc.
708 Rosa Avenue
Metairie, LA 70005
504-835-3508
1,3,6,7B

Friedman Marketing/New Orleans
1701 Barataria Blvd., Ste. 666
Marrero, LA 70072
504-340-0972 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

Heakin Research, Inc.
1401 W. Esplanade, Ste. 116
Kenner, LA 70065
504-464-9188
1,3,4,6,7A

Linden Research Services Corp.
197-504 Westbank Exp.
Gretna, LA 70053
504-368-9825
1,3,4,6,7A

N G L Research Services, Inc.
4300 S. I-10 Service Rd., Ste 115
Metairie, LA 70001
504-456-9025
1,3,4,6,7B

New Orleans Field Service Assoc.
257 Bonnabel Blvd.
Metairie, LA 70005
504-833-0641
1,3,6,7B

SHREVEPORT

Carter Research
800 American Tower
401 Market Street
Shreveport, LA 71101
318-227-1147
1,6,7B

Melton Market Research
2835 Hollywood Ave., Ste. 270
Shreveport, LA 71108
318-631-5356
1,3,6,7B

MAINE

PORTLAND

Consumer Research of Maine
672 Ocean Avenue
Portland, ME 04103
207-773-3849
1,3,6,7D

Market Research Unlimited, Inc.
40 Atlantic Place
S. Portland, ME 04106
207-775-7249
1,3,4,5,6,7B

MARYLAND

BALTIMORE

A-H Interviewing
3610 Milford Mill Rd.
Baltimore, MD 21207
301-922-9186
1,3,6,7B

Baltimore Research Agency
Windsor Court
8320 Bellona Ave., Ste. 40
Baltimore, MD 21209
301-484-2177
1,3,6,7B

Chesapeake Surveys
305 W. Chesapeake Ave., Ste. L19
Towson, MD 21204
301-296-4411
1,3,4,6,7B
See Advertisement P.89

Consumer Pulse of Baltimore
8200 Perry Hall Blvd.
White Marsh Mall #1039 & #1152
Baltimore, MD 21236
301-256-7700
1,3,4,5,6,7A
See Advertisement P.89

Heakin Research, Inc.
7839 Eastpoint Mall, Ste. 3
Baltimore, MD 21224
301-282-3133
1,3,4,6,7A

Opinion Centers America
Security Square Mall
6901 Security Blvd.
Baltimore, MD 21207
301-391-7750
1,3,4,6,7A

Opinion Centers of Md.,Div. AIM
1410 No. Crain Highway
Glen Burnie, MD 21061
301-760-0052
1,3,4,6,7B

Opinion Centers of Md., Div. AIM
Hunt Valley Mall
Hunt Valley, MD 21030
301-785-5344
1,3,4,6,7A

Opinion Centers of Md., Div. AIM
Golden Ring Mall
6400 Rossville Blvd.
Baltimore, MD 21237
301-391-7750
1,3,4,6,7A

MASSACHUSETTS

BOSTON

Bernett Research, Inc.
230 Western Ave.
Boston, MA 02134
617-254-1314
1,3,4,5,6,7B
See Advertisement P.66

Bernett Research, Inc.
Assembly Square
Middlesex Avenue
Somerville, MA 02145
617-254-1314
1,3,4,6,7A
See Advertisement P. 66

Boston Field and Focus
3 Faneuil Hall Marketplace
Boston, MA 02109
617-720-1870
1,2,3,4,6,7B

Car-Lene Research, Inc.
Hanover Mall
Hanover, MA 02339
617-826-0052
1,3,4,6,7A

CSI Qualitative Research Center
66 Long Wharf, Third Floor
Boston, MA 02110
203-797-0666
1,2,3,4,6,7B
See Advertisement P.51

CSI Qualitative Research Center
Northshore Mall
Peabody, MA 01960
203-797-0666
1,2,3,4,6,7A
See Advertisement P.51

Decision Research
33 Hayden Ave.
Lexington, MA 02173
617-861-7350
1,3,6,7B

Dorr & Sheff, Inc.
90 Windom Street
Boston, MA 02134
617-787-3677
1,2,3,4,6,7B

Fieldwork Boston, Inc.
800 South Street
Waltham, MA 02154
617-899-3660
1,2,3,4,6,7B

First Market Research Corp.
121 Beech Street
Boston, MA 02111
617-482-9080
1,6,7B
See Advertisement P.42

Group and Focus Survey
and Research Svce., Inc.
2400 Massachusetts Avenue
Cambridge, MA 02140
617-864-7794
1,2,3,4,6,7B

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

New England Marketing Research
50-R Nichols St.
Danvers, MA 01923
508-774-5688
1,3,6,7C

Panel Opinions, Inc.
155 Middlesex Turnpike
Burlington, MA 01803
617-229-6226
1,3,4,5,6,7B

Pathfinder Research Group
629 Massachusetts Avenue
Boxborough, MA 01719
508-263-0400
1,3,4,6,7B

Performance Plus, Inc.
111 Speen St., Ste 105
Framingham, MA 01701
617-872-1287
1,2,3,4,6,7B

Quality Controlled Services
190 N. Main Street
Natick, MA 01760
617-653-1122
1,3,4,6,7B
See Advertisement P.69

Qualitative Focus, Div. of
Research Data, Inc.
624 Worchester Rd.
Framingham, MA 01701
617-875-1300
1,3,4,6,7B

Quick Test Opinion Centers/
Field Facts, Inc.
Watertown Mall
550 Arsenal St.
Watertown, MA 02172
617-924-8486
1,3,4,6,7A
See Advertisement P.3

Quick Test Opinion Centers/ Field Facts, Inc.
Dedham Mall, Route 1
Dedham, MA 02026
617-326-0865
1,3,4,5,6,7A
See Advertisement P.3

Quick Test Opinion Centers /Field Facts, Inc.
Hamilton Plaza
680 Worcester Rd.
Framingham, MA 01701
617-872-1800
1,3,4,6,7B
See Advertisement P.3

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

SPRINGFIELD/HOLYOKE

Trends of Springfield
Performance Plus, Inc.
Fairfield Mall
591 Memorial Drive
Chicopee, MA 01020
617-872-1287
1,3,4,6,7A

United States Testing Company
The Hampshire Mall
South Maple St.
Hadley, MA 01035
413-586-1932
1,3,4,6,7A
See Advertisement P.38

Western Massachusetts Interviewing Service, Inc.
Eastfield Mall
1655 Boston Road
Springfield, MA 01129
413-543-5820
1,3,4,6,7A

WORCESTER

Quick Test Qpinion Centers/ Field Facts, Inc.
Worcester Center-West Mall
Worcester, MA 01608
617-754-3960
1,3,4,6,7A
See Advertisement P.3

MICHIGAN

DETROIT

Amrigon
25 W. Long Lake Rd.
Bloomfield Hills, MI 48013
313-258-2300
1,3,6,7B

Consumer Pulse of Detroit
725 S. Adams, Ste. 265
Birmingham, MI 48009
313-540-5330
1,3,4,5,6,7B
See Advertisement P.75

Detroit Marketing Services, Inc.
18000 W. 8 Mile Rd., Ste. 100
Southfield, MI 48075
313-569-0444
1,3,4,6,7B

Detroit Marketing Services, Inc.
29755 Plymouth Rd.
Livonia, MI 48150
313-427-5360
1,3,4,6,7A

Friedman Marketing/Detroit
Oakland Mall
350B W, 14 Mile Road
Troy, MI 48084
313-589-0950 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

Friedman Marketing/Detroit
French-Town Square Mall
2121 Monroe Street
Monroe, MI 48161
313-241-1610 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

E. Friedman Marketing Services, Inc.
25130 Southfield Rd., #200
Southfield, MI 48075
313-569-0444
1,3,4,6,7A
See Advertisement P.25

General Interviewing Surveys
17117 W. Nine Mile Rd., Ste. 1020
Southfield, MI 48075
313-559-7860
1,3,4,6,7B

International Communications Rsch., Inc.
3785 Varsity Drive
Ann Arbor, MI 48018
313-971-2221
1,2,3,4,6,7C
See Advertisement P.20

Market Interviews
33029 Schoolcraft
Livonia, MI 48150
313-421-3420
1,3,6,7C

Nordhaus Research, Inc.
20300 W. 12 Mile Rd.
Southfield, MI 48076
313-827-2400
1,3,4,6,7C
See Advertisement P.64

Opinion Search
21800 Melrose, Ste. 4
Southfield, MI 48075
313-358-9922
1,3,4,6,7B

Product & Consumer Evaluations
28535 Orchard Lake Rd.
Farmington Hills, MI 48018
313-553-4100
1,3,6,7B

Research-One, Inc.
21711 W. Ten Mile Rd.
Southfield, MI 48075
313-358-4055
1,3,6,7B

TRENDFACTS Field Services
31800 Northwestern Hwy., Ste. 380
Farmington Hills, MI 48018
313-855-7811
1,3,4,5,6,7B
See Advertisement P.93

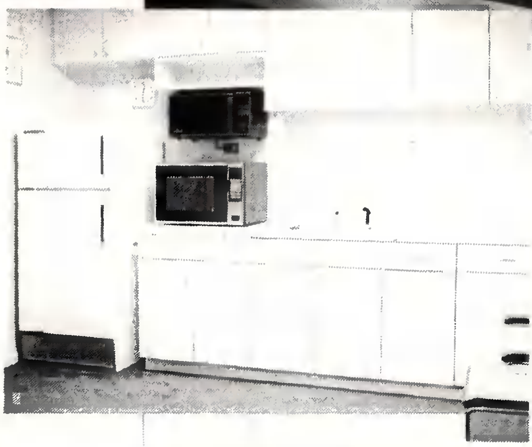
Yee/Minard and Associates
27300 W. 11 Mile Rd., Ste. 500
Southfield, MI 48034

TRENDFACTS FIELD SERVICES

- Focus group recruiting and rentals
- Central bank telephone interviewing
- Personal interviewing and demonstrations

Our Suburban Offices

Our Focus Facility



Our Test Kitchen

Our Telephone Facility

Sample Company Clients:

- AT&T
- General Electric
- General Foods
- General Mills
- K-Mart
- Kodak
- Kroger
- Marriott
- P & G
- Quaker Oats
- RJR Nabisco
- Warner-Lambert

Sample Agency Clients:

- BBDO
- DDB/Needham
- DMB&B
- Doner
- Grey
- Griffin Bacal
- JWT
- Marschalk
- McCann-Erickson
- Ross Roy

Sample Supplier Clients:

- Answer Group
- ASI
- BRM
- Burke
- Chilton
- Consensus
- Faber
- Hanson & Quick
- Hase/Schannen
- Kapular
- M/A/R/C
- MSI
- National Analysts
- ORC
- Solutions

Our Field Service Staff:

Director:	Claudia Ruiz-Shipe
Manager:	Susan O'Kelly
Supervisors:	Alice Kirschner
	Vicki Cohn

For more information call:

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31800 Northwestern Hwy.
Farmington Hills, MI 48018

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313-559-2939
1,3,4,6,7B

GRAND RAPIDS

Breakthru Surveys, Inc.
535 Greenwood SE
Grand Rapids, MI 49506
616-451-9219
1,3,6,7B

Datatrack, Inc.
161 Ottawa Ave., NW
Grand Rapids, MI 49503
616-776-7230
1,2,3,4,6,7B
See Advertisement P.90

Nordhaus Research, Inc.
2449 Camelot Court
Grand Rapids, MI 49506
616-942-9700
1,3,6,7C
See Advertisement P.64

Western Michigan Research, Inc.
6143 1/2 28th St. SE
Grand Rapids, MI 49506
616-949-8724
1,2,3,6,7B

KALAMAZOO

Bo Mar Research, Inc.
429 S. Burdick St.
Kalamazoo, MI 49007
616-342-5880
1,3,4,6,7C

LANSING

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

MINNESOTA

MINNEAPOLIS/ST. PAUL

A and I of Minnesota
1248 Eden Prairie Center
Eden Prairie Center
Eden Prairie, MN 55344
612-941-0825
1,3,4,6,7A

Colle and McVoy Research
7900 International Dr., #700
Bloomington, MN 55420
612-851-2566
1,3,6,7B

Concepts In Marketing Research(CIMR)
400 N. Robert St., P.O. Box 64931
St. Paul, MN 55164
612-228-5667
1,2,3,6,7B
See Advertisement P.59, 60 & 61

Cook Research & Consulting, Inc.
6600 France Ave. So., Ste. 214
Edina, MN 55435
612-920-6251
1,3,4,5,6,7B

Bette Dickinson Research, Inc.
3900 36th Ave. No.
Minneapolis, MN 55422
612-521-7635
1,3,4,6,7C

Focus Market Research, Inc.
801 W. 106th St., Ste. 201
Bloomington, MN 55420
612-881-3635
1,2,3,4,5,6,7B
See Advertisement P.94

Focus Market Research, Inc.
4956 Lincoln Drive
Edina, MN 55436
612-933-0449
1,2,3,4,5,6,7B
See Advertisement P.94

N.K. Friedrichs & Assoc.
2500 Centre Village
431 So. 7th Street
Minneapolis, MN 55415
612-333-5400
1,3,4,6,7B

Heakin Research, Inc.
Knollwood Mall
8332 Hwy. 7
St. Louis Park, MN 55426

612-936-0940
1,3,4,6,7A

Lakewood Research
50 South 9th Street
Minneapolis, MN 55402
612-333-0471
1,3,6,7B

Molgren Research Associates
10910 Wayzata Blvd.
Minneapolis, MN 55343
612-544-8497
1,3,4,6,7C

MRC, Inc.
5820 74th Ave. No., Ste. 105
Brooklyn Park, MN 55443
612-561-4467
1,3,4,6,7B

C.J. Olson Market Research, Inc.
708 So. 3rd St., Ste. 105 East
Minneapolis, MN 55415
612-340-1262
1,3,4,6,7B
See Advertisement P.49

Orman Guidance Research®, Inc.
715 Southgate Office Plaza
5001 W. 80th
Minneapolis, MN 55437
612-631-4911
1,2,3,4,5,6,7B
See Advertisement P.96

Project Research, Inc.
University Technology Center
1313 Fifth St. SE
Minneapolis, MN 55414
612-331-9222
1,3,6,7B
See Advertisement P.23

Quality Controlled Services
7200 France Ave., Ste. 234
Minneapolis, MN 55435
612-831-7133
1,3,6,7B
See Advertisement P.69

Research Systems
1809 S. Plymouth Rd., Ste. 325
Minnetonka, MN 55343
612-544-6334
1,2,3,4,5,6,7B

Rockwood Research
1751 W. County Road B
St. Paul, MN 55113
612-631-1977
1,3,6,7B
See Advertisement P.95

The Place To Get Ideas
One Main at Riverplace, Ste. 502
Minneapolis, MN 55414
612-331-1570
1,2,3,6,7D
See Advertisement P.103

Twin City Interviewing Services
3225 Hennepin Ave. So.
Minneapolis, MN 55408
612-823-6214
1,2,3,4,6,7C
See Advertisement P.92

Winona MRB, Inc.
8200 Humboldt Ave. So.
Minneapolis, MN 55431
612-881-5400
1,3,6,7B

MISSISSIPPI

JACKSON

Friedman Marketing/Jackson
1275 Metro Center Mall
Jackson, MS 39209
601-352-9340 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

MISSOURI

KANSAS CITY

The Field House, Inc.
7220 W. 98th Terrace
Overland Park, KS 66212
913-341-4245
1,2,3,4,5,6,7C

The Field House, Inc.
Oak Park Mall
11319 W. 95th St.
Overland Park, KS 66214
913-341-4245
1,3,4,6,7A

Flaspohler-Rose Market Research, Inc.
7300 College Blvd., Ste. 430
Overland Park, KS 66210
913-339-9180
1,2,3,4,6,7B

Heakin Research, Inc.
Indian Springs Mall
4601 State Ave.
Kansas City, KS 66102
913-596-2244
1,3,4,6,7A

Heakin Research, Inc.
Blue Ridge Mall
4200 Blue Ridge Blvd.
Kansas City, MO 64133
816-737-1130
1,3,4,6,7A

Heakin Research, Inc.
116 Independence Center
Independence, MO 64057
816-795-0706
1,3,4,5,7A

Interro Research Inc.
4050 Pennsylvania Manor Sq., Ste. 215
Kansas City, MO 64111
816-931-8770
1,3,6,7B

Market Research Institute
7315 Frontage Rd., Ste. 200
Merriam, KS 66204
913-236-6060
1,2,3,4,6,7B

Quality Controlled Services
Corporate Woods Office Park
10875 Grandview St., Ste. 2230
Overland Park, KS 66210
913-345-2200
1,3,4,5,6,7B
See Advertisement P.69

Quality Controlled Services
8600 Ward Parkway
Kansas City, MO 64114
816-361-0345
1,3,4,6,7A
See Advertisement P.69

Ouality-On-Time Interviewing
8889 Bourgade Ave.
Lenexa, KS 66219
913-894-9012
1,3,6,7B

Valentine Radford
911 Main St.
Kansas City, MO 64105
816-842-5021
1,3,6,7B

ST. LOUIS

Bryan Research
1600 Heritage Landing, Ste. 104
St. Charles, MO 63303
314-928-0811
1,3,6,7B

Consumer Qpinion Search
10795 Watson Road
St. Louis, MO 63127
314-965-0053
1,3,4,6,7B
See Advertisement P.63

Fact Finders
11960 Westline Industrial Dr., Ste. 105
St. Louis, MO 63146
314-469-7373
1,3,6,7B

Lucas Market Research
Marietta Plaza
13250 New Halls Ferry Rd.
Florissant, MO 63033
314-838-0696
1,3,4,5,6,7C

Marketeam Associates
555 N. New Ballas Rd.
St. Louis, MO 63141
314-569-1324
1,3,4,6,7B
See Advertisement P.43

Marketeam Associates
515 North Sixth Street
St. Louis, MO 63101
314-569-1324
1,3,6,7A
See Advertisement P.43

Marketing Horizons, Inc.
605 Old Ballas Rd., Ste. 101
St. Louis, MO 63141
314-432-1957
1,3,6,7B

Quality Controlled Services
1655 Des Peres Rd.
St. Louis, MO 63131
314-966-6595
1,3,4,6,7B
See Advertisement P.69

Superior Surveys of St. Louis
10795 Watson Rd.
St. Louis, MO 63127
800-325-4982
1,3,4,6,7B
See Advertisement P.97

United States Testing Company
338 Jamestown Mall
Florissant, MO 63034
314-741-0284
1,3,4,6,7A
See Advertisement P.38

Wade West/St. Louis, Inc.
536 Northwest Plaza
St. Ann, MO 63074
314-291-8888
1,3,4,6,7A

Westgate Research, Inc.
642 Office Parkway
Creve Coeur, MO 63141
314-567-3333
1,3,6,7B

SPRINGFIELD

Martell Research
3 Corporate Center, Ste. 3-300
Springfield, MO 65804
417-882-5999
1,3,4,6,7B

Opinion Center
227 Battlefield Mall
Springfield, MO 65804
417-887-1035
1,3,4,6,7A

MONTANA

GREAT FALLS

Intermountain SIR
902 3rd Avenue So.
Great Falls, MT 59405
406-727-7050
1,3,6,7B

NEBRASKA

LINCOLN

Coy/Pedco
2546 South 48th St.
Lincoln, NE 68502
402-488-3753
1,3,6,7A

OMAHA

Midwest Survey, Inc.
8922 Cuming
Omaha, NE 68114
402-392-0755
1,3,4,6,7A
See Advertisement P.98

NEVADA

LAS VEGAS

Las Vegas Surveys
3718 S. Maryland Parkway
Las Vegas, NV 89119
702-796-6451
1,3,4,6,7C

RENO

Sierra Market Research
248 W. First St., #106
Reno, NV 89501-1203
702-786-6556
1,3,6,7B

NEW HAMPSHIRE

MANCHESTER

American Research Group, Inc.
814 Elm Street
Manchester, NH 03101
603-624-4081
1,3,6,7B

New England Interviewing, Inc.
5 Coliseum Ave.
Nashua, NH 03063
603-889-8222
1,3,4,6,7B

New England Interviewing, Inc.
650 Elm Street
Manchester, NH 03101
603-641-1222
1,3,4,6,7B

NEW JERSEY
(Also See New York City and Philadelphia)

NEW BRUNSWICK

NTL Associates
77 Milltown Road
E. Brunswick, NJ 08816
201-390-5656
1,3,6,7B

PRINCETON

Research 100
29 Emmons Drive
Princeton, NJ 08540
212-925-8100
1,3,4,6,7B

Response Analysis
377 Wall Street
Princeton, NJ 08540
609-921-3333
1,3,6,7B

J. Ross Associates, Inc.
Princeton Windsor Office Pk.
Princeton-Highstown Rd.
Cranbury, NJ 08512
609-443-3434
1,3,4,5,6,7B

Total Research Corporation
Princeton Corporate Center
5 Independence Way
Princeton, NJ 08540
609-921-8100
1,3,4,6,7B

NEW MEXICO

ALBUQUERQUE

Sandia Marketing Services
923 Coronado Center
Albuquerque, NM 87110
505-883-5512
1,3,4,6,7A

SANTA FE

Field Management Associates
1124 Villa Linda Mall
Santa Fe, NM 87505
505-741-1699
1,3,4,6,7A

NEW YORK

ALBANY

Quick Test Qpinion Centers/
Field Facts, Inc.
428 Mohawk Mall
Schenectady, NY 12304
518-370-5077
1,3,4,6,7A
See Advertisement P.3

J.L.Whalen Markette Research
521 Dwaaskill Pk. Prof. Bldg.
Clifton Park, NY 12065
518-383-1661
1,3,6,7B

BUFFALO

Buffalo Survey & Research, Inc.
1255 Eggert Rd.
Buffalo, NY 14226
716-833-6639
1,3,4,6,7C

Ruth Diamond Market Research
Boulevard Mall, 770 Alberta Dr.
Buffalo, NY 14226
716-836-1110
1,3,4,6,7A

Survey Svce. of West. New York
1911 Sheridan Drive
Buffalo, NY 14223
716-876-6450
1,3,4,6,7B

NEW YORK CITY

A La Carte Research
420 Jericho Turnpike
Jericho, NY 11753
516-822-2050
1,3,6,7B

Alenik-Rudman Research
151-17 82 Street
Howard Beach, NY 11414
718-835-3100
1,3,6,7D

A-One Research
2800 Coyle Street
Brooklyn, NY 11235
718-646-1721
1,3,6,7B

Bernett Research, Inc.
Menlo Park Mall
Parsonage Road
Edison, NJ 08837
201-548-2900
1,3,4,6,7A
See Advertisement P. 66

Beta Research Corp.
6400 Jericho Turnpike
Syosset, NY 11791
516-935-3800
1,3,6,7B

The Conference Center of
New Rochelle
3 Cottage Place
New Rochelle, NY 10801
914-576-3800
1,3,4,6,7B

CSI Qualitative Research Center
24 East 38th St., Stes. 5A & 5B
New York, NY 10016
203-797-0666
1,2,3,4,6,7B
See Advertisement P.51

CSI Testing Center
West Belt Mall
Intersections of Rts. 23,46 & 80
Wayne, NJ 07470
203-797-0666
1,2,3,4,5,6,7A
See Advertisement P.51

DTW Marketing Research Group
395 Pleasant Valley Way
West Orange, NJ 07052
201-325-2888
1,3,6,7B

Elrick & Lavidge, Inc.
One Sears Drive
Paramus, NJ 07652
201-599-0755
1,3,4,6,7B

Enclosed Mall Research
105 Galleria Mall
100 Main Street
White Plains, NY 10601
914-997-7200
1,3,4,6,7,A

Fieldwork East, Inc.
Two Executive Dr.
Fort Lee, NJ 07024
201-585-8200
1,2,3,4,5,6,7B

Fieldwork East at Westchester, Inc.
555 Taxter Road
Elmsford, NY 10523
914-347-2145
1,2,3,4,5,6,7B

George Fine Research
220 No. Central Park Ave.
Hartsdale, NY 10530
914-328-0200
1,3,6,7B

Focus America
1140 Sixth Ave., 9th Floor
New York, NY 10036
212-302-1808
1,3,4,6,7B

Focus On The City
215 Park Ave. So., Ste 2013
New York, NY 10003
212-752-4565
1,3,4,6,7B

Focus Plus
Div. of ASI Market Research, Inc.
79 Fifth Avenue
New York, NY 10003
212-807-9393
1,3,4,6,7B
See Advertisement P.111,113, 115

Focus Plus
Div. of ASI Market Research, Inc.
141 Fifth Avenue
New York, NY 10010
212-807-9393
1,3,4,6,7B
See Advertisement P.111 , 113, 115

The Focus Room & Field Service, NY
231 Central St.
White Plains, NY 10606
914-682-6404
1,2,3,4,6,7B

Focus Room of New Jersey
285 Grand Avenue
5 Patriot Center
Englewood, NJ 07631
201-569-1919
1,3,4,6,7B

Friedman Marketing/New York
Jefferson Valley Mall
650 Lee Blvd., E-1
Yorktown Heights, NY 10598
914-962-9400 or 313-569-0444
1,3,4,6,7A
See Advertisement P. 25

Glickman Research Associates
354 Old Hook Road
Westwood, NJ 07675
201-664-6688
1,3,6,7B

Heakin Research, Inc.
Rockaway Town Square Mall
Rockaway, NJ 07866
201-328-0848
1,3,4,6,7A

Ideal Field Services, Inc.
1242 Green Acres Mall
Valley Stream, NY 11581
516-561-1723
1,3,4,6,7A

Interviews For Research/ Suburban Associates
515 Route 1 South
Iselin, NJ 08830
201-855-8900
1,2,3,4,6,7B
See Advertisement P.101

J & R North
Harrison Street
New Rochelle, NY 10801
914-235-8335
1,3,4,6,7A

Long Island Groups In Focus LTD
1185 Northern Blvd.
Manhasset, NY 11030
516-365-8630
1,2,3,4,5,6,7C

Manhattan Opinion Center
369 Lexington Ave.
New York, NY 10017
212-972-5553
1,3,6,7B

Meadowlands Consumer Center
The Plaza at the Meadows
700 Plaza Drive, 2nd Flr.
Secaucus, NJ 07094
201-865-4900
1,2,3,4,5,6,7D

MetroMarket Research Center
855 Valley Road
Clifton, NJ 07013
201/470-0044
1,3,4,5,6,7B
See Advertisement P.103

T. A. Miller Company, Inc.
1060 Clifton Ave.
Clifton, NJ 07015
201-778-6011
1,3,4,6,7B

Murray Hill Center
205 Lexington Avenue
New York, NY 10016
212-889-4777
1,3,4,6,7B
See Advertisement P.100

New York Conference Center, Inc.
240 Madison Avenue
New York, NY 10016
212-682-0220
1,2,3,6,7B

New York Focus
12 East 41st St.
New York, NY 10017
212-481-3780
1,3,4,6,7B
See Advertisement P.99

Peters Marketing Research
615 W. Mt. Pleasant Ave.
Livingston, NJ 07039
201-822-1515
1,3,6,7B

Phoenix Fields Ltd.
499 New Rochelle Rd.
East Chester, NY 10708
914-699-2610
1,3,4,5,6,7B

Plaza Research
120 Rte. 17 North
Paramus, NJ 07652
201-265-7500
1,2,3,4,6,7B

The Product Development Workshop
195 Columbia Turnpike
Florham Park, NJ 07932
201-765-0077
1,3,4,5,6,7B

O and A Research, Inc.
1701 Sunrise Hwy.
Bay Shore, NY 11706
516-968-6868
1,3,4,6,7A

Quick Test Opinion Centers/ Field Facts, Inc.
11 Rye Ridge Plaza
Rye Brook, NY 10573
914-937-0220
1,3,4,6,7B
See Advertisement P.3

Quick Test Opinion Centers
#370 Sunrise Mall
Massapequa, NY 11758
516-541-5100
1,3,4,6,7A
See Advertisement P.3

Rich Interviewing, Inc.
2611 Pettit Ave.
Bellmore, NY 11710
516-826-8822
1,3,4,6,7B

St. George Research
1025 W. St. George Avenue
Linden, NJ 07036
201-486-5700
1,3,4,6,7A

Schlesinger Associates, Inc.
Lincoln Plaza, Ste. 301
2 Lincoln Highway
Edison, NJ 08820
201-906-1122
1,2,3,4,6,7B
See Advertisement P.102

Audrey Schiller Market Research
64 Division Avenue
Levittown, NY 11756
516-731-1500
1,3,4,6,7B

Stewart Surveys, Inc.
579 Franklin Turnpike
Ridgewood, NJ 07450
201-447-5100
1,2,3,4,5,6,7B

Stewart Surveys, Inc.
Willowbrook Mall-#1402
Wayne, NJ 07470
201-447-5100
1,3,4,6,7A

Stewart Surveys, Inc.
Nanuet Mall-#230
Nanuet, NY 10954
201-447-5100
1,3,4,6,7A

Stratmar Systems, Inc.
109 Willette Ave.
Port Chester, NY 10573
914-937-7171
1,3,6,7B

Suburban Associates
210 So. Broad Street
Ridgewood, NJ 07450
201-652-2223
1,2,3,4,6,7C
See Advertisement P.101

Technical Analysis and Communications, Inc.
20 E. Oakdene Ave.
Teaneck, NJ 07666
201-836-1500
1,2,3,4,6,7B

Test Fast Research Services, Inc.
901 N. Broadway, Ste. 1
White Plains, NY 10603
914-948-6630
1,3,6,7B

Wolf/Altschul/Callahan, Inc.
171 Madison Avenue, #1100
New York, NY 10016
212-725-8840
1,3,4,6,7B

ROCHESTER

Gordon S. Black Corp.
1661 Pennfield Rd.
Rochester, NY 14625

716-248-2805 or 800-828-7782
1,3,6,7B

BRX, Inc.
169 Rue De Ville
Rochester, NY 14618
716-442-0590
1,3,4,5,6,7D
See Advertisement P.104

Ford Research Services, Inc.
Marketplace Mall
3400 W. Henrietta Rd.
Rochester, NY 14623
716-424-3203
1,3,4,5,6,7A

Marion Simon Research Services
49 Wildbriar Rd.
Rochester, NY 14623
716-359-1510
1,3,4,6,7C

SMG Research
260 East Avenue
Rochester, NY 14604
716-263-2614
1,3,6,7B

The Sutherland Group, Ltd.
1160-B Pittsford-Victor Rd.
Pittsford, NY 14534
716-586-5757
1,3,6,7B

SUFFOLK COUNTY

J & R Mall Research
800 Montauk Hwy.
Shirley, NY 11967
516-399-0200
1,3,4,6,7A

SYRACUSE

Marion Simon Research Services
Northern Lights Mall
Syracuse, NY 13212
315-455-5952
1,3,4,6,7A

Teresa M. McCarthy Associates
Penn Cam Mall
5775 South Bay Road
Syracuse, NY 13041
315-458-9320
1,2,3,4,6,7A

NORTH CAROLINA

CHARLOTTE

Charlotte Research Services
301 E. Kingston Avenue
Charlotte, NC 28203
704-333-5026
1,3,6,7B

Consumer Pulse of Charlotte
Eastland Mall
5625 Central Avenue
Charlotte, NC 28212
704-536-6067
1,3,4,5,6,7A
See Advertisement P.75

KPC Research
600 S. Tryon Street
Charlotte, NC 28202
704-379-6342
1,3,6,7B

Leibowitz Market Research Assoc.
One Parkway Plaza, Ste. 110
Charlotte, NC 28217
704-357-1961
1,3,4,6,7B

W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27408
919-292-4146
1,2,3,4,6,7A
See Advertisement P.56

MarketWise, Inc.
821 Baxter Street, Ste. 302
Charlotte, NC 28202
704-332-8433
1,3,6,7B

Video Testing Service(VTS)
301 So. Green St., Ste. 16
Greensboro, NC 27401
919-275-9990
1,3,6,7B

Wade West, Carolina
2300 W. Meadowview Rd., #203
Greensboro, NC 27407

919-854-3333
1,3,4,6,7B

RALEIGH

Diener & Associates
200 Park Bldg., Ste. 111
Rsch. Tri. Pk., NC 27709
919-549-8945
1,3,6,7B

FGI, Inc.
700 Eastowne Dr.
Chapel Hill, NC 27514
919-493-1670
1,3,4,6,7B

Quick Test Opinion Centers/ Field Facts, Inc.
South Square Mall
Durham, NC 27707
919-489-3104
1,3,4,6,7A
See Advertisement P.3

L and E Research
3803 Computer Dr., Ste. 108
Raleigh, NC 27609
919-782-3860
1,3,4,6,7B

A North Carolina State Interviewing Service
4208 Six Forks Rd.
Bldg. 2, Ste. 333
Raleigh, NC 27609
919-781-0555 or 919-781-7810
1,3,6,7B

WINSTON-SALEM

Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winston-Salem, NC 27104
919-765-7676 or 800-443-7344
1,3,4,5,6,7C

Winston-Salem Focus Group Centre
Div. of Martin Research, Inc.
1312 Westgate Center Drive
Winston-Salem, NC 27103
919-760-2072
1,3,4,6,7B
See Advertisement P.114

OHIO

CINCINNATI

Advanced Research In Marketing
10133 Springfield Pike
Cincinnati, OH 45215
513-772-2929
1,3,4,6,7C

The Answer Group
11161 Kenwood Rd.
Cincinnati, OH 45242
513-489-9000
1,3,4,6,7B
See Advertisement P.104

The Answer Group
Downtown Cincinnati
Cincinnati, OH 45242
513-489-9000
1,3,4,6,7B
See Advertisement P.104

Assistance In Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
513-683-6600
1,3,4,5,6,7C

Assistance In Marketing, Inc.
9523 Colerain Avenue
Cincinnai, QH 45251
513-385-8228
1,3,6,7A

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
513-793-4223
1,3,4,6,7B

Burgoyne Information Services
705 Central Ave., Ste. 500
Cincinnati, OH 45202
513-621-7000
1,3,4,6,7B

Burke Marketing Research
Gwynne Bldg., 6th & Main Sts.
Cincinnati, OH 45202
513-852-8676
1,3,6,7B

Consumer Pulse of Cincinnati
514 Forest Fair Drive
Cincinnati, OH 45240
513-671-1211
1,3,4,5,6,7A
See Advertisement P.75

Consumer Testing Services
of Greater Cincinnati
311 Philadelphia St.
Covington, KY 41011
606-431-7700
1,3,6,7B

Elrick & Lavidge, Inc.
11 Triangle Park Dr.
Cincinnati, OH 45246
513-772-1990
1,3,6,7B

Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
513-821-6266
1,2,3,6,7B

MarketVision Research, Inc.
4480 Lake Forest Drive
Cincinnati, OH 45242
513-733-5600
1,3,4,5,6,7A

Marketing Research Services, Inc.
15 E. 8th St.
Cincinnati, OH 45202
513-579-1555
1,3,4,5,6,7A
See Advertisement P.65

Opinion Center, Div. of AIM
Florence Mall, 1150 Mall Road
Florence, KY 41042
606-283-1232
1,3,6,7A

QFact Marketing Research, Inc.
9908 Carver Rd.
Cincinnati, OH 45242
513-891-2271
1,3,4,5,6,7B

Research and Results, Inc.
29 Triangle Pk., Ste. 2902
Cincinnati, OH 45246
513-772-9111
1,3,6,7B

CLEVELAND

Business Research Services
510 The Arcade
Cleveland, OH 44114
216-241-6292
1,3,4,6,7B

Cleveland Survey Center
691 Richmond Mall
Cleveland, OH 44143
216-321-0006
1,3,4,6,7A

Consumer Pulse of Cleveland
4301 Ridge Road
Cleveland, OH 44144
216-351-4644
1,3,4,6,7C
See Advertisement P.75

Focus Groups of Cleveland
Survey Center
2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
216-642-8883
1,3,4,6,7B
See Advertisement P.105

Heakin Research, Inc.
Severance Center
3542 Mayfield Road
Cleveland Heights, OH 44118
216-381-6115
1,3,4,6,7A

The Maffett Research Group
25111 Country Club Blvd., Ste. 265
No. Olmsted, OH 44070
216-779-1303
1,3,4,6,7B

Marketeam Associates
Eastwood Mall, Ste. 2636A
5555 Youngstown
Niles, OH 44446
216-544-5253
1,3,6,7A
See Advertisement P.43

Marketeam Associates
3645 Warrensville Center Rd.
Shaker Heights, OH 44122
216-491-9515
1,3,6,7B
See Advertisement P.43

National Market Measures, Inc.
6501 Wilson Mills Road
Mayfield Village, OH 44143
216-473-7766
1,2,3,6,7B

National Market Measures, Inc.
28901 Clemens Road
Westlake, OH 44134
216-473-7766
1,2,3,6,7B

Opinion Center America, Inc.
22021 Brookpark Rd.
Cleveland, OH 44126
216-779-3000
1,3,4,5,6,7C

Opinion Centers America, Inc.
13426 Cedar Road
Cleveland, OH 44118
216-932-3753
1,3,4,6,7C

Rosen Research
25906 Emery Road
Cleveland, OH 44128
216-464-5240
1,3,4,6,7C

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

COLUMBUS

Assistance In Marketing/Columbus
River Valley Mall
Lancaster, OH 43130
614-653-2070
1,2,3,4,6,7A

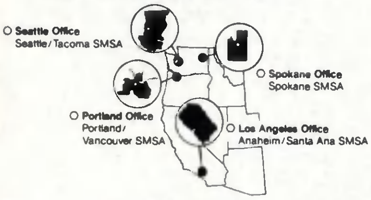
B & B Research Service, Inc.
1365 Grandview Avenue
Columbus, OH 43212
614-486-6746
1,3,6,7B

Clark Jones Inc.
1029 Dublin Road
Columbus, OH 43215
614-488-2466
1,3,6,7C

Columbus Research Center
700 Morse Rd., Ste. 201
Columbus, OH 43214
614-885-1858
1,3,6,7B

Focus Plus
At Shelly Berman Communicators
707 Park Meadow Rd.
Westerville, OH 43081
614-891-7070
1,3,4,6,7C

Quality Controlled Services
Crossroads Center
7634 Crossroads Dr.
Columbus, OH 43219
614-436-2025
1,3,4,6,7B
See Advertisement P.69



Saperstein Associates, Inc.
1414 E. Broad St.
Columbus, OH 43205
614-253-7665
1,3,6,7B

Dwight Spencer & Associates ,Inc.
1290 Grandview Avenue
Columbus, OH 43212
614-488-3123
1,3,4,5,6,7C

T.I.M.E. Market Research
6276 Busch Blvd.
Columbus, OH 43229
614-846-3163
1,3,4,6,7B
See Advertisement P.55

T.I.M.E. Market Research
4265 Westland Mall
Columbus, OH 43228
614-276-6336
1,3,4,6,7A
See Advertisement P.55

DAYTON

Assistance In Marketing/Dayton
560 Dayton Mall
2700 Miamisburg-Centerville Rd.
Dayton, OH 45459
513-433-6296
1,3,4,6,7A

Ruth Elliott Research Services
3077 Kettering Blvd., Ste. 300
Dayton, OH 45439
513-294-5959
1,3,4,5,6,7B

QFact Marketing Research, Inc.
8163 Old Yankee St.
Dayton, OH 45459
513-691-2271
1,3,6,7B

TOLEDO

Barbour Research, Inc.
5241 Southwyck Blvd., Ste. 201
Toledo, OH 43614
419-866-3475
1,3,6,7B

Market Research of Toledo
3450 W. Central Ave., Rm. 124
Toledo, OH 43606
419-531-7117
1,3,6,7B

Opinion Survey Center, Inc.
1690 Woodlands Drive
Maumee, OH 43537
419-893-0443
1,3,6,7B

OKLAHOMA

OKLAHOMA CITY

Johnson Marketing Research
2915 Classen Blvd., Ste. 350
Oklahoma City, OK 73106
405-528-2700
1,3,4,6,7B

Qklahoma City Research
Ruth Nelson Research Services
Quail Springs Mall
2501 W. Memorial Dr.
Oklahoma City, OK 73134
303-758-6424 or 405-752-4710
1,3,4,6,7A
See Advertisement P.45

Oklahoma Market Research/Data Net, Inc.
3909 Classen Blvd., Ste. 200
Oklahoma City, OK 73118
405-525-3412
1,3,4,6,7B

Quick Test Qpinion Centers
1153 Crossroads Mall
Oklahoma City, OK 73149
405-631-9738
1,3,4,6,7A
See Advertisement P.3

TULSA

Friedman Marketing/Tulsa
Eastland Mall
14002 E. 21st St., #144
Tulsa, OK 74108
918-234-3337 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

Tulsa Surveys
1535 So. Sheridan
Tulsa, OK 74112
918-836-6614
1,3,6,7B

Tulsa Surveys
Woodland Hills Mall
7021 So. Memorial Drive
Tulsa, OK 74133
918-836-4512
1,3,6,7A

OREGON

PORTLAND

A.T.W. Research, Inc.
3275 SW Cedar Hills Blvd.
Beaverton, OR 97005
503-646-4477
1,3,4,6,7A

Columbia Information Systems
333 SW 5th Avenue, #200
Portland, OR 97204
503-225-0112
1,3,6,7B

Data Unlimited, Inc.
9900A SE Washington, Mall 205
Portland, OR 97216
503-256-0987
1,3,4,6,7A

Griggs-Anderson
110 SW Yamhill
Portland, OR 97204
503-241-8700
1,3,4,6,7A

Image Analysis Market Research
1201 SW 12th Ave., Ste. 400
Portland, OR 97205
503-227-5763
1,6,7B

Management/Marketing Associate
Bank of California Tower
707 SW Washington St.,Ste. 1460
Portland, OR 97205
503-228-9327
1,2,6,7B

Market Decisions Corporation
8959 SW Barbur Blvd., Ste. 204
Portland, OR 97219
503-245-4479
1,3,6,7B

Market Trends, Inc.
2130 SW Jefferson, Ste. 200
Portland, OR 97201
503-224-4900
1,3,4,6,7B
See Advertisement P.106

Northwest Surveys
5322 NE Irving
Portland, OR 97213
503-282-4551
1,3,6,7B
See Advertisement P.24

Omni Research
9414 SW Barbur Blvd., Ste. A
Portland, OR 97219
503-245-4014
1,3,6,7B
See Advertisement P.106

PENNSYLVANIA

ALLENTOWN

Parkwood Research Associates
4601 Crackersport Rd.
Allentown, PA 18104
215-481-0102
1,3,4,6,7B

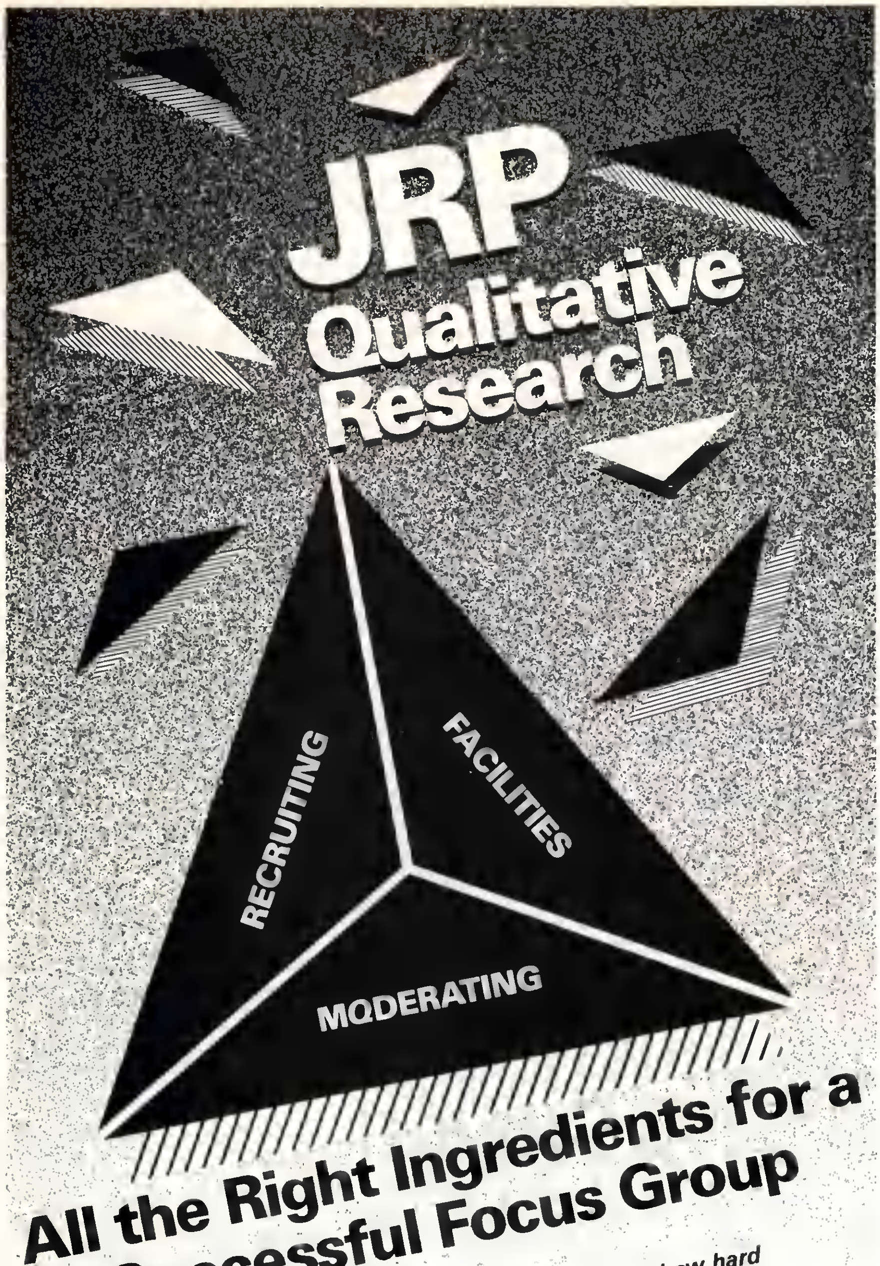
ERIE

Heintz Research
709 Park Avenue South
Erie, PA 16502-1238
814-452-6474
1,3,4,6,7D

Moore Research
1545 West 38th St., Rm. 15
Erie, PA 16508
814-868-4678
1,3,6,7B

T.I.M.E. North
3854 Walker Blvd.
Erie, PA 16509
814-868-0873

Circle No. 791 on Reader Card



1,3,6,7B
See Advertisement P.55

PHILADELPHIA

All-Ways/E.S.I.
Smylie Times Bldg., Ste. 100
8001 Roosevelt Blvd.
Philadelphia, PA 19152
215-332-9000
1,3,4,6,7B

Associates Interviewing Service
1200 Baltimore Pike
Springfield, PA 19064
215-328-1147
1,3,4,6,7A

Consumer Network, Inc.
3624 Science Center
Philadelphia, PA 19104
215-386-5890
1,4,7B

Consumer Pulse of Philadelphia
Plymouth Meeting Mall #2203
Plymouth Meeting, PA 19462
215-825-6636
1,3,4,5,6,7A
See Advertisement P.75

The Data Group
Meetinghouse Business Center
2260 Butler Pike, Ste. 150
Plymouth Meeting, PA 19462
215-834-2080
1,3,6,7B

Davis and Company
3901 Market Street, Ste. 12
Philadelphia, PA 19104
215-222-3000
1,3,6,7B

Focus Suites of Philadelphia
One Bala Plaza, Ste. 622
Bala Cynwyd, PA. 19004
215-667-1110
1,3,4,5,6,7B
See Advertisement Inside Back Cover

Group Dynamics In Focus
555 City Line Ave., Ste. 580
Bala Cynwyd, PA 19004
215-668-8535
1,3,4,6,7B
See Advertisement P.107

J.J. & L. Research Co.
Roosevelt Mall
2383 Cottman St.
Philadelphia, PA 19149
215-332-7040
1,3,4,5,6,7A

JRP Marketing Research Service, Inc.
100 Granite Drive,Terrace Level
Media, PA 19063
215-565-8840
1,3,4,6,7B
See Advertisement P.108

JRP Marketing Research Services, Inc.
108 Oxford Valley Mall
Langhorne, PA 19047

215-565-8840
1,3,4,6,7A
See Advertisement P.108

Mar's Surveys, Inc.
Cinnaminson Mall, Rte. 130
Cinnaminson, NJ 08077
609-786-8514
1,3,6,7A

National Analysts
Booz Allen & Hamilton, Inc.
400 Market Street
Philadelphia, PA 19106
215-627-8110
1,3,6,7B

Philadelphia Focus, Inc.
100 N. 17th St.
Philadelphia, PA 19103
215-561-5500
1,3,6,7B
See Advertisement P. 55

Plaza Research
Two Greentree Centre
Marlton, NJ 08053
609-596-7777
1,2,3,4,6,7B

Quality Controlled Services
A2577 Interplex Drive
Trevose, PA 19047
215-639-8035
1,3,4,6,7C
See Advertisement P.69

Quality In Field
308 Lakeside Drive
Southampton, PA 18066
215-698-0606
1,3,4,6,7B

Quick Test Opinion Centers
Moorestown Mall
Moorestown, NJ 08057
609-234-5440
1,3,4,6,7A
See Advertisement P.3

Quick Test Qpinion Centers
Neshaminy Mall #109
Bensalem, PA 19020
215-322-0400
1,3,4,6,7A
See Advertisement P.3

Research Inc.
521 Plymouth Rd., Ste. 115
Plymouth Meeting, PA 19462
215-941-2700 or 800-828-3228
1,3,4,6,7B
See Advertisement P.53

Savitz Research Center, Inc.
Valley Forge Plaza
1150 First Ave., Ste. 750
King of Prussia, PA 19406
215-962-0609
1,3,4,6,7B

Savitz Research Center, Inc.
3007 Willow Grove Park Mall
2500 Moreland Road
Willow Grove, PA 19090
215-657-6660
1,3,4,6,7A

Strategic Marketing Corp.
GSB Bldg., Ste. 802
City Line & Belmont Aves.
Bala Cynwyd, PA 19004
215-667-1649
1,3,6,7B

Suburban Associates
587 Bethlehem Pike, Ste. 800
Montgomeryville, PA 18954
215-822-6220
1,3,4,6,7B

Survey Centers, Inc.
208 Cherry Hill Mall
Cherry Hill, NJ 08002
609-663-6700
1,3,4,6,7A

United States Testing Company
224 Echelon Mall
Voorhees, NJ 08043
609-772-2220
1,3,4,6,7A
See Advertisement P.38

The Vanderveer Group
555 Virginia Drive
Fort Washington, PA 19034
215-646-7200
1,3,4,5,6,7B

PITTSBURGH

Campos Market Research
216 Blvd. of the Allies
Pittsburgh, PA 15222
412-471-8484
1,3,4,6,7B

Data Inquiries
Century III Mall Room 934
3075 Clairton Rd.
W. Mifflin, PA 15123
813-289-4500
1,3,4,6,7A
See Advertisement P.109

Greater Pittsburgh Research Service
5362 Steubenville Pike
Pittsburgh, PA 15136
412-788-4570
1,3,6,7B

Greater Pittsburgh Research Service
Beaver Valley Mall, Room 611
Monaca, PA 15061
412-788-4570
1,3,4,6,7A

Heakin Research, Inc.
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
412-369-4545
1,3,4,6,7A

Anna Marie Kmonk Mktg. Rsch., Inc.
53 Julian Drive
Pittsburgh, PA 15235
412-247-7496
1,3,6,7D

Marketing Investigations, Inc.
Osborne Plaza
1106 Ohio River Blvd.
Sewickley, PA 15143
412-741-2410
1,3,4,6,7B

Noble Interviewing
1610 Potomac
Pittsburgh, PA 15216
412-343-6455
1,2,3,6,7B

Santell Market Research
300 Mt. Lebanon Blvd., Ste. 2204
Pittsburgh, PA 15234
412-341-8770
1,3,6,7B

T.I.M.E. East Market Research
280 Ohio Valley Mall
St. Clairsville, OH 43950
614-695-6288
1,3,4,6,7A
See Advertisement P.55

Truxell Interviewing Services
Monroeville Mall, Rm. 256
Monroeville, PA 15146
412-373-3676
1,3,4,5,6,7A

YORK

Polk-Lepson Research Group
2709 So. Queen Street
York, PA 17403

717-741-2879
1,3,4,6,7B

RHODE ISLAND

PROVIDENCE

Aloco, Inc.
875 Centerville Road
Warwick, RI 02886
401-821-6900
1,3,4,6,7B

Alpha Research Associates, Inc.
P.O. Box 28497, North Station
Providence, RI 02908
401-521-6660
1,3,4,6,7C

Mary Hussey Survey & Research
336 North Broadway
E. Providence, RI 02916
401-438-8330
1,3,4,6,7B

Rhode Island Survey & Research
690 Warren Ave.
E. Providence, RI 02914
401-438-4120
1,2,3,4,6,7B

SOUTH CAROLINA

CHARLESTON

Bernett Opinion Center
62 Northwoods Mall
N. Charleston, SC 29418
803-553-0030
1,3,4,6,7A
See Advertisement P.66

Nelson Marketing Research
819 Eastern White Pines Rd.
Ladson, SC 29456
803-797-2457
1,2,3,6,7D

COLUMBIA

Marketsearch Corporation
2721 Devine St.
Columbia, SC 29205
803-254-6958
1,3,4,6,7C

Metromark Market Research, Inc.
3030 Devine St.
Columbia, SC 29205
803-256-8694
1,3,6,7C

GREENVILLE

Carolina Market Research
88 Villa Road
Greenville, SC 29615
803-233-5775
1,3,4,6,7C

Market Insight
4501 East North St.
Taylors, SC 29687
803-292-5187
1,3,4,5,6,7B

Research, Inc.
Piedmont Center
33 Villa Rd., Ste. 202
Greenville, SC 29615
803-232-2314
1,3,6,7B

SOUTH DAKOTA

SIOUX FALLS

American Public Opinion Survey
and Market Research
1324 So. Minnesota Ave.
Sioux Falls, SD 57105
605-338-3918
1,2,3,4,5,6,7C

TENNESSEE

CHATTANOOGA

Wilkins Research Services
1921 Morris Hill Road
Chattanooga, TN 37421
615-894-9478
1,3,4,5,6,7C

KNOXVILLE

H M R Associates
1423 Coker Ave.
Knoxville, TN 37917
615-522-4532
1,3,4,5,6,7C

T.I.M.E. South
East Towne Mall
3029 Mall Rd.
Knoxville, TN 37924
615-544-1885
1,3,4,6,7A
See Advertisement P.55

MEMPHIS

Chamberlain Market Research
Interviewing Service
3865 Viscount Ave., #11
Memphis, TN 38118
901-795-6800
1,2,3,4,5,6,7B

Friedman Marketing/Memphis
Century Plaza Bldg., Ste. 1 & 2
5830 Mt. Moriah
Memphis, TN 38115
901-795-0073 or 313-569-0444
1,3,4,6,7B
See Advertisement P.25

Heakin-Mid South Research
4434 Mall of Memphis
Memphis, TN 38118
901-795-8180
1,3,4,6,7A

Market Development Associates
5050 Poplar, Ste. 821
Memphis, TN 38157
901-682-1011
1,3,6,7B

NASHVILLE

Quality Controlled Services
100 Oaks Mall Office Tower, Ste. 401
719 Thompson Lane
Nashville, TN 37204
615-383-5312
1,3,4,6,7A
See Advertisement P.69

Quick Test Opinion Center
Hickory Hollow Mall #1123
Antioch, TN 37013
615-834-0900
1,3,4,6,7A
See Advertisement P.3

20/20 Research
3343 Perimeter Pk. Dr., Ste. 203
Nashville, TN 37211
615-885-2020
1,2,3,6,7B

TEXAS

AMARILLO

Opinions Unlimited, Inc.
1500 W. 13th.
Amarillo, TX 79102
806-373-7491
1,3,6,7C
See Advertisement P.110

AUSTIN

Irwin Research Services of Texas
Barton Creek Square #C-09
2901 Capitol Texas Hwy.
Austin, TX 78746
512-327-8787
1,3,4,6,7A

NuStats, Inc
816 Congress Ave., Ste. 300
Austin, TX 78701
512-469-6400
1,3,6,7B

Research and Planning Consultants, Inc.
3200 Red River, Ste. 302
Austin, TX 78705
512-459-3139 or 800-288-9287
1,3,4,6,7B

Texas Field Service
1200 Highland Mall
Austin, TX 78752
512-459-3139 or 800-288-9287
1,3,6,7A

CORPUS CHRISTI

Wade West-Texas
5858 S. Padre Island Dr., #38
Corpus Christi, TX 78412
512-993-6200
1,3,4,5,6,7A

DALLAS/FT. WORTH

Brisendine and Associates, Inc.
9619 Wendell Rd.
Dallas, TX 75243
817-292-8073
1,3,4,6,7B

Databank Marketing Research
Rt. 1, 109F Hwy. 718
Rhome, TX 76078
817-489-2300
1,2,3,4,5,6,7C

Dallas Focus
2421 Parkwood
Grand Prairie, TX 75050
214-660-8862
1,3,4,6,7B

Facts In Focus, Inc.
Prestonwood Town Ctr.
5301 Beltline Rd., Ste. 2128
Dallas, TX 75240
312-446-7799
1,3,4,6,7A

Fenton Swanger Consumer Research
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
214-934-0707
1,3,4,6,7B

Fenton Swanger Consumer Research
Town East Mall
Mesquite, TX 75150
214-934-0707
1,3,4,6,7A

Fenton Swanger Consumer Research
Galleria Mall
Dallas, TX 75240
214-934-0707
1,3,4,6,7A

Focus On Dallas
3530 Forest Lane, Ste. 8
Dallas, TX 75234
214-350-5411
1,2,3,4,6,7B

Heakin Research, Inc.
Fort Worth Town Center

4200 So. Freeway, Ste. B-31
Ft. Worth, TX 76115
817-926-7995
1,3,4,6,7A

MVA Research/Dallas
433 E. Las Colinas Blvd., Ste. 1165
Irving, TX 75039
214-556-2314
1,2,3,6,7B

Plaza Research
14160 Dallas Parkway
Dallas, TX 75240
214-392-0100
1,2,3,4,5,6,7B

Probe Research
2723 Valley View Lane
Dallas, TX 75234
214-241-6696
1,3,4,6,7C
See Advertisement Back Cover

Quality Controlled Services
14683 Midway Rd., Ste. 100
Dallas, TX 75244
214-458-1502
1,3,4,6,7B
See Advertisement P.69

Savitz Research Center, Inc.
13747 Montfort
Dallas, TX 75240
214-386-4050
1,3,4,6,7D

Texas Audits & Surveys
Rt. 1, 7 Green Oaks
Rhome, TX 76078
817-489-2016
1,2,3,4,5,6,7C

Tops In Research, Inc.
2925 LBJ Freeway, Ste. 121
Dallas, TX 75234
214-484-9901
1,2,3,6,7B
See Advertisement P.112

Tops In Research, Inc.
Irving Mall
Beltline Rd. & Hwy. 183
Irving, TX 75062
214-484-9901
1,2,3,4,5,6,7A
See Advertisement P.112

EL PASO

Aim Research
10456 Brian Mooney
El Paso, TX 79935
915-591-4777
1,3,4,6,7C

HOUSTON

Creative Consumer Research
4133 Bluebonnet
Stafford, TX 77477
713-240-9646
1,3,4,6,7B

Heakin Research, Inc.
Galleria II
5085 Westheimer, Ste. 3897
Houston, TX 77056
713-871-8542
1,3,4,6,7A

Heakin Research
San Jacinto Mall #1670
Baytown, TX 77521
713-421-2584
1,3,4,6,7A

Houston Consumer Research
730 Almeda Mall
Houston, TX 77075
713-944-1431
1,3,4,6,7A

International Forum Corporation
9900 Westpark, Ste. 186
Houston, TX 77063
713-784-2222
1,3,6,7B

In-Touch Research, Inc.
1710 Highway 6 South, Ste. D
Houston, TX 77077
713-497-2828
1,3,4,6,7B

Key Research, Inc.
3115 W. Loop So., #32
Houston, TX 77027
713-840-7711
1,3,6,7B

MVA Research
5850 San Felipe, Ste. 269
Houston, TX 77057
713-783-9109
1,2,3,4,6,7B

Quality Controlled Services
1560 W. Bay Area Blvd., Ste. 130
Friendswood, TX 77546
713-488-8247
1,3,4,6,7B
See Advertisement P.69

Quick Test Opinion Centers
Sharpstown Center
7500 Bellaire Blvd., Ste. 762
Houston, TX 77036
713-988-8988
1,3,4,6,7A
See Advertisement P.3

Savitz Research Center, Inc.
1122 Deerbrook Mall
20131 Highway 59
Humble, TX 77338
713-540-2020
1,3,4,6,7A

LUBBOCK

UMS Research Group
1516 53rd Street
Lubbock, TX 79412
800-858-4567
1,3,4,6,7C

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
512-520-7025
1,3,6,7B

Galloway Research Service
4346 NW Loop 410
San Antonio, TX 78229
512-734-4346
1,2,3,4,6,7C

Galloway Research Service
McCreless Mall, I-37 and Fair Ave.
San Antonio, TX 78223
512-734-4346
1,3,4,6,7A

L. Tucker Gibson and Associates
6655 First Park Ten., Ste. 231
San Antonio, TX 78213
512-736-2010
1,3,6,7B

National Data Network
4103 Parkdale
San Antonio, TX 78229
512-699-9781
1,3,6,7B

Promark
1777 N.E. Loop 410, Ste. 1200
San Antonio, TX 78217
512-822-1200
1,3,4,6,7B

Quick Test Opinion Centers
Windsor Park Mall, Ste. 14B
San Antonio, TX 78218
512-657-9424
1,3,4,6,7A
See Advertisement P.3

UTAH

SALT LAKE CITY

Friedman Marketing/Utah
2051 Layton Hills Mall
Layton, UT 84041
801-544-8688 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

Utah Market Research
Ruth Nelson Research Services
CrossRoads Plaza Mall
50 So. Main Street
Salt Lake City, UT 84144
303-758-6424 or 801-363-8726
1,3,4,6,7A
See Advertisement P.45

Your Opinion Counts
Gay Hill Field Service
Cottonwood Mall
4835 Highland Drive
Salt Lake City, UT 84117
801-261-4117
1,3,6,7A

VIRGINIA

CHARLOTTESVILLE

Probe Research, Inc.
10004 Jefferson St. E.
Charlottesville, VA 22901
804-296-3980
1,3,4,6,7C

NORFOLK/ VIRGINIA BEACH

Continental Research
4500 Colley Ave.
Norfolk, VA 23508
804-489-4887
1,3,6,7B

Norfolk Focus Group Centre
Div. of Martin Research, Inc.
5602 Va. Beach Blvd., Ste. 105
Virginia Beach, VA 23462
804-499-8033
1,3,6,7B
See Advertisement P.114

Quick Test Opinion Centers/ Field Facts, Inc.
The Atrium, Suite 206
6477 College Park Square
Virginia Beach, VA 23464
804-523-2505
1,2,3,4,7B
See Advertisement P.3

RICHMOND

Basso Survey Services, Ltd.
The Shops At Willow Lawn
616 No. Office Tower
Richmond, VA 23230
804-285-2113
1,3,6,7A

Alan Newman Research
500 No. Allen Ave.
Richmond, VA 23220
804-254-3477
1,3,6,7B

Pappas Research
7437B Midlothian Tnpke
Richmond, VA 23225
804-320-2938
1,3,4,6,7A

Richmond Focus Group Center
1805 Monument Ave., Ste. 514
Richmond, VA 23220
804-358-3305
1,3,6,7B

Southeastern Institute of Research
2325 W. Broad St.
Richmond, VA 23220
804-358-8981
1,3,6,7B

ROANOKE

Roanoke Focus Group Centre
Div. of Martin Research, Inc.
2122 Carolina Ave. SW
Roanoke, VA 24014
703-342-1970
1,3,4,6,7C
See Advertisement P.114

WASHINGTON

SEATTLE/TACOMA

Consumer Opinion Services, Inc.
12825 1st Ave. So.
Seattle, WA 98168
206-241-6050
1,3,4,6,7C
See Advertisement P.66

Consumer Opinion Services, Inc.
10829 NE 68th St., Bldg. B
Kirkland, WA 98033
206-241-6050
1,3,4,6,7B
See Advertisement P.66

Friedman Marketing/Seattle
Pavillion Mall
17900 Southcenter Blvd., Ste. 286
Seattle, WA 98188
206-575-1188 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

GMA Research Corp.
11808 Northrup Way
Bellevue, WA 98005
206-827-1251
1,3,4,6,7B

Market Data Company
1111 Fawcett Avenue, Ste. 105
Tacoma, WA 98402
206-383-1100
1,3,6,7B

Market Trends Research, Inc.
14711 NE 29th Place, Ste. 101
Bellevue, WA 98007
206-885-4900
1,3,4,6,7B
See Advertisement P.106

Northwest Surveys
2100 North 45th Street
Seattle, WA 98103
206-547-5600
1,3,6,7B
See Advertisement P.24

Northwest Surveys
Metropolitan Park Bldg.
1100 Olive Way, Ste. 250
Seattle, WA 98101
206-547-5600
1,3,6,7B
See Advertisement P.24

Quick Test Opinion Centers
Tacoma Mall Shopping Center
42nd & Ferry St., Room 699
Tacoma, WA 98409
206-474-9980
1,3,4,6,7A
See Advertisement P.3

Wade West/Seattle
Crossroads Mall
15600 North East 8th
Bellevue, WA 98006
206-641-1168
1,3,4,6,7A

SPOKANE

The Center For Market Research
The Bernard Bldg./So. 1414 Bernard
Spokane, WA 99203
509-747-0782
1,3,4,6,7B

Consumer Opinion Services, Inc.
315 Northtown Mall
Spokane, WA 99207
206-241-6050
1,3,4,6,7A
See Advertisement P.66

Inland Market Research Center
1715 "B" N Atlantic
Spokane, WA 99205
509-326-8040
1,3,6,7B

Market Trends Research, Inc.
North 1801 Hamilton
Spokane, WA 99207
509-482-5299
1,3,4,6,7B
See Advertisement P.106

YAKIMA

Gargan & Associates
32 Galleria Yakima Mall
Yakima, WA 98901
509-453-7974
1,3,6,7A
See Advertisement P.52

WEST VIRGINIA

CHARLESTON

McMillion Research
119 Eastwood Acres
Nitro WV 25143
304-755-5889
1,3,4,6,7B

Ryan/Samples Research, Inc.
1012 Kanawha Blvd.
Charleston, WV 25301
304-343-7655
1,3,4,6,7B

WISCONSIN

APPLETON

Friedman Marketing/Appleton
Fox River Mall, #712
4301 W. Wisconsin Ave.
Appleton, WI 54913
414-730-2240 or 313-569-0444
1,3,4,6,7A
See Advertisement P.25

GREEN BAY

Wisconsin Research, Inc.
1270 Main Street
Green Bay, WI 54302
414-436-4646
1,3,4,6,7B

MADISON

Madison Interviewing Service, Inc.
1955 W. Broadway, Ste. 105
Madison, WI 53713
608-222-6758
1,3,4,6,7C

MILWAUKEE

Consumer Pulse of Milwaukee
The Grand Ave. Mall, #2028 & #3004
275 West Wisconsin Avenue
Milwaukee, WI 53203
414-274-6060
1,3,4,5,6,7A
See Advertisement P.75

Dieringer Research Associates
3064 No. 78th Street
Milwaukee, WI 53222
414-445-1717
1,3,6,7B

Lein/Spiegelhoff
235 No. Executive Dr., Ste. 300
Brookfield, WI 53005
414-797-4320
1,3,4,6,7B

Mazur/Zachow Interviewing Service
4319 No. 76th Street
Milwaukee, WI 53222
414-438-0805
1,3,4,6,7B

Milwaukee Market Research, Inc.
2835 No. Mayfair Road
Milwaukee, WI 53222
414-475-6656
1,2,3,4,6,7B

Millie Sevedge & Associates
6001 W. Center St.
Milwaukee, WI 53210
414-453-6086
1,2,3,4,6,7B

CANADA

ALBERTA

CALGARY

Heffring Research Group
630, 999-8 Street SW
Calgary, AB T2R 1J5
403-228-9100
1,3,6,7B

EDMONTON

Criterion Research Corp.
10613-82 Street
Edmonton, AB T6A 3N2
403-465-0708
1,3,6,7B

BRITISH COLUMBIA

VANCOUVER

Research House, Inc.
Metrotown Centre, 468-4800 Kingsway
Burnaby, BC V5H 4J2
606-433-2696
1,3,4,6,7A

United Communications Research
1622 W. 7th Ave., 2nd Floor
Vancouver, BC V6J 1S5
604-736-8781
1,3,6,7B

MANITOBA

WINNIPEG

Opinion Place
66 K-1485 Portage Avenue
Polo Park Shopping Centre
Winnipeg, MB R3G 0W4
204-783-5160
1,3,6,7A

ONTARIO

TORONTO

ABM Research Ltd.
17 Madison Avenue
Toronto, ON M5R 2S2
416-961-5511
1,2,3,4,6,7C

Canada Market Research Ltd.
1235 Bay Street, #301
Toronto, ON M5R 3K4
416-964-9222
1,3,6,7B

Consumer Vision Inc.
14 Prince Arthur Ave., Ste. 107
Toronto, ON M5R 1A9
416-967-1596
1,2,3,4,6,7B

Contemporary Research Centre Ltd.
2221 Younge St., Ste. 503
Toronto, ON M4S 2B4
416-486-2043
1,3,6,7A

Decision Marketing Research
661 Queen Street East
Toronto, ON M4M 1G4
416-469-5282
1,2,3,4,6,7B

Focus Canada
55 St. Clair Ave. W., Ste. 127
Toronto, ON M4V 2Y7
416-922-0338
1,2,3,6,7B

Goldfarb Consultants
4950 Yonge Street, Ste. 1700
Toronto, ON M2N 6K1
416-221-9200
1,3,4,6,7B

Infocus
920 Yonge St., Ste. 720
Toronto, ON M4W 3C7
416-928-1562
1,2,3,4,6,7B

Research House, Inc.
Warden Woods Mall
725 Warden
Scarborough ON N1L 4R7
416-488-2328
1,3,4,6,7A

Research House, Inc.
88 Eglinton Ave. W.
Toronto, ON M4R 1A2
416-488-2328
1,2,3,6,7B

Research House, Inc.
Woodbine Center
500 Rexdale Blvd., Ste. C1A
Rexdale, ON M9W 6K5
416-488-2328
1,3,4,6,7A

OTTAWA

Interviewco, Ltd.
225 Metcalfe, Ste. 610
Ottawa, ON K2P 1P9
613-236-8666
1,3,6,7B

QUEBEC

MONTREAL

Centre De Recherche Contemporaines Ltee
2155 Guy St., Ste. 1080
Montreal, QU H3H 2R9
514-932-7511
1,3,6,7B

Les Recherches En Marketing
Place Dupuis
800 Maisonneuve East, Ste. 210
Montreal, QU H2L 4L8
514-844-3331
1,3,4,6,7A

Classified

Wanted: RECRUITERS

Newly opened Burbank-based qualitative facility seeking respondent recruiters experienced in business-to-business, medical and consumer recruiting. Send letter/resume to:

Dept. 991
Quirk's Marketing Research Review
P.O. Box 23536
Minneapolis, MN 55423

Wanted:

Facility manager for newly opened Burbank-based qualitative research facility. Prefer existing client base. Salary negotiable. Send letter/resume to:

Dept 992
Quirk's Marketing Research Review
P.O. Box 23536
Minneapolis, MN 55423

Market Research Analyst- to research and analyze market conditions internationally, particularly the European and Middle Eastern markets, to determine potential sales. To establish research methodology and design format for data gathering. To examine and analyze statistical data, current conditions, trends, industry activity and financial statements to forecast future marketing trends. To plan strategy for development of mid-Eastern and European markets. To gather data on competitors and analyze prices, sales and methods of marketing and distribution in European and middle-Eastern countries. To collect data on mid-Eastern social customs, business practices, preferences and buying habits. To act as liaison between top management and potential mid-Eastern buyers. Responsible for making recommendations to the National Sales Manager in regard to regional product demand, volume of accounts and competitive market activity. Use of computer software packages (Lindo, Minitab and Lotus 1-2-3) for marketing forecasting analyses and knowledge of mid-East business practices and international export markets, especially European and mid-Eastern, are required. Must have knowledge of yarn and materials used in rug weaving. A Bachelor of Business Administration in Marketing and one year and six months experience in the job offered or one year and six months experience in the field of marketing required. A Master's Degree in Business Administration may be substituted for one year work experience. Salary:$25,000 per year. Apply with resume and proof of experience, together with references, to the Georgia Department of Labor, 417 W. Crawford Street, Dalton, Georgia 30722-0929, or to the nearest GA Serviee Center. Job Bank Order No. GA 5301345.

U.S. Postal Service

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Required by 39 U.S.C. 3685)

1A. Title of Publication: Quirk's Marketing Research Review

1B. PUBLICATION NO.: 0 8 9 3 7 4 5 1

2. Date of Filing: Sept. 30, 1988

3. Frequency of Issue: Dec/Jan, Feb., Mar., April, May, June/July, Aug/Sept., Oct/Nov.

3A. No. of Issues Published Annually: 8

3B. Annual Subscription Price: None & $32.00

4. Complete Mailing Address of Known Office of Publication *(Street, City, County, State and ZIP+4 Code) (Not printers)*

6607-18th Avenue South, Richfield, MN 55423-2737

5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher *(Not printer)*

6607-18th Avenue South, Richfield, MN 55423-2737

6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor *(This item MUST NOT be blank)*

Publisher *(Name and Complete Mailing Address)*

Quentin T. Quirk, 6607-18th Avenue South, Richfield, MN 55423-2737

Editor *(Name and Complete Mailing Address)*

None

Managing Editor *(Name add Complete Mailing Address)*

Joesph Rydholm, 6607-18th Avenue South, Richfield, MN 55423-2737

7. Owner *(If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and andress must be stated.) (Item must be completed.)*

Full Name	Complete Mailing Address
Quirk Enterprises, Inc.	6607-18th Avenue South
	Richfield, MN 55423
Stockholder-Quentin T. Quirk	6607-18th Avenue South
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8. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities *(If there are none, so state)*

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10. Extent and Nature of Circulation *(See instructions on reverse side)*	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
A. Total No. Copies *(Net Press Run)*	14,294	14,200
B. Paid and/or Requested Circulation 1. Sales through dealers and carriers, street vendors and counter sales	-0-	-0-
2. Mail Subscription *(Paid and/or requested)*	8,823	9,629
C. Total Paid and/or Requested Circulation *(Sum or 10B1 and 10B2)*	8,823	9,629
D. Free Distribution by Mail, Carrier or Other Means Samples, Complimentary, and Other Free Copies	5,079	4,202
E. Total Distribution *(Sum of C and D)*	13,905	13,831
F. Copies Not Distributed 1. Office use, left over, unaccounted, spoiled after printing	389	369
2. Return from News Agents	-0-	-0-
G. TOTAL *(Sum of E, F1 and 2—should equal net press run shown in A)*	14,294	14,200

11. I certify that the statements made by me above are correct and complete

Signature and Title of Editor, Publisher, Business Manager, or Owner: Quentin T. Quirk, Publisher

PS Form 3526, Dec. 1987 *(See instructions on reverse)*

Corrections

The following listing was inadvertently omitted from the 1988 Mall Research Facility directory.

Gargan & Assiciates
32 Galleria Yakima Mall
Yakima, WA 98901
509/453-7974
1,2,3,4

The following listing was inadvertently omitted from the 1988 Health Care Research Listing.

Bilingual Unlimited Research
P.O. Box 20923
San Diego, CA 92120
619/583-6243
A 4,5,6,7,8,9
B 1,2
C 1,2,3,4,5,7,8,9

Index of advertisers

The publisher is not responsible for any errors or omissions in the index

Trade talk

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sciousness is surprisingly narrow at this time, limited almost entirely to automobiles and electronics among consumer products. European brands, on the other hand, are well-known across a broad range of product categories, and may become even stronger as European trade barriers are reduced in 1992.

• Numerous well-known brands have real or potential image problems: Their consumer esteem ranks well below what their recognition levels should support. Some leading examples are Playboy, Warner Bros., Greyhound and Weight Watchers.

• Several corporate name changes to acronyms (initials) and tacenyms (meaningless names) produced lower recognition and approval scores than names that preceded them. This was true of USX, NYNEX, and Unisys, among others. But meaningful names like Sara Lee and USAir improved on the scores of their predecessor names. Even taking into account that new names take time to build value, the study indicates that meaningless names are less efficient.

A powerful brand image derives its strength from one or more of the following factors, says director of LandorResearch, Stewart Owen:

• Nature of product category: "Strong brands are often associated with high-involvement categories, like automobiles and credit cards," says Owen.

• Product quality: "Strong brands usually do what they do very well. Look at Windex."

• Brand longevity: "It takes time to establish a brand and the first strong brand in an area often builds a lasting lead. Sometimes, the leading brand becomes synonymous with the category itself, as in the case of Kleenex, Xerox or Levi's."

• Advertising and marketing communications: "Many strong brands tell their story both constantly and well; McDonald's and Coca-Cola are excellent examples. And many strong brands have made themselves into super-brands that cover a multitude of products."

• Brand personality: "The strongest brands stand for something; they have a distinctive, well-perceived identity in the consumer's mind. Think of Disney, or Marlboro, or Budweiser, for example." MRR

By Beth E. Hoffman

Study uncovers America's most powerful brands

Question: What do Coca-Cola, Campbell's, Pepsi-Cola, AT&T, McDonald's, American Express, Kellogg's, IBM, Levi's and Sears nave in common?

Answer: Wide recognition and high respectability, making them, in this order, the top 10 most powerful brands in America. A powerful brand is one that is widely recognized as well as highly regarded by those who recognize it, according to the Landor ImagePower Survey™. Conducted by Landor Research, the division of New York and San Francisco-based Landor Associates, the Landor ImagePower Survey™ identifies the 300 most respected brands in the U.S.

According to Landor Research, the ImagePower Survey™ is the first systematic comparative measurement of leading corporate, product and service brands in the U.S. The survey involved interviews with 1,000 American consumers to determine their awareness of, and attitude toward, 675 corporate and consumer brands.

Behind the top 10, here is a sampling of the next most powerful brands mentioned in the survey: Disney, Hershey's, NBC, MasterCard, Tylenol, Kentucky Fried Chicken, Kodak, Windex, Kleenex, Budweiser, 7 Up, Goodyear, Kraft, Malboro, Visa, Cadillac, General Motors, Chevrolet, Xerox, Rolls Royce, Ford, CBS, Minute Maid, Betty Crocker, Colgate, American Airlines, Mercedes, Polaroid, Crest and Wall Street Journal.

"Corporate and brand images today are a matter of economics," says John M. Diefenbach, chief executive of Landor. "Consumers are drowning in product alternatives and media messages. Powerful images are essential to success in the American culture. These images have clear meanings. They reflect positive values. It's a matter of common sense: Consumers turn to familiar and comprehensible images; they reject images that are unrecognizable or incomprehensible."

Diefenbach adds that for more than 30 years, Landor clients have wanted the company to measure the strength of brand images on an industry-by-industry basis. "This quantitative input helps to define our clients' problems and to direct our solutions," says Diefenbach. "The Landor ImagePower Survey™ represents the logical next step; using our expertise to create a 1988 benchmark against which the strength of all corporate and consumer brand images can be measured."

Diefenbach likens corporate and brand images to assets. "Like all assets, they must be consciously and conscientiously managed. The first step toward effective management is valuing those assets and their brand worth potential; that is where the research underlying our ongoing ImagePower Survey™ is most useful to our clients."

Some of the other significant findings of the snrvey:

• Automobiles, television, soft drinks, fast food and credit cards have the highest shares of the American mind.

• Coca-Cola is not just the leading brand in the Landor survey, it is a truly dominant brand, in both recognition and approval. In the survey's ImagePower™ scores, the distance between Coca-Cola (No. 1) and Campbell's (No. 2) is as great a distance as that between Campbell's (No. 2) and Dole (No. 50).

• There is untapped imagepower in some grand old brands that showed sharply higher esteem scores than recognition scores. Not everyone knew them, but the ones who did liked them a lot. These brands include Rolls Royce, Hilton, Harley Davidson, Windex, Rolex, and Arm & Hammer.

• The Japanese beachhead in the American consumer con-

continued on p. 117