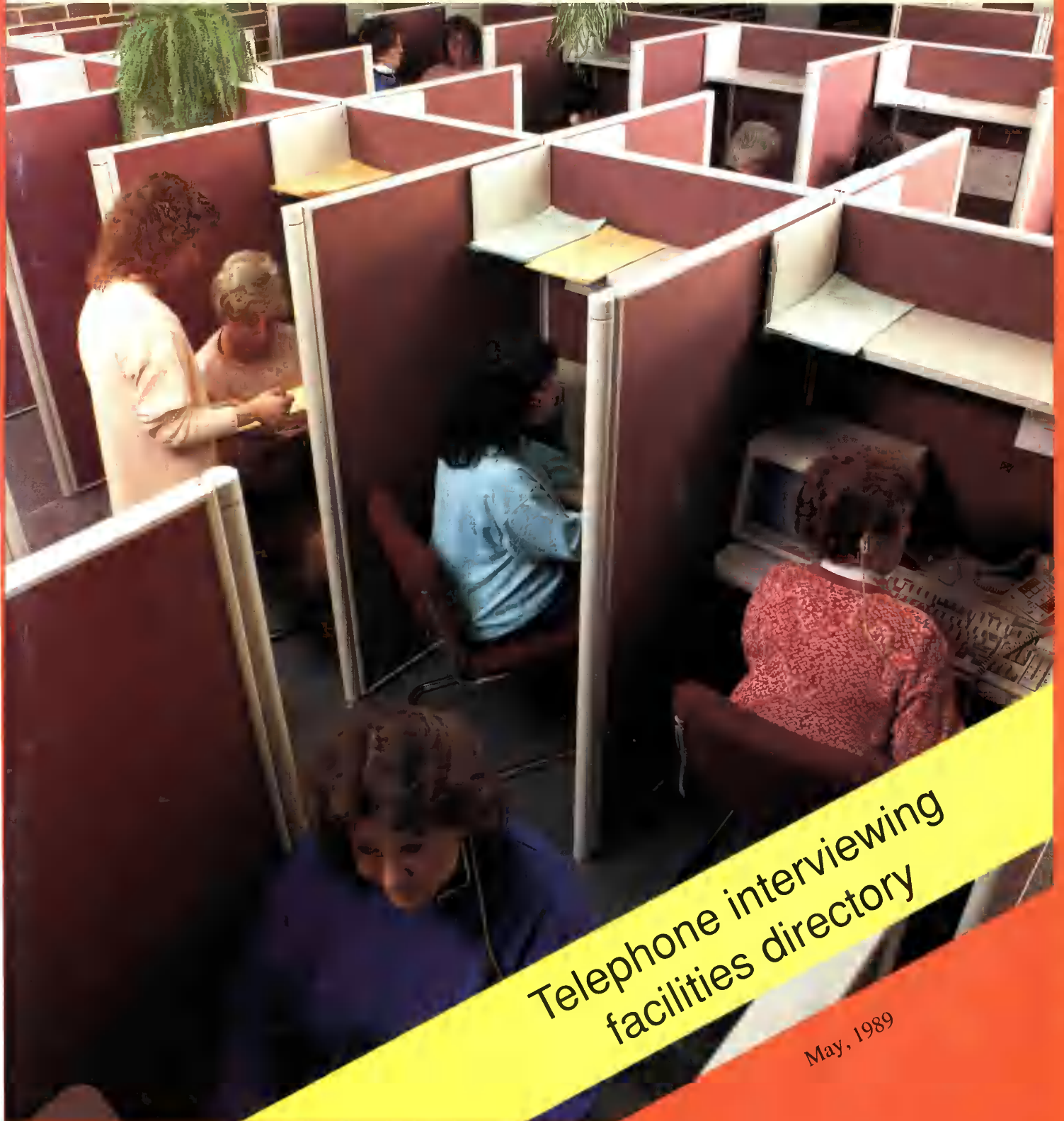


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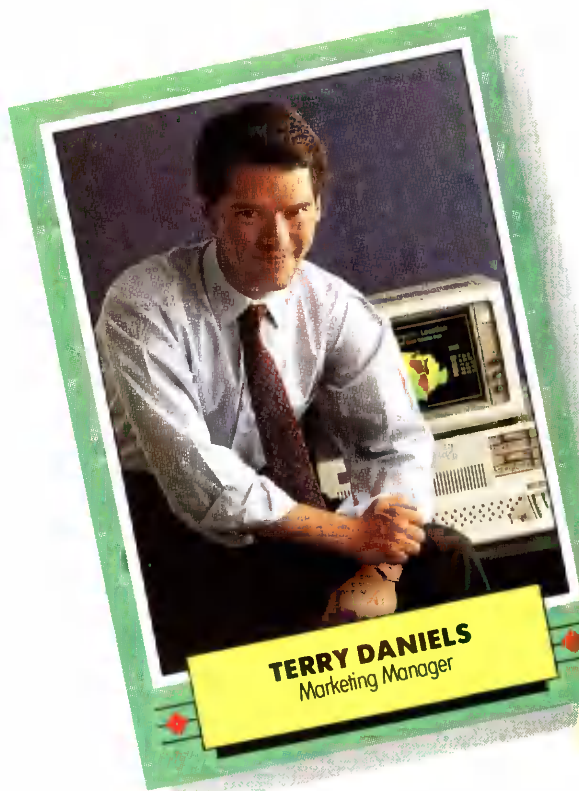
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# Movie theater chain refines its research methods

**W**hen one of the largest theater operators in America sets out to survey the movie-going public, fewer than ten questions can provide enough data to help mold this entertainment corporation's future.

For American Multi-Cinema (AMC), the Kansas City, Missouri-based theater company, just eight or nine questions are used for some of its in-theater marketing research. Typically, customers entering the theater are handed small "bend-back" cards and asked to bend back the appropriate tabs to answer the survey questions.

"It's a cost-effective way to implement the survey," says Peggy Brockschmidt, director of financial planning for AMC. "One advantage is that we don't need to hand out pencils or other materials at the theater."

AMC operates 267 theaters, with a total of 1520 screens, in 28 states. It surveys 35 theaters each year, receiving an average of 1000 responses per theater to represent its circuit.

When the in-theater surveys are collected, the information is keypunched by an outside firm, sent to AMC on magnetic tape, and downloaded to disk. "Once the data is on our DEC VAX 8600, I read it, label it, and put it into an SPSS-X file. We use the files from then on because they are faster and have all the labels the way I want them," Brockschmidt says.

SPSS-X, the data analysis software package AMC uses, is available from SPSS Inc., the Chicago-based maker of



statistical analysis, data management and presentation graphics software for mainframe, minicomputer and microcomputer environments.

## The first survey

Four years ago, when AMC developed its first survey, it worked with an outside consultant to review demographic characteristics relevant to its marketing research. Now, senior management from AMC's financial planning, marketing,

---

*"When we're planning a survey, I'm already thinking about how to set up the data files and what types of initial frequencies, breakdowns, and crosstabs I will want to run."*

*Peggy Brockschmidt*

---

operations, and training departments discuss, refine, and implement the surveys.

"When we're planning a survey, I'm already thinking about how to set up the data files and what types of initial frequencies, breakdowns, and crosstabs I will want to run," Brockschmidt says.

By the time the data gets keypunched and back to AMC, the initial analysis is produced in about a half an hour. "We're able to turn things around very quickly," Brockschmidt says.

The first data analysis run uses the frequencies procedure to allow Brockschmidt to view the data in summary fashion, check that it is keypunched correctly, and see what general trends may exist in the responses.

Crosstabs are used to look at some of the relationships that occur. "The software feature I like to use most frequently when I'm looking at demographic characteristics is the break-down procedure," Brockschmidt says.

This procedure allows her to group survey respondents by specific variables. By converting the age, sex, and movie-going frequency information to an index, AMC can look at averages across theaters or performances.

Demographic profiles can then be used to compare a particular "walk-in"—a time-of-day/day-of-week combination, comparing, for example, a Friday night audience to a Sunday matinee one.

One general rule in the industry that was confirmed by an analysis is that the later in the day the film program begins, the younger and more male the audience is. For instance, a matinee has a higher concentration of older women, and the evening or midnight show has more younger males.

"Although this simple example confirms what theater managers will tell you, to quantify it and see how consistent it is



Two views (above) of AMC's Century City 14 complex in Los Angeles.

**PLEASE BEND BACK THOSE TABS THAT APPLY  
THANK YOU!**

**FALL SURVEY**

① **How Often Do You Go To The Movies?**

1	2	3	4	5	6	7	8	9	10
Once A Week Or More	2-3 Times A Month	Once A Month	Once In 2 Months	Once In 3-6 Months	Less Than Once In 6 Months	Not At All	More Often	The Same	Less Often

② **Are You Going To Movies?**

1	2	3	4	5	6	7	8	9	10
Once A Week Or More	2-3 Times A Month	Once A Month	Once In 2 Months	Once In 3-6 Months	Less Than Once In 6 Months	Not At All	More Often	The Same	Less Often

③ **Are You Renting Movies?**

1	2	3	4	5	6	7	8	9	10
Once A Week Or More	2-3 Times A Month	Once A Month	Once In 2 Months	Once In 3-6 Months	Less Than Once In 6 Months	Not At All	More Often	The Same	Less Often

④ **Are You Going To This Theatre?**

1	2	3	4	5	6	7	8	9	10
More Often	The Same	Less Often	12-14	15-17	18-24	25-34	35-49	50+	Male

⑤ **Sex**

1	2
Male	Female

⑥ **Primary Activity**

1	2	3	4	5
Student	Retired	Housewife	Employee	Unemployed

⑦ **Family Income**

1	2	3
Less Than \$25,000	\$25,000 - \$50,000	More Than \$50,000

Using "bend-back" cards (above) for in-theater surveys is an efficient, cost-effective way for AMC to conduct customer research.

across surveys and across theaters can be amazing. Our results confirm that the patterns we're seeing in this survey match up with what we've seen reported elsewhere," Brockschmidt says.

Additional demographics such as primary activity (student, employee, retired, etc.) and family income are also sought. This information complements a broader range of questions which may vary from time to time.

### Video usage

In its latest survey, AMC posed a number of questions about video usage. The goal was to find out if there are differences between people who watch

videotapes on VCRs and those who attend movies. Interestingly, the survey indicated that no correlation existed between video usage and movie attendance—it wasn't positive, it wasn't negative.

"What I think it indicates, and this is confirmed by a number of people in the industry, is that VCRs are primarily a substitute for television watching. Once you've made the decision to stay in, the question is 'Are you going watch network television, cable channels, or rent a video?'"

Another trend AMC found was that video usage is much higher at a younger age (12-14 years) and declines gradually,

with the 50-plus group showing extremely low usage. Brockschmidt feels this indicates two things. First, 12 to 14 year-olds, since they are less mobile or because parents won't let them go out, can still easily rent a movie. Second, the low usage in the over 50 group, may be attributed to older people's limited interest in or involvement with high-technology items. Conversely, younger people have grown up with computers, video games, and other home entertainment items, and are very familiar with VCR technology.

Additionally, the AMC survey confirmed another interesting industry statistic—that there's been a return of the

continued on p. 38

# Research guides Bell Atlantic Directory marketing

by Ted Allen

“For us, good market research is not a luxury, it’s a requirement,” says Robert Graham, president of Bell Atlantic Directory Services.

“Keeping Bell Atlantic’s Yellow Pages the most-used directory in a highly competitive environment is a tremendous marketing challenge,” Graham continues. “Especially when you serve every household with a telephone, and markets vary from the very rural—with a 40 page directory, to the very urban—with a 3,000 page book. We must have good market research.”

Bell Atlantic Directory publishes some 300 Yellow Pages directories throughout its region (Delaware, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia, and the District of Columbia). In 1985 Bell Atlantic entered the specialty directory market and now publishes such highly regarded products as the Washington, D.C. Visitor’s Guide and the Security Industry Buying Guide (the latter in cooperation with the American Society of Industrial Security).

Competition for the directory business in the Bell Atlantic region has nearly doubled in the last four years. In 1984 Directory competed against 24 publishers who were responsible for some 200 directories. By 1988 there were over 40 competing publishers responsible for some 350 directories. In practically every major urban market, Directory faces substantial competition, with the threat of more competition ever-present. Competitors vary from small, specialized operations to information services and telecommunications firms in the Fortune 500.

Market research and competitive analysis have become the foundation of Bell Atlantic Directory’s efforts to meet the



challenge posed by the entry of competitors into the directory business. According to Graham, “People use our Yellow Pages an average of 10 times more than those of our competitors. And they consistently rate our specialty directories as excellent. Good market research has played an important role in keeping these numbers high.”

## Information management

The goal in market research has been to build a small, efficient group that could

provide effective research and decision support for all directory products. Key to this unit’s success has been the emphasis on the quality and flow of information in the decision process. The basic premise is that good marketing decisions will be made when accurate and reliable information is provided to the persons best able to use that information. This approach has been an important part of Bell Atlantic Directory’s market research from the outset. When the market research group was first established, Graham and his strategists considered three conditions to be necessary for the group to be both efficient and effective.

First, market research information had to be managed with the same philosophy continued on p. 34







# Telephone survey measures city's quality of life

by Joseph Rydholm  
managing editor

**L**ike many other American cities in its position—an inner ring suburb of a large metropolitan area—Richfield, Minnesota is faced with a challenge.

Located just west of Minneapolis, Richfield (pop. 38,000) shows the demographic signs of a mature suburb. For example, the median age is 42 years old; 21% of households are headed by retirees; and 20 percent of households are composed solely of senior citizens.

Yet it also has indicators of a growing city: 23% of households arrived during the past two years, 35% of the population is under 35 years old, and nearly 40% of Richfield households fall into the upscale white collar category.

So just as a well-established business must retain its loyal customers while attracting new ones to promote growth, the City of Richfield must maintain a service level to satisfy its long-time residents while drawing new residents and new commercial development to maintain its fiscal health.

To gauge its performance in the eyes of its residents, Richfield commissioned Minneapolis-based Decision Resources Ltd. to conduct a telephone survey.

Jim Prosser, Richfield city manager, says the survey, which drew the opinions of 400 randomly selected residents, was intended to accomplish four tasks:

1. to assess the City's ability to meet

the service requirements of its residents,

2. to assess the needs for facilities and services,

3. to look at how effectively the City communicates with the residents, and

4. to explore certain issues facing the city.

"Specifically, we were trying to understand how people perceived some of the redevelopment efforts we have underway in our community. We also looked at

mation.

"There's a constant need for us to make sure we're in tune with what people are looking for and that we also understand how they perceive issues. Those were two distinct purposes in the survey: assessing needs and looking at perceptions," Prosser says.

## Survey topics

In addition to quality of life, respondents were asked about: community identity and neighborliness; shopping habits; use of parks and participation in recreation and leisure programs; property tax rates; public works and fire/police service; performance of City staff; awareness of health and public safety problems and services; changes in City code enforcement; awareness of City publications and sources of information about Richfield.

They also supplied information on length of residence, age of household members, type of dwelling, marital status, occupation, education, and income.

Specific sections were aimed at gathering opinions on the proposed expansion of a major freeway that runs through Richfield, and the City's efforts to attract new business and expand the tax base.

## 98% approval

Overall, a whopping 98% approve of the quality of life in Richfield, with 47% rating it "excellent."



how people viewed overall quality of life issues," Prosser says.

## Hungry for information

It was a lengthy survey (nearly 150 questions) that could have been even longer, Prosser says. "The biggest problem was limiting the (number of issues discussed). We could really do a lot more in terms of surveys simply because people here (at the City) are so hungry for infor-

"I think what surprised us, and it was a pleasant surprise, was that despite the fact that we have a number of important issues facing us, people rated the city very highly. Some of the information we gained was very helpful in terms of finding out how people view redevelopment efforts," Prosser says.

Residents were divided over using development incentives such as tax breaks to attract new commercial and retail developments, with 45% supporting, and 43% opposing. 65% support "an aggressive effort by the City to attract new commercial and retail development," but an almost equal number (63%) would oppose such an effort if it meant that the potential sites were adjacent to their neighborhood.

Some other findings: 92% rate Richfield parks and recreational facilities "good" or "excellent;" 30% rate property taxes as high, 53% label them "about average," with 56% favoring a property tax increase to maintain City services at their current level; 76% approve of the job the Mayor and the City Council are doing.

#### Two to three years

Bill Morris, president of Decision Resources, says he recommends that cities do this type of survey about every two to three years, although for suburbs experiencing rapid growth, it's often necessary to do it more often to keep track of the effects of expansion.

"That (two to three year gap) permits a city to attack a problem or an opportunity, and we can also test to see how effective their programs have been," he says.

Morris says that on one level, the kind of questions cities typically want surveys to answer is consistent from city to city.

"There's a common set of issues that most cities are interested in gauging—the general quality of life questions, service evaluation, and then what I would call general problems facing the community that you see in any suburb, such as development issues. Then there's divergence from city to city. Richfield had some particular concerns being a mature, inner ring suburb that would be very, very different from cities in high growth areas."

#### Low refusal rate

The process of administering the questionnaire was aided by the definite willingness of the respondents to take the  
continued on p. 84

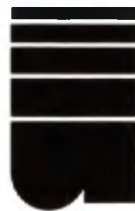


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# Sample generation system enhances flexibility

Random digit dialing (RDD) has grown in sophistication from simply adding digits to listings selected from telephone directories to the more advanced methodologies in use today. Until recently, those wanting to use RDD sampling had few options: either use the services of an outside sampling company or develop their own proprietary in-house system, which required a substantial investment of money and expertise.

But with the arrival of Genesys, a custom RDD sample generation system developed by Marketing Systems Group (MSG), more choices have been added to that list.

Now, a company can order Genesys RDD samples directly from MSG (or its affiliated service bureau, Sophisticated Data Resources, Inc.), or they can license the system on an annual basis and have it installed on their own in-house office computer system, allowing them to access the database whenever necessary to generate their own RDD samples.

Dale Kulp, president of MSG, says that he and his partner Gerry Holzbaaur had discussed the concept of such a system for years, but they felt its viability was limited because of the large amount of storage required for an RDD sample generation system. That is, until the personal computer explosion and rapid advances in computer memory technology.

"The question we always had was: How do you deliver the system? Going back seven or eight years, not many research firms even had minicomputers, but in the past three or four

years, it's gotten to the point where virtually every research company has at least one PC. Once the computer base reached that point, we knew it was time to develop a portable sampling system that virtually any research company could use," Kulp says.

(Genesys is available for Hewlett-Packard 300 systems operating under MPE, DEC/VAX systems operating under VMS, IBM AT compatible or Apple Macintosh PC's.)

Kulp says the system offers users two distinct advantages:

1. Quick turnaround. Most samples can be specified and generated in under 15 minutes, without having to pay a premium. "One of our clients called us up recently, and they were ecstatic. They just got finished generating 150,000 random digit numbers for a large national sample and it took them just 27 minutes."

2. Cost. Up to now, an average RDD sample piece could cost as much as 25-30 cents. "Genesys users can generate them for three or four cents a piece. When you consider an average study might use 5,000

pieces of sample, if they've been paying even 25 cents each, an in-house user has suddenly knocked about \$1,000 off the cost of that project."

The samples can be based on ZIP codes, state/county, Metropolitan Statistical Area (MSA), Areas of Dominant Influence (ADI), Dominant Market Area (DMA), and other geographic definitions. In addition, sample designs can incorporate demographic variables such as income, age, race, and home owner-



ship.

### Types of RDD

Genesys creates samples using the two dominant types of random digit dialing procedures, which can be termed "classic RDD" and "rdd."

A classic, self-weighting RDD sample is one in which every telephone number has an equal chance of being selected. Genesys uses residential "working bank" information (a working bank is determined by the first two digits in a phone number's four digit suffix, e.g. the numbers beginning with 8-0 in 555-80XX) to increase the proportion of households in an RDD sample.

"The reason we do that," Kulp says, "is that roughly 50% of the potential working banks don't have any residential numbers assigned, so when you generate an RDD sample, you can eliminate the majority of non-working and non-household numbers before the sample is even printed--before interviewers spend time dialing them."

The other methods, "rdd," are more efficient in terms of the proportion of numbers that will ultimately result in a household contact. They increase efficiency by over-sampling exchanges that have higher proportions of households while under-sampling those with lower proportions--but this creates the problem of potential bias because the resulting sample over-represents households in denser exchanges relative to those in less dense exchanges.

But with Genesys, this bias can be offset by using the appropriate weighting factor, says Gerry Holzbaur, vice president of MSG.

"An in-house licensee or custom client simply needs to specify that the sample file should contain the relative probabilities of selection for each sample number. When the survey is completed, the interviews can be weighted to reflect the same proportions one would expect from a classic RDD sample," he says. This provides the user with enhanced dialing efficiency while minimizing the risks of bias in the survey results.

### Updating the database

To make sure that the samples continue to be representative and efficient, MSG updates the entire Genesys database twice a year—which usually means, says Holzbaur, vice president of MSG, "wading through close to a gigabyte (or a thousand megabytes) of data"—including demographic, ZIP code, telephone exchange, and working bank information. Genesys users share the cost and benefits of updating, much like they would with an omnibus study.

Fred Soulas, president of ICR, is very familiar with the chore of updating an in-house RDD system. Prior to becoming a Genesys user, his company used its own in-house system.

"It's not just buying one tape from AT&T," he says of the updating process. "It takes a lot of time and it's very costly. Genesys does it for everybody and it's a shared cost, which helps us all a great deal. It helps with updated samples and it helps from the cost aspect, too, so we can pass those savings back to our clients."

This frequent updating is critical to ensuring consistently representative and productive samples.

continued on p. 39

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## Americans were health conscious in 1988

1988 was a year in which many Americans exercised more and reduced their intake of cholesterol. It was also a year in which almost half were dissatisfied with their weight. These were among the findings of two recent Maritz AmeriPolls.

The first poll found that 30% of the respondents exercised more in 1988 than

they did in 1987—and women were leading the pack. 31% of women were exercising more, compared to 28% of men. Only 18% of people were exercising less often. 52% exercised about the same amount last year as they did in 1987. Nearly half of the women who responded were dissatisfied with their weight; one-third of men were dissatisfied.

The second poll found that 44% of respondents changed their diet in 1988 to cut down on cholesterol. Women were

once again leading the pack. 51% of women made a change, while 37% of the men did so.

## Reading, writing, and channel changing

College students spend more time listening to radio and watching television than they do in class. According to a survey of student media habits conducted by Decisions Center, Inc., college students spend an average of 11 hours per week listening to radio, 6 hours watching broadcast TV, and three hours viewing cable—a total of 20 hours. By comparison, students typically spend 12 to 15 hours per week in class.

According to the nationwide survey of more than 2,100 full- and part-time students, 97 percent of all students listen to radio in a given week while 92 percent watch broadcast TV and 55 percent watch cable TV.

The survey found that 83 percent of students read their college paper, half read a local paper and just 18 percent read a national paper. The study also revealed that 53% of college students use a video cassette recorder. Of those, 9 out of 10 rent or purchase tapes and 6 out of 10 record shows to watch later. Most of those who watch tape recorded programs report fast forwarding through the commercials.

## Study shows importance of corporate image

The investment that a company makes in cultivating a favorable and caring public image can pay dividends in higher con-

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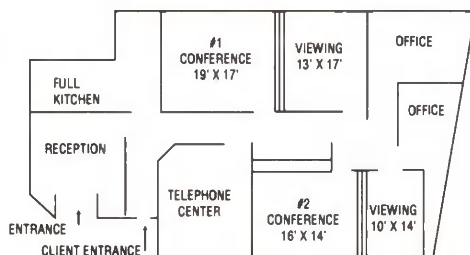
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sumer sales, according to a survey recently completed by Opinion Research Corp. The study reveals that an overwhelming majority (89%) of consumers are influenced by the reputations of companies that compete for their dollars. Furthermore, the impact of corporate image on consumer-choice decisions has increased over the last three years.

The study found that consumers believe companies that demonstrate a concern for society in general are likely to have a sincere concern about their cus-

tomers' needs. Four out of five (80%) agree with the statement: "Companies that contribute to their communities or other charities are more likely to be concerned with satisfying their customers than are companies that don't make charitable contributions."

These findings are consistent with those of two previous studies conducted by ORC. As part of its 1987 "Corporate Reputations Today" research program, ORC found that the public tends to have greater admiration for companies that

have a "good neighbor" reputation. Caring about the community, the environment and employees, and dealing fairly with consumers are assigned a comparatively higher degree of importance by consumers than are many other corporate attributes.

An August 1986 precursor to the current study showed that 81% of the public felt that corporate image has a decisive impact on purchase behavior. In the nearly three years since, the proportion of the public who assign such a powerful level of influence to corporate reputations has increased significantly, from 81% to 89%.

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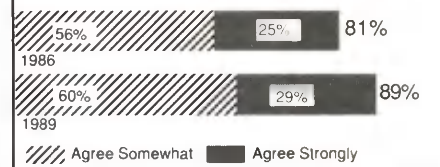
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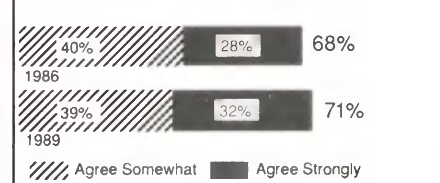
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*The reputation of the company will often determine which product or service I buy*



71% of consumers in 1989 agree that "the more (they) know about a company, the more favorable (they) feel toward it." A similar proportion (68%) reported this in 1986.

*The more I know about a company, the more favorable I feel toward it*



The interaction between corporate and product image is a two-way street, according to consumers. While a company's strong and familiar reputation for social concern can help sell its products, the quality of a company's products is prominent in determining the company's image. To 61% of consumers, one of the most important factors contributing to their favorable image of a company is their experience with the company's products. As many as four out of five (81%) name product experience as either the most or second-most important factor in their image of the company.

Although perceived product quality is a key determinant, traditional public relations activities also play an important role. Another important source (of five measured) for the public's favorable opin-





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ions of a particular company is published articles—cited by 39% as either the most or next-most important source. A sizable proportion of the public (25%) form favorable impressions about a company

favorable impressions on information they see in television programs about the company.

Also not to be ignored are a company's employees—an often underutilized resource for companies seeking to build a favorable public image. One consumer in three (32%) mentions knowing employees at a company as one of the two most important factors that shaped their favorable opinion of a corporation they especially like.

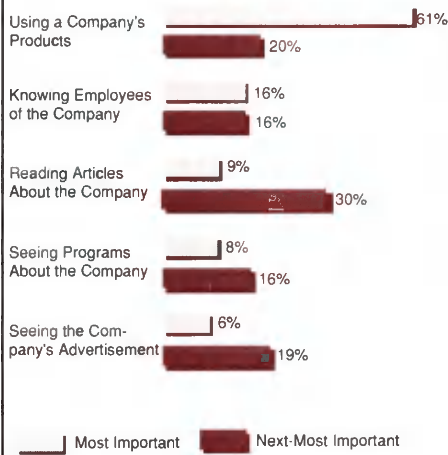
ter (23%) never use a shopping list.

Women claim they use a list more often than men. 41% say they always use a shopping list—ten percentage points greater than men who always use a list (31%). 20% of women never use a list, compared to 26% of men.

Overall, the survey showed the top three criteria for choosing where to shop for groceries are: prices (37%), location (33%), and selection (14%). However, men and women differed in ranking these criteria. Women tended to select grocery stores on prices offered (40%) rather than location (32%). Men gave equal importance to both prices (35%) and location (35%).

The survey also found that for many people, coupons are an important factor in deciding which products to buy. Of all shoppers, 51% rated them extremely or somewhat important. However, 35% said coupons were somewhat or extremely unimportant. Women assigned greater importance to coupons than men. 57% rated them extremely or somewhat important in deciding which products to buy. A whopping 42% of men considered coupons somewhat or extremely unimportant.

### Importance of Sources in Forming Impressions About Companies



based on information that they see in the company's advertising. Similarly, one-fourth of consumers (24%) base their

## Grocery shopping habits

According to a recent Maritz Ameri-Poll, 92% of men shop at least once a month. In fact, the majority (54%) say they shop 3-6 times per month. Just 3% of men never shop at a grocery store.

96% of women shop at a grocery store at least once a month—57% of them do so 3-6 times monthly. A full 20% of women make nine or more trips monthly, compared to 15% of men visiting that often.

When it comes to using a grocery shopping list, many Americans are lax. Only 36% of shoppers always use a list; 41% sometimes use one; and almost one-quarter



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

**Data entry**

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

**Questionnaire preparation**

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

3. How many surveys do you conduct per month?

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

4. How do you enter your data?

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

5. How do you prepare your Questionnaires?

- Word processing
- Computer software product
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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?

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# Observation and monitoring of interviews

*Editor's note: The following is an excerpt from a chapter in the U.S. Dept. of Commerce report "Approaches to Developing Questionnaires." Principal contributor: Deborah H. Bercini*

Observation of face-to-face interviews or monitoring of telephone interviews is most frequently thought of as a quality control technique, that is, a means of measuring interviewer performance and interviewer variability. This article examines the usefulness of observation and monitoring for a different purpose, that of evaluating the questionnaire and related data collection procedures. The term "observation" is commonly used in conjunction with face-to-face interviewing and "monitoring" with telephone interviewing, although both activities involve making similar sorts of judgments. In this report, "observation" is generally used in connection with both modes of data collection unless specifically stated otherwise.

Of the methods available to survey researchers for testing the adequacy of a questionnaire, observation of interviews is one of the most easily employed. Observation or monitoring to detect problems in the survey instrument and field procedures is conducted most frequently during the testing phase of the survey, including informal tests and formal tests.

Clearly, this is the time when observational feedback can be of the greatest value in making revisions. However, a program of observation can provide researchers or survey designers with useful insights at any stage of data collection.

For example, observations made throughout the interviewing stage of a one-time survey with an experimental or methodological component can be enormously valuable when discussing the results. Also, observations made during repetitive or continuous surveys can result in improvement in subsequent interviews.

Perhaps because the technique appears to be so simple, nonparticipant observation is rarely mentioned in the standard survey planning texts. Authors may assume that all survey designers routinely observe their questionnaires in action, although this is not the case. Commonly, observation or monitoring of interviews is considered the responsibility of the field supervisors rather than of the survey planners. Undoubtedly, this stems from the fact that interviews are usually observed to evaluate interviewer performance instead of questionnaire performance.

Another reason why a discussion of observation and monitoring programs is usually absent in survey texts may be the seemingly subjective nature of the technique. The subjective element of a nonparticipant's observations allows for an unconstrained overview of the questionnaire and interviewing situation that is conducive to creative diagnosis of problems and formulation of solutions. However, the degree of subjectivity and reliability of observation is highly dependent on the system used to record the observations.

Observation of face-to-face interviews or monitoring of telephone interviews by a third party who has been involved in the design of the survey, questionnaire or data analysis plan can identify flaws in

the data collection instrument and other procedures that cannot be detected by statistical analysis of the data or feedback from interviewers alone. Interviewers, no matter how skillful, are too involved in eliciting a response to "step back" from the interaction and fully analyze difficulties in communication with the respondent. Experienced interviewers may inadvertently conceal a defect in the questionnaire design by their ability to handle awkward situations. On the other hand, less experienced interviewers may attribute problems to the instrument that are more related to poor interviewing technique. Interviewer debriefings and written evaluations are extremely useful tools for judging the adequacy of a questionnaire. However, they cannot substitute for the observations of someone who is thoroughly familiar with the concepts and objectives of each questionnaire item.

The following is a compilation of some of the interview characteristics and questionnaire design issues that lend themselves to evaluation through observation or monitoring. The list is presented in a field test context, although many of the same characteristics can also be studied during subsequent stages of the survey.

## **Respondent cooperation**

Among respondents who agree to be interviewed, degrees of cooperation can vary greatly. The standardized explanation of the purpose of the survey and the confidentiality statement (if appropriate) that precedes the first question or a new series of question must both motivate and inform respondents. An observer can note whether respondents understand the task they are being asked to perform by the

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questions they ask the interviewer or by irrelevant responses. The willingness of respondents to search their memory for requested information can be ascertained by the quickness or off-handedness of responses. If the consensus among observers is that respondents are reluctant to put forth the effort necessary to provide complete, accurate, or "valid" responses, then the survey instrument becomes suspect.

## Interview flow

A nonparticipant observer is in a particularly good position to judge whether the interview flows smoothly, and if not, to analyze the causes. Respondent confusion, distraction, or dwindling interest can be related to abrupt transitions between questionnaire topics or awkward and lengthy gaps, for example. Interviewers may have difficulty managing poorly formatted questionnaires, or multiple questionnaire booklets, whether the interview is constructed face-to-face or over the telephone. The physical appearance of the questionnaire can encourage or frighten respondents, and observers can easily make note of this. A third party can also check whether flashcards or other materials handed back and forth between respondent and interviewer are aids or impediments to the progress of the interview.

## Length of interview

Interviewers are routinely instructed to record the beginning and ending times of

an interview, so the overall length is almost always available. But nonparticipants can unobtrusively time individual sections of the interview and note the occurrence of substantial interruptions. Observers can make notes relating the time to characteristics of the household members, health of the respondent, or other factor relevant to the survey topic. Because an observer does not have to be concerned with recording the responses, (s)he can be alert to cues that the respondent is losing patience, becoming fatigued, etc. The respondent's perception of the amount of time the interview is taking as manifested by comments such as "How many more questions are you going to ask?" is as valuable a piece of information as the measured interview time.

## Personnel and skill requirements

For the most part, the personnel involved in the observation of interviews for questionnaire design purposes are members of the survey staff who have been involved in planning the survey design, questionnaire, data analysis, or interviewer training. It is important to ensure that people familiar with all aspects of the subject matter, objectives and procedures of the survey provide advice during the development process.

Depending on the type of system used to record the results of observations, one or more coders may also be required to tabulate and summarize the results.

## Selecting the interviews to be observed

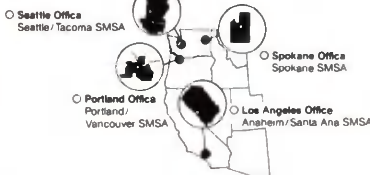
The primary purpose of a program of observation is to detect questionnaire and interviewing problems based on use in situations similar to those expected in the actual survey. Since this is also the general objective of a field test, formal or informal, the composition of the test sample is usually appropriate for a program of observation also. However, it is frequently not possible (and perhaps not desirable) to observe every interview in a field test. The survey researcher then must decide whether the kinds of observational feedback needed will be obtained from observations of a self-weighting, 'representative' subsample or from observations of a biased subsample that includes a disproportionate number of units likely to provide a test of selected sections of the questionnaire.

For telephone surveys, the method used

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to identify a sample of interviews to be monitored depends on the sampling frame of the survey itself. The selection of interviews to be monitored in a random digit dialed telephone survey field test cannot be as controlled as for a field test of personal interviews, because nothing is known about the sample unit before it is contacted. (In random digit dialed telephone surveys, the sample telephone numbers are generated randomly by computer.) Monitors should be aware that a large proportion of numbers dialed will be nonhousehold numbers, no-answers, or other forms of noncontacts. If the test sample for a telephone survey is in the form of a list of numbers known to contain eligible sampling units, then the selection of interviews to be monitored can be much more efficient.

Besides observing "live" interviews, another option available to survey planners involves tape recording the interview for detailed analysis afterwards. Respondent permission is necessary when this is done.

For all programs of observation or monitoring, it is particularly important that a variety of interviewers be selected so that observations are not biased by an interviewer effect. When monitoring telephone interviews, the monitoring schedule should convey as many interviewers as possible at different times of the day. For the same reason, it can be helpful to get feedback from as many observers as possible.

#### Characteristics of individual questionnaire items

To evaluate questionnaire items, an observer must have some notion of what constitutes acceptable question performance. Most researchers or survey planners probably feel that they will be able to detect question flaws without establishing a strict set of mental or written criteria. However, it is useful to learn what researchers in the field of questionnaire evaluation through observation have determined to be characteristic of successful questions.

Cannell and Robison (1971) set forth two basic dimensions for judging the adequacy of a question: How well the question communicates with the respondent, and the extent to which the question builds and maintains the relationship with the respondent.

Morton-Williams (1979), in an elabo-

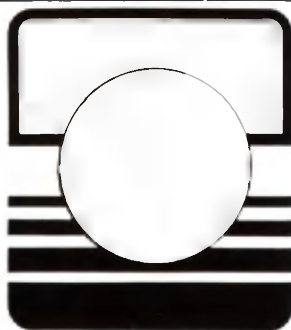
ration of Cannell and Robison's work, developed nine criteria for judging question performance.

1. The interviewer should have no difficulty asking the question correctly.
2. The interviewer should have no difficulty determining whether the question should be asked.
3. The question should be unambiguous.
4. The question should be about a subject that has meaning and relevance for the respondent.
5. The question should ask for information that the respondent is able to

remember or has easy access to.

6. The question should ask for information that the respondent is willing to give.
7. The type of answer that is required from the respondent should be clearly conveyed by the wording or format of the question.
8. The objectives of the question should be clear so that the interviewer can decide if the responses should be probed.
9. The format of the question should make it easy for the interviewer to record the answer correctly.

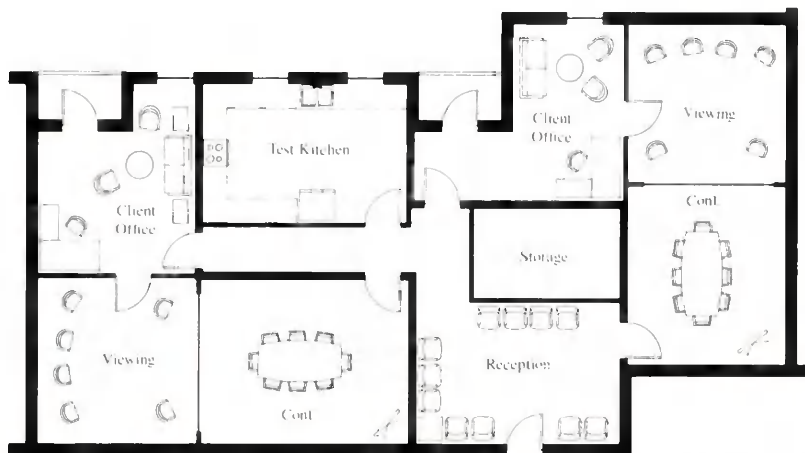
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# NAMES OF NOTE

**A. Turner Price** has joined Chilton Research Services, Radnor, PA, as an account executive. Previously, he was marketing research manager for Applied Data Research, Princeton, NJ.



Price

Cincinnati-based Burgoyne Information Services, Inc., announces the following promotions: **Jeffrey T. Hassman** to vice president, **Steven F. Simon** to vice president, and **Lee T. Alexander** to vice president.

**Janet Latona** has been promoted to director of client services/operations for National Wats, a division of Harte-Hanks

Marketing Services, River Edge, NJ.

New South Research, Birmingham, AL, announces the following promotions: **Amy Wilbite** and **Cindy Estes** to co-managing director; **Joan Pbillips** to office manager.

**Janice Jackson** has been named manager of Consumer Pulse, Inc.'s Detroit facility. In addition, **Tamerra Groene** has been named manager of CPI's Cincinnati facility at Forest Fair Mall; and **Sylvia Campbell** has been named manager of CPI's facility at the White Marsh Mall in Baltimore.

**Dr. Amy Andrews** has joined New York-based Decisions Center, Inc. as senior vice president and director of qualitative research. Previously she was an independent specialist in product development and positioning, and a research professional for manufacturers, advertising agencies and marketing research firms. In addition, **Richard A. Moldawer** has joined Decisions Center

as senior vice president of the Marketing Analysis Group. Previously he was president and founder of Optimization, Inc. and director of marketing research and development for Chesebrough-Pond's Inc.

Interviewing Service of America, Van Nuys, CA, announces the following staff changes: **Alan Buchalter** has become vice president of field and CRT operations; and **Eileen Brennan** joins ISA as vice president of data processing. Previously she was with The Warren Weiss Co.

Phil Balducci & Associates, Inc., Tampa, FL, announces the appointment of **Roy E. Brady** as vice president. Previously he was vice president and manager of planning and research for NCNB National Bank of Florida. In addition, **Kelly Cogdill** has been promoted to director of operations.

Marketscan International Inc. (MSI), Pasadena, CA, announces **Richard Bauer** as manager of Marketscan Testing Institute. Previously he held public relations positions with Ford, Volvo, and Mercedes-Benz. In addition, **David Stokols** has been hired as director of sales and marketing. Previously he was automotive projects manager for Plog Research, Inc. Also, **Lynn Gibbs** has been appointed director of MSI qualitative services.

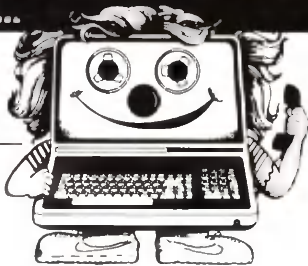
**Meryl N. Bass** has been appointed director of proprietary tracking at the NPD Group, Port Washington, NY. Previously she was with Colgate Palmolive as corporate manager, global market research.

**Gary M. Kubo** has been appointed vice president, director of strategic planning & research for the Midwest division of Bozell Inc. Advertising. Previously he was senior group research director for and partner of Tatham-Laird & Kudner.

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Associations involved in the marketing and opinion research industry have organized the **Research Industry Coalition (RIC)**. RIC was formed with the recognition by association leaders that each association and its members share core values which include a common interest in promoting public confidence in research, high standards of quality, and professional autonomy and self-regulation.

In view of these common interests, the RIC will meet regularly to provide a forum where leaders of research related organizations can exchange information and act on matters of common concern.

The idea for RIC evolved over the past two years as industry association leaders met informally to share information and insights on a number of issues. It became clear that these meetings provided a valuable forum for interchange and served the interests of the membership of each association.

The new RIC officers include: Chair, John Gilfeather, executive vice president, Yankelovich Clancy Shulman, representing the Council of American Survey Research Organizations; Vice-Chair, Marti DeGraaf, executive director, MRA, representing the Marketing Research Association; and Secretary/Treasurer,

Harry W. O'Neill, vice chairman, the Roper Organization, representing the National Council on Public Polls.

The coalition is still in formation. For more information, contact John Gilfeather (203-227-2700), Marti DeGraaf (312-644-6610), or Harry O'Neill (212-599-0700).



**VF Information Service**, a member of The ICT Group, has moved its headquarters to the Group's new corporate headquarters in the Bucks Town Corporate Campus, 800 Town Center Dr., Langhorne, PA 19047. Telephone 215-757-0200.



Natalie G. Weitzman, owner of the **Market Research Center** in Miami, announces a partnership with Daniel J. Philip, who will help operate new facilities (including a third focus group room, a new mall location, and additional national telephone interviewing capacity) and provide expanded client service.



**Chamberlain Market Research**, Memphis, TN, announces the opening of a new office 3815 W. Humphrey, Tampa, FL, 33614. Telephone 813-935-2151. Originally called Tampa Market Research, the new branch will be called Chamberlain/Tampa Market Research.



**New South Research** has moved to new offices at 700 So. 28th St., Suite 106, Birmingham, AL, 35233. Telephone 205-322-9988.



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## New version of cross-tab program

Strawberry Software, Inc. announces the release of an upgraded version of the PC cross-tabulation program A-Cross. New features in Version 2.0 include: direct user access to dBASE III and IV data files; enhanced statistical analysis capa-



## Strawberry Software

bilities, including chi square and t-Tests; power sufficient to handle as many as 16.8 million records or surveys per job. For more information, contact Elmer Bartek, Strawberry Software at 617-923-8800, or FAX 617-926-0134.

## SPSS interface available for NCS software

SPSS Inc. has teamed with National Computer Systems, Inc. (NCS) to develop an interface which allows data scanned by NCS products to be read directly into SPSS/PC+ V3.0 for analysis and presentation. NCS optical mark readers scan forms completed with pencil, pen, or bar codes and convert the marks

into usable computer data. The interface will enable the user to collect data from NCS scannable forms without key entry and convert it directly into an SPSS/PC+ system file. SPSS/PC+ can then be used to clean and analyze the data and present the results in a variety of formats. For more information, contact SPSS at 312-329-2400.

## Newsletter monitors baby boomers

FIND/SVP introduces The Boomer Report, a newsletter designed to track the

buying habits and behavior of the baby boom generation through demographic

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data, statistical buying behavior charts, emerging market statistics, survey results, trend forecasts market studies, interviews, news reports, and books and trade journals. For more information, contact FIND/SVP at 212-645-4500.

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# QUALITATIVE RESEARCH/FOCUS GROUP MODERATORS

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

**ADI Research, Inc.**  
8044 Montgomery Rd., Suite 625  
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Market Research Corp.**  
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605/338-3918  
Contact: Warren R. Johnson  
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Group—National & Internat'l

**Analysis Research Limited**  
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619/268-4800  
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All Qual.Needs:Eng.&Span.  
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**The Answer Group**  
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Cincinnati, OH 45242  
513/489-9000  
Contact: Maribeth McGraw  
Consumer,HealthCare,Prof.,  
Focus Groups,One-On-Ones

**Arbor, Inc.**  
3401 Market St.  
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

**Consumer/Industrial Rsch Svce**  
600 North Jackson St.  
Media, PA 19063  
215/565-6222  
Contact: James D. Lewis  
Health Care,Agri-Bus,Ind;  
Trad'l,Tele,One-On-One

**Consumer Opinion Services**  
12825-1st Ave. 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  
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215/357-3655  
Contact: Larry Schwarz  
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Qualitative Research Techniques

**Creative Research Associates, Inc.**  
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312/346-9160  
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**The Datafax Company**  
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Maitland, FL 32751  
305/660-8878  
Contact: Nancy McAleer  
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Executives,Ads,13 Yrs. Exp.

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

**Datatactics, Inc.**  
555 Presidential Blvd.  
Bala Cynwyd, PA 19004  
215/668-1660  
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**Decision Research**  
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617/861-7350  
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**DeNicola Research, Inc.**  
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617/647-0872  
Contacts: Reva Dolobowsky  
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**Doyle Research Associates, Inc.**  
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Chicago, IL 60611  
312/944-4848  
Contact: Kathleen M. Doyle  
Specialty:Children/Teenagers  
Concept&Product Evaluations

**DTW Marketing Research Group**  
395 Pleasant Valley Way  
West Orange, NJ 07052  
201/325-2888  
Contact: Richard Wetzel  
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**Elrick and Lavidge, Inc.**  
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312/726-0666  
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**Faber Marketing Research**  
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Greensboro, NC 27401  
800/334-0867/NC-919/378-1181  
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Industrial/Consumer/Bus-To-Bus  
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**Far West Research, Inc.**  
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415/564-8923  
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Product/Pkging Advg & Social  
Concepts /30 Yrs. Prof. Exp.

**Fedder Research**  
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Chicago, IL 60610  
312/440-0510  
Contact: Curt Fedder  
Male Moderator/Client Marketing  
Background/Expert Analysis

**Findings International Corp.**  
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Contact: Orlando Esquivel  
Bi-Lingual/Cultural Serving Major  
Markets with Ofcs inPuerto Rico.

**First Market Research Corp.**  
121 Beach St.  
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617/482-9080  
Contact: James R. Heiman  
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Bus-To-Bus, Colleges

**First Market Research Corp.**  
121 Beach St.  
Boston, MA 02111  
617/482-9080  
Contact: Linda M. Lynch  
Consumer,Retail,Banking,  
Health Care

**First Market Research Corp.**  
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Boston, MA 02111  
617/482-9080  
Contact: Jack M. Reynolds  
Banking,Health Care,Ad  
Testing,Consumer,Executive

**Focused Research**  
8247 Valley Dr.  
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216/543-9340  
Contact: Susan Ray Stone  
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**D.S. Fraley & Associates**  
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Chicago, IL 60615  
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In-Home/Observational Rsch

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Contact: Lynn Greenburg  
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**Greenfield Consulting Group, Inc.**  
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rial/Commercial,Executive

**Hispanic Marketing  
Communication Research**  
2438 Hopkins Ave.  
Redwood City, CA 94062  
415/361-8124  
Contact: Dr. Filipe Korzenny  
Hisp. Focus Grps In U.S., Abroad  
Biling./Bicult.Qual./Quan.Rsch.

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**Kennedy Research Inc.**  
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Telecommunications, Financial

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**Market Views Research, Inc.**  
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**Rockwood Research Corp.**  
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Contact: Dale Longfellow  
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246 Federal Rd.  
Brookfield, CT 06804  
203/797-0666  
Contact: Karen Forcade  
Consultants In Mktg To Children  
Full Svc Qualitative/Quantitative

## STATE CROSS INDEX OF MODERATORS

Refer to Above Listings For Address, Phone Number and Contact

### Alabama

New South Research

### California

Analysis Research Ltd.  
Bilingual Unlimited Research  
Far West Research, inc.  
Gross Marketing Research  
Hispanic Marketing

Taylor Research

Trotta Associates  
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DeNicola Research, Inc.  
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that the company applied to any other information that it collects. Just as no two locations would be allowed to collect accounting information differently without a valid business reason, market research, too, would have to be centrally coordinated for Directory's products. Further, there would be a strong and clear policy for the dissemination of that infor-

mation. Market information had to get to the managers who needed it, but it also had to be safeguarded from those who might misuse it.

Second, consistent, top-quality research would be difficult to achieve if the research managers merely gathered research requests and passed them on to vendors. Therefore, the research managers had to actively direct the research process, and that required a high level of technical competence.

Further, the technical expertise had to be broad, since each manager would be responsible for all phases of their re-

search projects. The manager would be the client's single point of contact throughout the project, being responsible for the research design, questionnaire development, data analysis, and research interpretation. This concentration of roles and efforts results in more powerful research and more efficient use of resources.

The third requirement was that the market research managers have a sound understanding of the directory business. The market research unit provides research and decision support for all business units, including production, delivery, sales, strategic marketing, pricing, and finance. To produce effective research, the research manager has to know enough about each of those aspects of the directory business to translate a business need into the requisite research design and data presentation format.

"In an information industry such as the directory business, the way that you manage market information is especially critical," explains Elizabeth Peterson, director of the Strategic Marketing Group in Directory. "You have got to collect the right information and then present it to your executives, project managers, and customers in a format that meets their business needs. Our approach gives us that capability and makes market research central to Directory's decision process."

The remainder of this article focuses on how Bell Atlantic Directory implements this approach in data support functions.

#### Data support

Bob Graham reports, "We have met with a wide variety of research suppliers and syndicated research organizations. We are consistently told that our standards for reliability and accuracy are among the highest in the industry. Frankly, we are very proud of that and intend to maintain those high standards."

Proper data support ensures that the market research presents an accurate picture of the market place. These functions are the foundation of Bell Atlantic Directory's market research information system.

At a basic level, data support means a concern about sample size, sample generation techniques, data cleansing, and all the other factors involved in providing reliable, high-precision data. For most studies, the data support process consists of at least two major functions.

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**1. Sample development.** These are the procedures through which decisions are made about how the sample will be drawn, who will be included, and how many respondents will be interviewed. At Bell Atlantic Directory these decisions are driven by how the data will be used once the study is complete.

For example, if the data will appear in promotional material, a larger sample size might be used to increase the precision of the numbers and to generate greater confidence in the data. In contrast, for internal modeling, the sample size depends upon the overall precision of the model. Thus, if the other data in the model had wide margins of error, there would typically be little benefit in using a very large sample to collect relatively few of the model's data points.

Just as important as the size of the sample is the pool from which the sample is drawn. There are two major concerns: (1) insuring that the sample is truly representative of the people to which the product is targeted and (2) clearly identifying the respondent's impact in the market (e.g., determining whether the respondent is a user, purchaser, decision-maker, signatory or influencing agent). The lat-

ter identification is especially critical in strategic studies where the data must indicate both the direct and indirect effects of the respondents' attitudes.

**2. Data maintenance.** These are the procedures involved in assuring that the data accurately reflect the responses and behavior of the persons interviewed. Typically, these operations involve checks for accuracy and consistency in the coded data.

Since Directory's market research is usually conducted by independent research vendors, the vendor plays a critical role in data maintenance. Data maintenance begins with vendor selection. Interviews, detailed proposals, and on-site visits play an important role in Directory's assessment of the quality and care of the vendor's operations. Recently, Directory has included a vendor capability and operations statement in its assessment tools. This statement is a formal, written, and detailed description of the vendor's operating procedures and capabilities. All vendors interested in doing business with Bell Atlantic Directory are required to complete this statement.

The vendor capability and operations statement is then included as part of all

contracts, with the vendor agreeing that operations will be carried out as outlined in the operations statement. Thus, there is some assurance that the quality of the vendor's operations will be maintained as they were when the purchase decision was made.

Data verification is the second major area of data maintenance. Typically, Directory receives a copy of all raw data which is used for archives, further analysis and data verification. In data verification, the vendor's analyses are duplicated using the raw data to test the accuracy of vendor-supplied tables and analyses. Any discrepancies must be resolved before the data are used.

As Charlene Gordon, one of Directory's research managers, reports, "Data verification simply has to be done, even with the best vendor. In our annual usage study, which we use to show advertisers how much the consumers are using our directories, we spend at least a couple of months checking the data and tables for the more than 6000 respondents. It is time-consuming, but it is the only way we can be assured of the accuracy of our data."

An additional, often difficult area of

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data maintenance arises from the analyses project managers run on the data once they receive it. The easy availability of cheap electronic spreadsheets and calculators has tempted some project managers into doing their own analyses of market research data. Unfortunately, some of these devices and the implemented equations have questionable numerical accuracy.

Where clients indicate that further analysis or modeling is to be applied to the data, the market research process is extended to provide assistance in those analyses. Further, certain data such as that included in promotional material must be approved by the market research group before the material can be distributed.

#### **Validity and reliability assessment**

Directory market research is usually directed toward measuring attitudes and behaviors, such as directory usage, through some interview mechanism. Unfortunately, respondents do not always report their true behavior and attitudes. The third major function in data maintenance is concerned with insuring that the

data reasonably represent actual behaviors.

In measuring consumer usage of two competitive directory products, for example, one could ask:

1. "How many times did you use X directory in the past month?" versus "How many times did you use Y directory in the past month?"

2. "How many times did you use X directory in the past week?" versus "How many times did you use Y directory in the past week?"

3. "Which directory, X or Y, do you use most often?"

4. "Which directory did you use last?"

5. "Which directory do you prefer, X or Y?"

Though these measures are frequently quoted, the questions are not equally valid in measuring usage. Measure 1 for a particular directory almost never equals four times Measure 2 for that directory. Measure 3 can show results different from the comparisons in Measures 1 and 2. And for a number of reasons, Measures 4 and 5 appear to have the weakest validity for total comparative usage.

The other side of a "good" measurement tool is that it be reliable and provide similar results when repeated under the same conditions. As might be expected, the five questions described above also differ in reliability. Measure 4, for instance, might show a change when other measures show no change.

#### **Database design and maintenance**

For Bell Atlantic Directory, the key to valid and reliable market research data lies in intelligent design and maintenance of a good market research database.

For some studies, conceptual models are developed at the design stage. For example, a model might describe each behavior and motivation in the usage process and then indicate measures that would capture the behavior. There is then a basis for believing that the interview really is providing data about actual behavior.

Also, Directory's studies typically contain multiple measures of the critical variables. Rather than ask one question about usage, a number of questions are asked. Correlations with other measures and

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other studies can then be used to help pinpoint the strong and weak measures. Even something as simple as checking to see if the numbers fall into the same range as in related studies can help to pinpoint problems in the data and change the weight attached to each measure. Having a good database from past studies is critical for this. The data maintenance procedures are crucial in providing top quality data to Directory's managers and customers. Success requires technical competence and excellent vendor/client communication.

### Summary

Market research has played a key role in Bell Atlantic Directory's competitive effort. Directory's information management approach to market research has placed a strong emphasis on providing accurate and reliable data to the appropriate decision-maker.

As Bob Graham summarizes, "The real test of market research is whether management is willing to use it for critical decisions. When sales people are showing large circulation numbers but offering huge discounts, you suspect that management knows something it is not telling in the published data. We use the same market research data in our marketing decisions that we provide to our customers. We believe our research is the best available and think that the success of our products is a strong testament to that."

*Ted W. Allen directs market research for Bell Atlantic Directory Services, Bethesda, MD. He received his M.B.A. and B.A. (psychology) from the University of North Carolina at Chapel Hill. His Ph.D. and master of science degrees are from the University of Michigan (Ann Arbor) in cognitive psychology. Prior to joining Bell Atlantic, Allen served as a professor in the UCLA psychology department. He has also served as a research scientist at the American Institutes for Research in Washington, D.C. He has also worked as an independent research consultant assisting in the development and marketing of information products.*

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We have exclusive access to four key Malls in the Philadelphia area and one in the Dallas area. These, plus the JRP WATS Line Telephone Center, are all staffed by JRP trained interviewers.

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# AMC

continued from p. 7

older audience to the movies. This is demonstrated by the popularity of such films as *Wall Street* and *The Last Emperor*, which do not have a teen-age orientation, but which have done extremely well.

"I think that it's partly because of the again of the country's population," Brockschmidt says. "But also, movie-makers are starting to realize that there's an older audience that will come to the right kind of picture. And we're starting to see that in terms of the proportion of the audience that's in the 35-plus group."

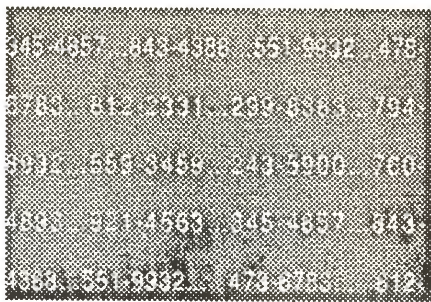
### In-house research

After the first survey, AMC brought its market research functions in-house. And although research was one of the driving factors behind its decision to use SPSS-X, AMC also produces financial reports by theater, by market, and by division (on attendance, revenue, expenses, and so forth.) The software performs subtotals very quickly, and the same report can be easily sliced several different ways to help reveal significant trends. But AMC also installed the software for its general report writing capabilities, data manipulation features, and its ability to combine and merge files.

As audiences, movies, and technology change, AMC's marketing research programs help it to keep in touch with its customers. In some of its previous studies, AMC has requested information about the relative importance of price vs. convenient location vs. the particular film being seen. It has asked about eating habits before and after a film, and about what media customers use to inform themselves about what to see.

"From a corporate standpoint," Brockschmidt says, "the major goal is to achieve a better understanding of our customers, so that we can develop a marketing strategy that meets the customers' needs and wants, and thereby improve the results on the bottom line. You can't really separate marketing strategy from company profitability."

**MRR**



## RDD

continued from p. 13

"It's important to know that every time you get a sample it's a fresh and that each telephone number had an equal chance of coming into the sample. With Genesys you're creating your own sample so you know that's the case," he says.

### Speed and flexibility

Soulas also appreciates the speed and flexibility that Genesys allows his company.

"We're very highly computerized here. All of the surveys we do, with few exceptions, are done on CRT, and we like the sample to be on-line, so that when the interviewer is finished with an interview, the next randomly generated telephone number comes up on their screen right from the computer, and all they have to do is dial it in."

Patrick Baldasare, president of The Response Center, provides an example of how his company was able to utilize the quick turnaround the system provides.

"One day I got a call from Campbell Soup Co. at 4:45 p.m. and they wanted us to do a project for them. At 4:55 p.m. I received a fax of a rough draft questionnaire. By 7:00 p.m., my computer programmers had programmed the questionnaire, my interviewers had been briefed, a random probability sample had been drawn, and we were on the phones, doing the interviews on the CRTs. The next morning I was able to fax cross-tabs to my client. It's hard to beat that. Genesys was definitely part of it. Because I'm a licensee of that software I have that capability."

Baldasare says the system offers the user "ultimate control" because he or she can customize a sample to target specific groups of people.

"The user can go in and say 'I want to

find people who make \$50,000 a year or more, and I want to talk to people who are between the ages of 25 and 44, and I want to hit the right kind of person 70% of the time.' With Genesys you can do that, and at the same time be cognizant of and adjust for the associated sample biases."

Kulp is confident. "I think we've put a very powerful tool in the hands of the

research industry, something that was never there before. We've given research companies the ability to improve their product in terms of design capabilities and made them more competitive because we've been able to cut their costs without sacrificing quality. We've moved RDD sampling out of the 70s and into the 90s." MRR

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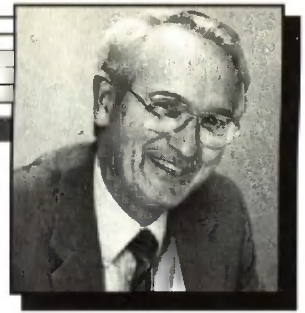
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## Questionnaire testing is key to successful telephone interviewing

by Tom Quirk

**B**efore any important study that will rely on telephone interviewing as a data collection tool, it is important that the questionnaire has been thoroughly tested. I was always surprised when clients turned down the opportunity to sit in on a telephone interviewing test, because the testing procedure provides opportunities to refine the questionnaire so that valid and meaningful information will be obtained from the interviews.

Testing a telephone interview questionnaire can be a tedious task, but the time spent during the testing stage can be critical to the success of the project. One should feel comfortable about the validity of the data only if they are certain that the questionnaire was properly written and administered.

A proper test requires patience and concentration, and it is important not to lose sight of the purpose of the occasion. Boredom and frustration can occur while

waiting for interviewers to find qualified respondents, so that all portions of the questionnaires can be tested properly. In addition, trying to decide on the changes in the questionnaire and communicate them to the interviewers can fray one's nerves.

The first task is to properly train the interviewers who will test the instrument (survey). Normally a telephone interviewing facility has a number of personnel who have experience with this type of monitoring. Some clients might question the use of special interviewers for this type of work, but I always preferred hand-picking these people. At this stage of the project the purpose is not to test overall interviewing skill and knowledge; that can be done during the actual interviewing procedure. What we all want is the best questionnaire possible, developed in the shortest period of time. Experienced interviewers are the ones most likely to accomplish this.

The training should be similar to that which the full interviewing staff will undergo when the final questionnaire is ready. Interviewers should be allowed time to ask questions, and dummy interviews should be done so that the personnel feel comfortable with all elements of the questionnaire.

Interviews vary greatly in degree of difficulty, therefore it is important to listen carefully not only to the respondent but also to the interviewer. If the interviewer is having trouble following skip patterns, pronouncing words, or with other parts of the questionnaire, you should make a note to discuss it in the debriefing.

One word of caution: The interviewing test period is not the time to evaluate the

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research firm you have hired to conduct the project. That decision has already been made and you want to focus on the interview itself. Evaluating the interviewing staff can be done during the regular interviewing process but right now keep your focus on the questionnaire.

I preferred to work with only two or three interviewers at a time on a test. I would record the answers on a questionnaire and meet with the interviewer immediately after a completion for a review. First we compared the completed forms to see if there were any differences. Then we discussed any apparent problems which had occurred during the interviewing process. If it appeared changes should be made in the questionnaire, we did so immediately so that the revision could be included in the next interview. A word processor came in handy at this time because we frequently used paper copies in our tests.

Occasionally an interviewer will complete an interview which has not been monitored. I like to review these questionnaires immediately also, since experienced interviewers can be a great help because they have usually developed a sensitivity to the people they are querying. In particular I have found they have a keen awareness of one of the greatest problems in telephone interviewing: the overlong interview. They know when the respondent has grown weary and is about to either terminate the interview by hanging up or, even worse, begin to provide inaccurate information in order to hurry the interview along.

After the interview test is completed, a debriefing session is held with the interviewers. I have each interviewer review the survey, question by question, so that nothing is missed. Discussion of the questionnaire among the interviewers is encouraged and although their statements and opinions are not final, they carry a lot of weight in reviewing the questionnaire.

At this point the testing process is almost completed. The next draft of the questionnaire is tested, using the same procedure. Usually if the initial test was done correctly, few revisions are necessary before beginning the final interviewing process.

Testing a telephone questionnaire is time-consuming, but having completed the process I always felt more confident that the results obtained would be valid and useful. MRR

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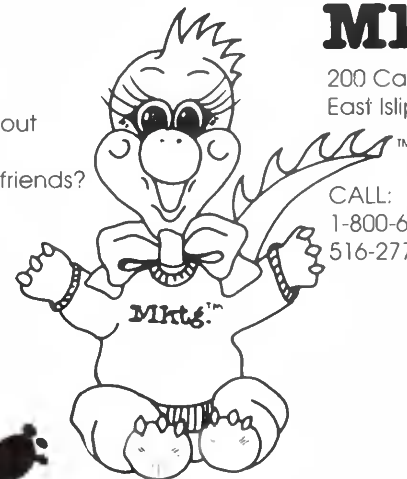
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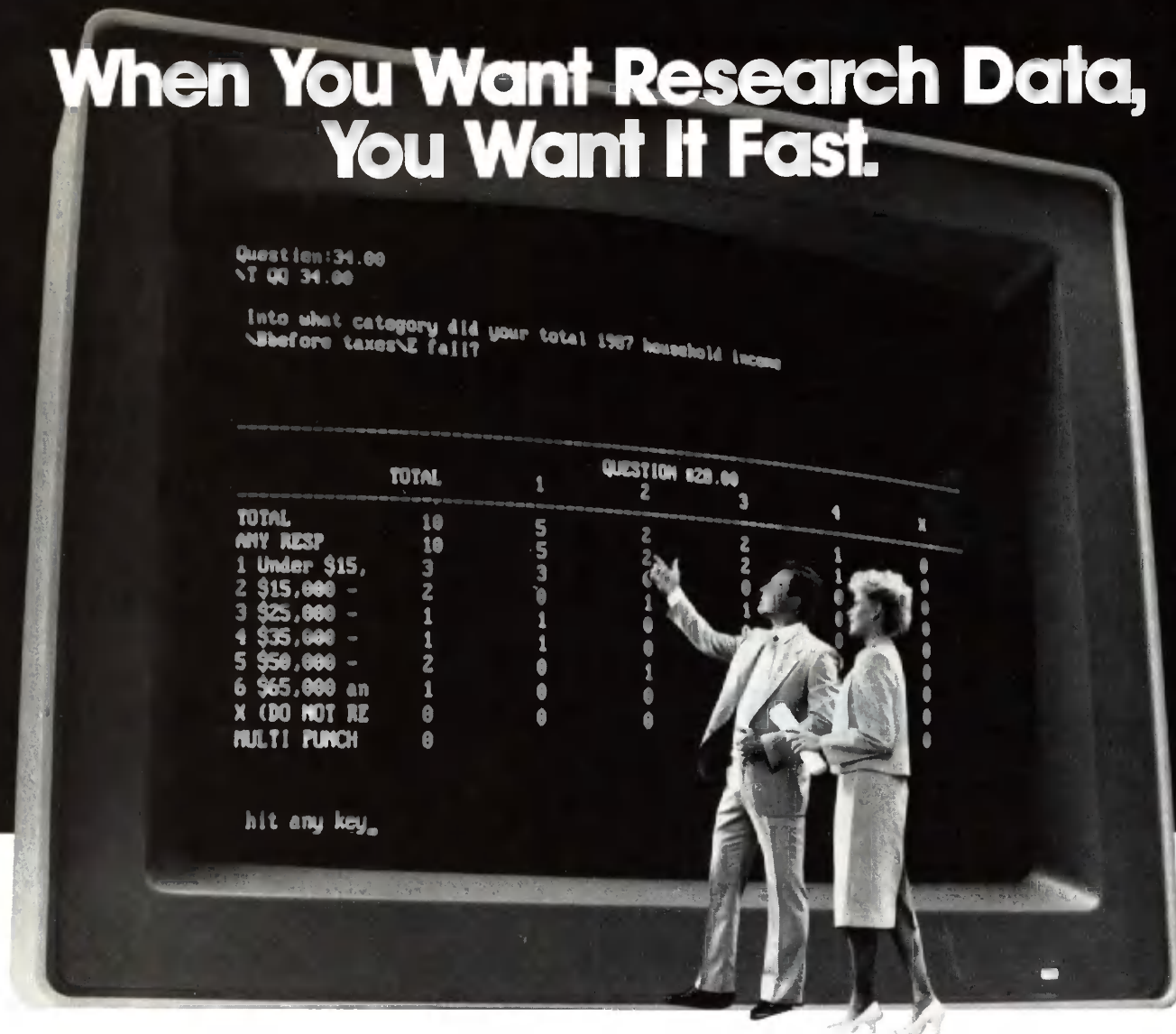
# TELEPHONE INTERVIEWING

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(See Advertisement Page 45)				

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Sygnis Two Financial Ctr., 10825 Financial Pkwy. Little Rock, AR 72211 Ph. 501/661-7000 Fax 501/661-7099	50	0	50	50
(See Advertisement Page 44)				

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Consumer Pulse of Los Angeles 1815 Hawthorne/Galleria #269 Redondo Beach,CA 90278 Ph.213/371-5578 or 800/336-0159 Fax 213/542-2669	20	12	20	0
(See Advertisement Pages 26 & 47)				

Creative Data, Inc. 7136 Haskell Ave./Suite 101 Van Nuys, CA 91406-4198 Ph.818/988-5411	22	0	10	0
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(See Advertisement Page 14)				

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Alameda, CA 94501  
Ph. 415/521-6900  
Fax 415/521-2130  
(See Advertisement Page 48)

## SAN JOSE

Phase III Market Research  
1150 No. 1st Street 10 0 10 0  
San Jose, CA 95112  
Ph. 408/947-8661  
Fax 408/295-7699

Silicon Valley Data, Inc.  
1270 S. Winchester Blvd./#132 65 0 65 0  
San Jose, CA 95128  
Ph. 408/983-1802

## COLORADO

### COLORADO SPRINGS

Consumer Pulse of Colorado Springs  
750 Citadel East 8 4 8 0  
Citadel Mall #1084 (See Advertisement Pages 26 & 47)  
Colorado Springs, CO 80909  
Ph. 303/480-0128 or 800/336-0159

### DENVER

Burke Marketing Research  
3805 Marshall/Suite 300 45 45 45 45  
Wheatridge, CO 80033  
Ph. 303/425-5788  
Fax 303/431-6365  
(See Advertisement Page 27)

Colorado Market Research  
Ruth Nelson Research Svcs.  
2149 S. Grape St. 62 62 62 8  
Denver, CO 80222  
Ph. 303/758-6424  
Fax 303/756-6467  
(See Advertisement Page 40)

Consumer Pulse of Denver  
5801 W. 44th 30 12 30 30  
Lakeside Mall /#B-103  
Denver, CO 80212  
Ph. 303/480-0128 or 800/336-0159  
Fax 303/480-0176  
(See Advertisement Pages 26 & 47)

Friedman Marketing  
1600 28th St./Ste. 277 6 0 0 0  
Boulder, CO 80301  
Ph. 303/449-4632

Friedman Marketing  
6510 W. 91st Ave./ Ste. 106 6 0 0 0  
Westminster, CO 80030  
Ph. 303/428-8803

Friedman Marketing  
8501 W. Bowles Ave. 6 0 0 0  
Littleton, CO 80123  
Ph. 303/972-8734

Information Research Inc.  
10650 E. Bethany Dr. 20 0 20 0  
Denver, CO 80014  
Ph. 303/751-0190

Phone Survey Inc.  
333 Logan St./Ste. 220 31 3 31 31  
Denver, CO 80203  
Ph. 303/722-6878  
Fax 303/792-9302

Quality Controlled Services (QCS)  
701 W. Hampden 5 5 5 0  
Cinderella Mall/Suite 33 (See Advertisement Page 45)  
Englewood, CO 80110  
Ph. 303/789-0565 or 800/325-3338

Talmey Research Inc.  
934 Pearl St. 20 0 20 20  
Boulder, CO 80306  
Ph. 303/447-0125  
Fax 303/447-9386

Telecommunications Network  
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Arvada, CO 80002  
Ph. 303/467-0335

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Fax 203/676-2127

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Ph. 203/255-1222  
Fax 203/259-5207

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16 South Main Street 8 0 8 0  
Norwalk, CT 06854  
Ph. 203/854-6790  
Fax 203/866-7295

### STAMFORD

Goldstein/Krall Marketing Res.  
25 Third St. 40 0 40 40  
Stamford, CT 06905  
Ph. 203/359-2820

Coast To Coast Telephone Center  
1351 Washington Blvd. 30 15 30 30  
Stamford, CT 06902  
Ph. 203/325-2335  
Fax 203/964-8269

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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## DELAWARE

### NEWARK

Consumer/Industrial Research Service Newark, DE 19715 Ph. 215/565-6222	12	0	12	12
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## DISTRICT OF COLUMBIA

Communication Center, Inc. 1211 Connecticut Ave. N.W., Ste. 620 Washington D.C. 20036 Ph. 202/223-4747	175	0	175	0
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Consumer Pulse of Washington 8310 Old Courthouse Road Vienna, VA 22182 Ph. 703/442-0960 or 800/336-0159 Fax 703/442-0967	22	10	22	0
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(See Advertisement Pages 26 & 47)

Covington-Burgess Market Research 1921 Eleventh St., NW Washington D.C. 20001 Ph. 202/745-0919	20	0	14	0
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(See Advertisement Page 82)

Decision Data Collection 7405 Colshire Dr/Ste 218 McLean, VA 22102 Ph. 703/556-7748 Fax 703/356-1680	16	0	16	0
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Dynamic Data Processing, Inc. 911 Silver Spring Ave./ Ste. 107 Silver Spring, MD 20910 Ph. 301/565-2401 Fax 301/565-2370	25	0	25	0
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Gikas International 5640 Nicholson Lane /Ste. 240 Rockville, MD 20852 Ph. 301/468-2380 Fax 301/770-0171	30	18	30	0
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Peter D. Hart Research Assoc., Inc. 1724 Connecticut Ave. N.W. Washington, D.C. 20009 Ph. 202/234-5570 Fax 202/232-8134	80	0	65	0
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HTI Custom Rsch, Div. NPD 4511 Knox Road College Park, MD 20740 Ph. 301/779-7950 Fax 301/779-4210	52	52	52	52
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Metro Research Services, Inc. 10710 Lee Highway/Suite 207 Fairfax, VA 22030 Ph. 703/385-1108 Fax 703/385-8620	11	0	11	0
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 6194 Greenbelt Road 15 0 14 0  
 Greenbelt, MD 20770  
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 Fax 301/474-4307

**Quality Controlled Services (QCS)**  
 6710 E. Springfield Mall 6 5 0 0  
 Springfield, VA 22150 (See Advertisement Page 45)  
 Ph. 703/971-6717 or 800/325-3338

Westat, Inc.  
 1650 Research Blvd. 56 56 56 56  
 Rockville, MD 20850  
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 Fax 305/437-8997

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 Jacksonville, FL 32216  
 Ph. 904/636-2221

**Irwin Research Services, Inc.**  
 565 So. Main Street/Ste. 18B 70 70 70 0  
 Jacksonville, FL 32207 (See Advertisement Page 27)  
 Ph. 904/398-8300  
 Fax 904/398-5621

### MIAMI

Behavioral Science Research  
 2121 Ponce de Leon Blvd. 28 0 28 0  
 Coral Gables, FL 33134  
 Ph. 305/448-7622  
 Fax 305/448-6825

Light Interviewing Svcs., Inc.  
 8551 Coral Way 25 0 25 25  
 Miami, FL 33155  
 Ph. 305/264-5780

Mar's Surveys  
 1700 University Drive, #205 12 0 10 0  
 Coral Springs, FL 33071  
 Ph. 305/755-2805  
 Fax 305/755-3061

Profile Marketing Research, Inc.  
 4020 S. 57th Avenue 20 0 20 20  
 Lake Worth, FL 33463  
 Ph. 407/965-8300  
 Fax 407/965-6925

Rife Market Research  
 1111 ParkCentre Blvd., #111 35 0 35 0  
 Miami, FL 33169  
 Ph. 305/620-4244  
 Fax 305/621-3533

Natalie G. Weitzman, Inc.  
 850 Ives Dairy Rd 17 0 10 0  
 Miami, FL 33179  
 Ph. 305/653-6323  
 Fax 305/653-4016

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The Datafax Company, Inc.  
 2600 Maitland Ctr. Pkwy/Ste. 170 20 20 20 0  
 Maitland, FL 32751  
 Ph. 407/660-8878  
 Fax 407/660-1730

New Directions Marketing Research, Inc.  
 2670 W. Fairbanks Avenue 8 8 8 0  
 Winter Park, FL 32750  
 Ph. 407/740-7500  
 Fax 407/628-2140

**United States Testing Co.**  
 445 Osceola Street 28 0 28 28  
 Altamonte Springs, FL 32701 (See Advertisement Page 55)  
 Ph. 407/830-4542  
 Fax 407/830-6064

### TALLAHASSEE

Friedman Marketing  
 2415 No. Monroe Street 6 0 0 0  
 Tallahassee, FL 32303  
 Ph. 904/385-4399

MGT of America, Inc.  
 2425 Torreya Drive 20 0 20 0  
 Tallahassee, FL 32303  
 Ph. 904/386-3191  
 Fax 904/385-4501

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Phil Balducci & Assoc., Inc.  
 1304 DeSoto Ave./Ste. 200 20 0 20 20  
 Tampa, FL 33606  
 Ph. 813/254-8822  
 Fax 813/251-1722

Eastern Research Services  
 4101 W. Columbus Drive 60 0 60 60  
 Tampa, FL 33607  
 Ph. 813/875-0288  
 Fax 813/871-3639

Mid-America Research, Inc.  
 303 U.S. 301 Blvd. West./# 811 5 4 4 0  
 Bradenton, FL 34205  
 Ph. 813/746-1849

**Quality Controlled Services (QCS)**  
 4904 Eisenhower Blvd. 10 5 10 10  
 Tampa, FL 33634 (See Advertisement Page 45)  
 Ph. 813/886-4830 or 800/325-3338

Schwartz Field Inc.  
 9211 Lazy Lane 10 0 10 0  
 Tampa, FL 33614  
 Ph. 813/933-8060  
 Fax 813/931-3469

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Suburban Associates Tampa Conference Center 4350 W. Cypress/#535 Tampa, FL 33607 Ph. 813/874-3423 Fax 813/873-3637	24	8	24	0
Total Research Corporation 5130 Eisenhower Blvd/Suite 210 Tampa, FL 33634 Ph. 813/887-5544	60	60	60	60

## GEORGIA

### ATLANTA

Atlanta Marketing Research Ctr.  
3355 Lenox Rd NE/Suite 660  
Atlanta, GA 30326  
Ph. 404/239-0001  
Fax 404/237-1235

Booth Research Services, Inc.  
1120 Hope Rd./Ste. 200  
Atlanta, GA 30350  
Ph. 404/992-2200  
Fax 404/642-4535

**Burke Marketing Research**  
4848 Riverdale Road  
College Park, GA 30337  
Ph. 404/997-6677  
(See Advertisement Page 27)

Compass Marketing Research  
3294 Medlock Bridge Rd/#100  
Norcross, GA 30092  
Ph. 404/448-0754  
Fax 404/449-6739

Elrick & Lavidge, Inc.  
1990 Lakeside Pkwy./3rd Flr.  
Tucker, GA 30084  
Ph. 404/938-3233

Jackson Associates Inc.  
3070 Presidential Dr./#123  
Atlanta, GA 30340  
Ph. 404/454-7060  
Fax 404/986-2828

Joyner Hutcheson Research, Inc.  
1900 Century Place  
Atlanta, GA 30345  
Ph. 404/321-0953

Lansdell & Associates, Inc.  
5052 Clark Howell Hwy.  
Atlanta, GA 30349  
Ph. 404/765-0936

Mid-America Research, Inc.  
3393 Peachtree Road N.E.  
Atlanta, GA 30326  
Ph. 404/261-8011

Peachtree Surveys, Ltd.  
6095 Barfield Rd./Suite 120  
Atlanta, GA 30328  
Ph. 404/257-1230  
Fax 404/452-9560

Precision Field Services  
3405 Piedmont Rd.  
Atlanta, GA 30305  
Ph. 404/266-8666  
Fax 404/266-0208

**Quality Controlled Services (QCS)**  
1945 Cliff Valley Way/Ste 250  
Atlanta, GA 30329  
Ph. 404/321-0468 or 800/325-3338  
(See Advertisement Page 45)

Scotti Research  
1800 Peachtree Rd. N.W./#500  
Atlanta, GA 30309  
Ph. 404/352-0686  
Fax 404/352-3012

John Stolzberg Market Research  
1800 Century Blvd./Suite 795  
Atlanta, GA 30345  
Ph. 404/329-0954  
Fax 404/329-1596

## ILLINOIS

### CHICAGO

Ad Factors/Millward Brown, Inc.  
751 Roosevelt Road  
Glen Ellyn, IL 60137  
Ph. 312/858-3760  
Fax 312/469-4420

Adler Weiner Research Co.  
6336 No. Lincoln  
Chicago, IL 60659  
Ph. 312/463-5552

Assistance In Marketing  
1650 No. Arlington Heights Rd.  
Arlington Heights, IL 60004  
Ph. 312/392-5500

Irwin Broh & Associates, Inc.  
1011 E. Touhy Avenue  
Des Plaines, IL 60018  
Ph. 312/297-7515  
Fax 312/297-7847

Central Telephone Interviewing Sys.  
6445 N. Western Avenue  
Chicago, IL 60645  
Ph. 312/274-3700  
Fax 312/274-4021

**C/J Research, Inc.**  
3150 Salt Creek Lane  
Arlington Heights, IL 60005-8760  
Ph. 312/253-1100  
Fax 312/253-1587  
(See Advertisement Page 25)

**C/J Research, Inc.**  
367 Georgetown Square  
Wood Dale, IL 60191  
Ph. 312/766-0404  
(See Advertisement Page 25)

Communications Research, Inc. 233 E. Wacker Drive/Suite 210 5 Chicago, IL 60601 Ph. 312/938-0200 Fax 312/938-8711	25	0	25	0	Kapuler Survey Center 3436 N. Kennicott Arlington Heights, IL 60035 Ph. 312/870-6700 Fax 312/392-2122	140	100	100	100
Communications Workshop, Inc. 168 No. Michigan Avenue Chicago, IL 60601 Ph. 312/263-7551 Fax 312/332-6115	25	0	25	0	Maritz Marketing Research, Inc. 400 No. Schmidt Rd. Bolingbrook, IL 60439 Ph. 312/759-0700	85	32	85	85
<b>Consumer &amp; Professional Research, Inc.</b> 3612 W. Lake Ave/P.O. Box 729 Wilmette, IL 60091 Ph. 312/256-7744 Fax 312/251-7662	14	10	14	14	Market Facts, Inc. National Telephone Center One Rotary Center./Suite 210 Evanston, IL 60201 Ph. 312/864-5100 Fax 312/864-5100 ext. 107	60	60	60	60
(See Advertisement Page 83)									
Conway/Milliken & Associates 875 No. Michigan Chicago, IL 60611 Ph. 312/787-4060 Fax 312/787-4156	30	18	30	30	Market Facts, Inc. National Telephone Center 1010 Lake Street Oak Park, IL 60301 Ph. 312/524-2001 Fax 312/524-2001 ext.265	46	46	46	46
Data Research, Inc. 1311 Butterfield Rd/Suite 304 Downers Grove, IL 60515 Ph. 312/971-2880 Fax 312/971-2267	30	0	30	30	Market Facts, Inc. National Telephone Center 4260 Westbrook Drive Aurora, IL 60504 Ph. 312/851-NTC3 Fax 312/851-NTC3 ext. 254	24	24	24	24
Elrick & Lavidge, Inc. 3041 Woodcreek Drive Downers Grove, IL 60515 Ph. 312/810-0100	42	9	42	42	Mid-America Research, Inc. 999 No. Elmhurst Rd. Mt. Prospect, IL 60056 Ph. 312/392-0800 Fax 312/259-7259	22	6	16	0
Focuscope Unlimited, Inc. 137 N. Oak Park Ave/ #207 Oak Park, IL 60301 Ph. 312/386-5086 Fax 312/386-1207	15	0	15	0	<b>National Data Research, Inc.</b> 770 Frontage Rd./Ste. 110 Northfield, IL 60093 Ph. 312/501-3200 Fax 312/501-2865	22	0	22	0
(See Advertisement Page 53)									
Goldring & Company, Inc. 820 No. Orleans/Ste. 210 Chicago, IL 60610 Ph. 312/440-5250 Fax 312/266-1742	13	0	13	13	Precision Field Services 7900 N. Milwaukee Avenue Niles, IL 60648 Ph. 312/966-8666 Fax 312/966-9551	30	6	30	0

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**Laura Orleans, Vice President**

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

ORGANIZATION STATIONS CRT'S ON-SITE OFF-PREMISES

**Quality Controlled Services (QCS)**

55 W 22nd St 8 5 8 0  
 Lombard Office Park/#107 (See Advertisement Page 45)  
 Lombard, IL 60148  
 Ph. 312/620-5810 or 800/325-3338

The Research Group 20 0 20 15  
 8289 Golf Road  
 Niles, IL 60648  
 Ph. 312/966-8900  
 Fax 312/966-8871

Survey Center, Inc. 130 30 130 70  
 505 N. Lake Shore Drive  
 Chicago, IL 60611  
 Ph. 312/943-2686  
 Fax 312/321-0607

TeleAmerica Research Inc. 54 0 54 54  
 1945 Techny Rd./Ste. 3  
 Northbrook, IL 60002  
 Ph. 312/480-1560  
 Fax 312/480-6055

TeleAmerica Research Inc. 65 0 65 65  
 820 Davis Street  
 Evanston, IL 60062  
 Ph. 312/480-1560  
 Fax 312/480-6055

Tele-Research, Inc. 24 0 24 0  
 6336 No. Cicero Avenue  
 Chicago, IL 60646  
 Ph. 312/282-8111  
 Fax 312/282-4430

Time N Talent, Inc. 10 0 10 0  
 Lincolnwood Corp. Ctr./  
 7337 N. Lincoln  
 Lincolnwood, IL 60646  
 Ph. 312/675-0200  
 Fax 312/675-0225

Time N Talent, Inc. 6 2 6 0  
 Algonquin Mills Mall/1400 E. Golf  
 Rolling Meadows, IL 60008  
 Ph. 312/806-0006  
 Fax 312/806-0782

United States Testing Co. 100 25 100 100  
 300 Marquardt Dr. (See Advertisement Page 55)  
 Wheeling, IL 60090  
 Ph. 312/520-3600  
 Fax 312/520-3621

**PEORIA**

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

**ROCKFORD**

Ad Factors/ Millward Brown, Inc. 135 72 135 135  
 7115 Windsor Lake Pkwy.  
 Rockford, IL 61111  
 Ph. 815/654-6300  
 Fax 815/654-6317

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Dennis Research Services, Inc. 15 0 6 0  
 3502 Stellhorn Rd.  
 Fort Wayne, IN 46815  
 Ph. 219/485-2442  
 Fax 219/485-1476

**INDIANAPOLIS**

Emmis Research 40 40 40 0  
 1099 No. Meridan/Suite 250  
 Indianapolis, IN 46204  
 Ph. 317/630-2828  
 Fax 317/631-3750

Herron Associates, Inc. 26 12 26 0  
 710 Executive Park Dr. (See Advertisement Page 57)  
 Greenwood, IN 46143  
 Ph. 317/882-3800  
 Fax 317/882-4716

Strategic Marketing & Research, Inc. 24 18 21 0  
 303 N. Alabama/Suite 210  
 Indianapolis, IN 46204  
 Ph. 317/262-4680  
 Fax 317/262-4513

Walker: DataSource 70 70 70 70  
 3939 Priority Way So. Drive  
 Indianapolis, IN 46280-0432  
 Ph. 317/843-8620  
 Fax 317/843-8638

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 Ph. 319/322-1960  
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Scotti Marketing Research, Inc. 10 0 10 0  
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 Davenport, IA 52806  
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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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IMR Systems, Ltd. 507-10th Street Des Moines, IA 50309 Ph. 515/282-7800 Fax 515/243-6540	15	15	15	15
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Per Mar Research 2901 Douglas, Ste. 1A Des Moines, IA 50310 Ph. 515/255-2218 Fax 515/255-3664	12	0	12	0
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## MASON CITY

Directions In Research Box 1731 Mason City, IA 50401 Ph. 515/423-0275 Fax 515/423-8494	25	0	25	0
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### WICHITA

Data Net-Wichita 7700 E. Kellogg /#231 Wichita, KS 67207 Ph. 405/525-3412	7	0	5	0
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Wichita Marketing Research, Inc. 224 Ohio Wichita, KS 67214 Ph. 316/263-6433	10	0	10	0
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## KENTUCKY

### LOUISVILLE

Davis Research Services, Inc. 4229 Bardstown Rd. Louisville, KY 40218 Ph. 502/499-0607	16	0	16	16
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Personal Opinion, Inc. 3415 Bardstown Road/Ste. 206A Louisville, KY 40241 Ph. 502/451-1971 Fax 502/566-2442	20	6	3	0
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Stevens Research Services, Inc. 3010 Hikes Lane Louisville, KY 40220 Ph. 502/456-5300	14	0	14	0
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Wilkerson and Associates 3339 Taylorsville Road Louisville, KY 40205 Ph. 502/459-3133 Fax 502/459-8392	25	0	25	25
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Wilkerson and Associates 330 E. Main Street Lexington, KY 40507 Ph. 606/231-9481 Fax 606/231-9356	6	0	5	0
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## LOUISIANA

### BATON ROUGE

Market Research & Issues Mgmt. One Maritime Plaza /3rd Flr. Baton Rouge, LA 70802 Ph.504/387-6766 Fax 504/387-6769	40	0	40	0
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### LAFAYETTE

Information, Inc. P.O. Box 2852 Lafayette, LA 70506 Ph. 318/234-7243	40	20	40	0
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### NEW ORLEANS

Analytical Studies, Inc. 708 Rosa Metairie, LA 70005 Ph. 504/835-3507	18	7	18	0
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Friedman Marketing 1701 Barataria Blvd. Marrero, LA 70072 Ph. 504/340-0972	6	0	0	0
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Information, Inc. 530 Natchez Street New Orleans, LA 70130 Ph. 800/692-6662	50	25	50	0
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Linden Research Services 197-504 Westbank Exp. Gretna, LA 70001 Ph. 504/368-9825 Fax 504/392-9602	10	0	10	0
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## MARYLAND

### BALTIMORE

Chesapeake Surveys 305 W. Chesapeake Ave/Ste. L19 Towson, MD 21204 Ph. 301/296-4411 Fax 301/828-6350	25	0	25	25
(See Advertisement Page 58)				

Consumer Pulse of Baltimore 8200 Perry Hall 1152 White Marsh Mall Baltimore, MD 21236 Ph. 301/256-7700 or 800/336-0159 Fax 301/256-5148	22	12	22	0
(See Advertisement Pages 26 & 47)				

Maryland Marketing Source 817 Maiden Choice Lane /Ste. 150 Baltimore, MD 21228 Ph. 301/247-3276 Fax 301/536-1858	15	13	12	0
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Opinion Centers of Maryland 1410 N. Crain Hwy. Glen Burnie, MD 21064 Ph. 301/760-0052 Fax 301/760-6744	32	10	10	0
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# *Let Herron be your phone company*

... Because **Herron has one of the most comprehensive phone interviewing systems found anywhere.** We employ only the finest people and the latest equipment and techniques:

- 26-line, monitored central phone bank
- Local and national interviewing
- CATI Stations
- Consumer, business and medical interviewing and recruiting
- Data base sample available
- Our FAX service gives you instant response and flexibility

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Market Research**

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Opinion Centers of Maryland Hunt Valley Mall Hunt Valley, MD 21030 Ph. 301/785-5344	10	10	10	0

## MASSACHUSETTS

### BOSTON

Bennett Research 230 Western Avenue/Suite 201 Boston, MA 02134 Ph. 617/254-1314	20	4	20	20
Dorr & Sheff, Inc. 90 Windom Street Boston, MA 02134 Ph. 617/787-3677 Fax 617/783-2254	24	0	24	0
First Market Research Corp. 121 Beach Street Boston, MA 02111 Ph. 617/482-9080 Fax 617/482-4017	20	0	20	0

Performance Plus, Inc.  
111 Speen Street/Ste. 105  
Framingham, MA 01701  
Ph. 508/872-1287  
Fax 508/879-7108

**Quality Controlled Services (QCS)**  
190 N. Main  
Natick, MA 01760  
Ph. 617/653-1122 or 800/325-3338  
(See Advertisement Page 45)

Research Data, Inc.  
624 Worcester Road  
Framingham, MA 01701  
Ph. 508/875-1300

## MICHIGAN

### DETROIT

Amrigon  
2750 S. Woodward  
Bloomfield Hills, MI 48013  
Ph. 313/332-2300

**Consumer Pulse of Detroit**  
725 South Adams Rd.  
Birmingham, MI 48009  
Ph. 313/540-5330 or 800/336-0159  
Fax 313/645-5685  
(See Advertisement Pages 26 & 47)

Detroit Marketing Services, Inc.  
18000 W. Eight Mile Rd/#100  
Southfield, MI 48075  
Ph. 313/569-7095  
Fax 313/569-8927

# CHESAPEAKE



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Our Services Include:

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

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

Carolyn Hilton  
Field Director

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(301) 296-4411

Friedman Marketing  
25130 Southfield Rd  
Southfield, MI 48075  
Ph. 313/569-0444

General Interviewing Surveys  
17117 W. Nine Mile Rd/#1020  
Southfield, MI 48075  
Ph. 313/559-7860  
Fax 313/559-2421

I C R Survey Research Group  
3785 Varsity Drive  
Ann Arbor, MI 48108  
Ph. 313/971-2221  
Fax 313/971-3433

Market Interview  
33029 Schoolcraft  
Livonia, MI 48150  
Ph. 313/421-3420

**Nordhaus Research, Inc.**  
20300 West 12 Mile Road  
Southfield, MI 48076  
Ph. 313/827-2400  
Fax 313/827-1380

Opinion Search  
21800 Melrose/ Ste. 4  
Southfield, MI 48075  
Ph. 313/358-9922  
Fax 313/358-9914

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- Shoppers

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- Vacationers

### FINANCIAL

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### MEDICAL

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### PHARMACEUTICAL

- Pharmacists

### BUSINESS

- Office Managers

### CORPORATE

- Customers

### INDUSTRIAL

- Design Engineers

### POLITICAL

- Voters

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- Blacks/Hispanics

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*Our expanding telephone facility utilizes CATI and Ci2 software (25 lines/35 stations).*



- ✓ OVER 10 YEARS OF QUALITY PERFORMANCE
- ✓ PROFESSIONAL EXPERTISE AND EXPERIENCE
- ✓ COMPETITIVE PROJECT PRICING AND TIMING
- ✓ DATA CODING, ENTRY, AND SPSS PROCESSING
- ✓ MULTIVARIATE RESEARCH METHODS/ANALYSIS

CALL: RESEARCH:  
313-855-7810

FIELD:  
313-855-7811



TRENDFACTS

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

## MINNESOTA

### MINNEAPOLIS/ST. PAUL

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF- PREMISES
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Product & Consumer Evaluations 28535 Orchard Lake Road Farmington Hills, MI 48018 Ph. 313/553-4100	42	24	42	42
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Product and Consumer Evaluations 38800 Ryan Sterling Heights, MI 48078 Ph. 313/553-4100	48	30	48	0
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Survey Data Research, Inc. 30300 Telegraph Rd./ #185 Birmingham, MI 48010 Ph. 313/540-7400 Fax 313/540-2503	20	15	20	0
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<b>TRENDFACTS Research/Field Svcs</b> Division of The Creative Group, Inc. 31800 Northwestern Hwy./# 380 Farmington Hills, MI 48018 Ph. 313/855-7810 or 7811 Fax 313/855-2368 (20 Additional Stations will be available in late 1989)	35	10	35	35
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(See Advertisement Page 59)

### GRAND RAPIDS

<b>Datatrack, Inc.</b> 161 Ottawa Avenue NW Grand Rapids, MI 49503 Ph. 616/776-7230 Fax 616/776-7212	65	10	30	30
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(See Advertisement Page 16)

<b>Nordhaus Research, Inc.</b> 2449 Camelot Court Grand Rapids, MI 49506 Ph. 616/942-9700 Fax 616/942-1325	60	0	60	60
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(See Advertisement Page 37)

<b>Western Michigan Research, Inc.</b> 6143 1/2-28th Street SE Grand Rapids, MI 49506 Ph. 616/949-8724 Fax 616/949-8511	14	0	14	14
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### KALAMAZOO

<b>Bo Mar Research, Inc.</b> 511 Monroe Street Kalamazoo, MI 49007 Ph. 616/342-5880 Fax 616/345-7337	18	0	18	0
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### LANSING

<b>Capitol Research Services</b> 401 S. Washington Square Lansing, MI 48933 Ph. 517/484-5440 Fax 517/322-0640	8	0	8	0
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<b>Cook Research &amp; Consulting, Inc.</b> 6600 France Ave. So./ #214 Edina, MN 55435 Ph. 612/920-6251 Fax 612/920-1230	10	0	10	10
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<b>Custom Research Inc.</b> 10301 Wayzata Blvd./ P.O. Box 26695 Minneapolis, MN 55426-0695 Ph. 612/542-0800 Fax 612/542-0864	60	60	60	60
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<b>Bette Dickinson Research, Inc.</b> 3900-36th Avenue North Minneapolis, MN 55422 Ph. 612/521-7635	15	0	15	0
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<b>Jeanne Drew Surveys, Inc.</b> 5005 1/2 34th Avenue So. Minneapolis, MN 55417 Ph. 612/729-2306 Fax 612/729-7645	17	0	17	0
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<b>Focus Market Research, Inc.</b> 801 West 106th Street Bloomington, MN 55420 Ph. 612/881-3635 Fax 612/881-1880	20	0	15	0
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<b>N.K.Friedrichs &amp; Associates, Inc.</b> 431 So. 7th St./2500 Centre Vill. Minneapolis, MN 55415 Ph. 612/333-5386 Fax 612/344-1408	28	24	28	28
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<b>IMI Research Corporation</b> 8100 26th Avenue South Minneapolis, MN 55425 Ph. 612/854-1570 Fax 612/854-5732	24	0	24	24
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<b>MRC, Inc.</b> 5820-74th Ave. No/Suite 105 Brooklyn Park, MN 55443 Ph. 612/561-4467 Fax 612/560-0630	11	0	11	0
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<b>C.J. Olson Market Research, Inc.</b> 708 So. 3rd St./ #105E Minneapolis, MN 55415 Ph. 612/340-1262 Fax 612/334-3169	14	0	14	0
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<b>Orman Guidance Research, Inc.</b> 715 Southgate Office Plaza Minneapolis, MN 55437 Ph. 612/831-4911 Fax 612/831-4913	13	0	13	0
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<b>Plasman &amp; Associates</b> 7301 Ohms Lane/ #390 Minneapolis, MN 55435 Ph. 612/831-5421	14	14	14	0
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**Project Research, Inc.**  
 University Technology Center  
 1313 Fifth Street SE 37 10 37 37  
 Minneapolis, MN 55414 (See Advertisement Page 9)  
 Ph. 612/331-9222  
 Fax 612/331-1726

**Quality Controlled Services (QCS)**  
 7200 France Avenue So./Ste 234 35 5 35 35  
 Minneapolis, MN 55435 (See Advertisement Page 45)  
 Ph. 612/831-7133 or 800/325-3338

Research Systems, Inc.  
 1809 So. Plymouth Road /Ste. 329 16 0 16 0  
 Minnetonka, MN 55343  
 Ph. 612/544-6334  
 Fax 612/544-6764

**Rockwood Research Corp.**  
 1751 West County Road "B" 42 38 42 42  
 St. Paul, MN 55113 (See Advertisement Page 36)  
 Ph. 612/631-1977  
 Fax 612/631-8198

Twin City Interviewing Service  
 3225 Hennepin Avenue So. 6 0 6 0  
 Minneapolis, MN 55408  
 Ph. 612/823-6214

Twin City Interviewing Service  
 1 Water Street 7 0 7 0  
 St. Paul, MN 55107  
 Ph. 612/823-6214

Winona MRB  
 8200 Humboldt Avenue South 20 0 20 20  
 Minneapolis, MN 55431  
 Ph. 612/881-5400

## MISSISSIPPI

### JACKSON

Friedman Marketing  
 1275 Metrocenter  
 Hwy 80 & Robinson 6 0 0 0  
 Jackson, MS 39209  
 Ph. 601/352-9340

## MISSOURI

### KANSAS CITY

The Field House  
 7220 West 98th Terrace 31 8 31 0  
 Overland Park, KS 66212  
 Ph. 913/341-4245  
 Fax 913/341-4245

Market Research Institute  
 7315 Frontage Rd./ Ste.200 24 17 24 8  
 Merriam, KS 66204  
 Ph. 913/236-6060  
 Fax 913/236-6094

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
<b>Quality Controlled Services (QCS)</b> 10875 Grandview Street Corporate Woods Off Pk/#2230 Overland Park, KS 66210 Ph. 913/345-2200 or 800/325-3338	43	5	43	43
(See Advertisement Page 45)				
<b>Quality Controlled Services (QCS)</b> 8600 Ward Parkway Kansas City, MO 64114 Ph. 816/361-0345 or 800/325-3338	24	5	13	0
(See Advertisement Page 45)				
<b>Quality On Time Interviewing</b> 8889 Bourgade Ave. Lenexa, KS 66219 Ph. 913/894-9012 Fax 913/894-5240	11	9	11	0
<b>Valentine-Radford Research Group</b> P.O. Box 1340 7 Kansas City, MO 64199 Ph. 816/842-5021 Fax 816/472-5177	49	43	34	0
<b>ST. LOUIS</b>				
<b>Business Response, Inc.</b> 1974 Innerbelt Bus. Ctr. Dr. St. Louis, MO 63114 Ph. 314/426-6500 Fax 314/426-6935	36	36	36	0
<b>Consumer Opinion Council</b> 222 So. Merramec/ Ste. 301-02 St. Louis, MO 63105 Ph. 314/863-3780	12	0	10	10
<b>Conway/Milliken &amp; Assoc.</b> 13545 Barret Parkway Dr. St. Louis, MO 63021 Ph. 314/821-5600 Fax 314/821-8923	48	42	48	48
<b>Fact Finders, Inc.</b> 11960 Westline Ind. Dr./Ste. 105 St. Louis, MO 63146 Ph. 314/469-7373	34	0	34	34
<b>Marketeam Associates</b> 555 N. New Ballas Rd. St. Louis, MO 63141 Ph. 314/569-1324 Fax 314/993-7033	30	0	30	30
(See Advertisement Page 61)				
<b>Quality Controlled Services (QCS)</b> 1655 Des Peres Rd/Ste 110 St. Louis, MO 63131 Ph. 314/966-6595 or 800/325-3338	16	5	16	0
(See Advertisement Page 45)				
<b>Quality Controlled Services (QCS)</b> St. Louis Survey Center 3630 So. Geyer Rd./Ste. 112 Sunset Hills, MO 63127 Ph. 314/822-4145 or 800/325-3338	38	5	38	0
(See Advertisement Page 45)				
<b>Superior Surveys of St. Louis</b> 10795 Watson Road St. Louis, MO 63127 Ph. 314/965-0023 Fax 314/965-8042	12	0	12	0
<b>Thies Research Services, Inc.</b> 348 Brookes Drive Hazelwood, MO 63042 Ph. 314/731-2005 Fax 314/731-1105	16	16	16	16
<b>Wade West, Inc.</b> 514 Northwest Plaza St. Ann, MO 63074 Ph. 314/291-8888	8	3	8	0
<b>Westgate Research, Inc.</b> 650 Office Parkway Creve Coeur, MO 63141 Ph. 314/567-3333 Fax 314/567-7131	36	36	36	0

**for QUALITY telephone interviewing...**



**THE WATS ROOM, INC.**

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

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## SPRINGFIELD

Martell Research 3 Corporate Centre./Ste. 3-300 Springfield, MO 65804 Ph. 417/882-5999 Fax 417/887-3309	8	0	0	0
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## NEBRASKA

### LINCOLN

Coy Interviewing Services, Inc. 380 Bruce Drive Lincoln, NE 68510 Ph. 402/488-3753	14	0	14	0
The Gallup Organization 300 South 68th Street Lincoln, NE 68510 Ph. 402/489-9000	500	120	500	500
Wiese Research Associates, Inc. 1620 South 70th St. Lincoln, NE 68510 Ph. 412/391-7734	60	0	60	0

### OMAHA

Friedman Marketing 1751 Madison Ave. Council Bluffs, IA 51501 Ph. 712/322-7200	6	0	0	0
Midwest Survey, Inc. 8922 Cuming Street Omaha, NE 68114 Ph. 402/392-0755 Fax 402/572-0311	15	0	12	0
Northwest Surveys, Inc. 319 South 17th/#500 Omaha, NE 68102 Ph. 402/346-6767	38	24	38	38
(See Advertisement Page 79)				
Wiese Research Associates, Inc. 10707 Pacific St./Ste. 202 Omaha, NE 68114 Ph. 402/391-7734 Fax 402/390-9755	30	0	30	30

## NEVADA

### LAS VEGAS

Las Vegas Surveys, Inc. 3718 S. Maryland Pkwy. Las Vegas, NV 89119 Ph. 702/796-6451	21	0	21	0
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## NEW HAMPSHIRE

### NASHUA

New England Interviewing, Inc. 5 Coliseum Avenue Nashua, NH 03063 Ph. 603/889-8222 Fax 603/883-1119	14	0	12	0
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## NEW JERSEY

### ASBURY PARK

Centrac, Inc. 317 Brick Blvd. Brick Town, NJ 08723 Ph. 201/920-0500 Fax 201/920-3896	45	20	45	45
(See Advertisement Page 24)				

### NEW BRUNSWICK

R.H. Bruskin Associates 303 George Street New Brunswick, NJ 08903 Ph. 201/249-1800	105	80	100	100
Capricorn Mktg Rsch Field Svce 322-D Englishtown Rd. Old Bridge, NJ 08857 Ph. 201/251-9000 Fax 201/251-9008	24	0	12	12

### NORTHERN NEW JERSEY

Opinion Research Corporation 100 Corporate Court So. Plainfield, NJ 07080 Ph. 201/769-8200 Fax 201/769-4842	85	60	85	85
The WATS Room 120 Van Nostrand Avenue Englewood Cliffs, NJ 07632 Ph. 201/585-1400 Fax 201/585-1524	60	20	60	60
(See Advertisement Pages 62 & 65)				

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- 75 Interviewing stations
- Monitoring from your office or ours
- Computer generated call records



**At National  
WATS...**

A DIVISION OF HARTE-HANKS MARKETING SERVICES

**we de it all!**

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**For your next important project  
contact:**

Joseph V. Calvanelli, Jr., Vice President  
Janet Latona, Senior Project Director  
Cathy H. Barnett, Account Executive



**National  
WATS  
Services**



A DIVISION OF HARTE-HANKS MARKETING SERVICES

65 Route 4 East, River Edge, New Jersey 07661 (201) 342-6700

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

**Telespecs Research Svces., Inc.**  
 447 W. Moreland Rd.  
 Willow Grove, PA 19090  
 Ph. 215/657-7900

12      8      12      12  
 (See Advertisement Page 65)

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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<b>The WATS Room</b> West 22nd Street Bayonne, NJ 07002 Ph. 201/585-1400 Fax 201/585-1524	22	0	22	22
(See Advertisement Pages 62 & 65)				

### PRINCETON

Response Analysis Corp. 377 Wall Street Princeton, NJ 08542 Ph. 609/921-3333 Fax 609/921-2611	20	0	20	20
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Total Research Corporation 5 Independence Way Princeton, NJ 08540 Ph. 609/921-8100	17	17	17	17
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### SOUTHERN NEW JERSEY

Mar's Surveys, Inc. Cinnaminson Mall/Ste. 30 Cinnaminson, NJ 08077 Ph. 609/786-8514 Fax 609/786-0480	20	0	20	0
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### TRENTON

Response Analysis Corp. 3635 Quaker Bridge Rd. Trenton, NJ 08619 Ph. 609/587-1022 Fax 609/921-2611	29	0	29	29
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### NEW MEXICO

#### ALBUQUERQUE

Sandia Marketing Services 923 Coronado Center Albuquerque, NM 87110 Ph. 505/883-5512 Fax 505/883-4776	16	15	16	0
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### NEW YORK

#### BUFFALO

Centrae, Inc. 4245 Union Rd. Buffalo, NY 14225 Ph. 716/632-5822 Fax 716/632-7283	34	10	34	34
(See Advertisement Page 24)				

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*Committed to quality work . . .  
 at competitive prices*

- 50 Lines
- Client conference room
- Accurate on time field reports
- On/off site "silent" monitoring
- Experienced staff/ongoing training
- Well appointed facility in corporate setting

*Quality work • Valid results • On schedule  
 for your next telephone project*

*Consumer • Business • Political • Recruiting • Validating*

call Virginia Michaels  
**914-268-8900**

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612 Corporate Way  
 Clarkstown Executive Park  
 Valley Cottage, New York 10989

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Fax 716/876-0430

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New York, NY 10001  
Ph. 212/244-5555

Ala Carte Research  
420 Jericho Turnpike  
Jericho, NY 11753  
Ph. 516/822-2050  
Fax 516/822-2056

Beta Research Corporation  
6400 Jericho Turnpike  
Syosset, NY 11791  
Ph. 516/935-3800  
Fax 516/935-4092

Edward Blank Assoc.  
71 West 23rd Street  
New York, NY 10010  
Ph. 212/741-8133

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September  
issue to  
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Review

November  
issue to  
feature Mall  
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Facility  
listing

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The Wats Room, a large independent telephone data collection company, has expanded its operations and capabilities, thanks to the acquisition of TeleSpecs Research Services, Inc.

We now have additional capacity and expertise in WATS and local telephone data collection, as well as experience and talent in many forms of field interviewing—Door to Door, Intercepts, Mystery Shopping, etc.—in the Philadelphia and Southern New Jersey areas.

We're pleased that our growth enables us to offer you, our client, a truly comprehensive package of quality data collection services for your market research needs.

### Remember for:

- **TELEPHONE DATA COLLECTION**
  - **Over twenty years of experience**
  - **High management/Interviewer ratio**
  - **On/Off premise monitoring**
  - **Full quality control**
  - **Computer assisted interviewing**
  - **On-going interviewer training**
  - **Full sampling capabilities**
  - **Multiple locations**
  - **FIELD DATA COLLECTION**
- call us and let us know how we can help.**



The Wats Room, Inc.  
120 Van Nostrand Avenue  
Englewood Cliffs, NJ 07632  
(201) 585-1400

TeleSpecs Research Services  
447 W. Moreland Road  
Willow Grove, PA 19090  
(215) 657-7900

\* STATIONS - No. of interviewing stations at this location  
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 \* OFF-PREMISES - No. of stations which can be monitored off-premises

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Brehl Assoc. Marketing Research 11 Grace Avenue Great Neck, NY 11021 Ph. 516/466-6882	25	0	25	0
<b>Centrac, Inc.</b> 375 So. Washington Avenue Bergenfield, NJ 07621 Ph. 201/385-8300 Fax 201/385-3470	85 (See Advertisement Page 24)	50	85	85
Central Marketing, Inc. 30 Irving Place New York, NY 10003 Ph. 212/260-0070	150	0	150	150
Central Telephone Interviewing Sys. 650 Ave. of the Americas New York, NY 10011 Ph. 212/627-9700 Fax 212/627-2034	20	20	20	20
Diversified Research, Inc. 16 N. Astor Street Irvington, NY 10533 Ph. 914/591-5440 Fax 914/591-4013	50	25	50	0
DTW Marketing Research Group, Inc. 395 Pleasant Valley Way West Orange, NJ 07052 Ph. 201/325-2888 Fax 201/325-1285	25	0	25	25
Eastern Research Services 99 Wood Avenue So. Islin, NY 08830 Ph. 201/548-1751 Fax 201/548-1912	60	0	60	60
Facts Center 205 Lexington Avenue New York, NY 10016 Ph. 212/679-2500	90	0	90	0
George Fine Research, Inc. 220 N. Central Park Avenue Hartsdale, NY 10530 Ph. 914/328-0200 Fax 914/328-0234	26	26	26	0
Focus World, Inc. 272 State Highway 34 Aberdeen, NJ 07747 Ph. 201/290-1201 Fax 201/290-1309	25	0	25	0
FRC Research Corp. 404 Park Avenue South New York, NY 10016 Ph. 212/696-0870 Fax 212/889-5624	28	0	28	0
Friedman Marketing 19 West 21st Street New York, NY 10010 Ph. 212/633-0490	50	0	50	50
Glickman Research Associates, Inc. 354 Old Hook Rd. /Ste. 204 Westwood, NJ 07675 Ph. 201/664-6688 Fax 201/664-0590	6	0	6	0
Louis Harris & Associates 630-5th Avenue New York, NY 10111 Ph. 212/698-9600	40	40	40	40
<b>Harte-Hanks Mktg. Svcs.</b> National WATS Division 65 Rte. 4 East River Edge, NJ 07661 Ph. 201/342-6700 Fax 201/342-1709	75 (See Advertisement Page 63)	12	75	75
Innovative Concepts 960 South Broadway Hicksville, NY 11801 Ph. 516/433-3215 Fax 516/433-3214	55	0	55	55
<b>Long River Communications</b> 155 Avenue of the Americas New York, NY 10013 Ph. 212/727-7512 Fax 212/727-7516	100 (See Advertisement Back Cover)	24	100	31
Maritz Marketing Research Inc. 1515 Rte 10 Parsippany, NJ 07054 Ph. 201/292-1775	30	30	30	30
Market Trends 304 Park Avenue South New York, NY 10010 Ph. 212/677-1700	50	10	50	0

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 — 45 Telephone Interviewing Stations in Greensboro, North Carolina  
 — Coding and Tabulation —

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- Monitored Quality Measures
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- Constant, Open Communication

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For Competitive Quote call:

**Adam Flescher at 914-576-1100 or Liz Winter at 919-574-3000**

**Michaels Marketing Assoc.**

612 Corporate Way  
Clarkstown Exec. Park  
Valley Cottage, NY 10989  
Ph. 914/268-8900  
Fax 914/268-8973

40	0	40	40
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(See Advertisement Page 64)

**Mktg., Inc.**

200 Carleton Avenue  
East Islip, NY 11730  
Ph. 516/277-7000  
Fax 516/277-7601

135	80	135	135
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(See Advertisement Pages 41 & 42)

**Mktg., Inc.**

100 Fire Island Ave.  
Babylon, NY 11702  
Ph. 516/277-7000

40	0	40	40
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(See Advertisement Pages 41 & 42)

**Rich Enterprises, Inc.**

2611 Pettit Avenue  
Bellemore, NY 11710  
Ph. 516/826-8822

52	0	52	52
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**St. George Research**

1025 W. St. George Ave.  
Linden, NJ 07036  
Ph. 201/486-5700  
Fax 201/486-5643

51	12	51	51
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**Schulman, Ronca & Bucuvalas, Inc.**

444 Park Avenue So  
New York, NY 10016  
Ph. 212/481-6200  
Fax 212/489-6219

55	16	55	55
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**Seaport Surveys**

134 Beekman Street  
New York, NY 10038  
Ph. 212/608-3100  
Fax 212/619-1545

25	0	25	25
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**Sheer Communications, Inc.**

9 Albertson Avenue  
Albertson, NY 11507  
Ph. 516/484-3381  
Fax 516/621-8823

50	0	50	50
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(See Advertisement Page 67)

**Statistical Research, Inc.**

111 Prospect Street  
Westfield, NJ 07090  
Ph. 201/654-4000

45	45	45	45
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**Suburban Associates**

579 Franklin Turnpike  
Ridgewood, NJ 07450  
Ph. 201/652-2223  
Fax 201/447-2062

35	12	35	0
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**The Telephone Centre, Inc.**

3 Cottage Place  
New Rochelle, NY 10801  
Ph. 914/576-1100  
Fax 914/576-0469

60	60	60	60
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(See Advertisement Page 66)

**TeleQuest Nationwide**

National Interviewing  
211 W. Chester Street  
Long Beach, NY 11561  
Ph. 516/432-7733

25	0	25	10
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**U.S. WATS**

404 Park Ave. So.  
New York, NY 10016  
Ph. 212/889-0043  
Fax 212/889-5624

28	0	28	0
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**Valdes Research Company**

5601 Riverdale Avenue  
Bronx, NY 10471  
Ph. 212/543-6450

12	0	12	0
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**Wade West, New York**

5102 Kings Plaza  
Brooklyn, NY 11234  
Ph. 718/338-3388

10	4	10	0
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**Wats Interviewing Network**

71 Union Avenue  
Rutherford, NJ 07070  
Ph. 201/460-7090  
Fax 201/460-7609

45	0	45	45
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**The WATS Room**

120 Van Nostrand Avenue  
Englewood Cliffs, NJ 07632  
Ph. 201/585-1400  
Fax 201/585-1524

60	20	60	60
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(See Advertisement Pages 62 & 65)

**The WATS Room**

West 22nd Street  
Bayonne, NJ 07002  
Ph. 201/585-1400  
Fax 201/585-1400

22	0	22	22
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(See Advertisement Pages 62 & 65)

**POUGHKEEPSIE****On-Line Communications, Inc.**

123 Dutchess Turnpike  
Poughkeepsie, NY 12603  
Ph. 914/471-1233  
Fax 914/471-1336

50	0	50	50
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Marketing Research**

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Telephono Look-up Service**



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In NY **516-484-3381**

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

ORGANIZATION                                      STATIONS   CRT'S   ON-SITE   OFF-  
PREMISES

## ROCHESTER

Gordon S. Black Corporation  
1661 Pennfield Road                                      44           44           34           34  
Rochester, NY 14625  
Ph. 716/248-2805  
Fax 716/248-8469

## SYRACUSE

McCarthy Associates, Inc.  
Penn Can Mall/5775 S. Bay Rd.                                      9           0           9           0  
Clay, NY 13041  
Ph. 315/458-9320

## NORTH CAROLINA

### CHAPEL HILL

FGI  
700 Eastowne Drive                                      60           30           60           12  
Chapel Hill, NC 27514  
Ph. 800/843-7391  
Fax 919/493-3621

### CHARLOTTE

**Consumer Pulse of Charlotte**  
5625 Central Ave/Eastland Mall                                      12           6           12           0  
Charlotte, NC 28212                                      (See Advertisement Pages 26 & 47)  
Ph. 704/536-6067 or 800/336-0159

KPC Research  
600 South Tryon Street                                      65           25           50           0  
Charlotte, NC 28202  
Ph. 704/379-6340  
Fax 704/379-6506

Leibowitz Market Research Assoc.  
One Parkway Plaza/Suite 110                                      20           10           20           0  
Charlotte, NC 28217  
Ph. 704/357-1961  
Fax 704/357-1965

### GREENSBORO

Bellomy Research, Inc.  
108 Cambridge Plaza Dr.                                      30           30           30           30  
Winston-Salem, NC 27104  
Ph. 919/765-7676  
Fax 919/765-8084

M/A/R/C  
Northline Ave/Ste. 661                                      64           64           64           64  
Greensboro, NC 27408  
Ph. 919/855-6700  
Fax 919/294-3253

**The Telephone Centre, Inc.**  
1605 Ring Garden St.                                      45           30           45           45  
Greensboro, NC 27403                                      (See Advertisement Page 66)  
Ph. 919/574-3000

Wade West/ No. Carolina  
112 Carolina Circle Mall                                      30           0           30           0  
Greensboro, NC 27405  
Ph. 919/375-3023  
Fax 919/854-3333

## RALEIGH

Diener & Assoc., Inc.  
200 Park Bldg./Suite 111                                      9           0           9           0  
Rsch. Tri. Pk., NC 27709  
Ph. 919/549-8945

A North Carolina Inter. Svce.  
3224 Blue Ridge Rd.                                      11           0           4           0  
Raleigh, NC 27612  
Ph. 919/781-0555

## TARBORO

Statistical Analysis Center  
104 1/2 E. St. James St.                                      30           0           30           30  
Tarboro, NC 27886  
Ph. 919/823-0950

## OHIO

### AKRON

Opinion Centers America  
2872 W. Market St.                                      10           10           10           10  
Akron, OH 44143  
Ph. 216/867-0885

### CINCINNATI

**ADI Research, Inc.**  
8044 Montgomery Rd./Ste. 625                                      32           18           32           32  
Cincinnati, OH 45236                                      (See Advertisement Pages 18 & 71)  
Ph. 513/984-2470  
Fax 513/984-2470

Advanced Research In Marketing  
10133 Springfield Pike                                      22           0           22           0  
Cincinnati, OH 45215  
Ph. 513/772-2929

Assistance In Marketing  
11890 Montgomery Road                                      30           10           30           30  
Cincinnati, OH 45249  
Ph. 513/683-6600

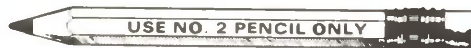
The Answer Group  
11161 Kenwood Rd.                                      20           0           20           0  
Cincinnati, OH 45242  
Ph. 513/489-9000  
Fax 513/489-9130

B & B Research Services, Inc.  
8005 Plainfield Road                                      20           6           20           0  
Cincinnati, OH 45236  
Ph. 513/793-4223  
Fax 513/793-9117

**Burke Marketing Research**  
2621 Victory Parkway                                      110           110           110           110  
Cincinnati, OH 45206                                      (See Advertisement Page 27)  
Ph. 513/852-3842  
Fax 513/559-7555

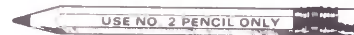
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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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

Telephone No.: \_\_\_\_\_

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

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- 719  720  721  722  723  724  725  726  727  728  729  730  731  732  733  734  735  736  737
- 738  739  740  741  742  743  744  745  746  747  748  749  750  751  752  753  754  755  756
- 757  758  759  760  761  762  763  764  765  766  767  768  769  770  771  772  773  774  775
- 776  777  778  779  780  781  782  783  784  785  786  787  788  789  790  791  792  793  794
- 795  796  797  798  799  800  801  802  803  804  805  806  807  808  809  810  811  812  813

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Forest Fair Mall #2042  
 514 Forest Fair Drive  
 Cincinnati, OH 45240  
 Ph. 513/671-1211 or 800/336-0159

	12	6	12	0
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(See Advertisement Pages 26 & 47)

**Consumer Testing Services**

311 Philadelphia  
 Covington, KY 41011  
 Ph. 606/431-7700

	10	0	10	0
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**ConsumerViews**

705 Central Avenue  
 Cincinnati, OH 45202  
 Ph. 513/621-7000  
 Fax 513/621-9449

	90	30	90	90
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**Erick & Lavidge, Inc.**

11 Triangle Park  
 Cincinnati, OH 45246  
 Ph. 513/772-1990

	31	16	31	31
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**Fields Marketing Research, Inc.**

7979 Reading Rd  
 Cincinnati, OH 45237  
 Ph. 513/821-6266  
 Fax 513/821-0210

	36	0	28	0
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**Marketing Research Services, Inc.**

15 East Eighth Street  
 Cincinnati, OH 45202  
 Ph. 513/579-1555  
 Fax 515/562-8819

	125	125	125	125
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(See Advertisement Page 39)

**Marketing Research Services, Inc.**

Biggs Pl. Mall/4450 Eastgate Blvd.  
 Cincinnati, OH 45245  
 Ph. 513/752-3350  
 Fax 513/562-8819

	8	8	8	8
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(See Advertisement Page 39)

**MarketVision Research, Inc.**

4480 Lake Forest Dr.  
 Cincinnati, OH 45242  
 Ph. 513/733-5600

	72	60	72	60
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**QFact Marketing Research**

9908 Carver Road  
 Cincinnati, OH 45242  
 Ph. 513/891-2271  
 Fax 513/791-7356

	22	6	22	22
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**Research & Results, Inc.**

29 Triangle Pk/Suite 2902  
 Cincinnati, OH 45246  
 Ph. 513/772-9111

	18	0	18	0
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**Tech-Tel**

4166 Crossgate Drive  
 Cincinnati, OH 45236  
 Ph. 513/793-1013  
 Fax 513/793-1048

	10	0	8	0
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**Walker: DataSource**

1717 Dixie Highway / Ste 500  
 Ft. Wright, KY 41011  
 Ph. 606/331-3500  
 Fax 606/331-3500

	40	22	40	40
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**CLEVELAND****Business Research Services, Inc.**

510 The Arcade  
 Cleveland, OH 44114  
 Ph. 216/241-6292

	25	0	25	25
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**Cleveland Field Resources, Inc.**

6501 Wilson Mills Rd. /Ste. J  
 Mayfield Village, OH 44143  
 Ph. 216/473-9941  
 Fax 216/473-0428

	10	0	10	0
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**Cleveland Survey Center**

691 Richmond Mall  
 Cleveland, OH 44143  
 Ph. 216/321-0006  
 Fax 216/449-0703

	15	2	15	0
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**Consumer Pulse of Cleveland**

4301 Ridge Road  
 Cleveland, OH 44144  
 Ph. 216/351-4644 or 800/336-0159  
 Fax 216/351-7876

	28	16	28	0
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(See Advertisement Pages 26 & 47)

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 (513) 984-2470**

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

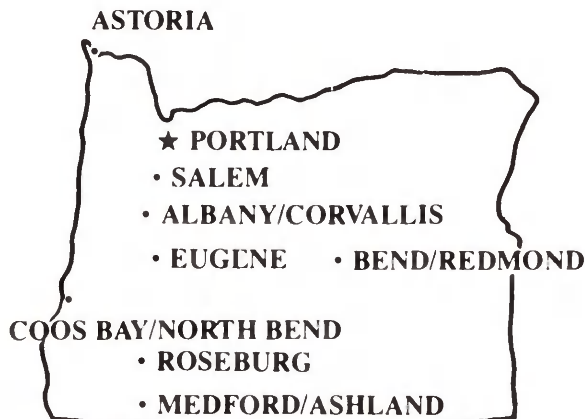
ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Focus Groups of Cleveland 2 Summit Pk. Dr./ Ste. 225 Cleveland, OH 44131 Ph.216/642-8883 Fax 216/449-0703	10	10	10	0
<b>Marketeam Associates</b> 3645 Warrensville Center Road Shaker Heights, OH 44122 Ph. 216/491-9515	15	0	15	0
(See Advertisement Page 61)				
<b>Marketeam Associates</b> 5555 Youngstown-Warren Rd. Eastwood Mall, Ste. 2636A Niles, OH 44446 Ph. 216/544-5253	15	0	15	0
(See Advertisement Page 61)				
Opinion Centers, America 22021 Brookpark Rd. Cleveland, OH 44126 Ph. 216/867-6117	35	10	35	35
Rosen Research 25906 Emery Road Cleveland, OH 44128 Ph. 216/464-5240 Fax 216/831-4235	10	0	10	0

## COLUMBUS

B & B Research Services, Inc. 1365 Grandview Avenue Columbus, OH 43212 Ph. 614/486-6746 Fax 614/486-9958	10	0	10	0
Columbus Research Center 700 Morse Rd./Suite 201 Columbus, OH 43214 Ph. 614/885-1598	15	15	15	0
Clark Jones Inc. 1029 Dublin Road Columbus, OH 43215 Ph. 614/488-2466 Fax 614/488-2564	29	0	29	0
Focus and Phones of Columbus 2655 Oakstone Drive Columbus, OH 43229 Ph. 614/898-5800	24	24	24	24
<b>Quality Controlled Services (QCS)</b> 7634 Crosswoods Drive Crossroads Center Columbus, OH 43235 Ph. 614/436-2025 or 800/325-3338	14	5	12	0
(See Advertisement Page 45)				
Saperstein Associates, Inc. 4555 N. High St. Columbus, OH 43214 Ph. 614/261-0065 Fax 614/261-0076	20	20	20	20

# dg+A gargan & associates

p.o. box 12249, portland, or 97212  
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- STATEWIDE MALL INTERCEPT & DOOR TO DOOR
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- COMPLETE PROJECT COORDINATION
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1290 Grandview Avenue 45 25 45 45  
Columbus, OH 43212  
Ph. 614/488-3123  
Fax 614/421-1154

## DAYTON

**Burke Marketing Research**  
3077 Kettering Blvd. 45 45 45 45  
Dayton, OH 45439  
(See Advertisement Page 27)  
Ph. 513/296-1739  
Fax 513/296-0043

Ruth Elliott Research Co., Inc.  
3077 Kettering Blvd./ Ste. 300 10 0 10 0  
Dayton, OH 45439-1949  
Ph. 513/294-5959  
Fax 513/294-8518

**Marketing Research Services, Inc.**  
Upper Valley Mall  
1475 Upper Valley Pike 8 8 8 8  
Springfield, OH 45504  
(See Advertisement Page 39)  
Ph. 513/324-1304  
Fax 513/562-8819

Shiloh Research Assoc., Inc.  
4215 N. Main Street 16 0 12 0  
Dayton, OH 45415  
Ph. 513/275-5308

## TOLEDO

Barbour Research, Inc.  
5241 Southwyck Blvd./ Ste. 201 40 0 40 40  
Toledo, OH 43607  
Ph. 419/866-3475  
Fax 419/866-3478

Creative Marketing Enterprises  
3609 W. Alexis Road 50 50 50 50  
Toledo, OH 43623  
Ph. 419/473-2020

Great Lakes Mktg. Assoc., Inc.  
3450 West Central 20 0 20 20  
Toledo, OH 43606  
Ph. 419/531-7117  
Fax 419/531-8950

Maritz Marketing Research Inc.  
3035 Moffat Dr. 35 22 35 35  
Toledo, OH 43615  
Ph. 419/841-2831

Market Research of Toledo  
3450 W. Central/Suite 124 20 0 10 0  
Toledo, OH 43606  
Ph. 419/531-7117  
Fax 419/531-8950

NFO Research, Inc.  
P.O. Box 315 145 130 145 145  
Toledo, OH 43654  
Ph. 419/666-8800  
Fax 800/432-1408

# OKLAHOMA

## OKLAHOMA CITY

Johnson Marketing Research Inc.  
2915 N. Classen Blvd/#350 14 0 14 0  
Oklahoma City, OK 73106  
Ph. 405/528-2700

**Oklahoma City Research  
Ruth Nelson Research Svcs**  
Quail Springs Mall  
2501 West Memorial Drive 10 10 10 10  
Oklahoma City, OK 73134  
(See Advertisement Page 40)  
Ph. 405/752-4710  
Fax 405/751-1743

Oklahoma Market Rsch./Data Net  
3909 Classen Blvd., Ste. 200 12 0 10 0  
Oklahoma City, OK 73118  
Ph. 405/525-3412  
Fax 405/525-3419

## TULSA

Friedman Marketing  
14002 E. 21st. St. 8 0 0 0  
Tulsa, OK 74108  
Ph. 918/234-3337

Gayle's Force, Inc./Tulsa Surveys  
1535 So. Sheridan 30 0 30 0  
Tulsa, OK 74112  
Ph. 918/836-4512  
Fax 918/838-2439

# OREGON

## PORTLAND

Columbia Information Systems  
333 SW 5th Ave./Ste. 200 42 32 30 30  
Portland, OR 97204  
Ph. 503/225-0112  
Fax 503/225-0339

**Gargan & Associates**  
P.O. Box 12249 15 2 15 15  
Portland, OR 97212  
(See Advertisement Page 72)  
Ph. 503/287-2211

Griggs-Anderson Field Research  
110 SW Yamhill 45 0 45 45  
Portland, OR 97204  
Ph. 503/241-8700  
Fax 503/241-8716

Market Decisions Corporation  
8959 SW Barbur Blvd./ #204 29 16 29 29  
Portland, OR 97219  
Ph. 503/245-4479  
Fax 503/245-9677

**Market Trends, Inc.**  
2130 SW Jefferson/Ste. 200 18 18 18 18  
Portland, OR 97201  
(See Advertisement Page 22)  
Ph. 503/224-4900  
Fax 503/224-0633

**Northwest Surveys, Inc.**  
5322 N.E. Irving 35 20 35 35  
Portland, OR 97213  
(See Advertisement Page 79)  
Ph. 503/282-4551

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF- PREMISES
Omni Research 9414 S.W. Barbur Blvd./#A Portland, OR 97219 Ph. 503/245-4014	12	4	12	12

## PENNSYLVANIA

### ERIE

Moore Research Services 2610 Ellsworth Ave. Erie, PA 16508 Ph. 814/868-4678	10	0	10	0
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### PHILADELPHIA

Central Telephone Interviewing Sys. 580 Middletown Blvd./ Ste. D-201 Langhorne, PA 19047 Ph. 215/752-7266 Fax 215/741-4893	50	50	50	50
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Chilton Research Services 201 King of Prussia Rd. Radnor, PA 19089-0193 Ph. 215/964-4606 Fax 215/964-4682	250	250	250	250
(See Advertisement Page 2)				

Consumer/Industrial Research Svce. 600 No. Jackson Street Media, PA 19063 Ph. 215/565-6222	30	0	30	30
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Consumer Pulse of Philadelphia 2203 Plymouth Meeting Mall Philadelphia, PA 19462 Ph. 215/825-6636 or 800/336-0159	20	8	20	0
(See Advertisement Pages 26 & 47)				

The Data Group, Inc. 2260 Butler Pike/ Ste. 150 Plymouth Meeting, PA 19462	125	125	125	125
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Ph. 215/834-2080  
Fax 215/834-3035

Delta Market Research, Inc. 333 N. York Road Hatboro, PA 19040 Ph. 215/674-1180 Fax 215/674-1271	23	0	23	23
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InfoDirect, Inc. 230 So. Broad Street Philadelphia, PA 19102 Ph. 215/546-1636	150	20	150	150
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I C R Survey Research Group 105 Chesley Dr. Media, PA 19063 Ph. 215/565-9280 Fax 215/565-2369	130	130	130	130
(See Advertisement Page 81)				

Intersearch Corporation 132 Welsh Road Horsham, PA 19044 Ph. 215/657-6400	110	35	110	110
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Intersearch Corporation Northeast Philadelphia, PA Ph. 215/657-6400	80	40	80	80
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Intersearch Corporation Oxford Circle, PA 19363 Ph. 215/657-6400	90	30	78	78
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Intersearch Corporation Mayfair, PA Ph. 215/657-6400	50	25	40	40
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JRP Marketing Research Svcs. 100 Granite Dr./ Terrace Level Media, PA 19063 Ph. 215/565-8840 Fax 215/565-8870	33	15	25	25
(See Advertisement Page 38)				

Market Dimensions, Inc. 203 E. Baltimore Pike Media, PA 19063 Ph. 215/565-9610 Fax 215/565-7293	25	0	25	25
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2577 Interplex Drive 13 5 13 0  
KOR Center A/ Suite 101 (See Advertisement Page 45)  
Trevose, PA 19047  
Ph. 215/639-8035 or 800/325-3338

Quick Test Opinion Centers  
2200 West Broad Street 66 36 66 66  
Bethlehem, PA 18018 (See Advertisement Pages 3 & 26)  
Ph. 215/861-8880 or 800/678-0100  
Fax 215/861-8212

Research, Inc.  
521 Plymouth Rd./Ste. 115 25 12 25 25  
Plymouth Meeting, PA 19462  
Ph. 215/941-2700 or 800/828-3228  
Fax 215/941-2711

The Response Center, Inc.  
3508 Market Street 70 50 70 70  
Philadelphia, PA 19104  
Ph. 215/222-2800  
Fax 215/222-3047

The Response Center, Inc.  
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Lancaster, PA 17602  
Ph. 717/295-8000

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Ricci Telephone Research, Inc. 30 So. Sproul Rd. Broomall, PA 19008 Ph. 215/356-0675 Fax 215/356-7577	22	0	22	22
<b>RSVP Interviewing Services</b> 1916 Welsh Road Philadelphia, PA 19115 Ph. 215/969-8500 Fax 215/969-3717	100 (See Advertisement Page 34)	20	100	100
Savitz Research Center, Inc. 1150 1st Avenue King of Prussia, PA 19406 Ph. 215/962-0609 Fax 215/962-0613	14	14	14	14
Suburban Associates 587 Bethlehem Pike/#800 Montgomeryville, PA 18936 Ph. 215/822-6220 Fax 215/822-2238	25	10	25	25
<b>Survey America</b> 1350 S. Pennsylvania Ave. Morrisville, PA 19067 Ph. 215/736-1600 Fax 215/736-5984	30	10	30	30
<b>TeleSpecs Research Svcs., Inc.</b> 447 W. Moreland Rd./Suite 1A Willow Grove, PA 19090 Ph. 215/657-7900	12 (See Advertisement Page 65)	8	12	12
<b>TMR, Inc.</b> 700 Parkway Broomall, PA 19008 Ph. 215/359-1190 Fax 215/353-5946	35 (See Advertisement Page 75)	30	35	35
<b>TMR, Inc.</b> 262 King St./ Ste. N307 Pottstown, PA 19464 Ph. 215/327-8171 Fax 215/327-8601	30 (See Advertisement Page 75)	0	30	30
<b>TMR, Inc.</b> 500 McDade Blvd. Milmont Pk., PA 19033 Ph. 215/534-2800 Fax 215/532-9024	29 (See Advertisement Page 75)	0	29	29
Toby Communications, Inc. 1111 Street Rd./Ste. 304 Southampton, PA 18966 Ph. 215/364-8170	22	0	22	22
VF Information Service Member ICT Group 800 Town Center Drive Langhorne, PA 19047 Ph. 215/757-0200 or 800/525-3232 ext. 428 Fax 215/757-4538	160	30	160	160
The Vanderveer Group 555 Virginia Drive Ft. Washington, PA 19034 Ph. 215/646-7200 Fax 215/641-1898	73	0	73	73

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224-5th Avenue 68 68 68 68  
McKeesport, PA 15132  
Ph. 412/678-8877  
Fax 412/678-4643

Marketing Investigations, Inc.  
1106 Ohio River Rd/Suite 606 14 8 10 0  
Pittsburgh, PA 15143-0343  
Ph. 412/741-2410

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1000 West View Park 30 0 30 30  
West View, PA 15229  
Ph. 203/242-2005

Pert Survey Research  
1102 Croton Avenue 30 0 30 30  
New Castle, PA 16101  
Ph. 203/242-2005

Santell Market Research  
300 Mt. Lebanon Blvd 30 16 30 10  
Pittsburgh, PA 15234  
Ph. 412/341-8770  
Fax 412/341-5332

## STATE COLLEGE

Market Insight, Inc.  
1315 W. College Ave., Ste. 200 12 8 12 12  
State College, PA 16803  
Ph. 814/231-2140  
Fax 814/234-7215

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Alpha Research Associates, Inc.  
P.O. Box 28497, No. Sta. 15 0 15 0  
Providence, RI 02908-0497  
Ph. 401/861-3400

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Bennett Research  
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No. Charleston, SC 29418  
Ph. 803/553-0030

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Columbia, SC 29205  
Ph. 803/256-8694  
Fax 803/256-0821

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Carolina Market Research  
88 Villa Road 10 0 10 0  
Greenville, SC 29615  
Ph. 803/233-5775

Research Inc.  
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Greenville, SC 29615  
Ph. 803/232-2314

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Sioux Falls, SD 57105  
Ph. 605/338-3918

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3865 Viscount Ave/Suite 11 9 9 6 3  
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Fax 901/795-4793

Friedman Marketing  
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Arlington, TN 38002  
Ph. 901/377-6774

Friedman Marketing  
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Memphis, TN 38115  
Ph. 901/795-0073

Market Development Associates  
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Memphis, TN 38157  
Ph. 901/682-1011  
Fax 901/682-6447

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Nashville, TN 37204 (See Advertisement Page 45)  
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Fax 806/372-9075

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3200 Red River /#302 40 20 40 22  
Austin, TX 78705 (See Advertisement Page 37)  
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Fax 512/472-2232

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5858 So. Padre Isl Dr/#38 5 3 5 0  
Corpus Christi, TX 78412  
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Fax 817/294-1443

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9619 Wendell Road 6 0 0 0  
Dallas, TX 75243  
Ph. 214/341-5104  
Fax 214/341-5074

Decision Analyst, Inc.  
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Arlington, TX 76006  
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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF- PREMISES
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Fenton Swanger Rsch., Inc. 14800 Quorum Dr. /Suite 250 Dallas, TX 75240 Ph. 214/934-0707 Fax 214/490-3919	30	9	30	30
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Focus On Dallas 12240 Inwood Rd./ #400 Dallas, TX 75244 Ph. 214/960-5850	20	0	20	0
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M/A/R/C 1700 Wilshire Denton, TX 76201 Ph. 817/566-6668 Fax 817/566-0671	123	103	123	123
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Manney Vicks Assoc. 433 E. Las Colinas Blvd /#1165 Irving, TX 75039 Ph. 214/556-2314	12	0	12	0
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Probe Research Inc. 2723 Valley View Ln. Dallas, TX 75234 Ph. 214/241-6696 Fax 214/241-8513	27	0	27	0
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<b>Quality Controlled Services (QCS)</b> 14683 Midway Road/Suite 100 Dallas, TX 75244 Ph. 214/458-1502 or 800/325-3338 (See Advertisement Page 45)	20	5	20	0
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Savitz Research Center, Inc. 13747 Montfort Dr. /Ste. 111 Dallas, TX 75240 Ph. 214/386-4050 Fax 214/661-3198	60	20	60	60
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Tops In Research, Inc. 2925 LBJ Fwy/Suite 121 Dallas, TX 75234 Ph. 214/484-9901 Fax 214/247-5717	25	6	25	0
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Tops In Research Irving Mall/Hwy 183 & Beltline Rd. Irving, TX 75062 Ph. 214/484-9901 Fax 214/247-5717	10	0	10	0
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## EL PASO

Aim Research 10456 Brian Mooney El Paso, TX 79935 Ph. 915/591-4777 Fax 915/595-6305	25	0	25	0
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## HOUSTON

Creative Consumer Research 4133 Bluebonnet Stafford, TX 77477 Ph. 713/240-9646 Fax 713/240-3497	35	0	35	0
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Higginbotham Associates, Inc. 3000 Richmond/Suite 175 Houston, TX 77098 Ph. 713/522-0103	20	0	15	1
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Manney Vicks Assoc. 5850 San Felipe/#120 Houston, TX 77057 Ph. 713/783-9116 Fax 713/783-4238	24	0	24	0
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<b>Quality Controlled Services(QCS)</b> 1560 West Bay Area Blvd/Ste 130 Friendswood, TX 77546 713/488-8247 or 800/325-3338 (See Advertisement Page 45)	26	5	20	0
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Savitz Research Center, Inc. 20131 Hwy 59./Ste. 1122 Humble, TX 77338 Ph. 713/540-2020 Fax 713/540-2026	8	8	8	8
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Tarrance & Associates 14550 Torrey Chase Blvd/#660 Houston, TX 77014 Ph. 713/444-9010 Fax 713/444-6993	120	0	120	120
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## McALLEN

M T & T 3525 No. Tenth Street McAllen, TX 78501 Ph. 512/631-3449	8	0	0	0
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 Fax 512/680-9906

### Galloway Research Service

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 San Antonio, TX 78229  
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 Fax 512/732-4500

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Seattle, WA 98168 (See Advertisement Page 22)  
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Fax 206/241-5213

Friedman Marketing  
3500 Meridian South 12 0 9 9  
Seattle, WA 98371  
Ph. 206/840-0112

GMA Research Corp.  
11808 Northrup Way/ #270 24 24 24 24  
Bellevue, WA 98005  
Ph. 206/827-1251  
Fax 206/828-6778

**Market Trends, Inc.**  
3633 136th Pl. S.E./#110 32 32 32 32  
Bellevue, WA 98006 (See Advertisement Page 22)  
Ph. 206/562-4900  
Fax 206/562-4843

**Northwest Surveys, Inc.**  
2100 North 45th 42 39 42 42  
Seattle, WA 98103 (See Advertisement Page 79)  
Ph. 206/547-5600

Wade West, Inc.  
Crossroads Mall  
15600 N.E. 8th Street/#F13 10 3 10 0  
Seattle, WA 98008  
Ph. 206/641-1188

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Ph. 206/241-6050

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Spokane, WA 99205  
Ph. 509/326-8040

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Appleton, WI 54913  
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Eau Claire, WI 54701  
Ph. 715/836-6580

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Wisconsin Research  
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Green Bay, WI 54302  
Ph. 414/436-4646  
Fax 414/436-4651

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Bisbing Business Research  
6525 W. Bluemound Rd. 40 10 40 40  
Milwaukee, WI 53213  
Ph. 414/774-0623  
Fax 414/774-0385

**Consumer Pulse of Milwaukee**  
275 W. Wisconsin Ave 12 4 12 0  
Plankington Bldg. (See Advertisement Pages 26 & 47)  
Milwaukee, WI 53203  
Ph. 414/274-6060 or 800/336-0159

Dieringer Research Associates Inc.  
3064 N. 78th Street 30 0 30 0  
Milwaukee, WI 53222  
Ph. 414/445-1717  
Fax 414/445-4275

Lein/Spiegelhoff, Inc.  
235 N. Executive Dr. 38 0 35 0  
Brookfield, WI 53005  
Ph. 414/797-4320  
Fax 414/797-4325

Mazur/Zachow Interviewing  
4319 No. 76th Street 15 0 15 15  
Milwaukee, WI 53222  
Ph. 414/438-0806

Milwaukee Market Research, Inc.  
2835 North Mayfair Road 16 10 16 0  
Milwaukee, WI 53222  
Ph. 414/475-6656

Pert Survey Research  
1209 W. Layton 45 0 45 45  
Milwaukee, WI 53221  
Ph. 203/242-2005

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Ad Factors/Millward Brown, Inc.  
1100 Commerce Drive 73 50 73 73  
Racine, WI 53406  
Ph. 414/886-7400  
Fax 414/886-7406



## Monitoring

continued from p. 23

On the assumption that a well-designed question will cause few problems for the interviewer or the respondent, survey researchers often evaluate questions by some of the same criteria that are used to evaluate interviewer performance. For example, individual questions are judged by whether the interviewer asked the question exactly as worded, asked the question in the correct sequence, omitted the question in error; whether the respondent asked for clarification, gave an adequate response, and so on.

In addition to general criteria which can be applied to almost any questionnaire item, observers usually evaluate the interviews against a set of very specific standards applicable to the individual questionnaire. For example, observers may note whether respondents consulted their bills and receipts for certain questions in a household expenditure survey or the ease with which the interviewer administers a complicated procedure that depends on the respondent's answer to a previous question.

### System of quantifying observations and training of observers

For the observation/monitoring program to be of value to the questionnaire designer, the feedback from the observations must be relayed in a manageable, analyzable form. Similarly, the research or questionnaire designer must provide observers with some focus or objectives for their activities. Observers who are instructed to "note any problems" will probably return with a hodgepodge of unrelated comments that would be difficult to interpret. The survey planner must decide on the types of information (s)he wants to get out of the series of observations before the observations begin. The most useful feedback will come from observers who understand what specific problems and behaviors to look for and who have the ability to recognize the unanticipated rough spots as well.

The degree of structure imposed upon the observations will depend upon where the questionnaire is in its evolutionary development. The observational objectives for a questionnaire in an early draft form may be less defined because the survey planners are not yet fully aware of what the potential problems might be. As the questionnaire becomes more refined, so can the focus of the observations.

### Using forms to quantify observations

Observations may be recorded on forms developed specifically for that purpose or observers can write comments directly on the questionnaire. If the survey planner wants to collect comparable information from each observer, it is advisable to use a standardized observer's form or observer's questionnaire. An observer's questionnaire can be constructed so that the observations are recorded in a standard fashion next to each questionnaire item. This is accomplished by inserting the observer's check item after each regu-

lar questionnaire item. Observation forms are often designed so that the same information is collected for each question, e.g., "question asked as worded," "question omitted in error," "respondent asked for clarification," and so on. Or the researcher may be interested in different but specific characteristics of some or all of the questionnaire items. In addition to the closed-ended, "check box" observations, more analytical, creative comments can also be gathered. In all cases, observers need to be trained on the use of the forms and the kinds of observations to record.

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### Verbal interaction coding

The kinds of observations that can be recorded during an interview are somewhat less detailed than those that can be obtained from analysis of a tape recorded interview. Cannell et al. (1971, 1975) and Morton-Williams (1979) used tape recorded interviews to develop and apply a coding scheme based on specific pieces of interviewer and respondent behavior, called verbal interaction. Each question was subjected to the same codes so that problem questions could be identified by the number and type of codes they received. Cannell's research (Marquis, 1971) involved the application of 52 specific behavior codes to 164 tape-recorded face-to-face interviews. Eight specially trained coding clerks coded the interviews. Agreement on which code to select was generally high (an inter-coder reliability of 86 percent was achieved) when coders could agree on whether a codable behavior had occurred. The following code categories, reduced from the original 52, were used in the analysis of the verbal interaction data.

**Question Codes:**  
correctly asked question  
incorrectly asked question  
partial question  
alternatives incomplete question  
question omitted by mistake

**Probe Codes:**  
repeat question  
nondirective probe  
"anything else" probe  
directive probe  
interviewer repeats answer

**Clarification Codes:**  
interviewer gives clarification  
respondent asks clarification

**Response Codes:**  
inadequate response  
"don't know" response  
refusal

For each question, the average number of problem codes were calculated, based on the number of times the question should have been asked. Thus, questions with code categories that had high average frequencies were considered inadequate in some respect. By grouping codes in various ways, the types of problems could be identified and attempts made to diagnose their nature. Three basic kinds of problems were identified—interviewer problems, respondent problems, and problems with the questions. The possible diagnoses included problems with question wording or context, problems due to lack of understanding of the underlying concept, problems indicated by erroneous omission or inclusion, and problems of refusal.

In evaluating his procedure, Cannell acknowledged that its usefulness would be enhanced by simplification. A major deficiency resulted from the fact that a single behavior can have many causes so that the technique could not always differentiate the nature of the questionnaire problems. But Cannell concluded that the procedure had "considerable potential for use in tests to locate problem questions and to provide adequate information which will permit the study director to correct the problem. The use of the procedures may make a substantial contribution toward objective evaluation of questionnaires at test stages."

Morton-Williams (1979) used a similar but somewhat more detailed verbal interaction coding frame to evaluate a

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questionnaire in its testing phase. She considered it a valuable, although expensive and time-consuming, technique. To achieve an acceptable level of reliability, coders had to be highly trained, not only in the application of the specific codes but also in proper interviewing technique. However, Morton-Williams recommended that questionnaire designers code a few taped test interviews because it would help them to think precisely about the objectives of each question, the task being asked of the interviewer and the respondent, and whether the question is appropriate and the instructions adequate.

#### Interviewer training

The program of observation should begin at the interviewer training, even for informal tests. An observer/researcher who is confident that the interviewers received adequate preparation is in a better position to attribute difficulties in the interview to characteristics of the questionnaire or to the particular interview situation. If survey designers are made aware of shortcomings in the training, they may be able to reserve judgment on certain troublesome sections of the questionnaire.

#### The observation setting

It is possible that the presence of an observer in the face-to-face interviewing situation will have an effect on the interviewer's and respondent's behavior, and thereby influence the data collected. These effects can be minimized, however, by a polite but brief introduction of the observer to the respondent, and an unobtrusive manner of the observer. Usually the interviewer, after identifying herself/himself and gaining entry to the household or establishment, introduces the observer with a simple, factual statement such as, "This is \_\_\_\_\_ from (agency). He/she helps design the questionnaires we use."

An advantage of using this introduction is that it gives the observer a legitimate reason to probe the respondent's answers at the end of the interview based on observations made during the interview. During the interview, observers should do as little as possible to remind either the interviewer or the respondent of their presence. If possible, observers should sit so they are not in the direct line of vision of either of the interview participants. Page-turning and note-taking should be done inconspicuously, and the

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observer should not interrupt during the interview.

Interviewers need to be reassured that the purpose of the observation is not to judge their performance, but to see how the questionnaire affects their performance. In household interviews it is generally considered unwise to pair a male interviewer with a male observer since respondents are often reluctant to let two strange men into their homes. The topic of the interview also might make it advisable to send out observers (and interviewers) of a particular sex. Of course, when the interview is conducted by tele-

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phone or tape recorded, these restrictions do not apply. When properly conducted, an observation program for face-to-face interviews need not interfere with interviewers' schedules or delay the normal progress of the field test. Monitoring of telephone interviews can be accomplished with virtually no disruption whatsoever.

### Cost considerations

The largest cost factor in an observation program is professional staff salaries. Depending on the geographic location and dispersion of the sample being observed, travel costs and related expenses for the observers may also be considerable. Otherwise, nonparticipating observation is a relatively low-cost way to improve the quality of questionnaire drafts.

Cannell, Charles F.; Lawson, S.A.; and Hausser, D.L. 1975. A Technique for Evaluating Interviewer Performance. Ann Arbor: Survey Research Center, U. of Michigan.

Cannell, Charles F., and Robison, Emily. 1971. "Analysis of Individual Questions." Working Papers on Survey Research in Poverty Areas. Ann Arbor: Survey Research Center, U. of Michigan.

Marquis, Kent H. 1971. "Purpose and Procedures of the Tape Recording Analysis." Working Papers on Survey Research in Poverty Areas. Ann Arbor: Survey Research Center, U. of Michigan.

Morton-Williams, Jean. 1979. "The Use of 'Verbal Interaction Coding' for Evaluating a Questionnaire." Quality and Quantity, vol. 13. **MRR**

## Richfield

continued from p. 11

survey. The refusal rate was 3.5%, which Morris says is typical of the past city surveys his company has done, all of which had single digit refusal rates.

"In a sense you're hitting them in their own back yard. Most people prove to be knowledgeable and willing to spend the time and be fairly thoughtful about local issues. We've found it's amazingly different from the reception we get on product surveys."

Part of paving the way for that acceptance is using community newspapers to

increase awareness of the survey, letting people know that the City has hired an outside firm to do research.

"That tends to really set up a good atmosphere, because we've found in most of our surveys that roughly 80% of suburban communities tend to read those local papers," Morris says.

### Cooperation

Prosser says a similar spirit of cooperation was used when deciding the issues to be examined in the research.

"First of all, the City Council assessed the different areas they wanted to review, the staff did the same thing and we worked together to develop the scope of the survey. Once that was completed, (Decision Resources) drafted up a questionnaire and we talked about it, got some feedback from the staff and the Council, and made some refinements."

### Further research

To supplement the information obtained from the telephone study, Prosser says Richfield is in the process of conducting a "straight marketing analysis-type of survey" using focus groups and further research work to explore issues related to relocation. Unlike the telephone study (which was City-sponsored) the new research is using support from the Chamber of Commerce, the League of Women Voters, and many area businesses and churches.

"The goal is to develop and implement strategies to directly address certain issues. Specifically, to find out the reasons people move here, the reasons they move away, which ones we can affect, and to correct any problems that we may have."

**MRR**

## Corrections

The facility below was given an incorrect phone number in the 1989 Focus Group Facilities Directory. The correct listing is:

Detroit Marketing Services, Inc.  
18000 W. 8 Mile Rd., Ste. 100  
Southfield, MI 48075  
313-569-7095  
1,3,4,6,7B

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## Trade Talk

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An abridged listing of private sources of research is divided by specialty, including, for example, psychographic research, computer mapping, audience measurement, and opinion polling. Many of these sections begin with short, helpful articles written by those in the know that offer advice on how to choose a research firm, how to shop for data, and questions you should ask about computer mapping.

An appendix provides a quick overview of the U.S. in statistical terms, touching on trends and developments in education, housing, and population growth and distribution.

In the second book, *Polls and Surveys: Understanding What They Tell Us* (published by Jossey-Bass Inc.), Norman M. Bradburn and Seymour Sudman examine survey research from a practical and historical perspective. In a clear, very readable style, these two well-respected experts first chart the history and uses of public opinion polling, and then take the reader through all aspects of the polling process—questionnaire design, respondent selection, survey administration, and analysis of the results.

Along the way they discuss important topics such as sources of error, the strengths and weaknesses of various forms of information gathering/interviewing (telephone, face-to-face, mail questionnaires) and their costs; and how the order and wording of questions affects results.

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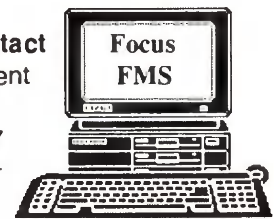
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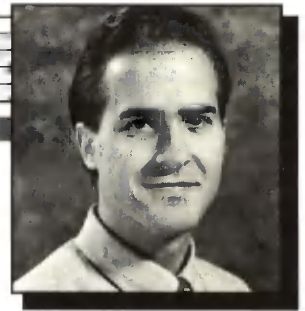
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By Joseph Rydholm  
managing editor

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how-to articles with listings of sources for demographic information. The how-to's are short, no-nonsense pieces, reprinted from *American Demographics*, including "Seven Tips On How To Find the Information You Need," "How To Manage Consumer Information," "How to Size Up Your Customers," "How To Think Like A Demographer," "How to Evaluate Population Estimates," and "How to Read a Demographic Report."

For those new to the field, these articles (and the accompany-

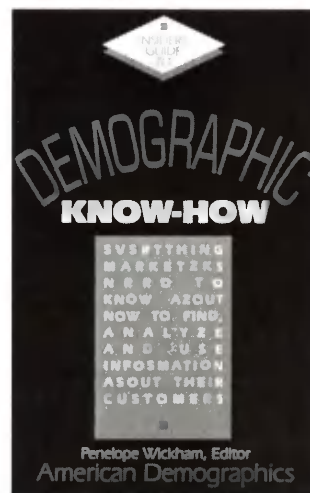
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ing glossary) are a good introduction to some fundamental concepts; for others, they're a quick refresher course on crucial ideas to keep in mind.

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