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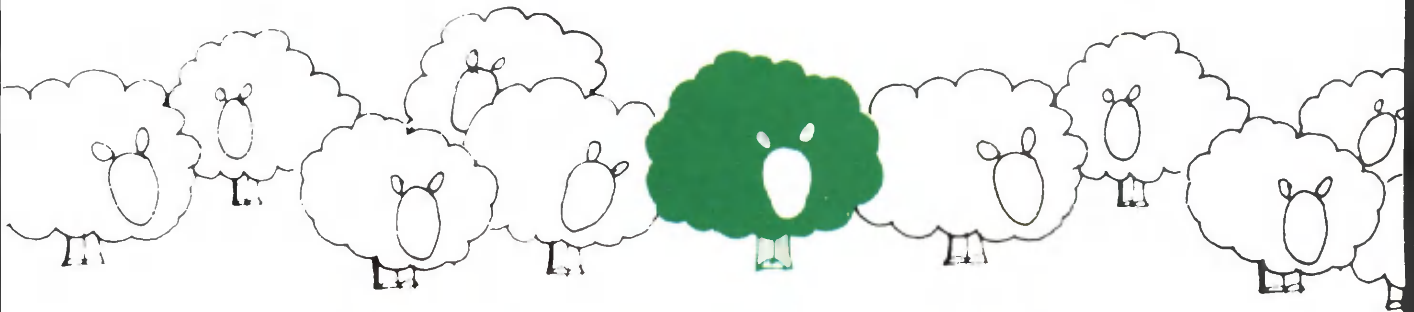


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Quirk's MARKETING RESEARCH

Review

Vol III, No. 10

December, 1989

Cover

Our fourth annual focus group research issue features the most up-to-date focus group facility listing available. Photo courtesy of Probe Research, Dallas.



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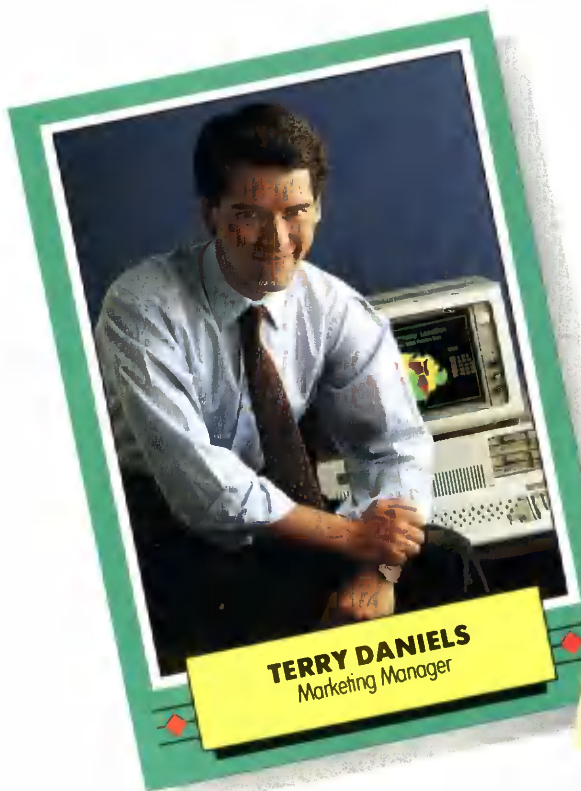
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The rules change when conducting focus groups for business to business research

by Nicholas G. Calo

Using a "people are people" rationale, some researchers might contend that the same strategies can be used in conducting focus groups in the consumer and business to business settings. But experience suggests that some of the rules and practices used in consumer focus groups cannot readily be translated to business sessions. The following article offers strategies and issues to consider when conducting groups among business purchasers.

The unacceptability of "playing dumb." In conducting consumer focus groups, it is common for moderators to intentionally convey a sense of incomplete understanding. This is often referred to as "sophisticated naivete" in textbooks; "playing dumb" in the vernacular.

In the business to business setting, playing dumb is generally not a viable strategy. The respondents believe that they have entered a group setting among peers, moderated by someone who understands the subject being discussed. They anticipate that this person can understand their language and they will speak more openly to a person who demonstrates an understanding of what they say than to one who does not.

The moderator can still demonstrate a level of incomplete understanding that requires additional information. He or she cannot, however, demonstrate such an ignorance of the subject matter that the participants are deterred from volunteer-

ing information. An example should help to clarify this distinction.

If a respondent in a group on electronic data transmission says, "I don't think that 2400 baud is fast enough for this application," a moderator who responds with, "I'm not sure what you mean by baud rate" will sacrifice the confidence of the group. The moderator has demonstrated a lack of understanding of the subject being discussed. An acceptable demonstration of incomplete understanding,

however, would be: "I'm not sure why you feel that 2400 baud is not fast enough." This question says, "I understand you, but I still need more information." The previous question says, "I don't know what you people are talking about."

Waiving the "no client in the group room" rule. In consumer research, most moderators prohibit clients from being in the group room, because the client might inadvertently affect consumer responses by laughing in response to a remark, enthusiastically taking notes when the "important information" arises, looking disinterested, or in some other way shaping the comments of the participants. In many group situations, even the appearance of the client might affect participant statements.

In contrast, many business to business groups can benefit from the presence of a client in the room. Most frequently, this involves the presence of a technical expert, who can respond to participant questions and resolve any misunderstandings that occur in a business to business group. Importantly, this technical expert is not present to influence attitudes. Instead, the technical expert exists to clarify inaccuracies concerning product characteristics or other statements of fact.

Some guidelines apply in using these experts. The expert must be controlled by the moderator, responding only to the moderator's questions, not to questions

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Nicholas G. Calo is president of Cincinnati-based Calo Research Services. He has spoken on copy testing and package testing issues at national conventions of the Advertising Research Foundation and American Marketing Association, and has published in major trade periodicals. He holds Master's degrees in marketing and psychology.

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We do it

Research helps Boy Scouts of America communicate an active, adventurous image

by Joseph Rydholm / managing editor

Though overall participation in Boy Scouts of America programs has grown aggressively over the past several years, one segment hasn't quite kept up the pace.

Since 1979, the total youth membership in scouting programs, such as Tiger Cubs and Cub Scouts, has increased by 33%, while membership in the Boy Scout segment has hovered around the same level, according to Lee Sneath, national spokesperson for the Boy Scouts of America (BSA).

Cub Scouting, which is tailored to the needs of 8 to 10 year old boys, is a home-centered program designed to build skills while emphasizing family and social involvement. Boy Scouting is more outdoor- and activity-oriented, emphasizing the 10-1/2 to 17 year old boy's growing desire for independence and interaction with peers.

"We have found that traditionally we lose a lot of boys who come out of Cub Scouting and simply don't make the transition to Boy Scouting," Sneath says.

David Palmer, national direc-



tor of relationships and marketing, Boy Scouts of America, says that BSA has conducted extensive research in this area to understand how boys' needs change as they grow, to make sure Scouting keeps up with those needs.

"The (Scouting) program is one that a boy uses throughout growing up, and



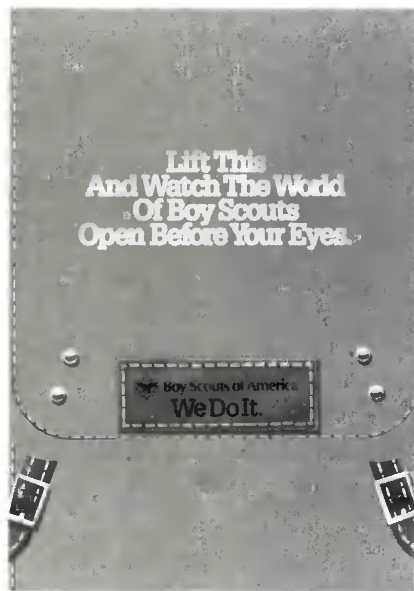


that boy changes dramatically each year, so gaining an understanding of trial and repeat by product line, so to speak, was a very necessary element of the whole process. Once we understood how that product was being used and perceived, then it was necessary to understand what our basic problems were," Palmer says.

For example, membership audits and follow-up surveys found that some boys drop out of the Cub Scout program early, because of a family move, for example, while others quit because they no longer feel challenged.

"After a couple of years, the Cub Scouting activities were still fun, but they weren't as challenging in the third or fourth year as they were in the first and second, so the boys would move on to other activities."

(Scouting isn't the only organized activity that boys choose to leave early. Palmer says that retention studies with boys in the same age group who participate in league sports show a similar two-year involvement cycle. "All of a sudden



This backpack shaped direct mail piece was sent to ex-Cub Scouts to interest them in rejoining the Scouting program as Boy Scouts.

when they get to age 10 or 11, they leave whatever it was they were into," he says.)

When re-contacted a few years later to see if they were interested in joining Boy Scouts, many of these ex-Cub Scouts expressed confusion, Palmer says. Unable to discern between the two programs,

they thought they had already been in Boy Scouts.

"They perceived themselves as past users, but they were past users of a different product," Palmer says.

Increase awareness

To increase awareness that Boy Scouting is an activity-oriented program that differs in many respects from Cub Scouting, BSA began working with Salt Lake City-based Bonneville Media Communications on a multi-pronged marketing campaign.

To begin with, says Jeff Hilton, vice president of marketing and account manager for Bonneville Media Communications, ex-Cub Scouts between the ages of 9 and 12 were identified as the target audience.

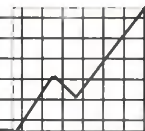
"We really felt that boys who were Cubs at one point were the most familiar with it and had the best feel for what Scouting could offer," Hilton says.

Focus groups

Focus groups were held last May in Los Angeles, Kansas City, and Minneapolis to gain greater understanding of how these boys, who were labeled "tryer-rejectors," viewed Scouting.

The boys were shown concept statements that emphasized different aspects of Boy Scouting, such as the fact that it offers new experiences, and that it is different than Cub Scouting. Another statement dealt with the concept of fun, claiming that Boy Scouting represents a chance to have a good time and interact with other boys of the same age. These statements were presented in a discus-

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Predicting housing value from income: a simple example of the logit response model

by C. Ying Li



C. Ying Li is a market research analyst with the New York State Electric and Gas Corp.

Home-ownership has always been an important element of the American economy. The housing industry has grown tremendously in the 1980s. Prices for homes in some areas have more than doubled since the last census. The 1980 Census collected housing data for the entire housing stock (including old and new, for-sale and not-for-sale homes) for different geographic areas. However, only the National Association of Realtors regularly collects home-buying data for the post-censal period. Geographic coverage is limited to only selected metropolitan areas. As a result, researchers still rely on the 1980 Census housing data for the full picture. It would be desirable to work with data having the same breadth and depth as in the census, but reflecting more recent changes.

This article describes a way to analyze the table of households cross-classified by housing value and housing income from the 1980 Census by using the logit response model. The estimates so obtained can be used to approximate a more current table. The table for El Paso, Tex. (Table 1) from the 1980 Census serves as an example. In this table, there are seven row categories for household-income and 13 column categories for hous-

ing value. The housing units are defined as owner-occupied, single-family homes.

The logit response model is based on least squares regression. First, frequency data must be transformed because the regression method requires continuous and normally distributed data. The frequency data are transformed into "logits" by a logit function (natural logarithm of the probability ratio). Then the variance of the logits is weighted to achieve asymptomatic normality. The specific regression technique applied to the set of logit data is weighted covariance analysis. Final logit estimates can be converted to cell probabilities for prediction.

A prerequisite for the logit response model is that there be a causal relationship between the two variables being analyzed. In the present case, the income variable is the "cause" (or the explanatory variable) and the housing value the "effect" (or the response variable). The income variable must be ordinal.

If the logits or converted probabilities from the fitted model match the original data closely, researchers can then use them for short-term forecasting, assuming that the short-term relationship between income and housing value remains constant. Long-term projection is not advisable because this relationship may change over time.

TABLE 1
1980 Table of Income by Housing Value
MSA= El Paso, TX

Inc	<10k	10-15k	15-20k	20-25k	25-30k	30-35k	35-40k	40-50k	50-80k	80-100k	100-150k	150-200k	200k+	Total
<15k	1177	1317	2608	3806	4121	4115	3155	3575	2469	285	185	18	16	26847
15-20k	169	316	554	1144	1550	1830	1663	2412	1913	166	97	22	19	11855
20-30k	112	257	607	1063	1563	2287	2139	3712	5573	690	370	74	39	18486
30-40k	38	69	180	322	376	658	669	1498	3242	897	408	63	36	8456
40-50k	13	14	52	72	139	215	225	509	1469	610	378	114	39	3849
50-75k	0	4	8	10	41	66	44	273	736	442	444	124	50	2242
75k+	0	0	8	0	24	17	30	87	165	183	392	184	126	1216
Total	1509	1977	4017	6417	7814	9188	7925	12066	15567	3273	2274	599	325	72951

Data transformation

Counts are transformed into logits by the logit function. The logit function is the natural logarithm of the odds function. Therefore, logits are equivalent to "log odds." The first thing to do is to take the ratio of any two non-zero probabilities to produce odds. The odds are a positive value between zero and infinity. If I order all the odds derived from a table from the smallest to the largest, then plot them on a straight line, there would be a cloud of random points stretched out at the upper tail toward positive infinity, and bunched in at the lower tail near zero. However, by taking logarithms over these odds, the upper tail of the points can be shortened and the lower tail lengthened, making the data more compact and evenly distributed for modelling.

A small 2x3 table will be used to illustrate the logit function in detail. Suppose that this table is population cross-classified by income and education, as in Table 2:

Frequency (Probability)	Elementary School	High School	College	Row Total
Income <=\$10,000	5 (0.5)	3 (0.3)	2 (0.2)	10 (1)
Income >\$10,000	4 (0.2)	5 (0.25)	11 (0.55)	20 (1)

There are two numbers in each cell: (1) the number of people, and (2) the probability relative to the row total. Each row category is treated as a separate population, and the response probabilities of individual cells are calculated by dividing the cell counts by the corresponding row total. The two populations in Table 2 are: (1) the 10 people with income less than \$10,000, and (2) the 20 people with income more than \$10,000. To calculate the odds, I contrast each cell response probability with that for the last response category. There are a total of four odds for this table: 2.5, 1.5, 0.36, and 0.45. The two odds in row 1, 2.5 and 0.36, can be interpreted as: the numbers of ">=\$10,000 income" category are 2.5 times more likely to have an elementary school education than to have a college education, and 1.5 times more likely to have a high school education than to have a college education. The total odds for a population should always be one less than the total response (column) categories.

When I must divide numbers to obtain odds, the results are no longer linear (or additive). Nonlinearity causes the odds to fluctuate wildly. After taking logarithms of these odds, they become "linearized." The linearized logits (or log odds) are additive and manageable in size. Table 3 lists the odds and logits for my data:

Odds (Logit)	First logit group	Second logit group
Income <=\$10,000	2.5 (0.916)	1.5 (0.405)
Income >\$10,000	0.36 (-1.012)	0.45 (-0.788)

There are two numbers in each cell: (1) the odds, and (2) the associated logits in parentheses. The linearity property of the logarithmic function is embodied in the minus signs of the expressions in the third column of Table 4.

After the logit transformation, the old column (education) categories are no longer meaningful for the new columns. I assign a new variable, the "logit group," to the two new

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columns. The data in each logit group can be modelled separately. There are two logits for each logit group, allowing me to fit a linear equation. I can conceivably fit a polynomial equation

component $e_{ij} \cdot x_j$ is the explanatory income variable. The two sets of logits available for modelling the two equations are:

Logit group	Logit= log (probability 1/prob2)	= log(prob 1) - log(prob2)
1	(1) 0.916 = log(0.5/0.2)	= log(0.5) - log(0.2)
1	(2) -1.012 = log(0.2/0.55)	= log(0.2) - log(0.55)
2	(3) 0.405 = log(0.3/0.2)	= log(0.3) - log(0.2)
2	(4) -0.788 = log(0.25/0.55)	= log(0.25) - log(0.55)

Logit group 1		Logit group 2	
Logit	x	Logit	x
0.916	\$5000 (*)	0.405	\$5000
-1.012	\$18,000 (**)	-0.788	\$10,000

if there are more than two logits. The single mathematical expression for the two linear equations is:

$$\text{Logit}_{ij} = b_{0i} + (b_{1i} \cdot x_j) + e_{ij}$$

where $i=1, 2$ logit group; $j=1, 2$ income level; b_{0i}, b_{1i} are the intercept and slope parameters to be estimated; and the random

Note: (*) \$5000 is the middle value of the " \leq \$10,000 income" category, (**) \$18,000 is an arbitrary income value assigned to the open-ended " $>$ \$10,000 income" category.

For my original example of the income-by-housing-value table (dimension: 7x13), there should be a total of 84 logits (see Table 6). Within each of the seven income populations, there

Inc	NLogit											
	1	2	3	4	5	6	7	8	9	10	11	12
<15k	4.27	4.38	5.06	5.44	5.52	5.52	5.25	5.38	5.01	2.85	2.42	0.11
15-20k	2.16	2.79	3.35	4.07	4.38	4.54	4.45	4.82	4.59	2.14	1.61	0.14
20-30k	1.05	1.87	2.73	3.29	3.68	4.06	3.99	4.54	4.95	2.86	2.24	0.63
30-40k	0.05	0.64	1.60	2.18	2.33	2.89	2.91	3.71	4.49	3.20	2.42	0.55
40-50k	-1.07	-1.00	0.28	0.61	1.26	1.70	1.74	2.56	3.62	2.74	2.26	1.06
50-75k	-4.62	-2.42	-1.78	-1.57	-0.20	0.28	-0.13	1.69	2.68	2.17	2.17	0.90
75k+	-5.53	-5.53	-2.70	-5.53	-1.64	-1.98	-1.42	-0.37	0.27	0.37	1.13	0.38

TABLE 6
1980 Table of Income by Logit Group
MS= El Paso, TX

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are 12 linearly independent logits; that is, their values are not dependent on each other. This independence allows me to develop models for the 12 logit groups separately, with the assurance that the probabilities derived later add up to unity for a population. This is not possible if I use the 13 response probabilities directly for modelling.

Unfortunately, taking logarithms does not generate logits with equal variance. The logits are usually not distributed normally at every income level. In the following sections, I will discuss ways to correct these two conditions to meet the assumption for ordinary least-squares regression.

Some distributional considerations of logits

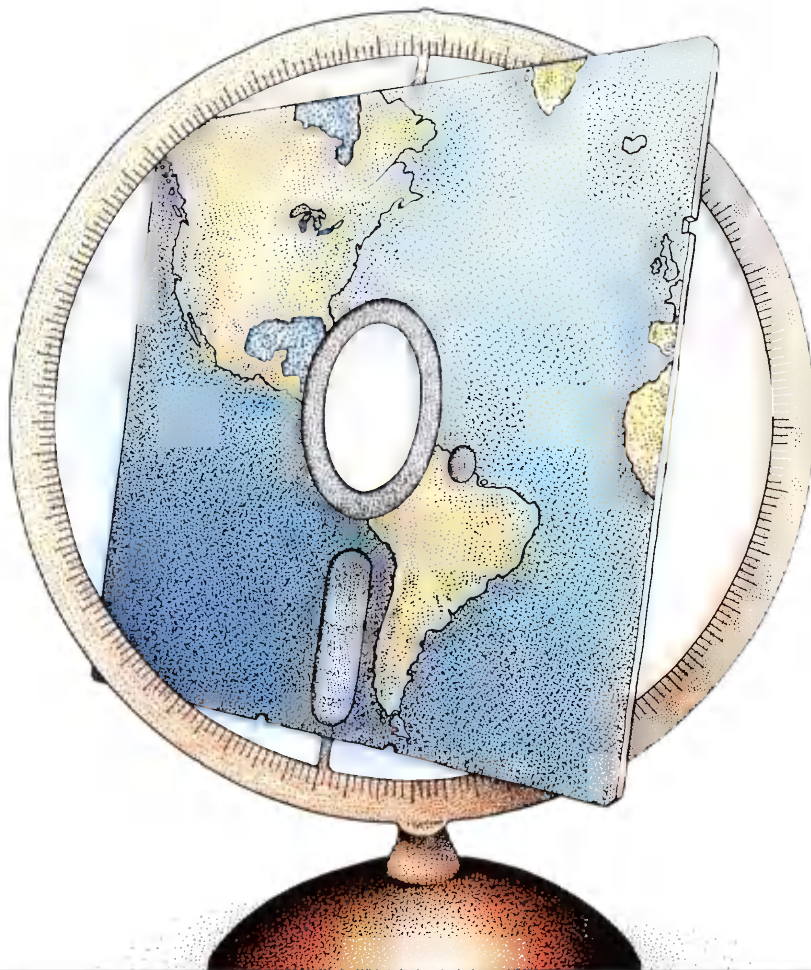
Logits, continuous but non-normal, are based on frequency data that are multinomially distributed. When the sample population from a multinomial distribution is large, the continuous normal distribution can be used to approximate the discrete multinomial distribution. A multinomial population of size n with probability of p for level 1, and q for level 2, can be approximated by a normal distribution with mean $n \cdot p$, and variance $n \cdot p \cdot q$.

When researchers must choose between parameter estimates from a regression model, the estimates with smaller variance (even if they are biased) are always preferred to those unbiased ones with larger variance because the former provide better confidence in prediction. The ordinary method of least squares can produce the optimal estimates only when the data have equal variance. With unequal variance in the data, one must rely on weighted least squares to minimize the size of modelling error, maximize the significance of the model, and conse-

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Setting a new Focus groups tell Standard Register

In an industry that is perceived by most consumers as a commodity market, how does a company distinguish itself from its competitors? Research found that the customers of business forms giant Standard Register had a simple, one word answer to that question: service.

Through customer focus groups, Standard Register, which supplies a full line of forms, forms programs and equipment to business, industry, institutions, and governments, learned that more than any other attribute, service was most important. As a result, the company has released an ad campaign to carry the message to targeted markets and implemented a company-wide commitment to service.

Prior to the focus groups with Standard Register customers, focus groups of another sort were conducted with the company's management by its ad agency, the Martin Agency, Richmond, Va.

As a part of a technique it calls "benefit testing," the Martin Agency sat down with Standard Register representatives to determine what they saw as the company's strengths and main selling points.

"(Benefit testing) allows us to distill from a variety of sources within an advertiser's organization, all of whom have their own points of view, how a company feels its products or services ought to be advertised. It enables the people within an organization to lay their ideas on the table, to say, for example, 'We ought to market ourselves on the basis of price,' or 'We ought to market ourselves on the basis of functional superiority,'" says John Adams, executive vice president of the Martin Agency.

These ideas are then converted into selling propositions and placed on "benefit boards," which are presented to the

We asked our clients what they wanted from a business forms company. (The last thing they said was business forms.)

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We've been making them for over 75 years. When business people talked about most is less tangible, but no less important: service. Good, old fashioned, one-on-one, there when you need our service. They talked about sales reps knowing their products, being responsive to orders, and sensitive...

It's not so much about the business, it's more about the people who call. It's not just about the business, it's about the people who call. It's not just about the business, it's about the people who call.

we know, we're the only one actually committed to doing it. To find out more, call 1.800.541.9548

Standard Register

The comments of focus group participants shaped the content of these

company's clients in a focus group setting.

The most important selling points identified by Standard Register management were the company's size and stature within the industry, its blue chip client base and its product excellence.

16 sessions

The customer focus groups were held in Chicago, Denver, Philadelphia, and Atlanta in 16 sessions, four sessions in each of four key market segments: health care, financial, hospitality/travel industry, and manufacturing. The participants were representatives of large and medium-sized companies who were involved in forms purchasing/management for their respective companies.

The respondents weren't initially told who was sponsoring the groups. The respondents were asked traditional questions about what they look for in a forms manufacturer. They were also questioned about their thoughts on Standard Register and its key competitors to help gauge how they were predisposed.

Once it was revealed who was sponsoring the group, the respondents were shown 12 boards, each of which featured one selling point pertaining to products, service, company attitude, company size, client list, cost savings, sales staff training, etc. presented in a manner similar to an advertisement, with graphics, images, and clearly stated copy.

For example, one board promoted the idea that companies should do business with Standard Register because it is the largest manufacturer of forms in the U.S. Another cited Standard Register's list of Fortune 500 clients.

Adams says that the result of the groups is a specific rank order of the benefits that are most meaningful to respondents.

"You often find that within the first few groups that you do, you begin to pick up the threads. By the time you've done your tenth focus group you're confirming what you heard in your first three. While it is not and doesn't pretend to be quantifiable research it is nevertheless highly predictive and highly dependable in our experience," Adams says.

standard that service is most important



A man? You are the first president of Standard Register. John Q. Sherman set out to make some of the finest quality business forms in America. We are happy to say he succeeded. If you need something fast & all the time, you are ready to go.

We changed our entire approach to selling business forms on a casual suggestion of one employee. (Did we mention he's our president?)



100 billion forms and seven presidents later, Standard Register is about to make a change. Not in quality, of course. But a different one: Service. Perhaps our president said it best. "We're going to have the best customer service in the industry, understand?" So we developed an extraordinary new service program that begins with our receptionist and doesn't stop until your forms, big or small, are in your hands. Along the way, some of the most



Knowledgeable sales forces that will ever encounter. Men and women who know their products inside and out.

The net result is, our customers are getting business forms that meet their individual needs, on schedule.



We're going to make our clients work on an individual basis. New ideas and old are your problem.

Which is why you press this every now and then, even the president of a company can come up with a good idea. Find out more. Call 1-800-843-9580.

Standard Register
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unconventional ads, which emphasize Standard Register's commitment to service.

Little difference

The respondents said repeatedly that whether or not the business forms manufacturers chose to accept it, they saw little difference between the major competitors.

"When we did the groups and presented different selling ideas, the message that came out loud and clear was that the business forms industry was a commodity business. And in a business where everybody was perceived as being the same, the only differentiator that was meaningful to the customers was service. The respondents said 'What I can't deal with is when I can't get the forms on time, when I run out of them and you have promised that you would maintain my inventory for me,'" Adams says.

Further, the focus group participants provided a definition of what service meant to them, what components it had to have to meet their needs. To them, service included things like knowledgeable, personable sales representatives and attention to a client's particular needs.

Kip Brown, vice president of the Mar-

tin Agency, says five adjectives describing the necessary attributes of a service-oriented company staff emerged repeatedly from the responses to the boards: honest, competent, smart, responsive, and insightful.

"(The respondents) said to us, 'You give me a person like that, that's looking out for my needs, and I'm going to deal with that company,'" Brown says.

Helps creative process

Brown says the benefit testing technique helps the creative process because it functions like a pre-test of advertising concepts. Since the messages on the boards are presented in a manner similar to ads they elicit responses to execution as well as content.

"It allows us to get people focused on single ideas to determine how those ideas are going to play in the marketplace. We get a reaction to not only the idea, but also to executional themes as well. Compared to creative testing, where you present a completed ad to someone, this is far better, because you understand before you go into the creative process exactly what's

going to work and what isn't going to work. It allows us to make sure that the work we do is keenly focused on where the market is."

Obtaining a clear definition of service from the respondents was critical. Brown says, because it provided the Martin Agency with a unifying attitude to emphasize in the ads.

Currently running in trade publications in the health care, financial, and hospitality/travel industries, the ads (often humorously) emphasize that Standard Register is prepared to do whatever it takes to meet its customers' needs, from donning tennis shoes to go the extra mile, to intercepting a shipment of forms at the airport to speed delivery.

"There's an honesty in those ads, an admittance that, anyone can talk about service, but we're committed to it and we're going to work hard. That tone came right out of what we learned in the research. We had to find an attitude to project. You can't just say, 'We're a service company,' and make it work. You have to back it up with action," Brown says.

Service emphasis attractive

From a positioning standpoint, the service emphasis was attractive because no other company in the industry had adopted that emphasis in its marketing.

"We wanted to offer something that nobody else was associated with. The service emphasis was unique in the industry and it provided us with an opportunity to not only say something that people wanted to hear, but also to capitalize on it and own it," Brown says.

"Mission Service"

Standard Register has taken the research to heart, introducing a company-wide

continued on p. 32

Customer observation: procedures, results, and implications

by Harry F. Krueckeberg

Who would believe that a researcher could be on the leading edge of marketing research with two eyes, one pencil and a ream of paper? Presumably a person on the leading edge of technology in marketing research would have to have two million bytes, one programmer and a ream of dollars.

But not only have qualitative research procedures made it back to the big time during the past few years, now even the eyeball is being recognized again as a substitute for the electronic scanner. What justifies the use of observation in an electronic age? Of what value can observation data be to the marketing planner?

The bag of qualitative research tools contains several frequently used methods, including the focus group session, projective techniques and observation, all procedures which are useful in generating data for management decision making.

The goals of this article are: to develop an awareness of observation as a research tool; to improve the level of skill in implementing observation; and to demonstrate its value for management information development.

To meet these goals, I will describe:

- a) how to perform customer observation research;
- b) the procedure's strengths and weaknesses, and;
- c) the information and other benefits that observation can provide a business enterprise.

To illustrate, I will use a customer

observation scenario in which 100 customers were observed in one retail food store dairy department over a 30 day period.

Observation defined

Observation is a means of describing the actions customers take in a realistic situation. More importantly, observation research data can assist in the effective planning of marketing strategies and in the monitoring of strategic marketing decisions.

It can shed light on questions such as: What can be done to enhance the sales of



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a product or a retail store department? What factors are apparently deterring the customer from making a decision to purchase an item? What important and feasible decisions can be made to enhance

the customer's shopping trip?

Observation procedures involve:

1. Using observers trained to recognize shopper characteristics such as dress and age.
2. Using unobtrusive markers in aisles and on display cases, to make sure distinct locations can be recognized.
3. Requiring observers to be familiar with all displays, product placement and other meaningful locations which can easily be identified.
4. Making sure that displays and other characteristics of the location remain consistent during the project—holding off changes until the project is complete.
5. Monitoring each observer to identify any specific tendencies by an observer, such as the observation of males more often than females.
6. Close adherence to the form used for recording observations.
7. Debriefing observers periodically (daily if possible) for any unusual occurrences they have observed or heard that might have influenced the observations they were making.

Observation involves several alternative techniques. The project described in this article involved the following:

1. The observations were conducted in a natural store setting and shopping situation (versus a reactive or artificial setting).
2. The observer was unobtrusive and maintained a very passive role (versus taking an obtrusive, active role).
3. The observation was structured—a prescribed set of actions and characteris-

tics were to be observed and recorded (versus an unstructured technique).

4. Data were the result of direct observation (versus indirect) by a human observer (versus a mechanical one).

Observation justified

Observation can be justified in terms of time and cost. Retail food store management needs and wants to conduct research in a timely and effective fashion, and while there are advantages to simplifying the collection of research data, there is also a need to maintain a level of validity in the research results.

Employees can be trained to conduct observation research. Depending on the intended use of the data, sophisticated analysis or simple tallies can be made. The investment of time and money is worthwhile because each observation can provide valuable information which management can use to determine shopping patterns, describe shoppers, profile market segments, and gain insight into the effectiveness of store layout, advertising and promotional strategies.

What observation can provide

Observation can be used to reinforce, monitor and or modify three broad strategic marketing decisions by retail store managers. These decisions involve the:

- improvement of facilities such as aisle width and display location,
- elimination or reduction of barriers to customer transactions, such as stocking carts and special displays that are dangerous or too high.
- identification and description of customer market segments, such as males, females, shopping cart users, etc.

Observation is also a means of establishing communication with the customer. In retail food stores, customers react to many factors, such as price, quality, and service. Their reactions, which can be recorded by observation, "communicate" a great deal to store management. And in turn, management can communicate with the customers by reacting to their observed actions.

Strengths of the observation method

The strength of observation lies in what it is: a detailed record of actions taken by persons in a realistic setting. It can be a complete record of actions taken during a period of time.

Observation data are not a result of

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"The transcriptions of the four focus groups were excellent - well-presented, carefully checked and more thorough than we expected given the language difficulties with some of the participants. You met our deadline with a very high-quality product and we are most pleased." B.S.J.

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recall and interpretation. The person observed is not required to recall actions by answering a questionnaire or completing a personal interview. Likewise, the observer is not in a position to interpret a response by an interviewee. Action is recorded, not interpretation.

The process of observing, the recording of observable actions, the data processing, and the analysis each individually and all collectively create potential for management information development.

Weaknesses of the method

Some people feel that a method that generates action data exclusively is methodologically weak. This reflects excessive expectations of the method and an attempt to stretch the capabilities of observation as a research method.

Do not attempt to create more information or greater value of the information than is valid.

One of the weaknesses often referred to is the inability to explain the cause or reason for an action taken. This is not the intent of observation. Explanation can be determined through a personal interview.

An interview could be performed upon completion of the observation without compromising the observed data. Unanswered questions can be resolved directly.

Do not attempt to conclude anything about the motives or intentions of the persons observed.

Observation data can be biased, just as any other data can be biased, if unacceptable procedures are used to carry out the observation method. Bias is minimized by providing every moment of a time frame and every unit of the customer population equal access to the observer. As applied to a supermarket, if a department is being observed, all shoppers during shopping hours should have an equal chance of being observed.

Do not attempt to project the data to the total store clientele unless a probability sample of customers has been observed.

Likewise, it is difficult to control variables involved in comparable situations, i.e. two stores or two different time periods.

Regarding results

The scenario used in this article reflects some of the actions of retail food store customers and indicates how they shopped one store's dairy department. The physical and demographic characteristics of the customers were observed along with their shopping actions. This data enabled the description and the development of associations between characteristics and actions.

1. Market segment profiles were identified and described using characteristics and actions. 2. Similarities and differences between and among market segments were observable and determinable.

Implications for marketing are logical results of observation. For example, the level of use of a shopping list and a shopping cart indicate that management could take possible marketing actions. The clustered location of product selection instances implies possible improvements in product relocation. In addition, the results imply that departmental efficiency and productivity could be improved in certain areas.

Are the implications correct? Making the improvements and monitoring the results through observation will provide the necessary follow up.

In addition, market segment influences on product selection can be deter-

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FIGURE 1: The recommended form for recording observation data in the dairy department.

LEGEND

ENTRY
>— X PURCHASE (For Each Unit)

O STOP/NO PURCHASE

EXIT
—>

DATE _____	OBSERVER _____	STORE _____
<input type="checkbox"/> MALE	<input type="checkbox"/> ESTIMATED AGE _____	<input type="checkbox"/> ASKED FOR SERVICE ^(Bell)
<input type="checkbox"/> FEMALE	<input type="checkbox"/> SHOPPING CART	<input type="checkbox"/> ASKED FOR ASSISTANCE
<input type="checkbox"/> CHILDREN (CHILD)	<input type="checkbox"/> SHOPPING BASKET	<input type="checkbox"/> ETHNIC _____
<input type="checkbox"/> NEWSPAPER	<input type="checkbox"/> SHOPPING LIST	<input type="checkbox"/> ENTRY: First _____
		Second _____
TIME ENTERED _____	TIME EXITED _____	ELAPSED TIME _____

CART CONTENTS OF NOTE: _____

mined. This type of data presents implications and points to conclusions regarding advertising strategies and product promotion.

Observing the customer

A permanent record was generated during the observation of each shopper (Figure 1). Using a clip board and a standard form for each observation did not detract from the unobtrusive nature of the observation. The record controlled the prerogatives that the observer had in recording observations. All actions and characteristics to be observed were prescribed (a structured observation) and recorded directly on the form provided. Shoppers were randomly "picked up" by the observer at either end of the dairy department or in mid-department. Customers were observed regardless of whether or not interest in dairy was apparent or whether they seemed to only be passing through. All persons, once picked up, were observed, documented and included in the analysis even if no purchase was made.

A note of interest: The interpretation of the observations should be influenced by several situational factors noted during the observation process.

The following situations should be noted:

1. Weather (rain, snow, etc.)
2. Location of store
3. Street or construction obstructions
4. Time of week (end of the week)
5. Time of month (payday, etc.)
6. Time of year (holidays, etc.)

What can you observe?

Observation can result in quite a list of results. Given a computer and a little imagination, the list of beneficial infor-

mation can be quite long.

The results include such information as:

1. A description of the individuals observed.
2. Customer traffic patterns; department ingress and egress.
3. Profiles of the distribution of purchases and product inspections horizontally and vertically in the display cases.
4. Number of sections of display equipment from which purchases were made.
5. Number of sections which were shopped but from which no items were selected.

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6. The shelves from which items were selected.

7. Relationships of customer charac-

Table 1: Descriptive characteristics of the parties observed

Party Composition	Percent
Individual female	21
Individual male	30
Mixed adult couple	14
Female with children	21
Others	13
Total	100

teristics and the location of a purchase in the display case.

8. Implications for improvements in

a) Facility arrangements b) Barriers to

Table 2: Number of shopping parties observed with accompanying children

Children	Percent
No children observed	73
One or more	27
Total	100

buying products e) Customer satisfaction.

9. A description of the shoppers, such

Table 3: The number of persons in each estimated age classification

Age estimate	Percent
Under 24 years	28
25-34	43
35-49	17
50 and over	12
Total	100
Weighted Average Age	33 years
Median Age	25-34
Mode	25-34

as: sex, estimated age, mix of adults, mix of adults and children, ethnicity.

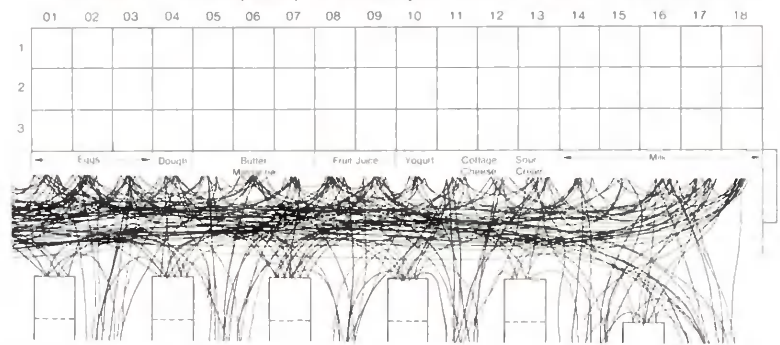
10. The use of shopping aids such as: the newspaper, coupons, a shopping cart, a shopping basket, a shopping list.

11. Requests for assistance such as: asked for service--rang bell etc., asked for assistance of employee nearby, went to back room for product or service.

12. Other shopping characteristics: number of items purchased, number of items inspected but not purchased, amount of time spent in the department, shopping cart content, time of day.

13. Employee interactions with: customers, other employees.

FIGURE 2: A summary display of the shopping routes followed by 100 supermarket customers.



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Tables 1, 2, and 3 illustrate three of the ways that the 100 observed parties were described: party composition, number of children, and estimated age of the primary shopper. The customer characteristics were determined for descriptive purposes and for association with product selection actions.

Customer traffic patterns

Customer traffic patterns imply possible improvements in store layout, department layout and product shelf placement. Figure 2 reflects the distribution of stops throughout the department as well as the ingress and egress pattern of the observed customers.

Figure 3 illustrates more precisely where customers entered and exited the department. Depending on management's objectives, this flow may be satisfactory. But, obviously few customers traveled the entire length of the dairy department.

The number of units purchased and the location of the purchase are presented in Figure 4. Several "hot" or busy sections and shelves can be determined from Figure 4. Do these locations demand a disproportionate amount of employee re-

stocking? Do these locations realize an abnormal rate of out-of-stock?

Ingress and egress characteristics

The placement of products in a department influences the route to and through a department. The route will be influenced by the customer's planned next purchase, a knowledge of the items next in the shopping sequence, and other factors.

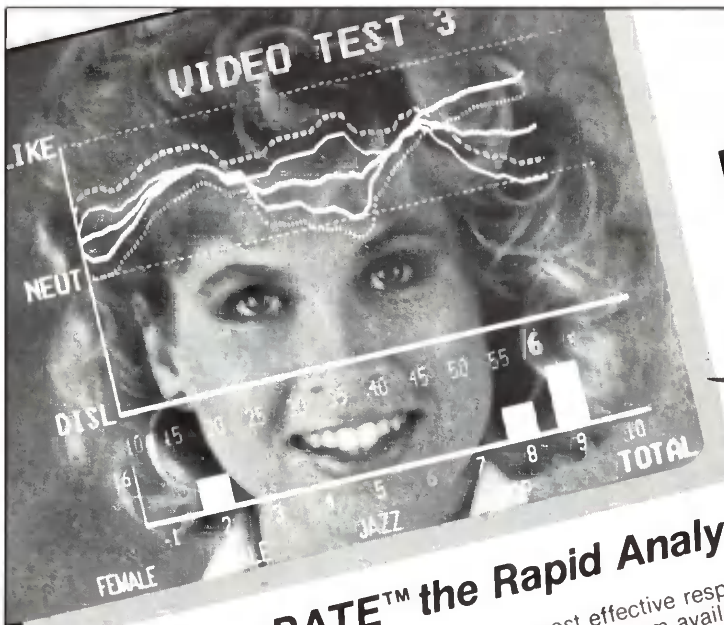
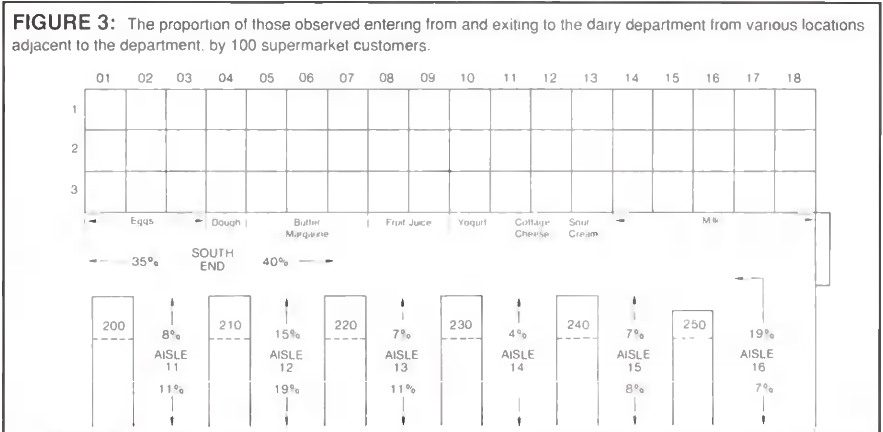
No predominant pattern was established. Forty (40) percent ingress from the south end, following the periphery of the store, but seven percent egressed along

the periphery (Figure 3). Forty-one (41) percent ingress the dairy department from mid-department aisles.

Persons entering the department from a mid-department aisle shopped an average of nine sections of the dairy case while those entering from either end shopped an average of 14 sections.

Persons ingress from the south end purchased an average of 3.1 units of product while those ingress from the north end purchased an average of 1.5 units.

continued on p. 42



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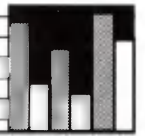
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Despite risk, smokers vow to keep puffing

Despite a nearly universal view among smokers that they will develop serious lung problems if they continue smoking, they continue to light up. 83% of American smokers interviewed in a national survey by the Wirthlin Group believe they are at risk from emphysema and chronic bronchitis, and two-thirds of them consider themselves addicted to smoking.

The survey showed that only 18 percent of smokers said they would seek medical help when trying to quit. It also revealed Americans' fatalism about smoking: 44 percent of current smokers, and 52% of heavy smokers (more than a pack a day) believe they have already damaged their lungs as a result of smoking.

"Clearly smokers know and feel the harmful effects of cigarettes," said Sharon Jaycox, manager of Smoking and Health Programs at the American Lung Association. "The real challenge is not only to motivate more smokers to quit, but also to encourage those who have made an unsuccessful quit attempt to try again."

Home buyers rate importance of energy efficiency

A telephone survey among 163 recent home buyers indicates that the concept of energy efficiency becomes relevant only after people have lived in their own homes, reports *The Sampler*, the Response Analysis newsletter.

The research was conducted for Public Service Electric and Gas Company of

New Jersey. According to Frederick A. Lynk, energy conservation manager of the utility, previous homeowners were more than four times as likely to say that energy efficiency was a very important factor in selecting a home than were first-time home buyers.

"First-time buyers in today's market

look upon their first home purchase as a 'starter' and are more concerned about down payments and financing than ongoing operation costs," Lynk explained. "Those buyers who are seeking to establish a more permanent residence are more

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NAMES OF NOTE



Catherine Page and **Todd Kibler** have joined St. Paul-based Rockwood Research as spec writers.

C.B. (Jack) Rogers, Jr. has been elected chief executive officer of Equifax, Inc. by the Equifax board of directors. Formerly president and chief operating officer of Equifax, Rogers will remain president and succeed J.V. White as chief executive officer.

Larry A. Constantineau has been named market research services director of the U.S. Consumer Products Division of SC Johnson Wax, Racine, WI.

James Figura has been named vice president, consumer research & insights for Colgate-Palmolive, Co., New York.

Jacqueline D. Bunnell has been named vice president of Media, PA-based ICR Survey Research Group.

Chicago-based Market Facts, Inc. has named **Frank R. Griffiths** senior vice president.

Barbara L. Zack has been named account manager in the Los Angeles office of Maritz Marketing Research, Inc. In addition, Bonnie Breslauer has been named account manager in Maritz' Atlanta office.

Robert Bohn has joined *Forbes* magazine as research director. Previously he was marketing manager for *People* magazine.

Salvatore DeBenedetto has been promoted to corporate field director with Englewood Cliffs, NJ-based Ehrhart-Babic Group.

Simmons Market Research Bureau, New York, has named **Tom Murphy** vice president, sales and marketing, syndicated division.

Robert F. Amphor has been appointed vice president-marketing for the Toledo Marketing Group of Greenwich, CT-based NFO Research, Inc. Prior to



Amphor

joining NFO's Eastern Region Marketing Group in 1987, he was with the BASES Division of SAMI/Burke.

Howard Kamin has been promoted to senior vice president, electronic media sales, with Mediamark Research, New York.

Robert L. McCann, Jr. has joined Information Resources, Inc. as executive vice president, sales and marketing for VideOcart, a new position located at IRI's Chicago headquarters.

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Fleischman Field Research recently opened a suburban office in Walnut Creek, CA. The office includes full kitchen, focus group facility, and phone room. Linda Lemon, vice president of FFR, will manage the office. Telephone 415-398-4140.

Beta Research West has opened a new focus group facility in the Los Ange-

les/Orange County area at 14747 Artesia Blvd., La Mirada, CA, 90638. The facility includes two focus group rooms, each with their own observation rooms. For more information contact Jay Zelinka at 714-994-1206.

A \$4 million gift from Arthur C. Nielsen, Jr. and his mother, Gertrude will provide the resources for a new Center

for Marketing Research and Education at the University of Wisconsin-Madison. Nielsen is the retired chairman of the board of **A.C. Nielsen Co.**

Richard Kurtz has formed a new market research consultancy, **Kurtz & Associates**, at 11 Penn Plaza, Suite 932, New York, NY, 10001. Telephone 212-268-8161.

Strategic Locations Planning, Inc. has changed its name to **Strategic Mapping, Inc.**

Decision Research Corp., Lexington, MA, has opened an office at 3303 Wilshire Blvd., Suite 430, Los Angeles, CA, 90010. Telephone 213-736-8563.

D/R/S HealthCare Consultants has moved its headquarters from New Fairfield, CT, to 3127 Eastway Drive, Suite 105, Charlotte, NC, 28205. Telephone 704-532-5856. The company performs marketing research for marketers of health care products and services.

Conversational Voice Technologies Corp., Gurnee, IL, has opened its Con-ServIT Response Center. CVTC now has redundant data entry systems and expanded square footage for operators and equipment.

Gargan & Associates has opened a new focus group facility at 2705 E. Burnside, Suite 200, Portland, OR, 97214. Telephone 503-234-7111. Fax 503-233-3865.

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Conjoint and correspondence analysis from SPSS

SPSS Inc. has released new software designed to help researchers with new product and packaging design and analysis of products, markets, population groups and competitors. SPSS/PC+ Categories is an MD-DOS-based system for personal computers. It provides both conjoint and correspondence analysis. The software includes seven statistical procedures and provides tools for design and production of the research plan, hypothetical product analysis, and analysis of market and survey data. For more information, call 312-329-2400.

New version of Data Desk

Odesta Corp. announces a new version of Data Desk, the company's exploratory data analysis and statistics program for the Apple Macintosh. Data Desk version 3.0 provides a graphical interface to general linear model (GLM) designs and offers enhanced plots and tables, and increased performance. For more information, call 312-498-5615.

Map display product

TerraLogics has just released TerraView, a map display product for build-

ing custom cartographic applications. The product features high performance display speed of maps and user data, mathematically accurate display of geographic data at all levels of zoom, programmer-defined color symbols, legends, and control panels, arbitrary angle of rotation map with no loss of display speed, continuous zoom capability, and programmer-defined map key information: legends, grid, scale, and compass. TerraView is supported on the MS-DOS, UNIX, and VAX/VMS operating systems. For more information, call 603-889-1800.

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Circle No. 120 on Reader Card

Standard Register

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program called "Mission Service" which will be a permanent part of the firm's operations.

"If you're going to advertise that service is your focus, you have to be certain that your organization is structured properly to produce that service. Based on that, we've begun a very aggressive internal program," says Jerry Chadwick, vice president of marketing, Standard Register.

The program includes, for example, training seminars for the sales staff to keep them well-informed and up-to-date on the trends and needs of the industries they serve. In addition to applications outside the company, Mission Service is also designed to develop the service concept inside Standard Register, emphasizing that an employee's next "customer" might be someone within the company.

"This isn't just a slogan. If you say you're going to provide service, you better deliver. The Japanese have said they think that the United States has forgotten about the customer. We don't plan to do that," Chadwick says. □

Trade News

continued from p. 25

energy conscious.

"The buyer who's already owned a home has had more experience with utility bills and is more aware of energy costs," Lynk continued. "People are usually willing to invest in energy-saving features the second time around because they expect to realize a pay-back."

The concept of pay-back, Lynk pointed out, deserves consideration by all homeowners because it can result in substantial savings over time.

"Optimum energy efficiency really pays off for the homeowner in terms of energy dollars saved, and it pays off for all of us in terms of conserving our natural resources."

Let's eat out

According to a recent TeleNation poll of 1,000 people, 60% said they had made purchases at a fast food restaurant within the last week. On average, respondents said two trips were made during that week.

65% of these fast food fans are male, 45% are female. They also tend to be

younger: 67% are under 45 years of age, 57% are over 45. Lunch was the most popular meal (57%), followed by dinner at 44%.

Just over half of those responding said they took their meal out with them; 45% said they dined in. Those choosing to dine in were more likely to be older; 69% of those 65+ years of age ate in, while 64% of those 25-34 years of age took out.

About one-third of the people went to the fast food restaurant alone. Men were more likely to dine alone than women by about 17%. Looked at geographically, the Midwest had the largest share of solo diners; 43% ate by themselves. The average group size of those who didn't eat alone was three people. TeleNation is a service of Market Facts, Inc.

Pete Rose: fair or foul?

As part of an OmniTel study, R.H. Bruskin Associates interviewed 500 baseball fans shortly after the decision to ban Pete Rose from America's pastime was announced, to get their feelings on the matter. 52% felt the decision was fair, while 42% disagreed. 6% had no opinion.

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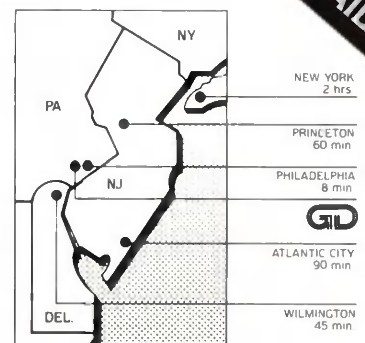
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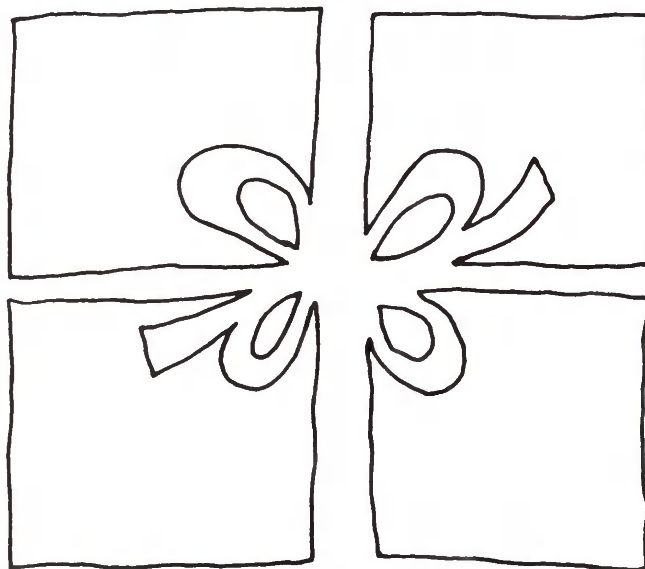
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sion format; the boys were asked to provide their reactions to each and draw comparisons between them.

As expected, many of the boys couldn't distinguish between the two programs; they felt that Boy Scouting was a continuation of Cub Scouting, with the same activities and structure. The new experiences concept was very important to them, but they also felt that the social aspect, being able to be with boys their own age, was significant. In addition, some were skeptical that Scouting would deliver the attributes mentioned in the concept statements.

Hilton says that the boys' reactions provided valuable guidance on the approach the marketing campaign should take.

"We knew we had to jolt the boys out of their chairs and say to them, 'Hey! Boy Scouting is not Cub Scouting. It's different. It's designed to meet your active needs, with camping, hiking, fishing, skiing.' We really had to be persuasive in terms of saying, 'We do these things, we don't just talk about them,' which became part of our creative line.

"It really came down to selling the benefits of Scouting to these boys in an aggressive way. We knew we had a product that they'd be interested in if we could just convince them that that's what the product was."

Mothers play significant role

Previous research had indicated that mothers play a significant support role in the activities of boys in the target 9 to 12 age range, so focus groups were also held with mothers of the boys who participated in the focus groups.

They too were shown concept statements, which listed some of the potential benefits Scouting offered their sons, such as a positive alternative to potentially destructive influences, and a chance to develop character- and self-esteem-building skills and habits.

"We found that mothers were most interested in what Scouting could do for their boys in terms of personal development, as opposed to the boys, who just want to go out and have a good time and do all the activities. Mothers wanted to know 'What will it do for my boy? How will it help him develop?'" Hilton says.

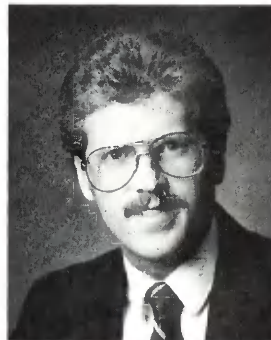
Thus, the research indicated that the

content of certain elements of the marketing campaign—the television spots, magazine ads—would have to be specifically tailored to the mothers and sons.

Like their sons, the mothers had an unclear picture of what went on in the Boy Scouts program. "Mothers didn't have an understanding of what Boy Scouting was, particularly what it offered that was different from what their boys had already experienced in Cub Scouts," Hilton says.

More groups held

In late July, more focus groups were held in the same markets with another set of tryer/rejector boys and their mothers, testing the campaign's components with



Hilton

animations of the television ads, mock-ups of print ads, and versions of the poster, t-shirt, and direct mail piece.

Based on reactions of the focus group participants, several changes were made, including the elimination of some print ads and a redesign of the t-shirt.

"The research really helped us to refine our creative approach and come up with a much more effective campaign. Based on that second set of groups, we were able to make pretty dramatic changes."

"We Do It"

The campaign, which emphasizes the theme "We Do It," was unveiled in October in six test markets. The television spots aimed at the boys accent activity and social interaction, showing Scout troops engaging in many activities, such as fishing, hiking, climbing. At the end, the youthful narrator invites the boys to pick up a free t-shirt by calling a toll-free number for more information.

The ads aimed at the mothers use similar footage but to a different effect. To emphasize the Scouting program's char-

acter-building potential, the spots intersperse lines from an inspirational Robert Frost poem with added scenes of Scouts at work building a bridge, setting up a campsite.

An activity-packed poster showing Boy Scouts hiking, water skiing, and fishing, for example, has been distributed to schools and the direct mail piece—which is shaped like a backpack—will be mailed to tryer/rejectors identified from BSA mailing lists to supplement the other promotional efforts.

"We had mass vehicles in place, but we really wanted to target those boys with a very focused medium, and direct mail seemed to make a lot of sense," Hilton says.

Tracking research

To monitor the effectiveness of the marketing efforts, two ongoing tracking research projects are in use. A cross-sectional tracking study will be performed with mothers and boys four times during a one-year period to monitor changing attitudes about scouting and leisure time activities for boys. In addition, a panel study will follow attitudes of a group of boys and their mothers in similar areas. BSA's David Palmer says that overall, the awareness program has two basic goals:

"To understand our market, and to use proven marketing tools and techniques to increase the usage of our Boy Scout program, so that boys have the opportunity to join us and benefit from what we have to offer.

"What you have here is the epitome of marketing and marketing research at use. You have a successful organization that is using market research to find bottlenecks that have kept it from growing as fast as it could, and then applying marketing tools to alleviate those bottlenecks," he says.

"We want to reach as broad a spectrum of boys in that age group as we can," says BSA spokesperson Lee Sneath. "We want to keep the boys that are coming out of Cub Scouts actively involved in the Scout program by moving them into Boy Scouts. We also want to attract boys with no Cub Scouting experience to give Scouting a try, because we feel that we have absolutely the finest youth development program on the market." □

Qualities of a Master Moderator

by Naomi R. Henderson

As a trainer of moderators, I have observed a variety of moderator styles and experience levels. New moderators frequently give their attention to writing appropriate questions and managing the myriad key elements of group dynamics while probing for important information. Skilled moderators focus more on probing for second and third level information beyond "top of mind" responses as well as finding more creative ways to encourage respondents to deliver behavioral information rather than just conceptual expressions.

This article focuses on qualities of "Master Moderators," defined as those who have mastered the key skills and techniques that lead to effective group interactions. Additionally, Master Moderators use the rich body of oral information collected and analyze and report that data in appropriate ways to support the decision-making needs of clients.

General qualities of a Master Moderator

There is a phrase among airline pilots that says, "There are bold pilots and there are old pilots, but there are no old, bold pilots."

That maxim does not hold true for moderators! A Master Moderator is by nature both bold and old (if not in years, then in number of groups conducted).

However, simply leading hundreds of groups over 10 or 15 years doesn't automatically qualify one as a Master Moderator if new skills have not been acquired and adapted to the ever-changing conditions in the world of qualitative research. In general, the following elements make a Master Moderator:

- willingness to take risks and stretch conventional research boundaries,
- continuous search for training and

learning opportunities from other related disciplines,

- constant acquisition of new ways to interact with groups of individuals in qualitative settings,

- development of more efficient methods to collect data in the 90 minutes allotted in standard two-hour focus group sessions,

- offering clients variations on classic focus group formats (e.g. supergroups, creativity sessions, piggyback groups, etc.).



Naomi R. Henderson is founder and president of RIVA (Research in Values and Attitudes), a qualitative research and training services company in Chevy Chase, Md. She holds a B.A. and a M.Ed. in education. She is an adjunct professor at George Washington University in Washington, D.C.

Specific qualities of a Master Moderator

I have identified 25 distinct skills that make a Master Moderator. This list is by no means compete and I would welcome hearing from senior moderators who have additions. Since the focus group approach is less than 50 years old and little opportunity exists for moderators to see each other's work, this list is based both on personal experience and on the styles of

students observed in RIVA's Moderator Training School since 1981.

A Master Moderator:

1. *Maintains research objectivity.* The moderator has no investment in the outcome of the study beyond doing complete and thorough work and does not have his/her ego tied to the act of moderating or presenting findings.

2. *Establishes research objectives.* The moderator supports and/or direct clients in developing appropriate and attainable research objectives and recommends the appropriate research tools to meet those objectives.

3. *Understands the foundations/applications of market research.* The moderator understands clearly the role of qualitative market research and its applications and limitations as well as all of the steps (From client request to final presentation) of classic focus group research projects.

4. *Recommends appropriate methodologies.* The moderator recommends appropriate research methodologies to clients to achieve study purposes and sticks to his/her guns to insure that an appropriate environment can be created with respondents to elicit the fullest range of information. This includes a willingness to recommend against qualitative research when appropriate, even at the loss of personal or corporate revenues.

5. *Practices unconditional positive regard.* The moderator possesses a superior ability to listen to all comments from respondents and clients that may range from logical to aberrant as long as responses relate to the research topic. This skill includes presenting an empathetic but neutral face and voice tone while hearing comments and responses that may range from dull to bizarre to exceptional.

continued on p. 44

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Data Use

continued from p. 12

quently yield estimates with smallest variance. The weight appropriate to my regression is the variance of the logits, npq . The calculated weights indicate the relative accuracy of the data: more importance is attached to the logits with larger probabilities, and less importance to the logits with smaller probabilities. They are proportional to the reciprocals of the variance of the individual logits. Therefore, an original variance of, say, v would be $v/(npq)$ after weighting.

Method of least squares regression

The specific method of least squares regression is weighted covariance analysis. Covariance analysis is a way to combine both regression and analysis-of-variance techniques. The idea is to regress logits on income separately for the 12 logit groups, and then use the results for determining the income effect. For each regression equation, I have seven logit responses for the seven income levels. Polynomials are usually the model for characterizing the income-logit relationships. All 12 polynomial regressions for the 12 logit groups should have the same degree of power. A covariance analysis can estimate the regression coefficients and test the hypothesis that the coefficients (be they linear or quadratic) are constant across all logit groups. If the test indicates any difference, then there is an interaction between the logit groups and incomes.

An SAS program that produces a weighted covariance analysis of the logit data for El Paso is shown in Table 7:

TABLE 7: SAS Codes to Run a Weighted Covariance Analysis

```
TITLE "Weighted analysis of covariance"
PROC GLM DATA=inchouse
CLASS nlogit
MODEL RESPONSE=nlogit income*nlogit income2*nlogit
WEIGHT w
```

With a few statements, SAS is able to fit 12 quadratic regressions for the 12 logit groups simultaneously. In this program, "inchouse" is the name of the dataset that contains the logits; "income" is the income variable; "w" is the weighting variable. Since income is the explanatory variable, its values must be continuous. For all levels except the highest open-ended category, I choose the middle values to represent the income categories. For the open-ended (the over \$75,000) category, I merely choose a reasonable income value for regression.

The regression statistics from running the SAS program are shown in Table 8.

This model has a high overall statistical significance of 0.99 R-square. The overall covariance of variation (root mean square divided by response mean) is moderately high at 19.35%. Type I sums of squares measure the contribution to the model by individual model components. The amount from the NLOGIT source is the contribution due to the different logit groups; the amount from the INCOME*NLOGIT source is the additional sum of squares due to the different "linear" regression coefficients (as specified by the NLOGIT variable); the amount from the INCOME2*NLOGIT source is the contribution from the different "quadratic" coefficients. The associated tests confirm that all components are highly significant to the overall model (the probability of seeing nonsignificance is 0.001—virtually zero). Therefore, I have correctly specified the logit-income

relationships by fitting quadratic equations.

Figure 1 is a sample plot of logits against income for one of the logit groups. In the plot, I overlay the actual logits over those

most demographic data suppliers.

I first divide the total count of the 1980 I X H table by that of the 1980 I table to obtain a percentage that represents the

TABLE 8
Weighted Analysis of Covariance
MSA= El Paso, TX

Dependent Variable: RESPONSE Weight: W							
Source	DF	Sum of Squares	Mean Square	F Value	PR>F	R-square	C.V.
Model	35	1028.22	29.38	152.02	0.0001	0.99	19.34
Error	48	9.28	0.19		<u>Root MSE</u>	<u>Response Mean</u>	
Corrected Total	83	1037.50			0.44	2.27	
Source	DF	Type I SS	F Value	PR>F			
NLOGIT	11	226.48	106.55	0.0001			
INCOME*NLOGIT	12	771.38	332.64	0.0001			
INCOME2*NLOGIT	12	30.36	13.09	0.0001			

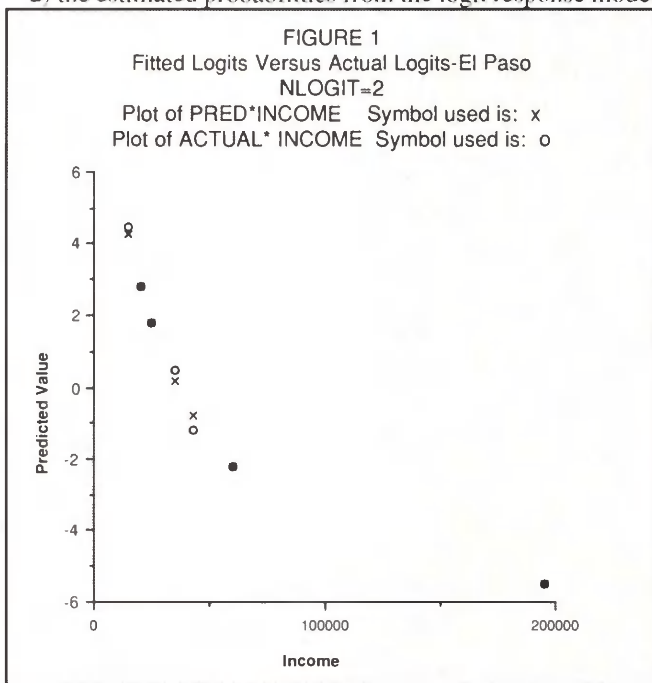
predicted to demonstrate the close fit. (The symbol for actual logits is "o", and "x" for the predicted logits). SAS automatically converts the estimated logits to probabilities. These probability estimates will be used for prediction.

proportion of households owning houses to all households. This percentage is assumed to be identical for all income levels, meaning that households at every income level have approximately the same probability of owning houses. To estimate the 1981 income-by-housing-value table, I then multiply this percentage by the seven marginal household counts (for the seven income levels) from the 1981 I table. The result becomes the seven marginal household counts estimates for the 1981 in-

Using the results from the model

If I wish to estimate the 1981 income-by-housing value table from the same table of 1980, I need:

- 1) the 1980 income-by-housing-value table (hereafter called "1980 I x H" table),
- 2) the estimated probabilities from the logit response model



based on the 1980 I x H table,

3) the 1980 household-income-distribution table (hereafter "1980 I" table), and

4) the 1981 estimated household-income-distribution table (hereafter "1981 I" table).

The 1980 I x H, 1980 I, and 1981 I tables are available from

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come-by-housing-value table. Finally, I multiply these marginal counts by estimated cell probabilities to obtain the counts for individual housing-value levels.

This logit model for a two-dimensional table can be easily applied to a multi-dimensional table. The only difference is that I must specify one dimension to be the response variable, and the rest to be the explanatory variables. I can then build a large covariance analysis model, with as many regressors as the number of explanatory variables. Such an expanded model, if possible, would allow me to include more factors than income for predicting the housing-value distribution.

Discussion

Although the logit response model is an effective tool for analyzing large cross-classified tables, it has problems too: (1) the error of the original model before linearization may be larger than that of the linearized model, and (2) it does not work well with sparse tables with too many empty cells.

Before the logarithmic transformation, the original model is the "odds" model: $\text{odds} = p/(1-p)$, where p is the probability, and has an unknown, multiplicative relationship with income. After computing the logarithms, the odds becomes the logits that has a linear relationship with income:

$$\text{logit} = \log(\text{odds}) = \log p - \log(1-p) = b_0 + b_1 * x_1 + b_2 * x_2 + \dots e.$$

This logit model is linear in its parameters b_0 , b_1 , b_2 . However, it is not linear in the unknown parameters of the original odds model. For example, if the logarithmically transformed error, e , is normally distributed with mean zero and variance v , then the error term in the original odds model must have a much more complex distributional form. All that is known is that this distribution is a function of e , and is therefore likely to be larger than e . In other words, the original model may be statistically complicated enough to warrant further adjustment, although the transformed model has a simpler structure.

The logit response model is not suitable for analyzing sparse tables, especially those for small areas. Since the logarithm of a near-zero value is negative infinity, the covariance matrix for fitting the curves is likely to be singular and produces no solution for the parameters. If there are not too many empty cells, two things can be done to avoid the problem of singularity. (1) Replace the empty cells by $1/(r * n_i)$ where r is the number of response levels, and n_i is the row total that contains the empty cell(s). (2) Assign a reasonable yet small number, say, 0.5, to all empty cells before calculations. It is not advisable to eliminate empty cells by combining levels. Valuable information may be lost through such an approach.

In conclusion, if a researcher is only interested in estimating a table for a fairly large area and for a year not far from 1980, the logit response model should serve his or her needs adequately. □

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Rules

continued from p. 6

raised by the participants. Permitting them to respond to participant questions would risk a loss of control by the moderator.

To discourage interaction between the participants and the expert, the expert should not be seated in the visual focal point of the group. Above all, they must be restrained from debating technical issues with participants or attempting to sell the participants on the merits of the concept being discussed.

Anonymity cannot be guaranteed. In consumer research, most respondents are guaranteed anonymity. They are generally unknown to the viewers and contact between viewers and participants rarely occurs prior to or after group sessions.

In business to business research, however, a greater level of respondent-viewer interaction often exists. In a typical setting, key customers of a company might be seated around the table, while the marketing and sales executives of that company sit behind the glass. These executives have met the respondents before the sessions and they will see them again afterwards. Unless the client would be willing to allow the research company to conduct the sessions without client viewers, which would sacrifice one of the benefits of the group process, anonymity for these respondents cannot be guaranteed.

Eliminating this promise of anonymity, the moderator must do the next best thing: promise the participants that the information that they divulge will not be used against them in a sales setting. Of course, the client has to agree to this practice, keeping in mind that they will be jeopardizing their integrity if the promise is broken. A sales manager who repeats what he or she heard the customer say in a focus group setting will almost certainly risk the loss of that customer.

The client's confidentiality is at risk. The passing of information between respondents and clients in business to business focus groups is a two-way street. Just as the respondent often loses his or her anonymity, the client operating in the



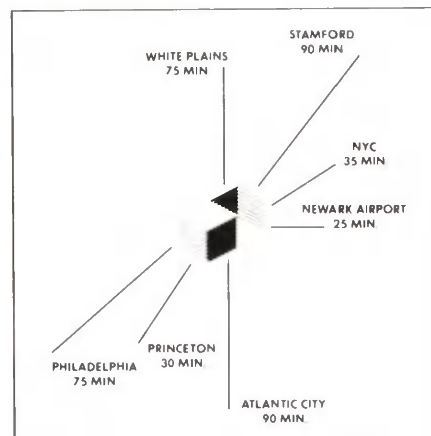
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business to business setting also loses confidentiality.

In consumer research, respondents are typically screened to ensure that they do not personally work, or have friends or relatives who work, in the researched market. In business to business research, the process is just the opposite: the respondent must work in the targeted industry to qualify for group participation.

Working in the targeted industry also says that they have contacts in that industry, which presents the opportunity for security leaks. The dealer who sells your company's plumbing supplies probably also sells your competitor's products, which means that they have contacts with representatives from that company, providing them with opportunities to pass on information learned as a participant in a research project.

While some researchers have asked respondents to sign nondisclosure agreements, the value of these documents is questionable. Provided that an attorney could produce an enforceable document, would a company want to sue its customers in the event of a disclosure? More important, it is likely that the document would have a biasing effect on the research. The nondisclosure agreement would scream to the respondent, "The product concept that you are about to see is new and different!" Even an existing product would seem special if preceded by a nondisclosure agreement.

As an alternative to a confidentiality statement, some researchers might provide bogus product attributes to camouflage the nature of the product. In essence, the product concept described to the respondents would be a modification of what might ultimately be produced.

This appears to be a rather futile exercise, since it will obscure the evaluation of the "real" product concept. Additionally, the risk still exists that the respondents will remember only those elements that your company considers most sacred, and pass them along to your competitors.

Since we cannot swear the respondents to confidentiality and attempts to camouflage the nature of the new product concept would be counterproductive, it is recommended that the user of business

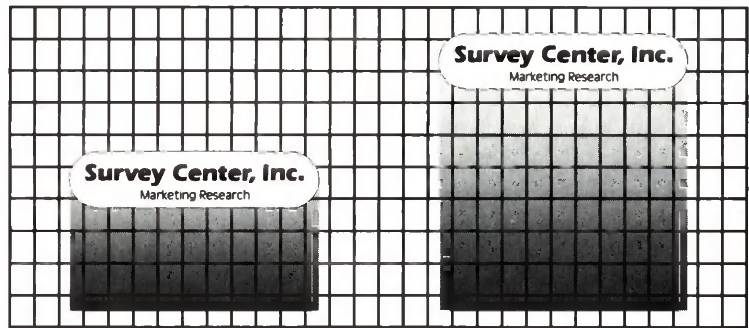
focus groups views this as a risk versus reward situation. The risk exists that in doing good research in the business setting, some confidential information might leak to a competitor. What the marketer must do is evaluate that risk against the benefits of acquiring new marketing information. If the potential benefits outweigh the risks, then the research is worth doing. If, however, the risk of advanced disclosure of a new product idea is too great to offset the potential rewards of the information to be acquired, then the research should not be conducted.

Quantitative follow-up might be impractical.

In consumer research, focus groups are so often followed by quantitative research that the focus group reports frequently close with a standard recommendation for a quantitative follow-up: "Of course, we recommend that this research be followed-up with a large sample, qualitative study."

In the business to business setting, a quantitative follow-up is often impossible or illogical. If you are conducting research among the chief financial officers from the 25 largest companies in a market, and you have selected the focus group as the most appropriate method, who will be available for a quantitative follow-up? After conducting two focus groups with a sample from this population, virtually no one would remain with whom you could conduct your follow-up research. Since business to business focus group research frequently targets these small markets, a quantitative follow-up is likely to be impractical.

In conclusion, there are enough differences between business to business and consumer focus groups to warrant a modification of strategies in moderating and a rethinking of some of the truths that are assumed in the consumer setting. One needs to consider issues related to moderator knowledge, the use of experts, and anonymity and confidentiality, to maximize the value of this tool for the business to business researcher. □



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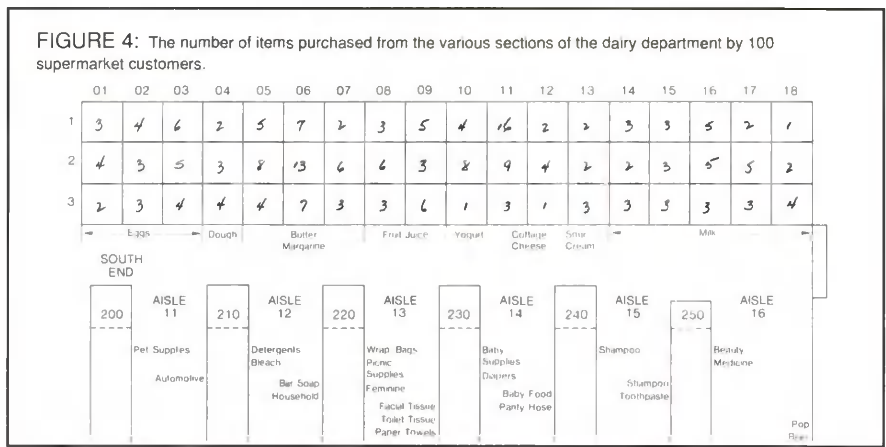
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Observation

continued from p. 22

Distribution of purchases

Figure 5 illustrates the locations where shoppers just looked at products in the department. The data reveal a disproportionate distribution of "just browsing" instances compared to purchases observed in Figure 4. Are product turns too slow in the high browsing sections? Should product be redistributed to other locations to spread potential impulse purchases?



Analysis revealed that there was not a significant variation in the distribution of purchases among the sections of the dairy department, though there was a significant variation in the location of browsing

Table 4: The use of shopping carts and shopping lists by 100 observed shopping parties

Information	Percent
Used a shopping cart	77
Did not use a cart	23
Used a shopping list	40
Did not use a list	60

by customers. Browsing occurred in the mid-section of the department, in sections containing predominantly impulse items rather than staple or high demand items. The implications for communication strategies are at least three-fold. First, specials and coupons might reduce "looks" and increase purchases. Second, more advertising and promotion may increase awareness of the items and improve attitudes toward these products.

Third, in-store demonstrations may reduce looking, and increase purchases.

An analysis of customer traffic patterns will assist store managers in making improvements in product movement and

Table 5: Product group selection by parties with various characteristics, 100 supermarket observations

Product group	Customer characteristics
Eggs	Selected by all parties
Dough	Selected by all parties
Spreads	Selected less frequently by individual females
Juices	Fewer selections made by mixed adult parties
Yogurt	Selected more frequently by mixed adult parties
Cottage cheese	More frequently selected by females with a child
Sour cream	No selection observed by individual females


customer purchases. Relocating impulse items among demand items may increase sales.

Use of shopping carts and lists

The extensive use of a shopping cart (Table 4) implies a potential for increased unit purchases when compared to the results of using a shopping basket or no

FIGURE 5: The number of "just browsing" actions made by customers in the various sections of the dairy department by 100 supermarket customers.






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carrying device of any kind. This information, coupled with the lack of a shopping list, implies a potential for impulse selling.

Additional information can be observed regarding the use of shopping aids. For example, monitoring the use of coupons

Table 6: The type of party observed and the shelf location from which products were selected, 100 supermarket observations

Party observed	Location of item selection
Individual female	Fewer selections from lower shelves
Individual male	Fewer selections from lower shelves
Mixed adults	Fewer selections from lower shelves
Females with child/children	Selections from all shelves

and/or a newspaper, and requests for customer assistance can provide information useful in improving advertising, promotion, and customer service.

Customer characteristics and product selection

Customer characteristics can be asso-

Table 7: Number of units selected by various types of customer, 100 observed parties

Characteristic	Units
Mixed adult couples	4.00
Individual females	1.68
Cart users	3.20
Non-cart users	1.10
Shopping list users	3.60
Evening shoppers	4.30
Those entering from meat department	3.10

ciated with the types of products selected (Table 5) and the location of product selection. Can product selection be influenced by product relocation? Relating Tables 5 and 6, for example, would suggest that the location of eggs is satisfactory in the store involved--eggs were selected by all parties. Without debating cause and effect, one might suggest moving spreads that are particularly appealing to females to a middle shelf to take the pressure off lower or higher shelves.

Shopping and action profiles

The analysis resulted in a description of various "Target Market Profiles." These profiles were developed to answer a basic question: What actions and shop-

ping characteristics distinguished one market segment from another?

Profiles of two market segments observed are illustrated. These profiles permit a manager to determine the relationship between shoppers and their observed actions.

Individual Female

1. Accounted for 21 percent of the parties observed.
2. 71 percent used a shopping cart.
3. 33 percent used a shopping list.
4. 38 percent shopped in the morning and early afternoon and 38 percent shopped after 5 p.m.
5. Estimated average age, 35.7 years.
6. Purchased an average of 1.68 units of products.

Shopping Cart Users

1. 77 percent of those observed used a shopping cart.
2. The most frequent cart users were females with at least one child; 27 percent of all users.
3. 51 percent observed using a shopping cart also used a shopping list.
4. A greater percent of persons (from 67 percent to 83 percent) used shopping carts as the time of day became later.
5. 35 percent of those who used a shopping cart were observed with at least one child.
6. 43 percent of cart users were age 25-34 years old.
7. The most infrequent cart users were individual males.
8. Purchased an average of 3.2 units.

Table 7 reflects the rate that various market segments selected units of product. This information raises several questions:

1. Can the number of units selected be increased by influencing the ingress position of customers?
2. What can be done to attract more:
 - a) Evening shoppers?
 - b) Mixed adult couples?
3. What can be done to encourage more:
 - a) Shopping list use?
 - b) Shopping cart use?
4. What can be done to increase the number of units selected by:
 - a) Individual female shoppers?
 - b) Non-cart users?

And finally....

Observation documents customers' actions which can communicate alternative improvements in management and market planning. Observation enables changes to be made which can improve the shopping environment for both customers and employees. Once the changes are made, it is important to follow them up. For example, did sales improve? Observation is one way to measure the results. □

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Master Moderator

continued from p. 35

The moderator recognizes that rich information, creative ideas, or "gold mines" (unexpected, rich lodes of comments from respondents) may come from unlikely sources which, on first hearing or observation, wouldn't appear to produce meaningful information.

6. *Maintains good listening skills.* The moderator has an exceptional ability to be attentive to both verbal and non-verbal behaviors and to avoid informing or educating respondents. This skill also encompasses the ability to hear whether the response is a 1st, 2nd, or 3rd level response (i.e., "top of mind" responses versus those from deeper thinking levels).

7. *Remains observant.* The moderator is able to "read" the room on many dimensions. These include:

- seeing the room as a group of strangers vying for the approval of the moderator and new "peers,"

- noting that individuals within a group have a behavior range that runs the gamut from dominant to withdrawn,

- seeing when a participant wants to speak before a hand is raised and to "read" non-verbal clues appropriately.

8. *Practices "invisible leadership" skills.* The moderator possesses multiple skills necessary to lead a group discussion without falling into the trap of "leading the witness" or letting the room "run away with the conversation."

This includes the knowledge of when to stay with a topic and probe to allow for new information and when to close down a line of questioning that produces no "pay dirt."

The moderator is able to remain "in charge" without bullying or dominating respondents, to create rapport within six minutes of beginning a group and is able to re-create that rapport at any time.

9. *Moderates effectively.* A moderator has the ability to:

- create a safe environment for respondents to deliver their perceptions, opinions, beliefs, and attitudes,

- state the purpose of the session and provide clear ground rules for participation,

- relate to respondents without talking "up" or "down" to them,

- terminate topic areas and move on to new ones without the need for long setups or summaries,

- allow for diverse opinions within the group and live with the lack of consensus or closure,

- "come down hard" when the discussion gets out of hand or off track without losing group affinity,

- avoid serial interviewing but include everyone in the conversation, and,

- "read the room" and stay with the participants, not the papers.

10. *Handles diverse opinions.* The moderator anticipates and allows for diverse opinions without becoming confrontational, judgmental, evaluative or threatening and without allowing other respondents to act in these ways toward one another to the detriment of information-gathering opportunities.

11. *Remains flexible.* The moderator has multidimensional abilities to manage the variables contained in the qualitative research interactive process. Some of these abilities include: time management, logic tracking, linking, creative approaches to tired materials or concepts, suppressing dominators, inspiring reticent participants, probing, creating energy for dull groups, asking short questions to get long answers, and shifting unworkable situations into workable ones.

12. *Conducts linking and logic tracking.* The moderator recalls what was said earlier and by whom and links it to current conversation, maintaining a "logic path" that follows the thinking of respondents and does not slavishly adhere to the pre-developed guide.

13. *Uses a variety of techniques.* The

moderator elicits data using various models and or techniques (e.g. neurolinguistic programming, projections, devil's advocate, role playing, "board of directors," paper and pencil tasks, etc.) appropriate to the respondents' frames of reference.

14. *Creates custom questions and custom guides.* The moderator creates and writes effective questions in an organized guide or outline that follows a logical flow from the respondent's perspective and permits them to answer queries fully and appropriately. This includes reframing questions on the spot, both within the group and between groups.

15. *Uses interventions.* The moderator utilizes a variety of intervention techniques (from simple to complex) to support the flow of conversation and open new ideas of exploration.

Intervention: any appropriate activity (e.g. paper/pencil activity, dyads, stimuli, etc.) that interrupts the two-way conversation between moderator and respondents for the purpose of enriching the discussion or focusing on a specific issue.

16. *Uses sophisticated naivete.* The moderator is able to employ a form of "not knowing" to avoid leading respondents or to avoid having the moderator's personal viewpoint embedded in the flow of conversation.

17. *Comfortable with uncertainty.* The moderator can live with surprises, "gold mines" and abrupt changes in research design, without losing aplomb.

18. *Thinks rapidly/makes appropriate decisions.* The moderator thinks fast, responds quickly to shifts in conversation and reacts appropriately to situations without looking for endorsement or approval from clients or respondents. This includes an ability to quickly move a project along a foreshortened timeline without sacrificing quality.

19. *Utilizes other paradigms.* The moderator uses skills, techniques, and materials from other paradigms in an appropriate manner and applies them to qualitative research projects to create maximum results for clients.

Paradigm: A pattern, example, model, or overall concept accepted by most people in an intellectual community as a science because of its effectiveness in explaining a complex process, idea, or set of ideas.

20. *Allows spontaneity in group process.* The moderator allows spontaneity and bursts of conversation instead of suppressing the natural group process in favor of rigid research formats or oppressive group control measures.

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

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Contact: Milton Brand
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New Product Strategy Research

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Contact: William L. Hammer
New Product, Consumer & Indust-
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14 Nothing fishy about it: A Mississippi trade organization uses research to help its farm-raised catfish catch on with consumers
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- 6 Picture this: Polaroid "checks out" the users of its professional films
8 Information overload: A survey of scanner data users find problems with data analysis, assimilation
10 Four wheeling and dealing: A Newsweek survey reveals the factors that drive compact truck purchases
DECEMBER

- 8 We do it: Research helps Boy Scouts of America communicate an active, adventurous image
14 Setting a new standard: Focus groups tell Standard Register that service is most important

DISCUSSION OF TECHNIQUES

1986

OCTOBER/NOVEMBER

- 24 Rating scales can influence results (from Commerce Dept. report on questionnaires)

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DECEMBER 87/JANUARY

- 10 Focus groups: Proper planning essential for success
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- 24 Three questionnaire techniques on health events reported
- 16 Research method tests boundaries of conventional wisdom
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- 14 Computer interviewing gaining popularity
- 22 Conjoint analysis enhances computer-based interviews
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- 20 Understanding data requires recognition of types of error
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- 42 Package program evaluates strength of package designs

1988

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- 18 Child-adult qualitative designs yield richest data
- 30 Minimizing client problems on focus group projects
FEBRUARY

- 24 Considerations for choosing qualitative research facilities
- 34 10 steps to improve business/industrial research
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- 24 Conducting qualitative research with children
APRIL

- 14 The strategic value of business advertising research
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- 28 Hispanic telephone research, or waiting for Godot to call
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- 8 Custom store audits
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- 15 How to effectively present marketing research results
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- MARCH: 54 Employee surveys key to attitudes
- APRIL: 34 Polling misuses hurt research efforts
- MAY: 62 Research aids children's magazine
- JUNE/JULY: 58 Rational, emotional factors key to copy research
- AUGUST/SEPTEMBER: 56 U.S. employees want more hours, study shows
- OCTOBER/NOVEMBER: 72 Research season is year-round at Coleman Co.

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- DECEMBER 87/JANUARY: 102 Patients prescribe dose of neatness for physicians
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- AUGUST/SEPTEMBER: 76 Movie industry gets cues from entertainment researchers
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- DECEMBER: 118 Study uncovers America's most powerful brands

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- JANUARY: 46 Survey sizes up Iowa small businesses
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Review

Master Moderator

continued from p. 44

21. *Uses accurate language and paraphrases.* The moderator avoids second-guessing respondents by putting words in their mouths but provides accurate feedback to respondents using their terms and words and summarizes the discussion from time to time to:

- a. demonstrate that respondents' comments are heard and understood,
- b. validate that all comments on target to the discussion are valuable.

This includes monitoring his or her own language so that at the outset, the

number of moderator words in a group discussion ranges from 80/20 (in favor of the moderator) at the outset to 20/80 (in favor of the respondents) by three quarters of the way through the focus group.

22. *Analyzes qualitative data.* The moderator analyzes subjective data with an objective viewpoint, draws trend lines across diverse levels of data and finds common themes. This includes choosing the right mix of summaries, conclusions, or recommendations to support the client in making the next decision step.

23. *Markets services appropriately.* The moderator presents his/her skills and qualifications for a fair price and in a pro-

fessional manner so that potential clients have a clear understanding of these unique services.

24. *Manages all project aspects.* The moderator has equal abilities in managing:

- research tasks (e.g. research design),
- field tasks (e.g. writing screeners, tracking recruiting),
- project tasks (e.g. flow of focus group),
- client politics (e.g. handling back-room during focus group process),
- analysis tasks (e.g. production of subjective reports).

25. *Remains human, not mechanical.* The moderator must lead a group as an individual, a researcher, and an expert, but must not act overtly in any of those roles. At no time should the moderator suppress the natural flow of conversation or add any element of artificiality to the discussion. The moderator must be natural rather than contrived and must allow a full range of personal responses without losing control of the group or appearing to be false or condescending.

Summary

While the above list of qualities of a Master Moderator is by no means complete, it does encompass many of the factors that make successful moderators effective. Methods to strengthen one's skills and abilities in any of the above areas could include:

- reading materials from related fields about group dynamics, questioning techniques, right/left brain operations, non-verbal behavior, role playing, etc.
- observing other moderators and discussing techniques
- being coached by a Master Moderator (via seminar, workshop, private one-on-one sessions, or through review and written critique of submitted video tapes)
- taking courses, seminars, or workshops from various disciplines designed to strengthen particular skills.

A Master Moderator is made, not born, and in most cases is self-made. There is no magic number of groups completed that makes a Master Moderator and there is no one course that can deliver all the needed skills to clear up faults overnight.

Continual self-examination, personal stretching of skills and abilities and a questing nature for better ways to handle individuals in the group setting are some of the steps to becoming a Master Moderator.

How close are you?

(The author acknowledges contributions from Suzette de Vogelaere, Concepts & Strategies, San Francisco, and Jo Ann Hairston, VARI Market Research, St. Paul, in preparing this article.)

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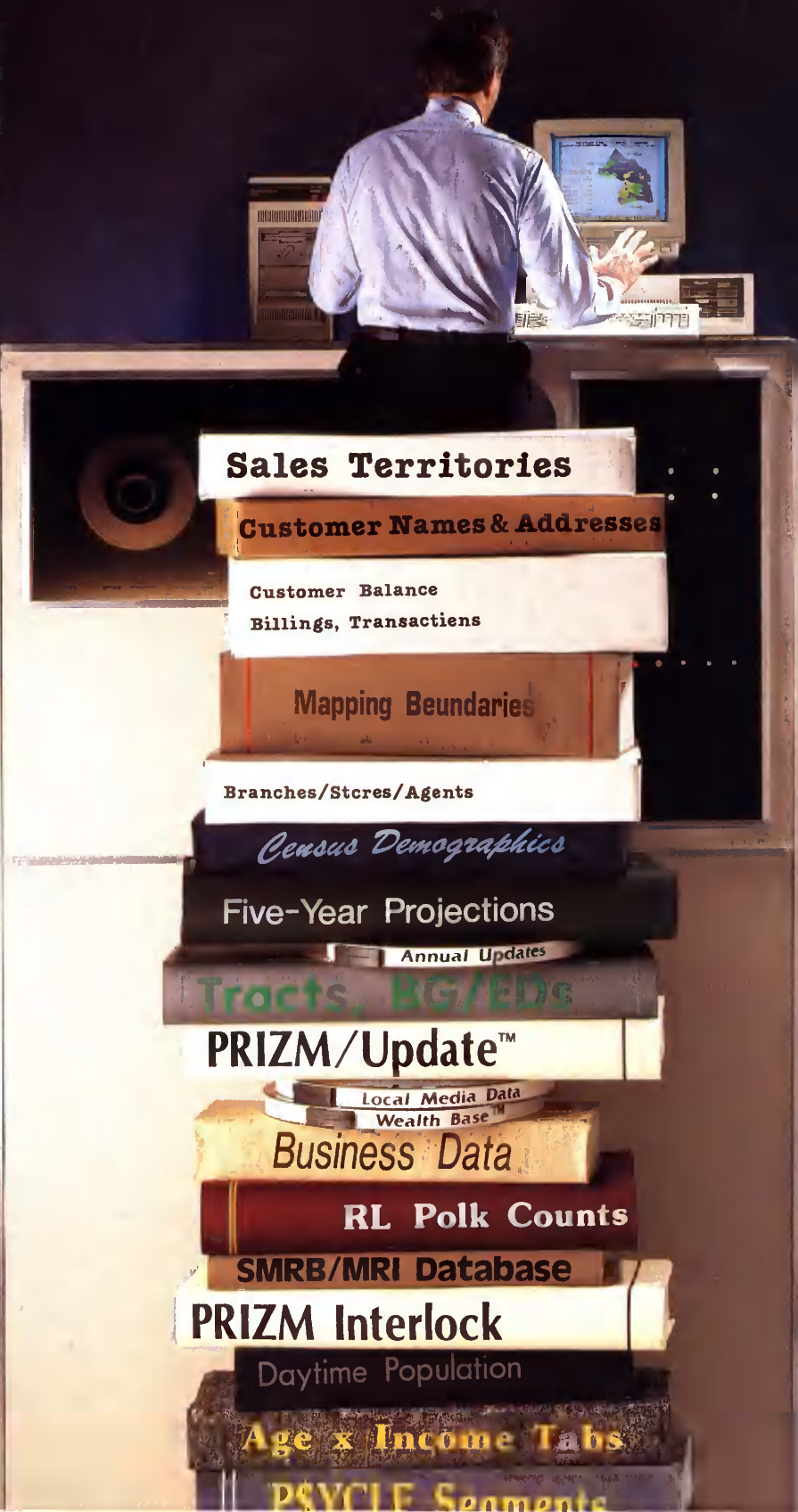
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Bakersfield, CA 93301
Ph. 209-252-2727
Fax 209-252-8343
1,3,6,7B

Marketing Works
1311 California Ave.
Bakersfield, CA 93304
Ph. 805-326-1012
Fax 805-326-0903

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- . Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

FRESNO

AIS Market Research
4955 E. Anderson, #134
Fresno, CA 92727
Ph. 209-252-2727
Fax 209-252-8343
1,3,4,6,7B

Anthony, Marquis and Switzer

213 N. West St.
Visalia, CA 93291-6011
Ph. 209-627-3995
Fax 209-733-4630
1,3,6,7C
(See Advertisement on p. 57)

Bartels Research Corp.
145 Shaw Ave., Suite C-1 & 2

Clovis, CA 93612
Ph. 209-298-7557
1,3,4,6,7B

Bartels Research Corp.
130 West Shaw
Clovis, CA 93612
Ph. 209-298-7557
1,3,4,6,7A

LOS ANGELES

Adept Consumer Testing/Beverly Hills
345 No. Maple Dr., Ste. 325
Beverly Hills, CA 90210
Ph. 818-905-1525
Fax 818-905-8936
1,3,4,6,7B

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marketing research

213 N. West Street
Visalia, CA 93291
(209) 627-3995

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Phone interviewing
Taste tests

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Door-to-door
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Kitchen
Mall intercepts

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Los Angeles



MARKETING RESEARCH

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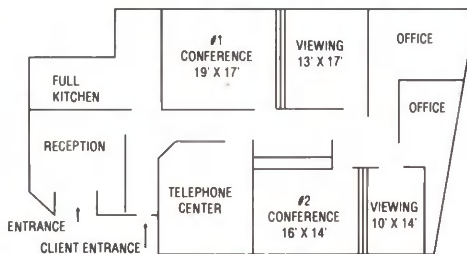
Nancy Levine
President

17547 Ventura Boulevard, Suite 308
Encino, CA 91316

FAX 818-905-3216

Focus Groups too!

- recruiting
- location studies
- car clinics / ride & drive tests
- product clinics / tests / placements
- focus groups
- one-on-one interviews
- testimonial commercials
- taste tests
- mailing studies
- telephone interviews
- executive / professional / medical
- Spanish and Asian languages
- nationwide capabilities



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Adept Consumer Testing/Los Angeles
17323 Ventura Blvd., Suite 308
Encino, CA 91316
Ph. 818-905-1525
Fax 818-905-8936
1,3,4,6,7B

Car-Lene Research, Inc.
13350 E. Telegraph Rd.
Santa Fe Springs, CA 90670
Ph. 213-946-2176
1,3,4,6,7A

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

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

Consumer Pulse of Los Angeles
Galleria at South Bay #269
Redondo Beach, CA 90278
213-371-5578
Fax 213-542-2669
1,3,4,5,6,7A
(See Advertisement on p. 65)

Creative Data, Inc.
7136 Haskell Ave., Suite 101
Van Nuys, CA 91406-4198
Ph. 818-988-5411
1,2,3,4,6,7B

Tom Dale Market Research
9165 Phyllis Ave.
Los Angeles, CA 90069

Ph. 213-550-1460
1,3,4,6,7B

Davis Market Research Services
23801 Calabasas Road
Calabasas, CA 91302
Ph. 818-888-2408
Fax 818-888-6691
1,3,4,6,7B

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

Field Dynamics, Marketing Research
17547 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 818-783-2502
Fax 818-905-3216
1,2,3,4,6,7B
(See Advertisement on p.57)

Focus One
202 S. Stanley Dr.
Beverly Hills, CA 90211
Ph. 213-659-4843
1,3,6,7C

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

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

Girard & Girard Creative Concepts
22260 Parthenia St.

West Hills, CA 91304
Ph. 818-716-8333
1,3,6,7B

Heakin Research, Inc.
Fallbrook Mall, Ste. 315
6633 Fallbrook Avenue
Canoga Park, CA 91307
Ph. 818-712-0660
1,3,4,6,7A

House of Marketing
3446 Madera Ave.
Los Angeles, CA 90039
Ph. 213-661-1109
Fax 818-577-9647
1,2,3,4,6,7D

House of Marketing
95 N. Marengo Ave.
Pasadena, CA 91101
Ph. 818-792-5959
Fax 818-577-9647
1,3,4,6,7B

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

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- . Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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- PRODUCT TESTS/PLACEMENTS
- TESTIMONIAL COMMERCIALS
- MALL INTERCEPT ● TASTE TESTS
- TELEPHONE INTERVIEWS
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ETHEL BROOK • ANNE MOISEYEV

L and J Research
2029 Century Park East, Suite 520
Los Angeles, CA 90067
Ph. 213-553-8526
Fax 213-553-3267
1,3,6,7B

L.A. Focus
17337 Ventura Blvd., #301
Encino, CA 91316
Ph. 818-501-4794
1,3,6,7B

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

L.A. Research, Inc.
9010 Reseda Blvd., #109
Northridge, CA 91324
Ph. 818-993-5500
Fax 818-993-5664
1,3,4,5,6,7A

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

MSI International
12604 Hiddencreek Way
Cerritos, CA 90701
Ph. 213-802-8273
Fax 213-802-1643
1,3,6,7C

Murray Hill Center West
2951 28th St., Ste. 3070
Santa Monica, CA 90405
Ph. 213-392-7337
Fax 213-392-8743
1,3,4,5,6,7B

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

Nichols Research
7777 Edinger Ave., #201
Huntington Beach, CA 92647
Ph. 714-891-2440
Fax 714-898-1126
1,3,4,6,7A

PKM Marketing Research Services
15618 B East Whittwood Lane
Whittier, CA 90603
Ph. 213-694-5634
Fax 213-947-6261
1,3,4,6,7A

Plaza Research
6053 W. Century Blvd.
Los Angeles, CA 90045
Ph. 213-645-1700
Fax 213-645-3008
1,2,3,4,6,7B
(See Advertisement on p. 88)

Plog Research, Inc.
18631 Sherman Way
Reseda, CA 91335
Ph. 818-345-7363
Fax 818-345-9265
1,3,4,6,7C

Quality Controlled Services
15827 Russell St.
Whittier, CA 90603
Ph. 213-947-2533
Fax 213-947-0178
1,3,4,6,7C
(See Advertisement on p. 55)

Quality Controlled Services
3565 Torrance Blvd.
Torrance, CA 90505
Ph. 213-316-9011
Fax 213-316-8047
1,3,4,6,7C
(See Advertisement on p. 55)

Quick Test
519 Fashion Plaza
West Covina, CA 91790
Ph. 818-960-8547
1,3,4,6,7A
(See Advertisement on p. 3)


Research Tapings
1216 5th Street
Santa Monica, CA 90401
Ph. 213-395-8370
1,2,3,4,5,6,7C

Southern California Interviewing Service
17200 Ventura Blvd., Suite 120
Encino, CA 91316
Ph. 818-783-7700
Fax 818-783-8626
1,3,4,6,7A
(See Advertisement on p.58)

Suburban Associates of Los Angeles
2001 S. Barrington, Suite 109
Los Angeles, CA 90025
Ph. 213-478-2565
Fax 213-478-2565
1,3,4,5,6,7B
(See Advertisement on p. 69)


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Office Manager

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Field Director

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Director of
Focus Group Operations

...in Southern California



The Question Box

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(714) 744-2744 • FAX (714) 744-2933

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client observation for one-on-one interviews;
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12340 Santa Monica Blvd.
Los Angeles, CA 90025
Ph. 213-820-7007
Fax 213-820-0695
1,3,6,7B
(See Advertisement on p. 41)

Trotta Associates
13160 Mindanao Way, Suite 180
Marina Del Rey, CA 90291
Ph. 213-306-6866
Fax 213-827-5198
1,2,3,4,6,7B

United States Testing Company

2157 Montclair Plaza Lane
Montclair, CA 91763
Ph. 714-624-1244
1,3,4,6,7A

Wade West

5430 Van Nuys Blvd., Suite 102
Van Nuys, CA 91401
Ph. 818-995-1400
Fax 818-995-1529
1,2,3,4,6,7B
(See Advertisement on p. 23)

Wade West/Long Beach

Long Beach Plaza
369 Long Beach Blvd.
Long Beach, CA 90802
Ph. 213-435-0888
1,3,4,6,7A
(See Advertisement on p.23)

West Coast Marketing Research
2021 Sherman, #109
Canoga Park, CA 91306
Ph. 818-709-1610
1,3,4,6,7B

MONTEREY/SALINAS

Friedman Marketing/Monterey
474 Northridge Mall
Salinas, CA 93906
Ph. 408-449-7921 or 313-569-0444
Fax 408-449-0187
1,3,4,6,7A

ORANGE COUNTY

Beta Research West
14747 Artesia Blvd., #1-D&E
La Mirada, CA 90638
Fax 714-994-1835
Ph. 714-994-1206
1,3,6,7C

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

Focus Research
26142 Avenida Bochon
Mission Viejo, CA 92691-3204
Ph. 714-380-1612
Fax 714-770-6837
2,3,6,7C

Friedman Marketing/Orange County
Buena Park Mall
8623 On-The-Mall, #123
Buena Park, CA 90620
Ph. 714-995-6000 or 313-569-0444
Fax 714-995-0637
1,3,4,6,7A

The Question Box

F & m Plaza, 1224 E. Katella Ave. #100
Orange, CA 92667
Ph. 714-744-2744
Fax 714-744-2733
1,2,3,4,5,6,7A
(See Advertisement on p. 59)

The Question Shop, Inc.
1500 E. Lincoln Ave.
Orange, CA 92665
Ph. 714-974-8020
Fax 714-921-4762
1,3,4,6,7A

Quick Test

Anaheim Plaza, Space 105
500 No. Euclid Plaza
Anaheim, CA 92801
Ph. 714-535-2696
Fax 714-535-8182
1,3,4,6,7A
(See Advertisement on p. 3)

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

Trotta Associates
5 Park Plaza, Ste. 200
Irvine, CA 92720
Ph. 213-306-6866
1,2,3,4,6,7B
(Opening February 1990)

Wade West/Orange County
18003 Sky Park South, Suite L
Irvine, CA 92714
Ph. 714-261-8800
Fax 714-250-1160
1,3,4,6,7B
(See Advertisement on p.23)

RIVERSIDE

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

L.A. Research, Inc.
5222 Arlington Ave., #E
Riverside, CA 92504
Ph. 714-358-0300
1,3,4,6,7A

SACRAMENTO

Heakin Research, Inc.
Arden Fair Mall
1607 D Arden Way
Sacramento, CA 95815
Ph. 916-920-1361
1,3,4,6,7A

Research Unlimited
1012 Second St.
Sacramento, CA 95814
Ph. 916-446-6064
Fax 916-448-2355
1,3,4,6,7C

Research Unlimited
Country Club Centre
3382 El Camino Ave., Ste. 40
Sacramento, CA 95825
Ph. 916-484-0131
Fax 916-448-2355
1,3,4,6,7A

SAN DIEGO

Analysis/Research, Ltd.
Market Place at The Grove
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
1,3,6,7A

Analysis/Research, Ltd.
Skylight Plaza, Suite 180
4655 Ruffner
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
1,2,3,6,7B

Bilingual Unlimited Research
8287 Royal Gorge Drive
San Diego, CA 92119
Ph. 619-583-6243
Fax 619-583-0767
1,2,3,4,6,7B

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

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

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

Intercontinental Marketing
Investigations Inc.
P.O. Box 2147
Rancho Santa Fe, CA 92067
Ph. 619-756-1765
Fax 619-756-4605
1,3,6,7D

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

Luth Research, Inc.
Plaza Bonita Mall, #2188
3030 Plaza Bonita Rd.
National City, CA 92050
Ph. 619-479-5891
1,3,4,6,7A

Luth Research, Inc.
3456 Camino Del Rio No., #101
San Diego, CA 92108
Ph. 619-283-7333
1,3,4,6,7B

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

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- . Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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

San Diego Surveys, Inc.
4616 Mission Gorge Place
San Diego, CA 92120
Ph. 619-265-2361
Fax 619-582-1562
1,3,4,6,7B

San Diego Surveys
Point Loma Plaza
3675 Midway Drive, Ste. L
San Diego, CA 92110
Ph. 619-224-3113
Fax 619-582-1562
1,3,4,6,7A

San Diego Surveys
Escondido Village Mall
1351 E. Pennsylvania Ave.
Escondido, CA 92027
Ph. 619-480-8440
Fax 619-582-1562
1,3,4,6,7A

Taylor Research
3990 Old Town Ave., #201A
San Diego, CA 92110
Ph. 619-299-6368
1,3,4,6,7B
(See Advertisement on p. 63)

SAN FRANCISCO

Consumer Research Associates
111 Pine Street, 17th Floor
San Francisco, CA 94111
Ph. 415-392-6000
Fax 415-392-7141
1,2,3,4,6,7B

Corey Canapary and Galanis
Penthouse North
447 Sutter St.
San Francisco, CA 94108
Ph. 415-397-1200
Fax 415-433-3809
1,3,6,7B

Ecker & Associates
220 So. Spruce Ave, Ste. 100
So. San Francisco, CA 94080
Ph. 415-871-6800
Fax 415-871-6815
1,2,3,4,6,7B
(See Advertisement on p. 29)

Ecker & Associates
222 Front St., 3rd Floor
San Francisco, CA 94111
Ph. 415-871-6800
Fax 415-871-6815
1,2,3,4,6,7B
(See Advertisement on p. 29)

Elrick & Lavidge, Inc.
111 Maiden Lane, 6th Floor
San Francisco, CA 94108
Ph. 415-434-0536
Fax 415-391-0946
1,3,4,6,7B

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

Fleischman Field Research, Inc.
1655 No. Main Street, Ste. 320
Walnut Creek, CA 94596
Ph. 415-942-2600
Fax 415-989-4506
1,2,3,4,6,7B
(See Advertisement on p. 56)

Fleischman Field Research
220 Bush St., Ste. 1212
San Francisco, CA 94104
Ph. 415-398-4140
Fax 415-989-4506
1,2,3,6,7B
(See Advertisement on p. 56)

Friedman Marketing/San Rafael
5800 Northgate Mall
San Rafael, CA 94903
Ph. 415-472-5394
Fax 415-472-5477
1,3,4,6,7A

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

MSI Hillsdale
14 Hillsdale Mall
San Mateo, CA 94403
Ph. 415-574-9044
Fax 415-574-0385
1,3,6,7A

Nichols Research
1155 Newpark Mall
Newark, CA 94560
Ph. 408-773-8200
Fax 415-794-3471
1,3,4,6,7A

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

Nichols Research
1820 Galindo, Ste. 3
Concord, CA 94520
Ph. 415-687-9755
Fax 415-686-1384
1,3,4,6,7B

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

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

Q.E.D. Research
2815 Mitchell Dr., Ste. 118
Walnut Creek, CA 94598
Ph. 415-932-3202
Fax 415-932-0499
1,3,6,7B

Quick Test
203 Southland Mall
Hayward, CA 94545
Ph. 415-785-4650
1,3,4,6,7A
(See Advertisement on p. 3)

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

Tragon Corporation
365 Convention Way
Redwood City, CA 94583
Ph. 415-365-1833
Fax 415-365-3737
1,3,4,6,7B

Wade West, San Francisco
8-D Serramonte Center
Daly City, CA 94015
Ph. 415-992-9300
Fax 415-994-1902
1,3,4,5,6,7A
(See Advertisement on p. 23)

Margaret Yarbrough & Associate
934 Shorepoint Ct., Ste. 100
Alameda, CA 94501
Ph. 415-521-6900
Fax 415-521-2130
1,2,3,4,5,6,7B
(See Advertisement on p. 52)

SAN JOSE

Phase III Market Research
1150 N. First St., Ste. 211
San Jose, CA 95112
Ph. 408-947-8661
Fax 408-295-7699
1,3,4,6,7B



Quick Test

1268 Town Center
Sunnyvale, CA 94086

Ph. 408-773-9777

1,3,4,6,7A

(See Advertisement on p.3)

COLORADO

COLORADO SPRINGS

Brewer Research

1421 Delaware Drive
Colorado Springs, CO 80909
Ph. 719-597-9869
1,3,4,5,6,7A

Consumer Pulse of Colorado Springs

The Citadel Mall, #1084
750 Citadel Drive East
Colorado Springs, CO 80909
Ph. 719-596-6933
Fax 719-480-0176
1,3,6,7D
(See Advertisement on p. 65)

Barbara Prince Assoc., Inc.

Mall of the Bluffs
3650 Austin Bluff Pkwy.
Colorado Springs, CO 80918
Ph. 719-594-9192
1,3,4,6,7A

United States Testing Company

Chapel Hills Mall, Ste. 315
1710 Briargate Blvd.
Colorado Springs, CO 80918
Ph. 719-598-8070
1,3,4,6,7A

DENVER

Bernett Research, Inc.

Aurora Mall
14200 Alameda Avenue
Aurora, CO 80012
Ph. 303-341-1211
Fax 303-341-4469
1,3,4,6,7A

(See Advertisement on p. 77)

Colorado Market Research

Ruth Nelson Research Services
2149 So. Grape St.
Denver, CO 80222
Ph. 303-758-6424
Fax 303-756-6467
1,3,4,6,7B

(See Advertisement on p. 103)

Consumer Pulse of Denver

Arapahoe East Center
6810 So. Dallas Way
Englewood, CO 80112
Ph. 303-799-4849
Fax 719-480-0176
1,3,4,5,6,7B

(See Advertisement on p. 65)

Fieldwork Denver, Inc.

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

Friedman Marketing/Boulder

Crossroads Mall
1600 28th St., #277
Boulder, CO 80301
Ph. 303-449-4632 or 313-569-0444
Fax 303-449-1484
1,3,4,6,7A

Friedman Marketing/Denver

6510 W. 91st Ave., Ste. 106
Westminster, CO 80030
Ph. 303-428-8803 or 313-569-0444
1,3,4,6,7B

Friedman Marketing/Denver

Southwest Plaza Mall
8501 West Bowls Avenue
Littleton, CO 80123
Ph. 303-972-8734 or 313-569-0444
Fax 303-933-0476
1,3,4,6,7A

Information Research, Inc

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

Information Research, Inc.

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

Information Research, Inc.

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

Message Factors, Inc.

2620 So. Parker Road, Ste. 275
Aurora, CO 80014
Ph. 303-750-5005
1,3,6,7B

Barbara Prince Associates, Inc.

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

Quality Controlled Services

Cinderella City Mall
701 W. Hampden Ave., Space R-13
Englewood, CO 80110
Ph. 303-789-0565
Fax 303-789-0573
1,3,4,6,7A

(See Advertisement on p. 55)

Quick Test

203 Villa Italia Mall
Lakewood, CO 80226
Ph. 303-937-0144
Fax 602-946-7641
1,3,4,6,7A

(See Advertisement on p. 3)

Telecomnet

5255 Marshall St., Ste. 201
Arvada, CO 80002
Ph. 303-467-0335
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2. Living Room-Style Room
3. Observation Room
- Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

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- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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Fax 203-371-5001
1,3,4,6,7B

DANBURY

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

HARTFORD

Focus Facility Hartford
270 Farmington Ave. Ste. 126
Farmington, CT 06032
Ph. 203-677-1336
1,3,4,6,7B

Hartford Research Center
1321 Silas Deane Hwy., 2nd Flr.
Wethersfield, CT 06109
Ph. 203-236-6133
1,3,4,6,7B
(See Advertisement on p. 61)

NEW HAVEN

Quick Test
Connecticut Post Mall
1201 Boston Post Rd.
Milford, CT 06460
Ph. 203-877-2739
Fax 203-877-6854
1,3,4,6,7A
(See Advertisement on p.3)

Res-A-Vue
20 Commerce Park Rd.
Milford CT 06460
Ph. 203-878-0944
Fax 203-878-3726
1,2,3,4,6,7B
(See Advertisement on p.108)

Res-A-Vue
234 Broad Street
Milford, CT 06460
Ph. 203-878-0944
Fax 203-878-3726
1,2,3,4,6,7B
(See Advertisement on p. 108)

NORWALK

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

STAMFORD

The Consumer Dialogue Center
25 Third Street
Stamford, CT 06905
Ph. 203-359-2840
Fax 203-327-9061
1,3,4,6,7B

Focus Center-So. New England
1011 High Ridge Road
Stamford, CT 06905

Ph. 203-322-5996
Fax 203-322-0819
1,3,4,5,6,7B

Focus First America
969 High Ridge Road
Stamford, CT 06905
Ph. 203-322-1173
Fax 203-968-0421
1,2,3,4,5,6,7B
(See Advertisement on p.68)

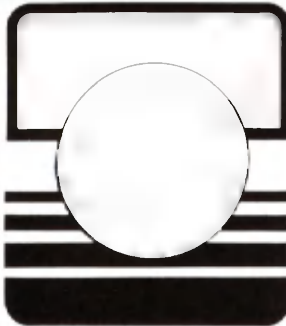
The Gene Reilly Group, Inc.
20 Thorndal Circle
Darien, CT 06820
Ph. 203-655-7994
Fax 203-655-0477
1,2,3,6,7B

WASHINGTON, D.C.

Area Wide Market Research
16017 Comprint Circle
Gaithersburg, MD 20877
Ph. 301-948-1920
1,3,4,6,7B

Cameron Mills Research Svce.
2414 Cameron Mills Road
Alexandria, VA 22302
Ph. 703-549-4925
Fax 703-549-4926
1,2,3,4,6,7C

Consumer Pulse of Washington
8310 C Old Court House Rd.
Vienna, VA 22182
Ph. 703-442-0960
Fax 703-442-0967
1,3,4,5,6,7B
(See Advertisement on p. 65)



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Washington D.C., 20001
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Fax 202-797-8562
1,3,4,5,6,7D
(See Advertisement on p. 64)

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

House Market Research, Inc.
1201 Seven Locks Rd., Ste. 209
Potomac, MD 20854
Ph. 301-424-1930
Fax 301-424-3128
1,3,4,6,7B

House Market Research, Inc.
3500 East West Hwy.
Hyattsville, MD 20782
Ph. 301-559-7060 or 301-424-1930
Fax 301-424-3128
1,2,3,4,5,6,7A

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

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

McLaughlin Research Interviewing Service
1118 Galloway St. NE
Washington, D.C. 20011

Ph. 202-526-0177
Fax 202-232-7124
1,3,6,7C

Olchak Market Research, Inc.
Beltway Plaza Mall
6194 Greenbelt Road
Greenbelt, MD 20770
Ph. 301-441-4660
Fax 301-474-4307
1,3,6,7A

Quality Controlled Services
6710 E. Springfield Mall
Springfield, VA 22150
Ph. 703-971-6717
Fax 703-922-5946
1,3,4,6,7A
(See Advertisement on p. 55)

Shugoll Research, Inc.
7475 Wisconsin, Ste. 200
Bethesda, MD 20814
Ph. 301-656-0310
Fax 301-657-9051
1,3,4,6,7B

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredricksburg, VA 22401
Ph. 703-786-3376
Fax 703-786-3925
1,3,4,6,7A

FLORIDA

DAYTONA BEACH

Cunningham Field Services
555 Granada
Daytona Beach, FL 32114
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1,3,4,5,6,7A

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BOCA RATON**

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8960 State Road 84
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1,3,4,5,6,7A

Alenik Field Services, Inc.
1750 No. University Dr. #117
Coral Springs, FL 33071
Ph. 305-755-2222
1,2,3,6,7B

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

Mar's Surveys, Inc.
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3. Observation Room
4. Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

Weitzman & Philip, Inc.
Hollywood Mall
3251 Hollywood Blvd.
Hollywood, FL 33021
Ph. 305-653-6323
1,3,4,6,7A

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T.I.M.E. Market Research
Edison Mall
4125 Cleveland Avenue
Ft. Myers, FL 33901
Ph. 275-0223
Fax 813-275-9883
1,3,4,6,7A

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Cunningham Field Services
555 W. Gramada Blvd.
Ormond Beach, FL 32074
Ph. 904-258-3906
1,3,4,5,6,7B

Tom Dale Market Research
235 Margaret Street
Neptune Beach, FL 32233
Ph. 904-241-7770
1,6,7B

Irwin Research Services, Inc.
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Jacksonville, FL 32207
Ph. 904-398-8300
Fax 904-398-5621
1,3,4,6,7D

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Quick Test
Melbourne Square Mall
1700 W. New Haven Ave., #577
Melbourne, FL 32904
Ph. 407-729-9809
1,3,4,6,7A
(See Advertisement on p. 3)

MIAMI

BSR Field Services
2121 Ponce De Leon Blvd., #1250
Coral Gables, FL 33134
Ph. 305-448-7622
1,2,3,6,7B
(See Advertisement on p. 66)

Findings International Corp.
1641 SW 87th Avenue
Miami, FL 33165
Ph. 305-266-9798
Fax 305-264-5584
1,3,4,6,7C

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

Jean M. Light Interviewing Service
Miami International Mall
Miami, FL 33172
Ph. 305-264-5780
1,3,4,6,7A

Research Miami
7951 SW 40th St., Ste. 208
Miami, FL 33155
Ph. 305-266-3066
Fax 305-264-1123
1,3,6,7B
(See Advertisement on p. 65)

Rife Market Research, Inc.
1111 Park Center Blvd., Ste. 111
Miami, FL 33169
Ph. 305-620-4244
Fax 305-621-3533
1,3,4,6,7B
(See Advertisement on p. 62)

Rife Market Research, Inc.
Skylake Mall,
1758 NE Miami Gardens
No. Miami, FL 33179

Ph. 305-620-4244
Fax 305-621-3533
1,3,4,6,7A
(See Advertisement on p. 62)

Strategy Research Corp.
Douglas Bldg., 1st Floor
100 NW 37th Ave.
Miami, FL 33125
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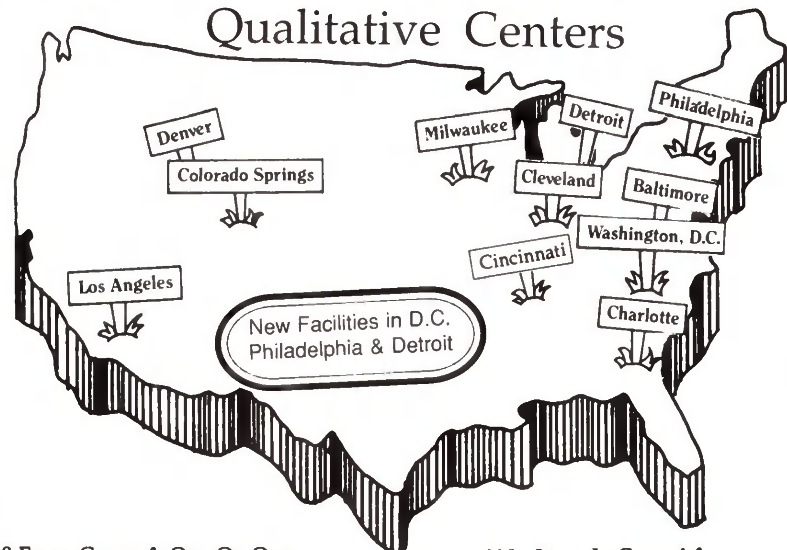
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2600 Maitland Center Pkwy., Ste 170
Maitland, FL 32751
Ph. 407-660-8878
Fax 407-660-1730
1,3,6,7B
(See Advertisement on p. 64)

Pilar Ellis Market Research, Inc.
500 N. Orlando Ave., Ste. 1398
Winter Park, FL 32789

Ph. 407-628-1835
Fax 407-628-0571
1,2,3,4,6,7D

Barbara Nolan Market Research
Florida Mall, Room 422
Orlando, FL 32809
Ph. 407-830-4542
Fax 407-830-6064
1,3,4,6,7A
(See Advertisement on p. 67)

Barbara Nolan Market Research
560 Osceola St.
Altamonte Springs, FL 32701
Ph. 407-830-4542
1,3,4,5,6,7C
(See Advertisement on p. 67)

Barbara Nolan Market Research Svce.
1650 Sand Lake Rd., Ste. 213
Orlando, FL 32809

Ph. 407-830-4542
1,3,4,6,7B
(See Advertisement on p. 67)

Quick Test
Lake Square Mall
7000 U.S. Hwy. 441
Leesburg, FL 34788
Ph. 904-365-0505
Fax 904-365-0833
1,3,4,6,7A
(See Advertisement on p. 3)

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Pensacola, FL 32504
Ph. 904-478-9274
1,3,4,6,7A

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Starr Research, Inc.
Sarasota Square Mall
8201 So. Tamiami Trail
Sarasota, FL 34238
Ph. 813-925-7827
Fax 813-922-3289
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Friedman Marketing/Florida
Tallahassee Mall
2415 N. Monroe St., #708
Tallahassee, FL 32303
Ph. 904-385-4399 or 313-569-0444
Fax 904-385-3481
1,3,4,6,7A

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Adam Market Research, Inc.
2511 N. Grady Ave., Ste. 401
Tampa, FL 33607
Ph. 813-875-4005
Fax 813-875-4055
1,3,4,6,7B

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

Data Inquiries
715 N. Sherrill
Tampa, FL 33609
Ph. 813-289-4500
Fax 813-289-3760
1,3,4,6,7C
(See Advertisement on p.69)

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

Codes:

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3. Observation Room
4. Test Kitchen
5. TestKitchen w/ Obs. Room
6. Video Equipment Available

Location:

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- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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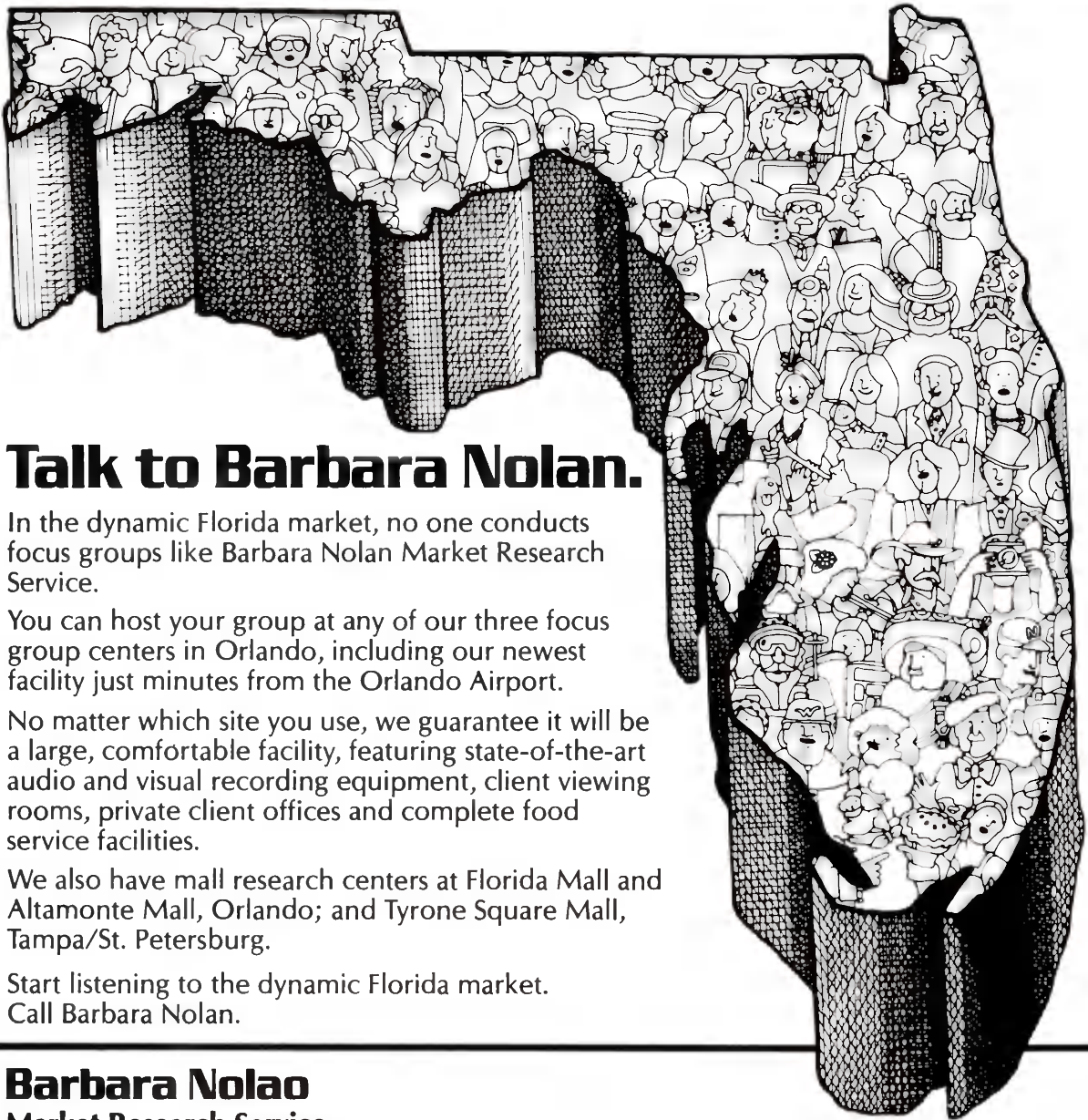


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1,3,4,6,7B

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

Quality Controlled Services
4904 Eisenhower Blvd., Ste. 160
Tampa, FL 33634
Ph. 813-886-4830
Fax 813-886-5431
1,3,4,6,7B
(See Advertisement on p. 55)

Quick Test
832 Countryside Mall, #832
2601 U.S. Hwy 19 North
Clearwater, FL 34621
Ph. 813-797-4868
Fax 813-796-2616
1,3,4,6,7A
(See Advertisement on p. 3)

Schwartz Field Service, Inc.
Paramount Triangle Center
8902 N. Dale Mabry, Ste. 102
Tampa, FL 33614
Ph. 813-933-8060
1,2,3,4,6,7B

Suburban Associates, Inc.
4350 W. Cypress, Ste. 535
Tampa, FL 33607
Ph. 813-874-3423

Fax 813-875-6789
1,3,4,6,7B
(See Advertisement on p. 69)

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

Tampa Market Research
3815 W. Humphrey St., #105
Tampa, FL 33614
Ph. 813-935-2151
Fax 813-932-6265
1,3,4,6,7B

Total Research Corp.
Sunforest Executive Park
5130 Eisenhower Blvd., Ste. 210
Tampa, FL 33634
Ph. 813-887-5544
Fax 813-882-0293
1,3,4,6,7B

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Fax 407-471-5295
1,3,6,7B

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1,3,6,7B

Lois Weinstein Associates
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W. Palm Beach, FL 33409
Ph. 407-622-4579
1,3,6,7B

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Atlanta, GA 30342
Ph. 404-496-6090
Fax 404-493-4216
1,3,6,7B

Atlanta Marketing Research Center
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Atlanta, GA 30326
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Fax 404-237-1235
1,3,6,7B

Attitude Measurement Corporation
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Ph. 404-640-7223
Fax 404-993-0327
1,3,4,6,7B

Codes:

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3. Observation Room
4. Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other



Word of Mouth says it all.

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1,3,4,6,7B

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Ph. 404-321-1770
Fax 404-636-3037
1,3,4,6,7D

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Atlanta, GA 30341
Ph. 404-455-0114
Fax 404-458-8926
1,3,6,7B

Erick & Lavidge, Inc.
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Tucker, GA 30084
Ph. 404-938-3233
Fax 404-621-7666
1,3,4,6,7B

Heakin Research, Inc.
Gwinnet Place Mall
2100 Pleasant Hill Road
Duluth, GA 30136
Ph. 404-476-0714
1,3,6,7A

Heakin Research, Inc.
331 Shannon South Park Mall
Union City, GA 30921
Ph. 404-964-9634
1,3,4,6,7A

Jackson Associates, Inc.
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Atlanta, GA 30340
Ph. 404-454-7060
Fax 404-986-2828
1,3,4,6,7B

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

Joyner Hutcheson Research, Inc.
1900 Century Place
Atlanta, GA 30345
Ph. 404-321-0953
Fax 404-325-2009
1,2,3,4,6,7B

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

MacFarlane & Company, Inc.
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Atlanta, GA 30318
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1,3,6,7B

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Fax 404-256-9457

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

Plaza Research
2401 Lake Park Drive
Atlanta, GA 30080
Ph. 404-432-1400
Fax 404-432-0730
1,2,3,4,5,6,7B
(See Advertisement on p. 88)

Precision Field Services Atlanta, Inc.
Lincoln Piedmont Bldg., Ste.175
3405 Piedmont Rd.
Atlanta, GA 30305
Ph. 404-266-8666
Fax 404-266-0208
1,3,4,5,6,7B
(See Advertisement on p. 11)

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

Quality Controlled Services
1945 Cliff Valley Way, Ste. 250
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Ph. 404-321-0468
Fax 404-636-3276
1,3,4,6,7B
(See Advertisement on p. 55)

Quick Test
Town Center at Cobb
400 Ernest Barret Pkwy.
Kennesaw, GA 30144
Ph. 404-423-0884
Fax 404-424-5354
1,3,4,6,7A
(See Advertisement on p. 3)

Quick Test
4205 Roswell Rd.
Atlanta, GA 30342
Ph. 404-843-3807
Fax 404-843-9733
1,3,4,6,7B
(See Advertisement on p. 3)

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

Solutions Field Service, Inc.
One Dunwoody Park, #128
Atlanta, GA 30338
Ph. 404-393-1311
Fax 404-668-9216
1,2,3,4,6,7B

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

The Vanderveer Group
3490 Piedmont Rd. NE, Ste. 910
Atlanta, GA 30305
Ph. 404-231-4975
1,3,4,6,7B

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

SAVANNAH

Cooper Research, Inc.
7805 Waters Ave., Ste. 8B
Savannah, GA 31406
Ph. 912-355-0498
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HONOLULU

East West Institute
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Ph. 808-528-4050
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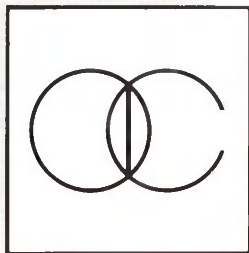
Codes:

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2. Living Room-Style Room
3. Observation Room
4. Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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Fax 312-463-7639
1,3,4,6,7B

Adler Weiner Research Company
6336 N. Lincoln
Chicago, IL 60659
Ph. 312-463-5552
Fax 312-463-0764
1,3,4,6,7C

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Ph. 312-943-4400
1,3,6,7B

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1,3,4,5,6,7B

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1140 Spring Hill Mall
Route 31 and 72
Dundee, IL 60118
Ph. 708-428-0885
Fax 312-392-5841
1,3,4,6,7A

Assistance In Marketing
Century City Mall
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Chicago, IL 60657
Ph. 312-477-3139
Fax 312-392-5841
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North Park Mall
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Villa Park, IL 60610
Ph. 708-545-7833
1,3,4,6,7A

Bryles Survey Service
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Tinley Park, IL 60477
Ph. 708-532-6800
1,3,4,6,7A

Bryles Survey Service
260 Orland Park Place
Orland Park, IL 60462
Ph. 708-532-6800
1,3,4,6,7A

Bryles Survey Service
17735 S. Halsted Street
Homewood, IL 60477
Ph. 708-532-6800
1,3,4,6,7A

Bullard Research Service, Inc.
10413 Roberts Rd.
Palo Hills, IL 60465
Ph. 708-599-2703
1,3,6,7B

C/J Research, Inc.
3150 Salt Creek Lane
Arlington Heights, IL 60005
Ph. 708-253-1100
Fax 708-253-1587
1,3,6,7B

Car-Lene Research, Inc.
Northbrook Court
Northbrook, IL 60062
Ph. 708-498-1305
1,3,4,6,7A

Car-Lene Research, Inc.
Deerbrook Mall
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Deerfield, IL 60015
Ph. 708-564-1454
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Comiskey Research
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Bensenville, IL 60106
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1,3,4,6,7B

Communications Workshop, Inc.
168 N. Michigan Ave.

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1,2,3,4,6,7B

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Westgate Plaza
3612 W. Lake Ave.
Wilmette, IL 60091
Ph. 708-256-7744
Fax 708-251-7662
1,3,6,7B
(See Advertisement on p. 71)

Consumer Surveys Company
Northpoint Shopping Center
346 E. Rand Road
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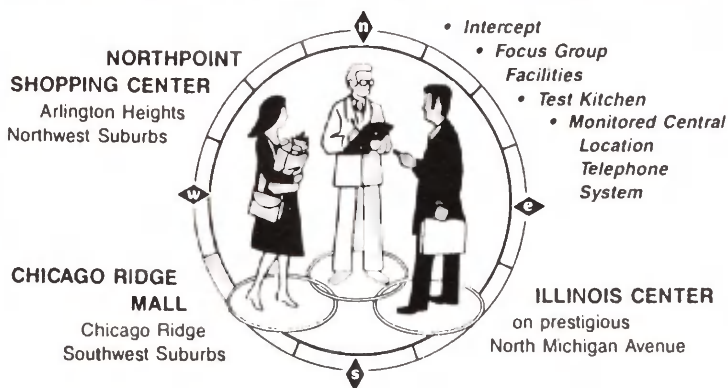
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Fieldwork Chicago, Inc.
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Chicago, IL 60646
Ph. 312-282-2911
Fax 312-282-8971
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Fieldwork Chicago-O'Hare Inc.
8420 W. Bryn Mawr
Chicago, IL 60631
Ph. 312-714-8700
Fax 312-714-0737
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Focuscope Unlimited, Inc.
137 No. Oak Park Ave., Ste. 207
Oak Park, IL 60301
Ph. 708-386-5086

Fax 708-386-1207
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Goldring and Company, Inc.
820 No. Orleans, Ste. 210
Chicago, IL 60610
Ph. 312-440-5252
Fax 312-266-1742
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William Gould Research
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Chicago, IL 60611
Ph. 312-642-6068
1,3,6,7B

William Gould Research
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Lincolnwood, IL 60646
Ph. 708-642-6068
1,3,6,7B

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Olympia Fields, IL 60461
Ph. 708-503-0100
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Home Arts Guild Research Center
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Chicago, IL 60601
Ph. 312-726-7406
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Illinois Center Market Research
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Chicago, IL 60601
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Fax 312-856-0122
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Kapuler Survey Center
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M/A/R/C. Inc.
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Oakbrook Terrace, IL 60181
Ph. 708-620-5111
1,3,4,6,7B

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Ph. 708-864-4100
1,3,6,7C

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4. Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

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- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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Fax 708-501-2865
1,3,4,6,7B

National Qualitative Centers
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Chicago, IL 60611
Ph. 312-642-1001
Fax 312-649-5812
1,2,3,4,5,6,7B

Oakbrook Interviewing Center
1415 W. 22nd St., Ste. 220
Oak Brook, IL 60521
Ph. 708-574-0330
Fax 708-574-0358
1,3,4,6,7B
(See Advertisement on p. 70)

O'Hare in Focus
1011 E. Touhy Ave., Ste.440
Des Plaines, IL 60018
Ph. 708-299-6636
Fax 708-824-3259
1,3,4,5,6,7B
(See Advertisement on p. 72)

Plaza Research
Chicago, IL
Ph. 201-265-7500
Opening Spring, 1990
(See Advertisement on p. 88)

Precision Field Services
Oak Mill Mall
7900 Milwaukee Ave., Ste. 22
Niles, IL 60648
Ph. 708-966-8666
Fax 708-966-9551
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(See Advertisement on p. 11)

Quality Controlled Services
Lombard Office Park, Ste. 107
55 W. 22nd St.
Lombard, IL 60148
Ph. 708-620-5810
Fax 708-620-8804
1,3,4,6,7B
(See Advertisement on p. 55)

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Ford City Shopping Center
7601 S. Cicero Ave.
Chicago, IL 60652
Ph. 312-581-9400
Fax 312-581-9758
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(See Advertisement on p.3)

Quick Test
429 Hawthorne Center
Vernon Hills, IL 60061
Ph. 708-367-0036
Fax 708-367-4863
1,3,4,6,7A
(See Advertisement on p. 3)

Research For Chicago
1420 Kensington Rd., Ste. 206
Oak Brook, IL 60521
Ph. 708-574-2224
Fax 708-574-0150
1,2,3,4,6,7B

Smith Research
1121-P Lake Cook Road
Deerfield, IL 60015
Ph. 708-948-0440
Fax 708-948-8350
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Smith Research
150 E. Huron, Ste. 720
Chicago, IL 60611
Ph. 708-948-0440
Fax 708-948-8350
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Survey Center, Inc.
At North Pier
455 E. Illinois
Chicago, IL 60611
Ph. 312-321-8100
Fax 312-321-0607
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(See Advertisement on p. 41)

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Lincolnwood Corp. Center
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Lincolnwood, IL 60646

Ph. 708-675-0200
1,3,4,6,7B

Time N Talent
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1400 Golf Rd.
Rolling Meadows, IL 60008
Ph. 708-806-0006
1,3,4,6,7A

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Peoria, IL 61606
309-673-6194
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Evansville, IN 47710
Ph. 812-424-5170
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Gore Research and Associates
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Ph. 812-422-3221
1,3,4,6,7B

Product Acceptance & Research(PAR)
1510 W. Franklin St.
Evansville, IN 47710
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Fax 812-421-6806
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Fax 812-421-6806
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3502 Stellhorn Rd.
Ft. Wayne, IN 46815
Ph. 219-485-2442
Fax 219-485-1476
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Dennis Research Services, Inc.
4201 Coldwater Road
Ft. Wayne, IN 46805
Ph. 219-484-2986
Fax 219-485-1476
1,3,4,6,7A

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

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Indianapolis, IN 46226
Ph. 317-545-8000
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Herron Associates, Inc.
710 Executive Park Drive
Greenwood, IN 46143

Ph. 317-882-3800
Fax 317-882-4716
1,3,4,6,7B

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Indianapolis, IN 46229
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Fax 317-882-4716
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Indianapolis Research Company
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Indianapolis, IN 46217
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Strategic Marketing & Research
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Indianapolis, IN 46204
Ph. 317-262-4680
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Walker: Data Source
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Fax 317-843-8638
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(See Advertisement on p.73)

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Fax 219-234-8207
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Fax 319-322-1370
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320 W. Kimberly Road
Davenport, IA 52806
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Southridge Mall

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IMR Systems, Ltd.
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Mid-Iowa Interviewing
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West Des Moines, IA 50265
Ph. 515-225-6232
1,3,6,7A

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Des Moines, IA 50310
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Fax 515-255-3664
1,3,6,7C

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900 Bank IV Tower
Topeka, KS 66603
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Fax 913-233-8956
1,3,6,7B

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Data Net-Wichita
Towne East Square Mall
7700 E. Kellogg, M-3
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6664
1,3,4,6,7A

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Wichita, KS 67202
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Fax 316-292-3274
1,3,7B

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Ph. 316-264-3670
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Wichita, KS 67209
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Codes:

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2. Living Room-Style Room
3. Observation Room
- . Test Kitchen
5. TestKitchen w/ Obs. Room
6. Video Equipment Available

Location:

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- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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Wichita, KS 67214
Ph. 316-263-6433
Fax 316-263-0885
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Fax 504-766-9597
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Ph. 504-340-0972
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Linden Research Services Corp.
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Ph. 504-368-9825
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N G L Research Services, Inc.
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Metairie, LA 70001
Ph. 504-456-9025
Fax 504-456-9072
1,3,4,6,7B

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Metairie, LA 70005
Ph. 504-833-0641
1,3,6,7B

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Carter Research
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Shreveport, LA 71101
Ph. 318-227-1147
1,6,7B

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Bossier City, LA 71111
Ph. 318-742-0126
1,6,7D

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Fax 318-635-7128
1,3,6,7B

MAINE

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Portland, ME 04103
Ph. 207-773-3849
Fax 207-871-0186
1,2,3,4,6,7D

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1,3,4,5,6,7B

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Field Director

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8320 Bellona Ave., Ste. 40
Baltimore, MD 21209
Ph. 301-484-2177
Fax 301-484-0252
1,3,6,7B

Chesapeake Surveys
305 W. Chesapeake Ave., Ste. L19
Towson, MD 21204
Ph. 301-296-4411
Fax 301-828-6520
1,3,4,6,7B
(See Advertisement on p. 75)

Consumer Pulse of Baltimore
8200 Perry Hall Blvd.
White Marsh Mall #1039 & #1152
Baltimore, MD 21236
Ph. 301-256-7700
Fax 301-256-5148
1,3,4,5,6,7A
(See Advertisement on p. 65)

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

Maryland Marketing Source, Inc.
817 Maiden Choice Ln., #150
Baltimore, MD 21228
Ph. 301-247-3276
Fax 301-536-1858
1,3,6,7B

Opinion Centers America
Security Square Mall
6901 Security Blvd.
Baltimore, MD 21207
Ph. 301-597-9904
Fax 301-760-6744
1,3,4,6,7A

Opinion Centers America
1410 No. Crain Highway, Ste. 9B
Glen Burnie, MD 21061
Ph. 301-760-0052
Fax 301-760-6744
1,3,4,6,7B

Opinion Centers America
Hunt Valley Mall
Hunt Valley, MD 21030
Ph. 301-785-5344
Fax 301-760-6744
1,3,4,6,7A

Opinion Centers America
Golden Ring Mall
6400 Rossville Blvd.
Baltimore, MD 21237
Ph. 301-391-7750
Fax 301-760-6744
1,3,4,6,7A

MASSACHUSETTS

BOSTON

Bernett Research, Inc.
230 Western Ave., Ste. 201
Boston, MA 02134
Ph. 617-254-1314
Fax 617-254-1857
1,3,4,5,6,7B
(See Advertisement on p. 77)

Bernett Research, Inc.
Assembly Square
133 Middlesex Avenue
Somerville, MA 02145

Ph. 617-623-2330
1,3,4,6,7A
(See Advertisement on p. 77)

Boston Field and Focus
4 Faneuil Hall Marketplace
Boston, MA 02109
Ph. 617-720-1870
Fax 508-879-7108
1,2,3,4,6,7B

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

CSI Qualitative Research Center
66 Long Wharf, Third Floor
Boston, MA 02110
Ph. 800-227-0666
Fax 203-748-1735
1,2,3,4,6,7B

CSI Qualitative Research Center
Northshore Mall
Peabody, MA 01960
Ph. 800-227-0666
Fax 203-748-1735
1,2,3,4,6,7A

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

Dorr & Sheff, Inc.
90 Windom Street
Boston, MA 02134
Ph. 617-787-3677
Fax 617-783-2254
1,2,3,4,6,7B

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

First Market Research Corp.
121 Beach Street
Boston, MA 02111
Ph. 617-482-9080 or 800-347-7811
Fax 617-482-9080
1,3,6,7B

National Qualitative Centers
545 Boylston St.
Boston, MA 02116
Ph. 617-424-8800
Fax 617-262-2156
1,3,4,5,6,7B

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

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

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

Performance Plus, Inc.
111 Speen St., Ste 105
Framingham, MA 01701
Ph. 617-872-1287
Fax 508-879-7108
1,2,3,4,6,7B

Quality Controlled Services
190 N. Main Street
Natick, MA 01760
Ph. 508-653-1122
Fax 508-653-4665
1,3,4,6,7B
(See Advertisement on p. 55)

Qualitative Focus, Div. of
Research Data, Inc.
624 Worcester Rd.
Framingham, MA 01701
Ph. 508-875-1300
Fax 508-872-2001
1,3,4,6,7B

Quick Test
Watertown Mall
550 Arsenal St.
Watertown, MA 02172
Ph. 617-924-8486
1,3,4,6,7A
(See Advertisement on p. 3)

Quick Test
Dedham Mall, Route 1
Dedham, MA 02026
Ph. 617-326-0865
1,3,4,5,6,7B
(See Advertisement on p. 3)

Quick Test
Hamilton Plaza
680 Worcester Rd.
Framingham, MA 01701
Ph. 508-872-1800
Fax 508-875-4719
1,3,4,6,7B
(See Advertisement on p.3)

Research Data, Inc.
624 Worcester Rd.
Framingham, MA 01701
Ph. 508-875-1300
1,3,4,6,7B

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

SPRINGFIELD/HOLYOKE

CSI Qualitative Research Center
Hampshire Mall
South Maple Street
Hadley, MA 01035
Ph. 800-227-0666
Fax 203-748-1735
1,2,3,4,5,6,7A

Doherty-Tzoumas Marketing
75 Dwight Street
Springfield, MA 01103
Ph. 413-737-6165
Fax 413-734-5321
1,3,6,7B

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

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- Test Kitchen
5. TestKitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

When you check it all out, the answer is Bernett Research.

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So. Shore Plaza Boston, MA	✓	✓							✓
Assembly Sq. Mall Boston, MA	✓	✓	✓	✓					✓
Rivergate Mall Nashville, TN	✓	✓			✓	✓	✓		✓
Aurora Mall Denver, CO	✓	✓	✓	✓	✓	✓	✓		✓
Northwoods Mall Charleston, SC	✓	✓	✓	✓		✓	✓		✓
Menlo Park Edison, NJ	✓	✓	✓	✓	✓	✓	✓		✓

For research on the American marketplace, you need research facilities across America. And that's what Bernett Research gives you. We're in all the markets you need, with all the services you want. With more than a decade of experience meeting the needs of the nation's most expert marketers, we're ready for your next project. Bernett Research: what we have to offer is worth checking into.



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

Rivergate Mall
1000 Two Mile Pkwy.
Nashville, TN 37072
(615) 859-4484

Aurora Mall
14200 Alameda Ave.
Denver, CO 80012
(303) 341-1211

Northwoods Mall
2150 Northwood Blvd.
North Charleston, SC 29418
(803) 553-0030

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

Western Massachusetts Interviewing Service, Inc.
The Wilbraham Shops
2341 Boston Road
Wilbraham, MA 01095
Ph. 413-599-1781
1,3,4,6,7A

WORCESTER

Quick Test

Worcester Center-West Mall
Worcester, MA 01608
Ph. 508-754-3960
1,3,4,6,7A
(See Advertisement on p. 3)

MICHIGAN

DETROIT

Amrignon
2750 So. Woodward
Bloomfield Hills, MI 48013
Ph. 313-332-2300
1,3,6,7B

Consumer Pulse of Detroit

725 S. Adams, Ste. 265
Birmingham, MI 48009
Ph. 313-540-5330
Fax 313-645-5685
1,3,4,5,6,7B
(See Advertisement on p. 65)

Data Accuracy
15100 Northline
Venture Center, #257
Southgate, MI 48195
Ph. 313-283-0551
1,3,6,7B

Detroit Marketing Services, Inc.
18000 W. 8 Mile Rd., Ste. 100
Southfield, MI 48075
Ph. 313-569-7095
Fax 313-569-8927
1,3,4,6,7B

Detroit Marketing Services, Inc.
29755 Plymouth Rd.
Livonia, MI 48150
Ph. 313-427-5360
Fax 313-569-8927
1,3,4,6,7A

Friedman Marketing/Detroit
Oakland Mall
350B W. 14 Mile Road
Troy, MI 48084
Ph. 313-589-0950 or 313-569-0444
Fax 313-589-0271
1,3,4,6,7A

Friedman Marketing/Detroit
French-Town Square Mall
2121 Monroe Street
Monroe, MI 48161
Ph. 313-241-1610 or 313-569-0444
Fax 313-241-6804
1,3,4,6,7A

Friedman Marketing Organization
25130 Southfield Rd., #200
Southfield, MI 48075
Ph. 313-569-0444
Fax 313-569-2813
1,3,4,6,7A

General Interviewing Surveys
17117 W. Nine Mile Rd., Ste. 1020
Southfield, MI 48075
Ph. 313-559-7860
Fax 313-559-2421
1,3,4,6,7B

ICR Survey Research Group
3785 Varsity Drive
Ann Arbor, MI 48018
Ph. 313-971-2221
1,2,3,4,6,7C
(See Advertisement on p. 19)

Market Interviews, Div.
Market Opinion Research
33029 Schoolcraft
Livonia, MI 48150
Ph. 313-421-3420
1,3,6,7C

Nordhaus Research, Inc.
20300 W. 12 Mile Rd.
Southfield, MI 48076
Ph. 313-827-2400
Fax 313-827-1380
1,3,4,6,7B
(See Advertisement on p. 79)

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- Vehicle Clinics

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4956 Lincoln Drive
Edina, MN 55436
612/881-3635

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- Test Kitchen
5. TestKitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

Opinion Search
21800 Melrose, Ste. 4
Southfield, MI 48075
Ph. 313-358-9922
Fax 313-358-9914
1,3,4,6,7B

Product & Consumer Evaluations
28535 Orchard Lake Rd.
Farmington Hills, MI 48018
Ph. 313-553-4100
Fax 313-553-7408
1,3,6,7B

Quick Test

Southland Center Mall
23000 Eureka Road
Taylor, MI 48180
Ph. 313-287-3600
Fax 313-287-3840
1,3,4,6,7A
(See Advertisement on p. 3)

Research-One, Inc.
21711 W. Ten Mile Rd.
Southfield, MI 48075
Ph. 313-358-4055
Fax 313-358-2762
1,3,6,7B

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Fax 313-855-2368
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Breakthru Surveys, Inc.
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Ph. 616-451-9219
1,3,6,7B

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

Nordhaus Research, Inc.

2449 Camelot Court
Grand Rapids, MI 49506
Ph. 616-942-9700
Fax 616-942-1325
1,3,6,7B
(See Advertisement on p. 79)

Western Michigan Research, Inc.
6143 1/2 28th St. SE
Grand Rapids, MI 49546
Ph. 616-949-8724
Fax 616-949-8511
1,2,3,6,7B

KALAMAZOO

Harrington Market Research
511 Monroe St.
Kalamazoo, MI 49007
Ph. 616-342-6783
Fax 616-345-7337
1,3,6,7C

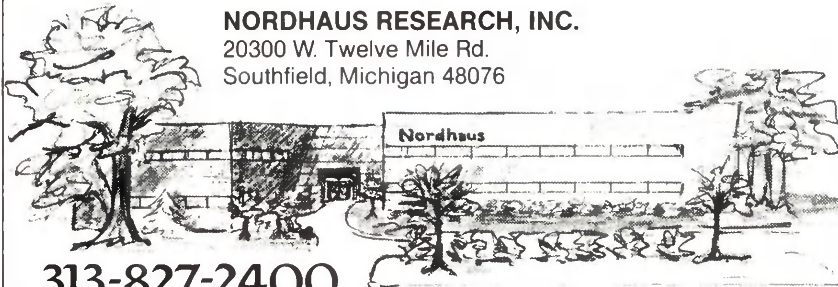
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- Concise, comprehensive, actionable reports

QUALITATIVE

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313-827-2400

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Fax 517-322-0640
1,3,6,7B

MINNESOTA

MINNEAPOLIS/ST. PAUL

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

Colle and McVoy Research
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Bloomington, MN 55420
Ph. 612-851-2566
Fax 612-854-8639
1,3,6,7B

Comprehensive Research Group
Har Mar Mall
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Roseville, MN 55113
Ph. 612-635-0204
1,3,6,7A

CIMR, Concepts In Marketing Research
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St. Paul, MN 55101-2098
Ph. 612-228-5667
Fax 612-223-4488
1,2,3,6,7B
(See Advertisement on p. 79)

Cook Research & Consulting, Inc.
6600 France Ave. So., Ste. 214
Minneapolis, MN 55435
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Fax 612-920-1230
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- Three large focus group rooms, one is a kitchen
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3. Observation Room
- . Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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- An experienced professional staff.
- Modern, state-of-the-art facilities.



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Circle No. 165 on Reader Card

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1,3,4,6,7C

Focus Market Research, Inc.
801 W. 106th St., Ste. 201
Bloomington, MN 55420
Ph. 612-881-3635
Fax 612-881-1880
1,2,3,4,5,6,7B
(See Advertisement on p. 78)

Focus Market Research, Inc.
4956 Lincoln Drive
Edina, MN 55436
Ph. 612-933-0449
1,2,3,4,5,6,7B
(See Advertisement on p.78)

N.K. Friedrichs & Assoc.
2500 Centre Village
431 So. 7th Street
Minneapolis, MN 55415
Ph. 612-333-5400
Fax 612-344-1408
1,3,4,6,7B

Heakin Research, Inc.
Knollwood Mall
8332 Hwy. 7
St. Louis Park, MN 55426
Ph. 612-936-0940
1,3,4,6,7A

Lakewood Research
50 South 9th Street
Minneapolis, MN 55402
Ph. 612-333-0471
Fax 612-333-0471 Ext. 398
1,3,6,7B

Minnesota Opinion Research
7901 Xerxes Avenue So., Ste. 300
Bloomington, MN 55431
Ph. 612-881-2380
Fax 612-831-3452
1,3,6,7B

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

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

C.J. Olson Market Research, Inc.
708 So. 3rd St., Ste. 105 East
Minneapolis, MN 55415
Ph. 612-340-1262

Fax 612-334-3169
1,3,6,7B
(See Advertisement on p. 81)

Orman Guidance Research, Inc.
715 Southgate Office Plaza
5001 W. 80th
Minneapolis, MN 55437
Ph. 612-831-4911
Fax 612-831-4913
1,2,3,4,5,6,7B
(See Advertisement on p.)

Project Research, Inc.
University Technology Center
1313 Fifth St. SE
Minneapolis, MN 55414
Ph. 612-331-9222
Fax 612-331-1726
1,3,6,7B

Quality Controlled Services
2622 W. Lake St., Ste. 150
Minneapolis, MN 55416
Ph. 612-926-2646
Fax 612-926-6281
1,3,6,7B
(See Advertisement on p. 55)

Research Systems
1809 S. Plymouth Rd., Ste. 325
Minnetonka, MN 55343
Ph. 612-544-6334
Fax 612-544-6764
1,2,3,4,5,6,7B

Rockwood Research
1751 W. County Road B
St. Paul, MN 55113
Ph. 612-631-1977
Fax 612-631-8198
1,3,6,7B
(See Advertisement on p. 80)

The Place To Get Ideas
One Main at Riverplace, Ste. 502
Minneapolis, MN 55414
Ph. 612-331-1570
1,2,3,6,7D
(See Advertisement on p. 81)

Twin City Interviewing Service, Inc.
3225 Hennepin Ave. So.
Minneapolis, MN 55408
Ph. 612-823-6214
Fax 612-822-2330
1,2,3,4,6,7C

Winona MRB, Inc.
8200 Humboldt Ave. So.
Minneapolis, MN 55431
Ph. 612-881-5400
Fax 612-881-0763
1,3,6,7B

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Willmar, MN 56201
Ph. 612-231-1970
1,6,7B

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Jackson, MS 39209
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- Comfortable focus facility with viewing room for 10
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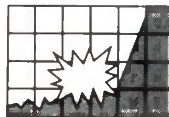
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Minneapolis, MN 612-340-1262
Fax: 612-334-3169

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226 East Dunklin
Jefferson City, MO 65101
Ph. 314-635-9600
1,3,6,7B

KANSAS CITY

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

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

Flaspohler-Rose Market Research, Inc.
4330 Shawnee Mission Pkwy., #2
Shawnee Mission, KS 66205
Ph. 913-339-9180
1,2,3,4,6,7B

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

Heakin Research, Inc.
Blue Ridge Mall

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

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

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

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(See Advertisement on p. 55)

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(See Advertisement on p. 82)

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Fax 314-965-8042
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(See Advertisement on p. 87,89, 91)

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(See Advertisement on p. 87,89, 91)

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(See Advertisement on p. 39)

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(See Advertisement on p. 84)

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(See Advertisement on p. 84)

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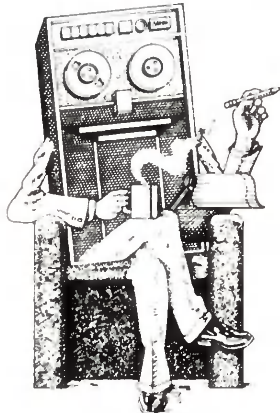
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908 S. Tryon Street
Charlotte, NC 28202
Ph. 704-379-6342 or 342-1626
Fax 704-342-1600
1,3,6,7B

Leibowitz Market Research Assoc.
One Parkway Plaza, Ste. 110
Charlotte, NC 28217
Ph. 704-357-1961
Fax 704-357-1965
1,3,4,6,7B
(See Advertisement on p. 90)

W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27408
Ph. 919-292-4146
1,2,3,4,6,7A

MarketWise, Inc.
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Ph. 704-332-8433
1,3,4,6,7B

Video Testing Service(VTS)
301 So. Green St., Ste. 16
Greensboro, NC 27401
Ph. 919-275-9990
1,3,6,7B

Wade West, Carolina
Carolina Circle Mall, #112
U.S. 29 North
Greensboro, NC 27405
Ph. 919-854-3333
Fax 919-621-3484
1,3,4,6,7B
(See Advertisement on p. 23)

RALEIGH

Diener & Associates
200 Park Bldg., Ste. 111
Rsch. Tri. Pk., NC 27709
Ph. 919-549-8945
1,3,6,7B

FGI, Inc.
700 Eastowne Dr.
Chapel Hill, NC 27514
Ph. 919-493-1670
Fax 919-490-8829
1,3,4,6,7B

Johnston, Zabor & Assoc.
2222 Chapel Hill/Nelson Hwy.
Headquarters Park, #300
Durham, NC 27713
Ph. 919-544-5448
1,3,4,6,7B

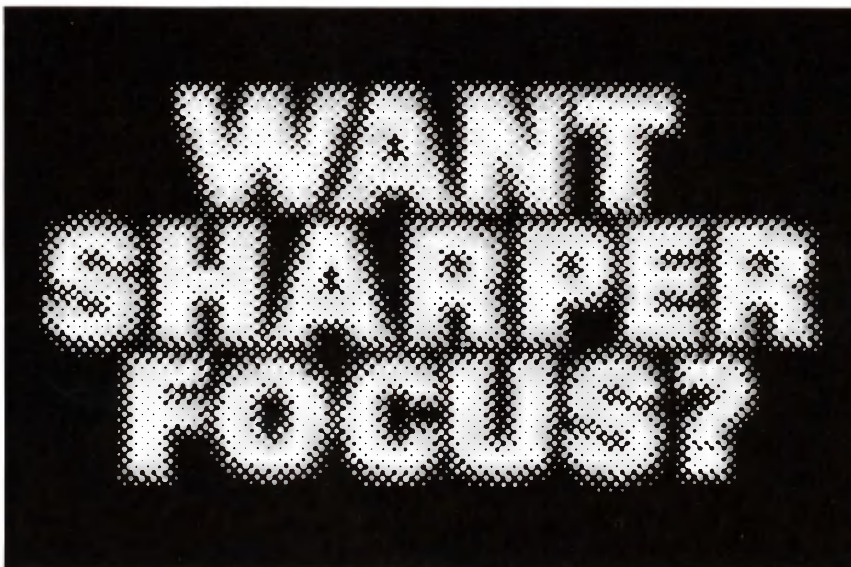
L and E Research
3803 Computer Dr., Ste. 108
Raleigh, NC 27609
Ph. 919-782-3860
Fax 919-787-3428
1,3,4,6,7B

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other



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303 Blake St., #200
Raleigh, NC 27601
Ph. 919-856-1144
Fax 919-856-0020
1,3,6,7B

A North Carolina State
Interviewing Service
4208 Six Forks Rd.
Bldg. 2, Ste. 333
Raleigh, NC 27609
Ph. 919-781-0555 or 781-7810
1,3,6,7B

Quick Test
South Square Mall
Durham, NC 27707
Ph. 919-489-3104
Fax 919-490-8979
1,3,4,6,7A

WINSTON-SALEM

Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winston-Salem, NC 27104
Ph. 919-765-7676 or 800-443-7344
Fax 919-765-8084
1,3,4,5,6,7C

Winston-Salem Focus Group Centre
Div. of Martin Research, Inc.
1312 Westgate Center Drive
Winston-Salem, NC 27103
Ph. 919-760-2072
1,3,4,6,7B
(See Advertisement on p. 101)

OHIO

AKRON

Opinion Centers Akron
2872 West Market Street
Akron, OH 44313
Ph. 216-867-0885
1,3,4,6,7B

CINCINNATI

ADI Research, Inc.
8044 Montgomery Rd., Ste. 625
Cincinnati, Oh 45236
Ph. 513-984-2470
Fax 513-984-2470
1,2,3,4,6,7B

Advanced Research In Marketing
10133 Springfield Pike
Cincinnati, OH 45215
Ph. 513-772-2929
Fax 513-772-0731
1,3,4,6,7C

The Answer Group
11161 Kenwood Rd.
Cincinnati, OH 45242
Ph. 513-489-9000
Fax 513-489-9130
1,3,4,6,7B
(See Advertisement on p. 93)

The Answer Group
Downtown Cincinnati
Cincinnati, OH 45242
Ph. 513-489-9000
Fax 513-489-9130
1,3,4,6,7B
(See Advertisement on p. 93)

Assistance In Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600
Fax 513-683-9177
1,3,4,5,6,7C

Assistance In Marketing
9523 Colerain Avenue
Cincinnati, OH 45251
Ph. 513-385-8228
Fax 513-683-9177
1,3,6,7A

Assistance In Marketing, Inc.
Florence Mall
Florence, KY 41042
Ph. 606-283-1232
Fax 513-683-9177
1,3,4,6,7A

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
1,3,4,6,7B

Burke Marketing Research
Gwynne Bldg., 6th & Main Sts.
Cincinnati, OH 45202
Ph. 513-852-8676
Fax 513-852-3013
1,3,6,7B

Consumer Pulse of Cincinnati
514 Forest Fair Drive
Cincinnati, OH 45240
Ph. 513-671-1211
1,3,4,5,6,7A
(See Advertisement on p. 65)

Consumer Testing Services
of Greater Cincinnati
311 Philadelphia St.
Covington, KY 41011
Ph. 606-431-7700
1,3,6,7B

Erick & Lavidge, Inc.
11 Triangle Park Dr.
Cincinnati, OH 45246
Ph. 513-772-1990
Fax 513-772-2093
1,3,6,7B

Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
Ph. 513-821-6266
Fax 513-821-0210
1,2,3,6,7B
(See Advertisement on p. 92)

MarketVision Research, Inc.
4480 Lake Forest Drive
Cincinnati, OH 45242
Ph. 513-733-5600
513-733-5603
1,3,4,5,6,7B

Marketing Research Services, Inc.
15 E. 8th St.
Cincinnati, OH 45202
Ph. 513-579-1555
1,3,4,5,6,7A

QFact Marketing Research, Inc.
9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-791-7356
1,3,4,5,6,7B

Research and Results, Inc.
29 Triangle Pk., Ste. 2902
Cincinnati, OH 45246
Ph. 513-772-9111
1,3,6,7B

Spar/Burgoyne
705 Central Ave., Ste. 500
Cincinnati, OH 45202
Ph. 513-621-7000
1,3,4,6,7B

CLEVELAND

Business Research Services
23825 Commerce Park
Cleveland, OH 44122
Ph. 216-831-5200
1,3,4,6,7B

Cleveland Survey Center
691 Richmond Mall
Cleveland, OH 44143
Ph. 216-321-0006
Fax 216-461-9525
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Fax 216-351-7876
1,3,4,6,7C

(See Advertisement on p.65)

Focus Groups of Cleveland

2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 216-642-8883
Fax 216-461-9525
1,3,4,6,7B

(See Advertisement on p.93)

Heakin Research, Inc.
Severance Center
3542 Mayfield Road
Cleveland Heights, OH 44118
Ph. 216-381-6115
1,3,4,6,7A

The Maffett Research Group
25111 Country Club Blvd., Ste. 290
No. Olmsted, OH 44070
Ph. 216-779-1303
Fax 216-779-2718
1,3,4,6,7B

Marketeam Associates

Eastwood Mall, Ste. 2636A
5555 Youngstown
Niles, OH 44446
Ph. 216-544-5253
Fax 216-544-5253
1,3,6,7A

(See Advertisement on p. 82)

Marketeam Associates

3645 Warrensville Center Rd.
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552
1,3,6,7B

(See Advertisement on p. 82)

National Market Measures, Inc.
6501 Wilson Mills Road
Mayfield Village, OH 44143
Ph. 216-473-7766
Fax 216-473-0428
1,2,3,6,7B

National Market Measures, Inc.
28901 Clemens Road
Westlake, OH 44134
Ph. 216-473-7766
Fax 216-892-0002
1,2,3,6,7B

Opinion Centers America, Inc.
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-3000
1,3,4,5,6,7C

Rosen Research
25906 Emery Road
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-464-7864
1,3,4,6,7C

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- . Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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

COLUMBUS

B & B Research Service, Inc.
1365 Grandview Avenue
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958
1,3,6,7B

Clark Jones Inc.
1029 Dublin Road
Columbus, OH 43215
Ph. 614-488-2466
1,3,6,7C

Focus and Phones, Inc.
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
1,3,6,7B

Focus Plus
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707 Park Meadow Rd.
Westerville, OH 43081
Ph. 614-891-7070
1,3,4,6,7C

Quality Controlled Services
Crossroads Center
7634 Crossroads Dr.
Columbus, OH 43219
Ph. 614-436-2025
Fax 614-436-7040
1,3,4,6,7B
(See Advertisement on p.55)

Dwight Spencer & Associates Inc.
1290 Grandview Avenue
Columbus, OH 43212
Ph. 614-488-3123
1,3,4,5,6,7C

T.I.M.E. Market Research
4265 Westland Mall
Columbus, OH 43228
Ph. 614-276-6336
Fax 614-276-3303
1,3,4,6,7A

DAYTON

Assistance In Marketing/Dayton
560 Dayton Mall
2700 Miamisburg-Centerville Rd.
Dayton, OH 45459
Ph. 513-433-6296
1,3,4,6,7A

Ruth Elliott Research Services
3077 Kettering Blvd., Ste. 300
Dayton, OH 45439
Ph. 513-294-5959
Fax 513-294-8518
1,3,4,5,6,7B

OFact Marketing Research, Inc.
8163 Old Yankee St.
Dayton, OH 45459
Ph. 513-891-2271
Fax 513-435-3457
1,3,6,7B


Shiloh Research Associates, Inc.
16 West Wenger Rd., Ste. B
Englewood, OH 45322
Ph. 513-836-9485
Fax 513-836-9497
1,3,4,5,6,7B

TOLEDO

Barbour Research, Inc.
5241 Southwyck Blvd., Ste. 201
Toledo, OH 43614
Ph. 419-866-3475
Fax 419-866-3478
1,3,6,7B
(See Advertisement on p. 94)

Market Research of Toledo
3103 Executive Pkwy., Ste. 106
Toledo, OH 43606
Ph. 419-534-4705
Fax 419-531-8950
1,3,6,7B

Package Factors, Inc.
1690 Woodlands Dr.
Maumee, OH 43537
Ph. 419-893-3685
1,3,6,7B



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Oklahoma City, OK 73106
Ph. 405-528-2700
1,3,4,6,7B

Oklahoma City Research
Ruth Nelson Research Services
Quail Springs Mall
2501 W. Memorial Dr.
Oklahoma City, OK 73134
Ph. 303-758-6424 or 405-752-4710
Fax 405-751-1743
1,3,4,6,7A
(See Advertisement on p. 103)

Oklahoma Market Research/Data Net, Inc.
3909 Classen Blvd., Ste. 200
Oklahoma City, OK 73118
Ph. 405-525-3412
Fax 405-525-3419
1,3,4,6,7B

Quick Test
1153 Crossroads Mall
Oklahoma City, OK 73149
Ph. 405-631-9738
Fax 405-632-0750
1,3,4,6,7A
(See Advertisement on p. 3)

TULSA

Cunningham Market Research
4107 So. Yale, #LA 107
Tulsa, OK 74135
Ph. 918-664-7485
1,3,4,5,6,7A

Friedman Marketing/Tulsa
Eastland Mall
14002 E. 21st St., #144
Tulsa, OK 74108
Ph. 918-234-3337 or 313-569-0444
Fax 918-234-3793
1,3,4,6,7A

Tulsa Surveys
1535 So. Sheridan
Tulsa, OK 74112
Ph. 918-836-6614
Fax 918-838-2439
1,3,6,7B

Tulsa Surveys
Woodland Hills Mall
7021 So. Memorial Drive
Tulsa, OK 74133
Ph. 918-836-4512
Fax 918-838-2439
1,3,6,7A

OREGON

EUGENE

MarStat Market Research
71 E. 28 Avenue
Eugene, OR 97405
Ph. 503-484-6176
1,3,4,6,7B

PORTLAND

Columbia Information Systems
333 SW 5th Avenue, #200
Portland, OR 97204
Ph. 503-225-0112
1,3,6,7B

Data Unlimited, Inc.
9900A SE Washington, Mall 205
Portland, OR 97216
Ph. 503-256-0987
1,3,4,6,7A

Gargan & Associates, Inc.
2705 E. Burnside, Ste. 200
Portland, OR 97214
Ph. 503-234-7111
Fax 503-233-3865
1,3,4,6,7B
(See Advertisement on p.95)

Griggs-Anderson Field Research
110 SW Yamhill
Portland, OR 97204
Ph. 503-241-8700
Fax 503-241-8716
1,3,4,6,7A

Image Analysis Market Research
1201 SW 12th Ave., Ste. 400
Portland, OR 97205
Ph. 503-227-5763
Fax 503-274-2303
1,6,7B

Management/Marketing Associates
Bank of California Tower
707 SW Washington St., Ste. 1460
Portland, OR 97205
Ph. 503-228-9327
Fax 503 248-1952
1,2,6,7B

Market Decisions Corporation
8959 SW Barbur Blvd., Ste. 204
Portland, OR 97219
Ph. 503-245-4479
Fax 503-245-9677
1,3,6,7B

Market Trends, Inc.
2130 SW Jefferson, Ste. 200
Portland, OR 97201
Ph. 503-224-4900
Fax 503-224-0633
1,3,4,6,7B

Northwest Surveys
5322 NE Irving
Portland, OR 97213
Ph. 503-282-4551
Fax 503-280-1130
1,3,6,7B
(See Advertisement on p. 38)

Omni Research
9414 SW Barbur Blvd., Ste. A
Portland, OR 97219
Ph. 503-245-4014
Fax 503-245-9065
1,3,6,7B

PENNSYLVANIA

ALLENTOWN

Parkwood Research Associate
4601 Crackersport Rd.
Allentown, PA 18104
Ph. 215-481-0102
Fax 215-395-8027
1,3,4,6,7B

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Heintz Research
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1,3,4,6,7D

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2. Living Room-Style Room
3. Observation Room
- Test Kitchen
5. TestKitchen w/ Obs. Room
6. Video Equipment Available

Location:

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- 7B. Office Building
- 7C. Free Standing
- 7D. Other

Moore Research Services
2610 Ellsworth Ave
Erie, PA 16508
Ph. 814-868-4678
Fax 814-864-8333
1,3,6,7B

T.I.M.E. North
3854 Walker Blvd.
Erie, PA 16509
Ph. 814-868-0873
1,3,6,7B

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Smylie Times Bldg., Ste. 100
8001 Roosevelt Blvd.
Philadelphia, PA 19152
Ph. 215-332-9000
Fax 215-331-8031
1,3,4,6,7B

Associates Interviewing Service
1200 Baltimore Pike
Springfield, PA 19064
Ph. 215-328-1147
1,3,4,6,7A

Consumer Network, Inc.
3624 Science Center
Philadelphia, PA 19104
Ph. 215-386-5890
Fax 215-557-7692
1,4,7B

Consumer Pulse of Philadelphia
Plymouth Meeting Mall #2203
Plymouth Meeting, PA 19462
Ph. 215-825-6636
1,3,4,5,6,7A
(See Advertisement on p. 65)

The Data Group
Meetinghouse Business Center
2260 Butler Pike, Ste. 150
Plymouth Meeting, PA 19462
Ph. 215-834-2080
Fax 215-834-3035
1,3,6,7B

Davis and Company
3901 Market Street, Ste. 12
Philadelphia, PA 19104
Ph. 215-222-3000
1,3,6,7B

Focus Suites of Philadelphia
One Bala Plaza, Ste. 622
Bala Cynwyd, PA. 19004
Ph. 215-667-1110
Fax 215-667-4858
1,3,4,6,7B
(See Advertisement on p. 111)

Group Dynamics In Focus
555 City Line Ave., Ste. 580
Bala Cynwyd, PA 19004
Ph. 215-668-8535
Fax 215-668-2072
1,3,4,6,7B
(See Advertisement on p. 32)

J.J. & L. Research Co.
Roosevelt Mall
2383 Cottman St.
Philadelphia, PA 19149
Ph. 215-332-7040
1,3,4,5,6,7A

JRP Marketing Research Service
100 Granite Drive, Terrace Level
Media, PA 19063
Ph. 215-565-8840
Fax 215-565-8870
1,3,4,6,7B
(See Advertisement on p. 40)

JRP Marketing Research Services, Inc.
108 Oxford Valley Mall
Langhorne, PA 19047
Ph. 215-565-8840
Fax 215-565-8870
1,3,4,6,7A
(See Advertisement on p. 40)

Mar's Surveys, Inc.
Cinnaminson Mall, Rte. 130
Cinnaminson, NJ 08077
Ph. 609-786-8514
Fax 609-786-0480
1,3,6,7A

National Analysts
Booz Allen & Hamilton, Inc.
400 Market Street
Philadelphia, PA 19106
Ph. 215-627-8110
Fax 215-627-8109
1,3,6,7B

Philadelphia Focus, Inc.
100 No. 17th St.
Philadelphia, PA 19103
Ph. 215-561-5500
Fax 215-561-6525
1,3,6,7B
(See Advertisement on Back Cover)

Plaza Research
Two Greentree Centre
Marlton, NJ 08053
Ph. 609-596-7777
Fax 609-596-3011
1,2,3,4,6,7B
(See Advertisement on p. 88)

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Portland, Oregon 97214
(503) 234-7111
(503) 233-3865-FAX

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- ◆ First-class facilities for first-class results. That's the Savitz difference, along with trained recruiters who consistently get the people *you* specify. All of this, plus the most convenient locations in Dallas, Houston and Philadelphia. Call for your next focus group study. You'll get a whole new look at effective focus group research.

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Trevose, PA 19047
Ph. 215-639-8035
Fax 215-639-8224
1,3,4,6,7C
(See Advertisement on p.55)

Quality In Field
308 Lakeside Drive
Southampton, PA 18066
Ph. 215-698-0606
1,3,4,6,7B

Quick Test
Moorestown Mall
Moorestown, NJ 08057
Ph. 609-234-5440
1,3,4,6,7A
(See Advertisement on p. 3)

Quick Test
Neshaminy Mall #109
Bensalem, PA 19020
Ph. 215-322-0400
Fax 215-322-5412
1,3,4,6,7A
(See Advertisement on p. 3)

Research Inc.
521 Plymouth Rd., Ste. 115
Plymouth Meeting, PA 19462
Ph. 215-941-2700 or 800-828-3228
Fax 215-941-2711
1,2,3,4,6,7B

Savitz Research Center, Inc.
Valley Forge Plaza
1150 First Ave., Ste. 750
King of Prussia, PA 19406
Ph. 215-962-0609
Fax 215-962-0613
1,3,4,6,7B
(See Advertisement on p. 96)

Savitz Research Center, Inc.
3007 Willow Grove Park Mall
2500 Moreland Road
Willow Grove, PA 19090
Ph. 215-657-6660
Fax 215-657-1915
1,3,4,6,7A
(See Advertisement on p. 96)

Strategic Marketing Corp.
GSB Bldg., Ste. 802
City Line & Belmont Aves.
Bala Cynwyd, PA 19004
Ph. 215-667-1649
Fax 215-667-0628
1,3,6,7B

Suburban Associates
587 Bethlehem Pike, Ste. 800
Montgomeryville, PA 18954
Ph. 215-822-6220
Fax 215-822-2238
1,3,4,6,7B
(See Advertisement on p. 69)

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- Test Kitchen
5. TestKitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

United States Testing Company
224 Echelon Mall
Voorhees, NJ 08043
Ph. 609-772-2220
1,3,4,6,7A

The Vanderveer Group
555 Virginia Drive
Fort Washington, PA 19034
Ph. 215-646-7200
1,3,4,5,6,7B

PITTSBURGH

Campos Market Research
216 Blvd. of the Allies
Pittsburgh, PA 15222
Ph. 412-471-8484
Fax 412-471-8497
1,3,4,6,7B

Data InFormation
Century III Mall, Room 934
3075 Clairton Rd.
W. Mifflin, PA 15123
Ph. 412-655-8690
1,3,4,6,7A

Greater Pittsburgh Research Service
5950 Steubenville Pike
Pittsburgh, PA 15136
Ph. 412-788-4570
Fax 412-787-3765
1,3,6,7B
(See Advertisement on p. 97)

Heakin Research, Inc.
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
Ph. 412-369-4545
1,3,4,6,7A

Marketing Investigations, Inc.
Osborne Plaza
1106 Ohio River Blvd.
Sewickley, PA 15143
Ph. 412-741-2410
1,3,4,6,7B

Noble Interviewing
1610 Potomac
Pittsburgh, PA 15216
Ph. 412-343-6455
1,2,3,6,7B

Noble Interviewing
North Hill Village Mall
McKnight Road
Pittsburgh, PA 15237
Ph. 412-343-6455
1,3,4,6,7C

Santell Market Research
300 Mt. Lebanon Blvd., Ste. 2204
Pittsburgh, PA 15234
Ph. 412-341-8770
Fax 412-341-8770
1,3,6,7B

T.I.M.E. East Market Research
280 Ohio Valley Mall
St. Clairsville, OH 43950
Ph. 614-695-6288
Fax 614-695-5163
1,3,4,6,7A

Truxell Interviewing Services
Monroeville Mall, Rm. 256
Monroeville, PA 15146
Ph. 412-373-3670
1,3,4,5,6,7A

SCRANTON/ WILKES BARRE

Pennsylvania Research Institute
118 Woodside Drive
Clarks Summit, PA 18411
Ph. 717-587-2633
2,3,7D

YORK

Polk-Lepson Research Group
108 Pauline Drive
York, PA 17402
Ph. 717-741-2879
1,3,6,7B

RHODE ISLAND

PROVIDENCE

Alpha Research Associates, Inc.
395 Smith Street
Providence, RI 02908
Ph. 401-861-3400
1,3,7C

Public Opinion Polling Svce.
400 Reservoir Ave., Calart Bldg.
Providence, RI 02907
Ph. 401-765-5464
1,2,3,6,7B

Rhode Island Survey & Research
690 Warren Ave.
E. Providence, RI 02914
Ph. 401-438-4120
Fax 401-438-3617
1,2,3,4,6,7B
(See Advertisement on p. 98)

SOUTH CAROLINA

CHARLESTON

Bernett Research, Inc.
62 Northwoods Mall
2150 Northwoods Blvd.
N. Charleston, SC 29418
Ph. 803-553-0030
Fax 803-553-0526
1,3,4,6,7A
(See Advertisement on p. 77)

COLUMBIA

Marketsearch Corporation
2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
1,3,4,6,7C

Metromark Market Research, Inc.
3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-256-0821
1,3,6,7C

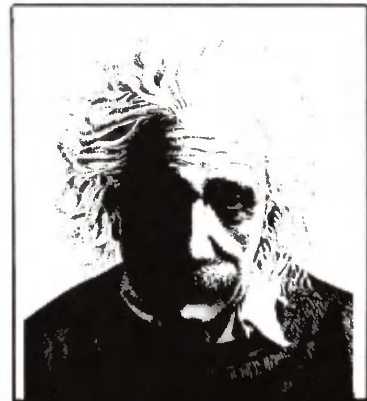
GREENVILLE

Carolina Market Research
88 Villa Road
Greenville, SC 29615
Ph. 803-233-5775
1,3,4,6,7C

Market Insight
4501 East North St.
Taylors, SC 29687
Ph. 803-292-5187
1,3,4,5,6,7B

ProGen Research
712 No. Main St.
Greenville, SC 29609
Ph. 803-271-0643
1,3,6,7C

Research, Inc.
Piedmont Center
33 Villa Rd., Ste. 202
Greenville, SC 29615
Ph. 803-232-2314
1,3,6,7B



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be a genius
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- 1 on 1 interviews
- Pre-Recruits



**GREATER PITTSBURGH
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**5950 Steubenville Pike
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(412) 788-4570

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R.I. Survey and Research has been a leader in personal contact research in southeastern New England since 1962, particularly in focus groups. Now in new modern facilities at a freeway exit just 20 minutes from R.I.'s airport, R.I.S. & R. offers complete professional focus group service, including one-on-one sessions, a highly successful moderator, and participants recruited to client specifications.

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12½' x 16½'; seats 10-12; conference or living room style; 2 mirror-windows.



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Ph. 605-338-3918
Fax 605-334-7473
1,2,3,4,5,6,7C

TENNESSEE

CHATTANOOGA

Wilkins Research Services
1921 Morris Hill Road
Chattanooga, TN 37421
Ph. 615-894-9478
Fax 615-894-9478
1,3,4,5,6,7C

KNOXVILLE

H M R Associates
1423 Coker Ave.
Knoxville, TN 37917
Ph. 615-522-4532
1,3,4,5,6,7C

T.I.M.E. South
East Towne Mall
3029 Mall Rd.
Knoxville, TN 37924
Ph. 615-544-1885
Fax 615-544-1802
1,3,4,6,7A

MEMPHIS

Chamberlain Market Research
3865 Viscount Ave., #11
Memphis, TN 38118
Ph. 901-795-6800
Fax 901-795-9143
1,2,3,4,5,6,7B

Friedman Marketing/Memphis
Century Plaza Bldg., Ste. 1 & 2
5830 Mt. Moriah
Memphis, TN 38115
Ph. 901-795-0073 or 313-569-0444
1,3,4,6,7B

Heakin Research, Inc.
5501 Winchester, Suite 6
Memphis, TN 38115
Ph. 708-503-0100
1,3,4,6,7B

Market Development Associates
5050 Poplar, Ste. 821
Memphis, TN 38157
Ph. 901-682-1011
Fax 901-682-1011
1,3,6,7B

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
- Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

PWI Research
1755 Lynnfield, Ste. 249
Memphis, TN 38119
Ph. 901-682-2444
Fax 901-682-2471
1,3,6,7B

NASHVILLE

NCG Research
2100 West End Avenue, Ste. 800
Nashville, TN 37203
Ph. 615-327-3373
1,3,6,7B

Quality Controlled Services
100 Oaks Mall Office Tower, Ste. 401
719 Thompson Lane
Nashville, TN 37204
Ph. 615-383-5312
Fax 615-292-4416
1,3,4,6,7A
(See Advertisement on p.55)

Quick Test
Hickory Hollow Mall #1123
Nashville, TN 37013
Ph. 615-834-0900
1,3,4,6,7A
(See Advertisement on p. 3)

20/20 Research
3343 Perimeter Pk. Dr., Ste. 203
Nashville, TN 37211
Ph. 615-885-2020
Fax 615-331-2264
1,2,3,6,7B

TEXAS

AMARILLO

Opinions Unlimited, Inc.
8201 SW 34th.
Amarillo, TX 79121
Ph. 806-353-4444
Fax 806-353-4718
1,3,4,6,7C
(See Advertisement on p. 99)

AUSTIN

NSI Research Group
816 Congress Ave., Ste. 300
Austin, TX 78701
Ph. 512-469-6400
Fax 512-469-6408
1,3,6,7B

Quick Test
Barton Creek Square
2901 Capitol Texas Hwy.
Austin, TX 78746
Ph. 512-327-8787
Fax 512-327-7460
1,3,4,6,7A
(See Advertisement on p. 3)

Research and Planning Consultants, Inc.
3200 Red River, Ste. 302
Austin, TX 78705
Ph. 512-459-3139
1,3,4,6,7B

Texas Field Service
1200 Highland Mall
Austin, TX 78752
Ph. 512-459-3139
1,3,6,7A
(See Advertisement on p. 99)

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Opinions

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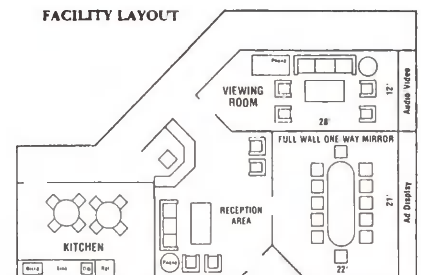
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- * Fully trained professional focus group host staff
- * Moderator on staff
- * Group discussion guide design and report
- * Audio taping of all groups
- * Video taping
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In Texas: (800) 580-4567

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Wade West-Texas

5858 S. Padre Island Dr., #38
Corpus Christi, TX 78412
Ph. 512-993-6200
Fax 512-991-6029
1,3,4,5,6,7A
(See Advertisement on p. 23)

DALLAS/FT. WORTH

Brisendine and Associates, Inc.
9619 Wendell Rd.
Dallas, TX 75243
Ph. 817-292-8073
1,3,4,6,7B

Brisendine and Associates, Inc.
4800 So. Hulen St., Ste. 1248
Ft. Worth, TX 76132
Ph. 817-292-8073
1,3,4,6,7A

Databank Marketing Research
Rt. 1, 109F Hwy. 718
Rhame, TX 76078
Ph. 817-489-2300
1,2,3,4,5,6,7C

Dallas Focus
511 E. John W. Carpenter Frwy., #100
Irving, TX 75062
Ph. 214-869-2366
Fax 214-869-9174
1,3,4,6,7B

Facts In Focus, Inc.
Prestonwood Town Ctr.
5301 Beltline Rd., Ste. 2128
Dallas, TX 75240

Ph. 312-446-7799
Fax 312-441-9255
1,3,4,6,7A

Fenton Swanger Consumer Research
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 214-934-0707
1,3,4,6,7B

Fenton Swanger Consumer Research
Town East Mall
Mesquite, TX 75150
Ph. 214-934-0707
1,3,4,6,7A

Fenton Swanger Consumer Research
Galleria Mall
Dallas, TX 75240
Ph. 214-934-0707
1,3,4,6,7A

Focus On Dallas
12240 Inwood Rd., #400
Dallas, TX 75244
Ph. 214-960-5850
1,3,4,6,7B

Heakin Research, Inc.
Fort Worth Town Center
4200 So. Freeway, Ste. B-31
Ft. Worth, TX 76115
Ph. 817-926-7995
1,3,4,6,7A

Plaza Research
14160 Dallas Parkway
Dallas, TX 75240
Ph. 214-392-0100
Fax 214-386-6008
1,2,3,4,5,6,7B
(See Advertisement on p. 88)

Probe Research

2723 Valley View Lane
Dallas, TX 75234
Ph. 214-241-6696
Fax 214-241-8513
1,3,4,6,7C
(See Advertisement on p. 7)

Quality Controlled Services

14683 Midway Rd., Ste. 100
Dallas, TX 75244
Ph. 214-458-1502
Fax 214-490-3065
1,3,4,6,7B
(See Advertisement on p. 55)

Savitz Research Center, Inc.

13747 Montfort, Ste. 111
Dallas, TX 75240
Ph. 214-386-4050
Fax 214-661-3198
1,3,4,6,7B
(See Advertisement on p. 96)

Savitz Research Center, Inc.

2053 The Parks at Arlington Mall
3811 So. Cooper
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
1,3,4,6,7A
(See Advertisement on p. 96)

Texas Audits & Surveys

Rt. 1, 7 Green Oaks
Rhame, TX 76078
Ph. 817-489-2016
1,3,4,5,6,7B

Tops In Research, Inc.

2925 LBJ Freeway, Ste. 121
Dallas, TX 75234
Ph. 214-484-9901
Fax 214-247-5717
1,2,3,6,7B
(See Advertisement on p. 100)

Tops In Research, Inc.

Irving Mall
Beltline Rd. & Hwy. 183
Irving, TX 75062
Ph. 214-484-9901
Fax 214-247-5717
1,2,3,4,5,6,7A
(See Advertisement on p. 100)

EL PASO

Aim Research

10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
1,3,4,6,7C

HOUSTON

CQS

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Houston, TX 77057

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Executive Interviews

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located five minutes from D/FW Airport, twenty minutes from
Downtown Dallas

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2925 LBJ Freeway, Suite 121
Dallas, Texas 75234
(214)484-9901
Fax: (214)247-5717

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
4. Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

Ph. 713-783-9111
1,3,4,5,6,7B

Creative Consumer Research
4133 Bluebonnet
Stafford, TX 77477
Ph. 713-240-9646
Fax 713-240-3497
1,3,4,6,7B

Field Services of Houston
10001 Westheimer, #1240
Houston, TX 77042
Ph. 713-785-1927
1,3,4,6,7A

Heakin Research, Inc.
Galleria II
5085 Westheimer, Ste. 3897
Houston, TX 77056
Ph. 713-871-8542
1,3,4,6,7A

Heakin Research
San Jacinto Mall #1670
Baytown, TX 77521
Ph. 713-421-2584
1,3,4,6,7A

Houston Consumer Research
730 Alameda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
1,3,4,6,7A

International Forum Corporation
11111 Richmond, Ste. 111
Houston, TX 77082
Ph. 713-784-2222
1,3,6,7B

In-Touch Research, Inc.
1710 Highway 6 South, Ste. D
Houston, TX 77077
Ph. 713-497-2828
Fax 713-497-4059
1,3,4,6,7B

In-Touch Research, Inc.
307 Northwest Mall
Houston, TX 77092
Ph. 713-682-1682
Fax 713-682-1686
1,3,4,5,6,7A

Key Research, Inc.
3115 W. Loop So., #32
Houston, TX 77027
Ph. 713-840-7711
1,3,6,7B

MVA Research
1726 Augusta, #100
Houston, TX 77057
Ph. 713-783-9109
Fax 713-783-4238
1,2,3,4,5,6,7B

Quality Controlled Services
1560 W. Bay Area Blvd., Ste. 130
Friendswood, TX 77546
Ph. 713-488-8247
Fax 713-486-3831
1,3,4,6,7B
(See Advertisement on p.55)

Quick Test
Sharpstown Center
7500 Bellaire Blvd., Ste. 762
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
1,3,4,6,7A
(See Advertisement on p. 3)

Savitz Research Center, Inc.
1122 Deerbrook Mall
20131 Highway 59
Humble, TX 77338
Ph. 713-540-2020
Fax 713-540-2026
1,3,4,6,7A
(See Advertisement on p. 96)

LUBBOCK

UMS Research Group
1516 53rd Street
Lubbock, TX 79412
Ph. 800-858-4567
1,3,4,6,7C

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 512-520-7025
Fax 512-680-9906
1,3,6,7B

Galloway Research Service
4346 NW Loop 410
San Antonio, TX 78229
Ph. 512-734-4346
Fax 512-732-4500
1,2,3,4,6,7C

L. Tucker Gibson and Associates
1046 grand Central Pkwy. So.
San Antonio, TX 78232
Ph. 512-496-1166
1,3,6,7B

National Data Network
4103 Parkdale
San Antonio, TX 78229
Ph. 512-699-9781
Fax 512-699-0605
1,3,6,7B

Promark
1777 N.E. Loop 410, Ste. 1200
San Antonio, TX 78217
Ph. 512-822-1200
1,3,4,6,7B

Quick Test
Windsor Park Mall, Ste. 14B
San Antonio, TX 78218
Ph. 512-657-9424
Fax 512-657-9432
1,3,4,6,7A
(See Advertisement on p. 3)

UTAH

SALT LAKE CITY

Friedman Marketing/Utah
2051 Layton Hills Mall
Layton, UT 84041
Ph. 801-544-8688 or 313-569-0444
Fax 801-546-6075
1,3,4,6,7A

Utah Market Research
Ruth Nelson Research Services
CrossRoads Plaza Mall
50 So. Main Street
Salt Lake City, UT 84144
Ph. 303-758-6424 or 801-363-8726
Fax 801-321-4904
1,3,4,6,7A
(See Advertisement on p. 103)

Your Opinion Counts
Gay Hill Field Service
Cottonwood Mall
4835 Highland Drive
Salt Lake City, UT 84117
Ph. 801-261-4117
Fax 801-268-0247
1,3,6,7A

VIRGINIA

CHARLOTTESVILLE

Probe Research, Inc.
1004 Jefferson St. E.
Charlottesville, VA 22901
Ph. 804-296-3980
Fax 804-296-6683
1,3,4,6,7C

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- client viewing room
- full audio/visual capabilities
- quality recruiting
- trained moderators



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Roanoke, Virginia 24014
(703) 342-5364

Norfolk Focus Group Centre
Executive Cove Center—Suite 105
5602 Virginia Beach Boulevard
Virginia Beach, Virginia 23462
(804) 499-4907

Winston-Salem Focus Group Centre
1312 Westgate Center Drive
Winston-Salem, North Carolina 27103
(919) 760-2072

NORFOLK/VIRGINIA BEACH

Continental Research
4500 Colley Ave.
Norfolk, VA 23508
Ph. 804-489-4887
1.3.6.7B

Norfolk Focus Group Centre
Div. of Martin Research, Inc.
5602 Va. Beach Blvd., Ste. 105
Virginia Beach, VA 23462
Ph. 804-499-4907
Fax 804-499-8445
1.3.6.7B
(See Advertisement on p. 101)

Quick Test
The Atrium, Suite 206
6477 College Park Square
Virginia Beach, VA 23464
Ph. 804-523-2505
Fax 804-523-0463
1.2.3.4.7B
(See Advertisement on p. 3)

RICHMOND

Basso Survey Services, Ltd.
The Shops At Willow Lawn
616 No. Office Tower
Richmond, VA 23230
Ph. 804-285-2113
1.3.6.7A

Alan Newman Research
500 No. Allen Ave.

Richmond, VA 23220
Ph. 804-254-3477
1.3.6.7B

Pappas Research
7437B Midlothian Tnpke
Richmond, VA 23225
Ph. 804-320-2938
1.3.4.6.7A

Southeastern Institute of Research
2325 W. Broad St.
Richmond, VA 23220
Ph. 804-358-8981
Fax 804-358-9761
1.3.6.7B
(See Advertisement on p. 102)

ROANOKE

Roanoke Focus Group Centre
Div. of Martin Research, Inc.
2122 Carolina Ave. SW
Roanoke, VA 24014
Ph. 703-342-5364
Fax 703-982-8101
1.3.4.6.7C
(See Advertisement on p. 101)

WASHINGTON

SEATTLE/TACOMA

Consumer Opinion Services
12825 1st Ave. So.
Seattle, WA 98168
Ph. 206-241-6050
Fax 206-241-5213
1.3.4.6.7C
(See Advertisement on p. 104)

Consumer Opinion Services
10829 NE 68th St., Bldg. B
Kirkland, WA 98033
Ph. 206-241-6050
Fax 206-241-5216
1.3.4.6.7B
(See Advertisement on p. 104)

Friedman Marketing/Seattle
Pavillion Mall
17900 Southcenter Blvd., Ste. 286
Seattle, WA 98188
Ph. 206-575-1188 or 313-569-0444
1.3.4.6.7A

GMA Research Corp.
11808 Northup Way
Bellevue, WA 98005
Ph. 206-827-1251
Fax 206-828-6778
1.3.4.6.7B

Hebert Research, Inc.
13705 Bel-Red Road
Bellevue, WA 98005
Ph. 206-643-1337
1.3.6.7B

Codes:

1. Conference-Style Room
2. Living Room-Style Room
3. Observation Room
 . Test Kitchen
5. Testkitchen w/ Obs. Room
6. Video Equipment Available

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other

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How to get better tape recordings of focus groups and interviews

by Stephanie Tudor

Editor's note: Stephanie Tudor provides focus group and one-on-one transcriptions for the marketing research industry.

1. Be sure the moderator's voice is not the only voice you hear. Have all respondents equally miked—not one very loud group of voices at one end of the table and one very soft group of voices at the other end.

2. Be sure that the overall sound quality, tone, and balance are adjusted for best recording.

3. When taping by yourself, be sure to get expert technical advice on what equipment to rent, including which microphone is best suited to the surroundings you'll be taping in, the size of the room, and the number of people being taped.

4. Always rent or invest in high-quality equipment. As your research assignments are so important and often so time sensitive, it pays to be sure the tape quality is the best it can be.

5. Always bring and use a second tape recorder as a backup.

6. Use 90 minute tapes instead of 120 minute tapes. They are thicker, of better quality, and break much less often.

7. Monitor the tape recording throughout the focus group or interview session to insure that the recording levels remain consistent.

8. Always do a sound check in the actual room you will be doing your interview or focus group in—even if you are working at a focus group facility. Do this check before you begin the interviews. If using more than one room in the facility,

each room should be sound-checked, as their acoustics may vary. This check should be done on the day of the interviews, as conditions may vary from day to day.

9. How to do the sound check:

For a one-on-one interview

Set up your equipment. Sit down at the table where you will conduct the inter-



Tudor

view and say a few sentences or read something out loud in a normal conversational tone. Then, sit down in the respondent's chair and say a few more sentences in the same manner. Tape record both segments. Then play back the tape and listen for any noticeable problems.

For a focus group or meeting

Follow the same procedure as above, however, walk around the entire table and get voice levels from where each

respondent will actually sit. This is even more important when taping in a meeting or conference room of a hotel or conference center.

10. Avoid all ambient noises that might interfere with tape quality, such as background noise, hiss, machine operating noises, and air conditioner hum. Outside street noises should also be masked as much as possible.

11. Try to control the participants in the focus groups so that they do not all talk at once and have many side conversations. This will avoid many inaudible sections in the transcript and insure that respondents do not go off on unimportant tangents that confuse the main research issues.

12. Encourage the respondents as often as necessary to speak up, or ask them to repeat things that you think may not have been audible or clear enough for the tape to pick up.

13. When working with a facility you are not familiar with, have them send you samples of their tape recordings to evaluate their quality.

14. If you have time to do further research into the facilities in the cities you interview in most frequently, it might be helpful to get samples of tapes from prospective facilities before you book them.

15. Alert the facility that you are going to have the tapes transcribed and ask them to take extra care with their recording quality and sound levels. □

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Well-informed

Himmelfarb has found that college students are very interested in and well-informed about new products. "We have the sense that in addition to being active current consumers they also tend to be at the leading edge of adopting new technologies and new kinds of products. They have the resources, and on top of that they have the interest and awareness to fuel that purchasing."

For example, the survey data shows that the penetration of compact disc players is much higher in the college market than in the general market. (In addition, 78% own a TV, 42% have a VCR and a 40% are connected to cable.)

Students also have money to spend. About half of the students surveyed work during the school year, while 85 percent work during the summer. On average, students have \$155 of discretionary income per month. About half have a major credit card. And 64% report having their own car at college.

"A great deal of the money that's being spent is money they've earned. We've been impressed by the amount of resources they have at their own command," Himmelfarb says.

Misconceptions

Ostensibly, college is an ideal time for marketers to reach a new audience, but misconceptions keep many of them out of the college market, Himmelfarb says. For example, some use their own college experiences ("When I was in college, I didn't have any money, I didn't have a car...") as proof that college students aren't a viable market.

"We've found that it's hard to get marketers to look past their own personal experiences in this area. This is a market full of surprises. The rapidity of change is such that even if you were on campus a handful of years ago, what is going on today can be quite different. And that means that the anecdotal reasons for not targeting the college market really might not be in the best interest of the brand you're working on."

Spring break

Another misconception is the belief that rolling out a full-scale promotional effort during the annual spring break festivities (when college students from around the country converge on beaches in Florida and other coastal areas) constitutes ample involvement in the college market. With so many other marketers sharing the same idea, spring break is filled with promotional clutter, and in addition, a comparatively small number of students actually participate in spring break activities.

"A spring break promotion does not a college marketing program make," Himmelfarb says. "To use it in the absence of a much more sustained marketing, communications, and promotion program is one of the mistakes that's getting made. We're not saying not to get involved with spring break, but we're saying don't depend on it as the exclusive way of reaching students."

Students receptive to media

CollegeTrack data shows that students are receptive to many media, and not just television. In fact, study information shows that college students are light viewers of TV. Instead, they stay informed on news and trends by reading magazines and college and local newspapers.

Along with aiming at the college market with mass media campaigns, it's important to establish a presence on campus.

"It's really a one-two punch. I wouldn't do one to the exclusion of the other. If you can deliver a strong message through the mass media and then combine it with messages targeted to the students on campus, I think that's a very powerful way to reach this market.

"A very important criterion for students, just as it is for any market segment, is the sense that this marketer is talking to me, they understand what I want and they are bringing me a product that I care about."

Himmelfarb says that the companies who enter the college market early on and maintain a presence there will not only benefit in the short term, but they will also ensure the payoff on that "investment" after the students graduate.

"That's where we think the victories are going to be won." □

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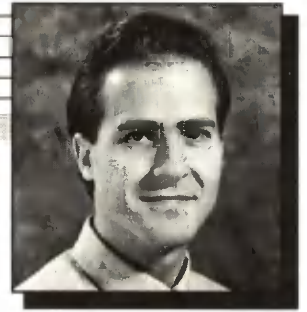
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by Joseph Rydholm
managing editor



Syndicated study finds college market viable

In the course of analyzing his company's syndicated study of the buying habits and attitudes of college students, Stuart Himmelfarb, president of CollegeTrack, Inc., has come up with some important advice for marketers: don't sell the college market short.

Himmelfarb, whose CollegeTrack studies interview students on 30 college campuses across the U.S., says marketers frequently tell him that they think pursuit of the college market just isn't worthwhile because it offers no immediate payoff.

"Very often, marketers say they perceive the college market as an investment market, and they follow that statement up with something like 'And we don't have the time or the budget to pursue investment markets.'" Himmelfarb says.

Though they represent a desirable market once they graduate and enter the workforce, college students aren't seen as active, current consumers while still in school. But Himmelfarb says his studies tell a different story.

The CollegeTrack studies are divided into two sections. A general tracking study looks at student attitudes, media and purchasing habits, demographics, and financial resources. Category studies investigate student attitudes and intentions in product categories such as health and beauty aids, automotive, entertainment, consumer electronics, and financial services.

CollegeTrack data shows that college students are active con-

sumers in these areas, and in some not so obvious other ones. For example, while 37% of students live on-campus and 18% live at home, 45% live off-campus. Members of this group, many of whom are setting up households for the first time, purchase the same products and food items that any household would—a fact which marketers don't normally consider, Himmelfarb says.

These and other purchases are influenced by media, friends/roommates and the trends of each particular campus. "Many of the brand loyalties that students bring with them as teenagers are up for grabs when they're in the college market, because they're exposed to that many more tastes and preferences."



Himmelfarb

Survey data shows that only 61% of fall term students were at the same campus in the prior school year, meaning that each fall the market is infused with new students with their own tastes and influences.

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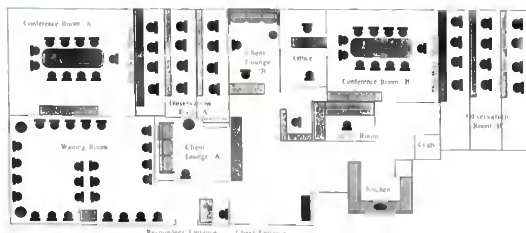
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