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MARKETING RESEARCH

Review

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May, 1990

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Quirk's
MARKETING RESEARCH
Review

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Cover
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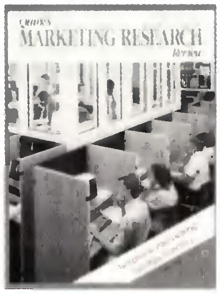

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Managing Editor
Joseph Rydholm

Editorial Advisor
Emmet J. Hoffman

Circulation Director
James Quirk

Business Manager
Marlene Flohr

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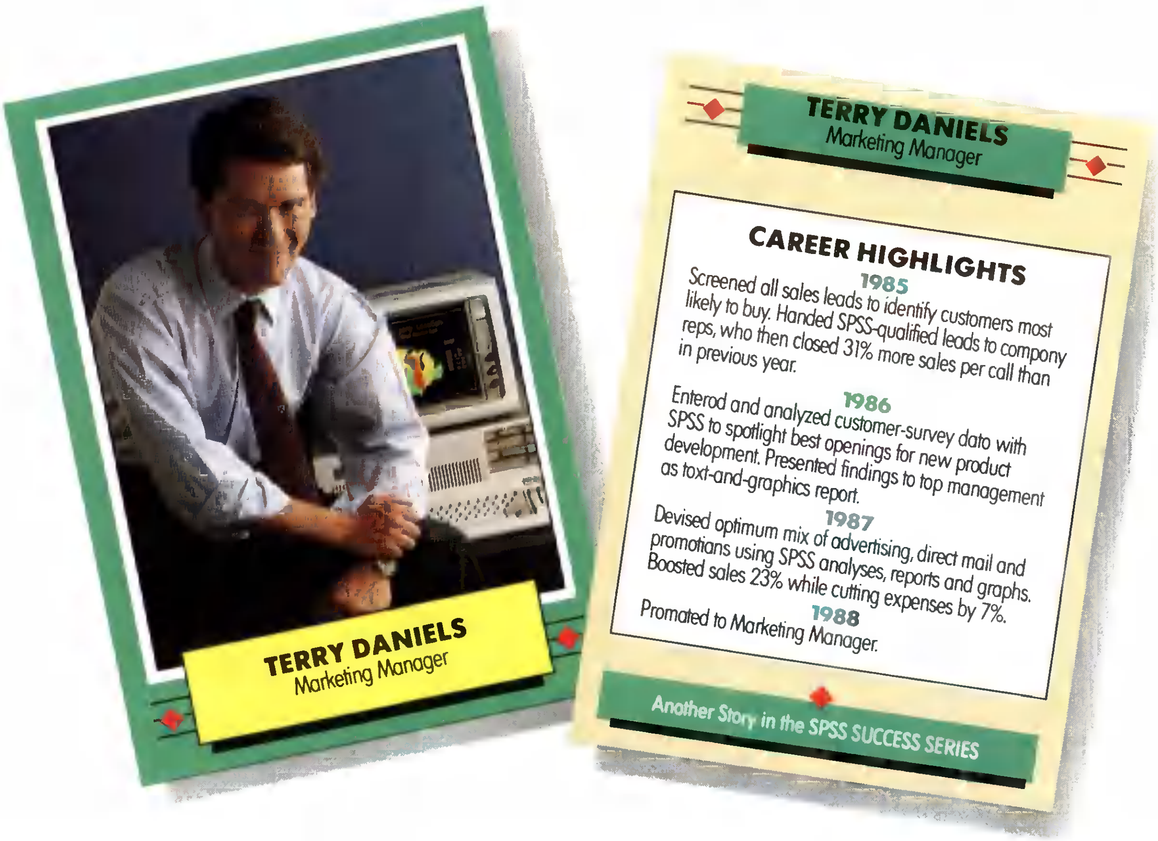

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Recording a

Reader survey helps new magazine

by Joseph Rydholm/managing editor

The arrival of inexpensive, technologically advanced musical and recording equipment has made it possible for almost any musician to set up a mini recording studio in his or her home. No longer forced to rely on engineers and producers to capture their songs for posterity, musicians can now achieve professional quality results themselves, using equipment that puts many previously out of reach capabilities at their fingertips.

Just as desktop publishing has fundamentally changed the publishing world by transferring typesetting and other functions to editors and art directors, the digital revolution has changed the creation and production of music.

Digital recording equipment—which yields a cleaner sounding finished product than its analog predecessor by eliminating tape hiss and other noise—was once affordable only to large professional studios. Amateurs and semi-professionals had to rely on the less expensive analog equipment. But affordable digital multi-track recorders for home studio use are now widely available.

Nowhere are the effects of this "digital revolution" more evident than in the publications that serve the music and recording industry. Existing magazines have added editorial content to meet changing reader information needs, and new publications have entered the market, bent on carving their own niche.

One such magazine is *EQ*, introduced in March by the GPI Group. (A division of Miller Freeman Publications, GPI also publishes music magazines such as *Keyboard*, *Guitar Player*, *Drums & Drumming*, and *Bass Player*.) *EQ*—which takes its name from the abbreviation for "equalization," an important step in the recording process—is aimed at professional and serious amateur musicians, engineers, and producers.

Phil Hood, EQ's editorial director, says one of the premises behind the magazine is that technology is breaking down the wall between professional and home or amateur recording.

"The advent of digital musical equipment such as synthesizers, and the fact that all equipment—consoles, tape recorders, and so forth—is slowly going digital, is taking these tools out of the hands of engineers and producers and putting them in the hands of musicians.

"So we felt that the line between what was pro and what was home was not really valid anymore. We wanted to be the first magazine that would address the whole spectrum of recording from a standpoint of teaching people how to get more out of their equipment rather than addressing their professional standing," as other publications on the market do.

Identification of this niche, and strong reader response to a one-shot publication of reprints of recording-related articles from other GPI publications aimed at the same market made it clear that such a magazine could be viable.

In addition, Hood says, Japanese and German publishing companies that put out similar lines of music and recording related magazines had also introduced a recording title. "So we could see that it was a natural extension of what we were doing," he says.

Recording Arts survey

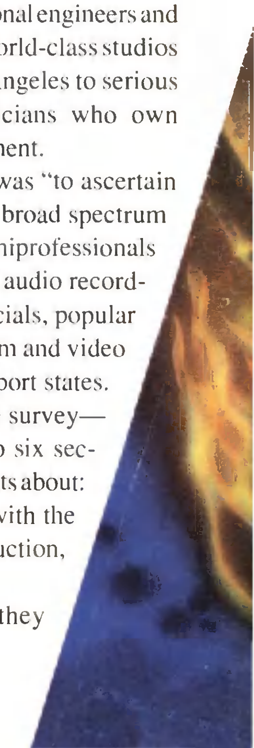
To learn more about the editorial needs of the target audience GPI conducted an extensive study using an eight-page "Recording Arts" survey that was sent to 1000 potential readers. Chosen from industry directories and the subscriber lists of GPI publications such as *Keyboard* and the *Home Recording* newsletter, the group encompassed *EQ*'s target audience, from professional engineers and producers working in world-class studios in New York and Los Angeles to serious semiprofessional musicians who own home recording equipment.

The survey purpose was "to ascertain the editorial needs of a broad spectrum of professionals and semiprofessionals involved in all types of audio recording, including commercials, popular music, and audio for film and video applications," a GPI report states.

To meet that end, the survey—which was divided into six sections—asked respondents about:

• their involvement with the recording, audio production, and music industries,

• the publications they



revolution

keep up with changes in the recording industry

read,

- their involvement with live performance,
- their recording/studio equipment,
- their future equipment purchasing plans and current purchasing habits, and,
- some basic demographic information.

The cover letter gave no indication of the survey's sponsor. Rather, it stated that the survey was intended to "provide an up-to-the-minute look at the needs and concerns of people in the recording field."

The survey included a dollar bill as an incentive. The response rate was 48.1%, which Hood says was not really too surprising.

"Obviously we were very happy to get that response because (the respondents) had to devote at least a couple of hours to get through the questionnaire. But we sort of anticipated a good response because for most of these people music is a passion as well as a vocation."

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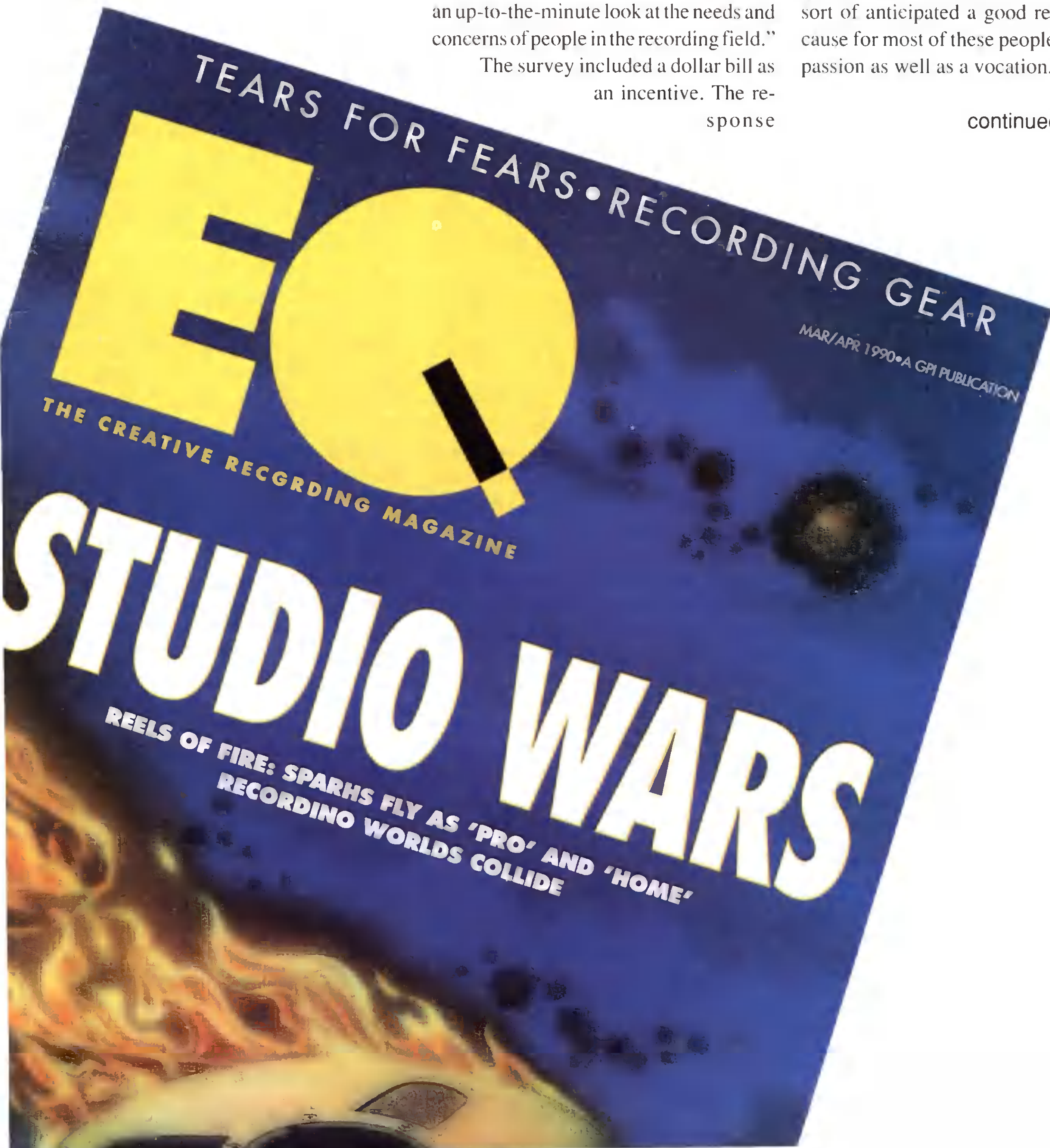


Music enthusiast or lawbreaker?

A government study investigates the issue of home

The record industry has long been upset by consumer home taping of albums, compact discs, and pre-recorded cassettes. Industry estimates of revenue lost to manufacturers and artists run into multi-million dollar figures. Many proposals have been made to rectify the situation, including a tax on blank audio tape and tape recorders which would be used to reimburse artists and record companies for lost revenue.

These measures have been bitterly opposed by the manufacturers of blank tape and related consumer electronics equipment, who argue that such measures would hurt their sales and infringe on the rights of consumers who use the technology to record non-copyrighted material such as phone messages and dictation. In addition, the consumer electronics groups argue that home taping actually stimulates sales in the long run by functioning as a kind of promotional tool that introduces people to new artists they might not otherwise have investigated.

The furor seemed to reach a fever pitch during the late 80s, when the arrival of digital audio tape (DAT) was impending. In a nutshell, DAT is a recording/playback medium that combines the convenience of the cassette tape with the sound quality of a compact disc. Its superior sound reproduction allows anyone with two DAT decks to make copies that are almost equal in quality to the original.

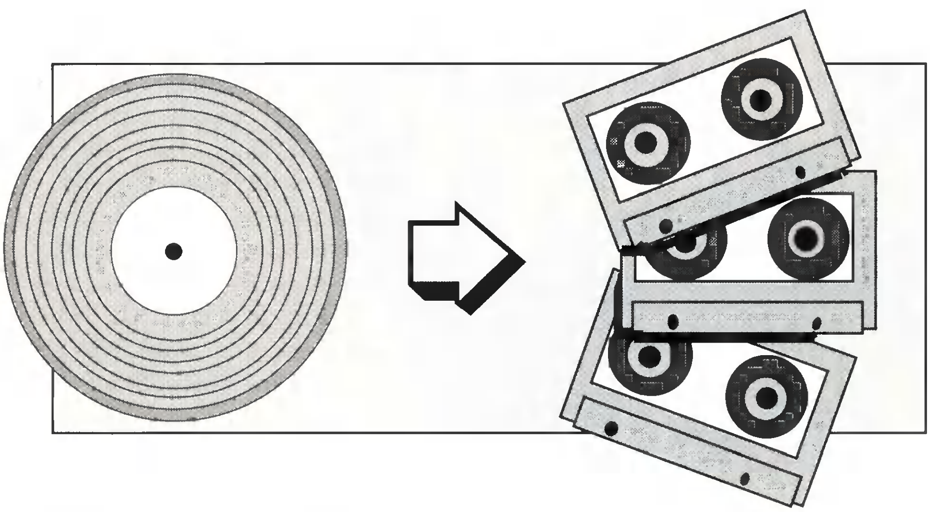
With DAT on the horizon, calls for some kind of congressional action became louder and efforts were made to block the importation on DAT equipment. Both the record and consumer electronic industries have funded studies on home taping to bolster their assertions, but the results have been suspect because of possible biases. It was clear that an independent study was necessary, so Congress called on the Office of Technology Assessment (OTA), an agency that performs independent analyses of the potential social impacts of new (and often controversial) technology.

In conjunction with the OTA, the Washington, D.C. firm of Schulman, Ronca, and Bucavalas, Inc. (SRBI) was chosen to undertake an unbiased, independent, and comprehensive study of consumer uses of home taping technology.

John Boyle, senior vice president of SRBI and the firm's project director for the survey, says that previous studies tended to confirm the positions of their sponsors.

"In arguing their cases, both sides came forward with a host of surveys, some dating back to the late 70s. The studies done by the consumer electronics industry seemed to show that consumers weren't using (cassette decks) to create copies, but primarily to make personalized selection tapes, to tape music from the radio or for voice recording. On the other hand, the recording industry surveys showed that literally millions of albums were being copied, and that hundreds of millions of dollars in annual revenues were being lost by the industry."

In addition, some studies were simply outdated, or were performed before the advent of technology such as the Walkman-type personal stereo, which has greatly increased the popularity of the



taping and copyright violation

cassette tape format. Finally, any comparison of study results was difficult because of disparate methodologies.

Advisory panel

For each survey it conducts, the OTA sets up an advisory panel of representatives of what it calls the "stakeholders" in the issue at hand. For the home taping study, the stakeholders included record industry manufacturers and retailers, the Recording Industry Association of America, and the Consumer Electronics Group, as well as technology experts and labor and consumer representatives.

One member of the advisory panel was William Livingstone, current editor at large, and former editor in chief of *Stereo Review* magazine. He says that as a music enthusiast, he felt his role was to represent the consumer interest in the process.

"We were asked to state our positions, and to suggest what we thought could be accomplished and should be accomplished with the survey, and discuss facets of the questions that should be examined. Our role was strictly advisory, but we were invited to read drafts and comment on them. I certainly felt that everyone got his say."

Partner to the advisory panel was a survey working group that included a number of survey experts who were asked to oversee the process and contribute to the survey design and development. Also in the working group were more than 20 other reviewers, including representatives of stakeholder groups, other OTA contractors working on the study, and independent technical experts.

Design process

The questionnaire design process took three and a half months (which seemed like no time at all to everyone except the OTA, Boyle says, which was working under the congressional action deadline of six months from the start of the survey process). In all, 13 drafts of the questionnaire were prepared. Each draft was reviewed internally by the OTA to make sure it met congressional needs and then examined by members of the advisory panel and survey working groups by mail, in meetings, and lengthy conference calls.

During the questionnaire review process, a number of issues were discussed. Initially, the OTA intended to use the survey to investigate consumer habits in audio, video, and computer copying, Boyle says.

"The congressional intent was that the survey and the other work that the OTA was doing would address the issue of whether the same type of home taping behavior that existed in audio taping would also apply to video and computer copying. If Congress had to come up with a solution, would one solution fit all?"

But obtaining information in so many areas would be difficult within the survey's proposed 20 minute interview time boundary, so the computer copying questions were eliminated, and the video questions were scaled back to yield enough data to make some general comparisons between the two behaviors.

Interview only tapers

Some reviewers wanted the survey to interview only tapers to allow for a more detailed look at the role of taping in the home. But the OTA believed that it was important to include non-tapers in the survey to understand the similarities and differences between the attitudes of the two groups.

In the end, the reviewing groups suggested three questions that the study should answer:

— how much audio taping is done each year?

— how many sales of pre-recorded, copyrighted material are displaced by home taping?

— to what extent are sales of recordings stimulated by home taping?

"Both the recording industry and Congress felt it was necessary to get some sense of the magnitude of the home copying issue. People have argued about x number and y number; we wanted to come up with a valid estimate of what's going on. The industry wanted dollar figures, but OTA did not want to do that because of the limitations on survey methodology in coming out with hard dollar figures."

But how to get that information? Asking the respondent to do an inventory of their tape collection could potentially run into the problem of faulty recall, especially in breaking the main question into several sub-questions such as, how many tapes do you have in your house, how many are pre-recorded tapes that you purchased, how many were a gift, and how many were made by copying concerts or other material from radio or television?

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Understanding conjoint analysis: predicting choice

by Joseph Curry

Editor's note: Joseph Curry is a vice president of Sawtooth Software, a company that writes and markets microcomputer software for marketing research. Since 1978, Curry has been involved in the development of microcomputer software systems for interactive interviewing and data analysis.

Bringing a new or reconfigured product to market involves a number of complex, interrelated decisions. Marketers must decide what features a product should have, how to price it, and whom to target. And, all of this must be done against a background of anticipated competition. Conjoint analysis has become a popular technique for making these types of decisions because it lets marketers predict choice behavior.

I described the basics of conjoint analysis in my last article, "Understanding Conjoint Analysis in 15 Minutes" (*Quirk's Marketing Research Review*, June/July 1989). Because I touched only briefly on choice models in that article, I expand on that subject here using the same example. I will describe three of the most widely used models: First Choice, Share of Preference, and Likelihood of Purchase.

Suppose we want to market a new golf ball and have decided that the salient features and feature alternatives are:

AVERAGE DRIVING DISTANCE	AVERAGE BALL LIFE	PRICE PER BALL
275 yards	54 holes	$1.25
250 yards	36 holes	1.50
225 yards	18 holes	1.75

Also suppose we have interviewed golfers to determine their preferences for these features. For one buyer these preferences are reflected in the following "utilities:"

AVERAGE DRIVING DISTANCE	UTILITY	AVERAGE BALL LIFE	UTILITY	PRICE PER BALL	UTILITY
275 yards	100	54 holes	50	$1.25	20
250 yards	60	36 holes	25	1.50	5
225 yards	0	18 holes	0	1.75	0

A utility has the property that the higher its value, the more desirable its corresponding feature. Utilities can be added to yield a total value for a combination of features.

Suppose we were considering marketing one of two golf balls:

	DISTANCE BALL	LONG-LIFE BALL
DISTANCE	275 yards	250 yards
LIFE	18 holes	54 holes
PRICE	$1.50	$1.75

One way to predict which ball our buyer will choose is to add up the buyer's utilities for each ball; the one with the higher total is expected to be the buyer's first choice.

	DISTANCE BALL		LONG-LIFE BALL	
DISTANCE	275 yards	100	250 yards	60
LIFE	18 holes	0	54 holes	50
PRICE	$1.50	5	$1.75	0
TOTAL UTILITY		105		110

Given these two choices, we'd expect our buyer to choose the Long-Life Ball. Repeating this for the 100 buyers in our hypothetical sample, we might get:

	DISTANCE BALL	LONG-LIFE BALL
First Choice	23%	77%

We can use this approach to answer "what-if" questions. For example, suppose we dropped the price of the Distance Ball from \$1.50 to \$1.25. Which ball would our buyer prefer? Let's recompute the totals and see.

	DISTANCE BALL		LONG-LIFE BALL	
DISTANCE	275 yards	100	250 yards	60
LIFE	18 holes	0	54 holes	50
PRICE	\$1.25	20	\$1.75	0
TOTAL UTILITY		120		110

This price decrease is enough to make our buyer switch. For the total sample, the results for the lower-price Distance Ball might turn out to be:

	DISTANCE BALL	LONG-LIFE BALL
First Choice	46%	54%

We could also look separately at market segments. For example, our sample includes 50 males and 50 females. The split, keeping the Distance Ball at the lower price, might be:

	DISTANCE BALL	LONG-LIFE BALL
Males, First Choice	63%	37%
Females, First Choice	29%	71%

We'd expect the Distance Ball to appeal to men and the Long-Life Ball to appeal to women.

This simple way of simulating behavior, which can be extended to any number of buyers and products, is referred to as the First Choice approach. Although conceptually and computationally simple, the First Choice model has one major drawback: it usually overstates choice for the more popular products. For this reason the Share of Preference model is often a better estimator of choice.

Unlike the First Choice model, which assigns a buyer's entire purchase to the product with the highest utility, the Share of Preference model splits the probability of purchase among all competing products according to their utilities. Why should this be better? First, it recognizes that buyers do not always purchase the product for which they have the highest utility. And second, many products represent low-involvement purchases for buyers. For these products buyers often have no clear first choice.

How does the Share of Preference model transform a buyer's utilities into product preference shares? One of the most common methods used is a logit transformation.

The logit transformation for converting a buyer's utility for Product A, (U_A), into a preference share, P(A), for Product A in a market made up of two products, A and B, is:

$$P(A) = \frac{e^{bU_A}}{e^{bU_A} + e^{bU_B}}$$

where e equals 2.718 and b can be interpreted as a measure of the buyer's involvement in the product category (see below). The preference share for Product B is:

$$P(B)=\frac{e^{bU_B}}{e^{bU_A}+e^{bU_B}}$$

This expression can be generalized to any number of products by adding a term in the denominator for each additional product.

Marketers use the logit transformation because it has three intuitively desirable properties. First, the higher a product's utility, the greater is its preference share. Second, the buyer's preferences across all products sum to 1. And third, the greater the buyer's involvement in the category (i.e., the larger b becomes), the more distinct are the preference shares.

Let's apply the Share of Preference model to our buyer for the Distance (DB) and Long-Life Balls (LB) at their original prices. With $U_{DB} = 105$, $U_{LB} = 110$, and assuming $b = 0.02$

$$P(DB) = \frac{e^{bU_{DB}}}{e^{bU_{DB}}+e^{bU_{LB}}} = \frac{2.718^{0.02x105}}{2.718^{0.02x105}+2.718^{0.02x110}} = \frac{8.16}{8.16+9.03} = .47$$

and

$$P(LB) = \frac{e^{bU_{LB}}}{e^{bU_{DB}}+e^{bU_{LB}}} = \frac{2.718^{0.02x110}}{2.718^{0.02x105}+2.718^{0.02x110}} = \frac{9.03}{8.16+9.03} = .53$$

Comparing the results between the First Choice and the Share of Preference models for our buyer we get:

	DISTANCE BALL	LONG-LIFE BALL
First Choice	0%	100%
Share of Preference	47%	53%

and for the sample of buyers:

	DISTANCE BALL	LONG-LIFE BALL
First Choice	23%	77%
Share of Preference	42%	58%

Note that the Share of Preference estimates are more conservative than those for the First Choice model.

Although Share of Preference is more realistic than First Choice, it has a serious defect: If you add identical (or very similar) products to the model, the total preference share for those products is artificially inflated. This defect (sometimes referred to as the "red bus/blue bus" problem) can be avoided by using a Share of Preference model that corrects for similar products.

Both the First Choice and Share of Preference models predict a buyer's choice assuming that the buyer is going to purchase. Neither, however, accounts for the fact that different purchasers may be more or less likely to purchase. For this, marketers use Likelihood of Purchase models.

Anticipating the use of a Likelihood of Purchase model, we asked the buyers we surveyed their purchase likelihood for three test concepts. Here are the results for one buyer:

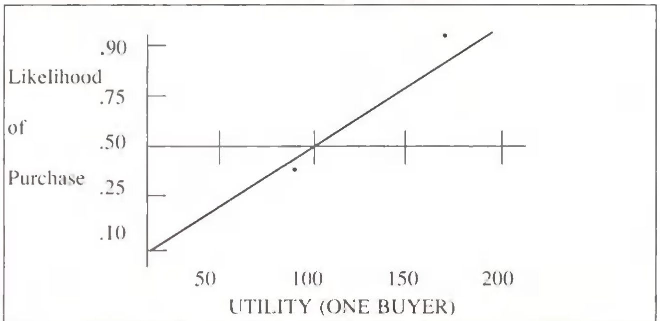
	CONCEPT 1	CONCEPT 2	CONCEPT 3
DISTANCE	225 yards	250 yard	275 yards
LIFE	18 holes	36 holes	54 holes
Price	\$1.75	\$1.50	\$1.25
Buyer's Likelihood	.10	.40	.90

Note that the Concepts 1 and 3 represent the two extremes of the range we are considering, and Concept 2 is somewhere in between.

We can also calculate this buyer's utility for these concepts:

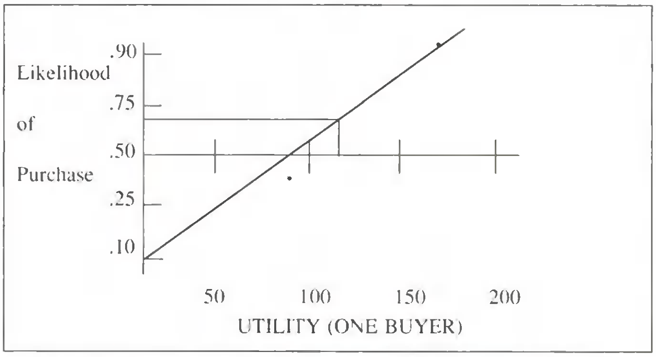
	CONCEPT 1	CONCEPT 2	CONCEPT 3
Buyer's Utility	0	90	170

Let's plot this buyer's purchase likelihoods against the utilities, and fit a straight line through the points:



Note that the vertical scale is not linear. We have actually regressed ln(p/1-p) rather than p, where p is the likelihood of purchase. This produces a better straight-line fit in most cases since the likelihood is in general not a linear function of the utilities and log transformations tend to straighten curves.

From this graph we can estimate this buyer's purchase likelihood for any ball. Let's do it for the Distance Ball which has a utility of 120 for this buyer.



Reading from the graph, we estimate that our buyer has about a 70% likelihood of purchasing the Distance Ball, *if that ball alone were available*. It is from the slope of this line that we estimate the b value (involvement) for the Share of Preference model.

Although there is valuable information contained in these models, it is important to remember that they are decision support *tools* and not *decision makers* in and of themselves. They are reliable in deciding how to best configure a new product and relatively reliable in estimating how much better one alternative is over another. These tools should be used with caution, however, when forecasting sales or market shares. ❑

Seniors more cooperative to telephone surveys

A recent issue of *The Sampler*, the newsletter of Princeton, New Jersey-based Response Analysis, reported on data from a May 1989 Response Analysis telephone survey among a national sample of adults age 65 or older that indicate that older people are more cooperative to telephone surveys than the general public.

General public cooperation rates, after three attempted dialing contacts, vary from 35 to 65 percent across the country, according to a study conducted by Directory Data, a division of Survey Sampling, Inc. In the Response Analysis study among the elderly, the response rate was 68 percent.

Higher cooperation in the case of the elderly means a longer interview. Response Analysis interviewers have found that many of these people enjoy being contacted and being able to express their opinion. Since many are retired and have more time, they are generally more talkative than the general public.

Americans rate nation's woes

Entering the last decade of the 20th century, the United States faces a host of important issues. The most pressing of these, according to the American people, are fighting substance abuse, international politics, and reducing the national deficit. After these issues come abortion, poverty, financial difficulties, and the environment. These are the results of a newly-released survey from the Glendale, California-based Barna Research Group.

The survey, conducted among a nationwide, representative sample of 607 adults, asked people to identify the two or three major issues or concerns facing the country today. Thirty-one percent mentioned addictive substances as being one of these pressing concerns. Some respondents were specific about the problem, saying the issue at hand was "the lack of punishment for drug dealers" or "South America and the drug wars," while most felt that the entire issue of drug and alcohol abuse was a significant problem America must address. Baby Boomers (people between 25 and 44) were less likely to mention substance abuse as a problem than were younger adults (18-24) or people over the age of 44.

Global issues were of concern to 26% of the respondents, although the specific issues mentioned varied from person to person. The most frequently mentioned world issues were "the need for world peace" (6%), the recent events surrounding the Berlin Wall and the possible reunification of Germany (6%), our foreign policy with the Soviet Union (5%), the nuclear arms crisis (4%), and foreign relations in general (4%). Respondents over the age of 44 were less likely to see world issues as posing a major challenge for the U.S. than were younger people.

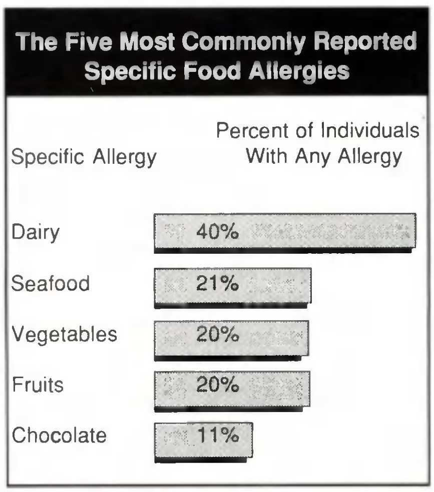
The national deficit was viewed as a pressing issue for America by 17% of respondents. People with a gross annual household income of $40,000 or higher were more likely to mention this as a problem than were people with lower incomes.

After these three issues, a number of other worries were mentioned. Thirteen percent of the respondents had concerns about finances, mentioning problems such as high taxes, the high cost of living, the future availability of Social Security, and the cost of medical care and insurance. Along these lines, poverty in general—and especially homelessness—was cited by 12% of the respondents. Financial concerns were not as likely to be mentioned by adults under the age of 24 (3%), compared to among people over 24 years old (15%).

Another 12% of all respondents felt that the volatile issue of abortion was one of the top issues with which the U.S. must deal today. Eleven percent mentioned the environment as a significant concern (this was especially likely among people under the age of 45), while 9% said the national economy in general was a major problem.

Many suffer from food allergies

As part of its national InstaVue survey, the HTI division of the NPD Group interviewed 5,000 demographically balanced households to gauge the occurrence of food allergies. Over 16% of all households reported at least one food allergy sufferer. This projects to about 17 million



Americans who are allergic to certain types of food. Many of the food allergies have very strong age/sex profiles. Some highlights:

•Food allergies are more common among women.

•Dairy allergies skew toward children.

•Seafood allergies skew toward adults.

•Fruit allergies are suffered by more adult women than men.

The malling of America

Perusing the local mall has become part of the American way of life, according to results from a recent Maritz AmeriPoll. The poll shows that, on average, 40% of adults shop at a mall one or two times per month. Another 20% shop three to four times per month, while 10% make five to eight trips per month. "Born to shop" is apparently the motto of 7% of people who average eight or more trips each month—or more than twice per week.

The poll also disclosed that it's not just the women doing the shopping. Forty percent of men shop at a mall one to two times per month, and 18% shop three to four times per month. Surprisingly, men outnumber women by two percentage points in the "born to shop" category, with 8% making eight or more trips per month.

When asked to compare shopping malls with shopping at other retail locations, 38% of those polled said they enjoy malls more. One-third, or 33%, rated the two experiences about the same, and the 23% said mall shopping is less pleasant. The only significant difference between how men and women rated the experience, is that men seemed to prefer mall shopping by a slightly higher margin. While 26% of women rated mall shopping less enjoyable than other retail shopping, only 21% of men did so.

Length of shopping trips is an important consideration to retailers, since "longer" usually means "more" in terms of sales. The majority of mall shoppers (55%) spend between one and two hours per trip. Nearly one-quarter (23%) take between three to four hours. Few shoppers stay more than half a day—the poll shows a meager 4% spend five hours or more per trip.

Women have a tendency to shop at malls longer than men. Only 10% stay less than an hour, compared to 19% of men. Twenty-eight percent stay three to four hours, compared to 18% of men.

As popular as malls are, retailers have their work cut out for them in the 1990s. AmeriPoll shows 32% of people are using malls less frequently now than a year ago. Only 14% are using malls more frequently—resulting in a net popularity drop of 18 percentage points. Nearly 40% of women and 25% of men say they are shopping at malls less.

NAMES OF NOTE

Robert A. Roy has joined *Total Research Corp.* as vice president and general manager of its new office in Chicago. Previously he was with Opinion Research

Roy

Barrett

Corp. In addition, **Michael R. Barrett** has been named director of marketing for EquiTrend, Total's new brand equity service. **James P. Alleborn** has been promoted to vice president, client service.

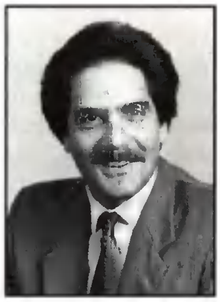
Alleborn

Lyon

David W. Lyon has been named vice president, senior methodologist. And **Genevieve Allaker-Buis** has been named research analyst for Total's Healthcare division.

Carole J. Robbins has been named project manager-consumer research, the *J.M. Smucker Co.*

Robert M. Schumer has been promoted to vice president of Southampton, PA-based *Attitude Measurement Corp.*



Schumer

Burke Marketing Research, Cincinnati, has named **Charles Eden** vice president of its Atlanta office, and **Gary Williams** vice president of the Westport, CT office.

Stephen T. Clarke has joined Princeton, NJ-based *DATAN, Inc.* as director of tabulation services.

Response Analysis has announced several staff additions. **Lynne Firester** has joined the Princeton, NJ-based firm as statistician, **Renee Donahey** as analyst/programmer, **Carol Leege** as senior research associate, and **Danielle Masursky** as senior research assistant.

Wynne Corson has joined the Chicago office of *Custom Research Inc.* as research manager.

Project Research, Inc., Minneapolis, has promoted **Patricia A. Newcomb** and **Lynn M. Nedeau** to vice president. In addition, **Susan Norton** has joined the firm as data processing project director. Previously she was with Custom Research, Inc.

Carol Forte has been promoted to director of qualitative research for *Precision Field Services*. In addition, **Elizabeth Thompson** has been promoted to director of mall operations.

Murlidhar Rao has been elected president and CEO of *Marketing Intelligence Corp.*, Carlisle, MA.

Rao

Morrison

Toledo-based *NFO Research* has named **Donald J. Morrison** marketing vice president for the company's R.J. Reynolds Tobacco accounts. He will relocate to Greensboro, NC.

Rob Klein has joined *The Creative Group* as vice president, marketing research and planning, in charge of the Trendfacts Research division.

Larry Lampe has joined the Cincinnati office of *SPAR/Burgoyne* as vice president of client services.

Send *Names of Note* releases to:
Joseph Rydholm
Quirk's Marketing Research Review
P.O. Box 23536
Minneapolis, MN 55423

Product tracks corporate image

VF Information Service has introduced IMAGETRAK, a product designed to define image for corporate-wide planning and decision-making. Qualitative indicators and quantitative measures are used with multivariate techniques to enable a company to view image objectively. The product tracks the image of associations, brands, products or services, as well as that of corporations. For more information, call 215-757-7690.

Enhanced system captures respondent names and addresses

TBX, Inc. has enhanced its microcomputer Quik-Poll Survey System to allow names and addresses of respondents to surveys to be captured in a database when replies to surveys are entered. The names can then be used to print mailing labels for follow-up surveys or transferred to a word processing program for personalized letters. Addresses can be sorted by ZIP code or alphabetically by name. Lists of names can be automatically selected based on responses to the survey.

Quik-Poll is designed for marketing and advertising departments of corporations interested in doing their own inhouse surveys. The user can create and write a questionnaire on the computer. After the survey is conducted, the system automatically tabulates, cross-tabulates and analyzes the survey.

A survey may be up to 99 questions in length, and questions may be designated as multiple choice, multiple answer, ranking, numerical, telephone number, or ZIP code. Open-ended replies may be added anywhere in a questionnaire.

The system can also do Chi-square analysis of all possible combinations of questions to find those that have statistically significant relationships. Quik-Poll is written for the IBM PC, XT, AT or compatible. For more information call 404-234-4260.

New daywear tracking service

A new point of sale tracking service in daywear has been introduced by the NPD Group's Points of Sale Tracking Service (POST) to provide a current and comprehensive overview of this segment of the intimate apparel industry. The monthly report includes brand and item information on sales, inventory levels, pricing, and rate of sale at the department store level in five leading product categories: camisoles, tank and crop tops, teddies, full and half slips, and tap pants.

The data are gathered via electronic tape at major department stores across the country and are tabulated so that subscribers can see any competitive brand performance during any time period. They can have the results segmented to definitive price ranges.

Utility makes ZIP files compatible with ATLAS

Strategic Mapping, Inc. has introduced a new desktop mapping utility for the Macintosh that converts any database or spreadsheet file containing ZIP codes into files compatible with its ATLAS*MapMaker mapping software.

The new utility, ZIP/ATLAS, combines pin mapping, data aggregation, and geographic translation capabilities in one program. It processes any data file in text format which contains a ZIP code field and extracts a number of information types useful in desktop mapping systems. With ZIP/ATLAS, users can count the number of records which have the same ZIP codes, and translate the ZIP code records into any of the following units of geography: 5-digit ZIP codes (no translation, i.e., aggregate only), 3-digit ZIP codes, counties, states, MSAs, ADIs, DMAs, SAMI Marketing Areas, Bureau of Economic Analysis Areas, and user-defined regions. For more information, call 408-985-7400.

Network will allow off-site focus group monitoring

A new service has been launched that will allow user organizations and advertising agencies to view and interact with live, geographically-dispersed focus groups across the nation, without leaving their offices.

With the FocusVision Network, Inc., live focus groups are video transmitted from a nationwide network of independently owned focus facilities currently in operation to reception centers in the client's own office. Clients view a 25" monitor, control zoom lens cameras transmitting full group view, close-up or any desired view. The capability exists for simultaneous viewing from multiple locations, with audio contact through an open two-way speaker, and the system's ability to selectively videotape highlights or entire sessions from the receiver's end.

FocusVision Network is a turnkey operation, providing the installation of the equipment and system, training of the client and focus operators on how to use it, and the provision for updating equipment and service as required. A three month pilot test is planned for May with three ad agencies and three focus group facilities. Full-service for subscribing clients will begin in October. For more information call 714-721-6616.

Study profiles older Americans

Mediamark Research has released a new in-depth study of Americans 55 years and over. Titled "The Mature Market," the study is based on a national survey of over 11,000 people in this market. Respondents were asked about income, diet and food choices, banking and financial services used, and their travel, leisure and media habits. The study is available until June 1st. For more information, contact Jerry Ohlsten at 212-599-0444.

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854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	889	870	871
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The Research Advantage Inc. has opened at 33 W. Main St., Elmsford, NY, 10523. Telephone 914-347-2543.

◆

Total Research Corp. has opened an office at 625 North Michigan Ave., Suite 420, Chicago, IL, 60611. Telephone 312-649-0205, fax 312-649-1743. Robert A. Roy will head the new location.

◆

Assistance in Marketing Inc., Cincinnati, has purchased a mall interviewing facility in Orange County, CA at the Huntington Center, Huntington Beach. David Weinberg will direct the development of the facility.

◆

Cincinnati-based **B & B Research Services, Inc.** has formed a new division, Better Broadcast Research, which will concentrate primarily in the radio broadcasting field.

◆

Global Market Research has expanded its marketing research capabilities in Eastern Europe. Through joint ventures in East Germany and Hungary, Global can now conduct qualitative, quantitative, and desk research in those countries. Contact Joel Axelrod or John Monaco at BRX/Global, 716-442-0590.

◆

Alan W. Urech has joined **ROI Research & Analysis, Inc.**, an Atlanta-based business intelligence research and analysis company, as full partner and principal. The firm has opened new offices at 3901 Roswell Rd., Suite 133, Marietta, GA, 30062. Telephone 404-578-0474.

◆

ICR Survey Research Group has moved to 605 W. State St., Media, PA, 19063. The telephone and fax numbers remain the same.

◆

Jana Royce Warren is the new owner and president of **Manhattan Opinion Center.** Lisa Ratteray has been promoted to vice president.

◆

Ed Bergo has relocated **Ask Arizona: Data Collection/Bergo & Associates** to Tri-City Mall, 1948 West Main St., Mesa, AZ, 85201, 800-999-1200.

Take the money and run?

Respondent reasons for focus group participation

by Alice Rodgers

Editor's note: Alice Rodgers is president of Rodgers Marketing Research.

This article reports on the first phase of an ongoing research project about respondent motivation for participating in research. This is the first phase, in part, because the research raised additional intriguing questions to be pursued. Therefore, it is expected that this will be a long term effort to better understand the reasons people participate in focus group sessions and to see if they change over time. The first phase (reported on here) presents the tabulated results of questionnaires completed by 634 people who participated in a focus group session with Rodgers Marketing Research between March and December of 1989.

(This one-page questionnaire was usually distributed to participants at the end of the session. To maximize honest opinions about participating in a session without a gratuity, each person was instructed to write their name at the top of the page.)

In the next phase, focus group facilities will be asked to recruit one group of paid and one group of unpaid respondents. These sessions will be conducted and the results analyzed. The analysis will include a comparison of paid versus unpaid respondents and opinions, reactions and observations about the recruiting process. A third phase is planned to investigate the willingness of people who said on the questionnaire that they would

Methodology

A total of 634 people completed one page questionnaires after they had participated in a focus group session. The surveys were done by Rodgers Marketing Research between March and December of 1989.

Level of previous experience with focus group participation of respondents who completed the questionnaire:

- for 44%, this was their first experience
- for 25.4%, this was their second experience
- 15.9% had participated in three to five groups
- 8% had participated in six or more
- 6.6% did not respond or said they did not know

Segmentation of the data was by:

- Total number of focus groups attended (as shown above).
- Location of groups.
  Northeast: Philadelphia
  Southeast: Orlando, Tampa, Atlanta
  Midwest: Cleveland , Canton, Akron,Columbus
  West: Seattle, San Diego, Los Angeles
- Type of group. Household products included groups on bath products, cleaning products, and vacuum cleaners. Do-it-yourself, tires, and sporting goods groups were combined for one category. Food included dairy products, frozen yogurt, cottage cheese, etc. Groups of small business people and groups of contractors were combined for a professional category. Groups on TV and newspapers were combined for a media group. Luggage is a separate category.

Given the nature of the focus group and the work done by focus group moderators, many of these categories would be different. That is, in a different year, there would be different cities, different topics, and of course different respondents. There would also be different facilities used.

A note of caution

Note that some of these sample sizes are small. For example, there were just 19 people in the Northeast. Clearly, generalizing data is not advisable.

In fact, given the nature of the focus group process (selecting a facility and selecting people to attend a session), this data may not be generalizable. Nevertheless, it provides some interesting information about respondents and their motivation for attending a focus group session.

participate without being paid to actually participate in such a group.

PHASE I RESULTS

Focus group moderators spend a lot of their time listening to respondents--people who are willing to spend an hour and a half to two hours talking about such things as brooms, banking services or things like frozen yogurt, travel or professional issues. Sometimes we wring our hands and perspire a bit about getting the right people to attend one of these sessions. And while we have talked with and listened to hundreds or even thousands of people, most of us don't have a clear insight into what gets people to come to our sessions.

Some focus group facilities advertise for people to participate in groups using money as the draw. "Would you like to make $35 telling us your opinions?" Clearly, this appeals to the person who wants to make some money. We wondered if that same person would participate in a focus group without being paid.

So from March to December 1989, Rodgers Marketing Research surveyed all of the respondents who participated in our focus group sessions to find out:

• What motivates consumers to participate in focus groups? Is it primarily the money? Or are there other motivators?

• Are there different reasons for participating depending on the subject, the area of the country, or the frequency of past participation?

• Is it possible to do good, quality focus groups, perhaps for community or public service issues using people who would not be paid for their time?

Overall reasons for participation

Based on our survey of 634 respondents, there is a combination of reasons for attending. That is, most people gave more than one reason initially. Not surprisingly, almost two-thirds (66%) said they accepted the invitation to participate because of the gratuity. However, other reasons were also cited:

- 51% accepted because they want to participate in research;
- 44% accepted because of interest in the subject;
- 36% accepted because they enjoyed previous focus group experience(s); and
- 18% accepted because of other reasons.

Other reasons often included curiosity: "I was curious what this would be like." Space was provided on the questionnaire so people could make additional comments. Comments often seen were: very enjoyable - interesting - enlightening - rewarding - nice - fun. In fact, just about all of the comments were quite positive. Most really enjoyed their experience and appreciated the opportunity to attend a session.

Some additional comments of interest about participating in a focus group:

- *I think this is an excellent way to find positive and negative aspects about products before they are marketed.*

- *I want to have an impact on the market as a consumer and to see that companies market and advertise their products in a clear, precise ,and honest manner.*

- *If my participation helped to make a change for the better, then it was worth my time.*

- *These sessions are necessary. They should be held more often.*

-An educational experience - I felt very good about participating.

Clearly, some participants very much enjoy--and take seriously--their role in new product development.

Reasons for participation by type of group

While many enjoy these sessions, the gratuity is important. In fact, the gratuity was mentioned as one reason for participating by 60 to 80% of the people who attended household products, luggage, media related, food, and do-it-yourself (DIY), automotive and sporting goods sessions. It was mentioned by half or fewer of those who attended a professional group, a group on baby products, or a group on insurance related products.

The surprises here are that the gratuity was mentioned so often by those attending the food and media related sessions. Most expect these topics to be fun and lively--and tasty (in that most of the people in the food groups sampled ice cream, frozen yogurt, etc.), especially as compared to the insurance groups--expected to be dull and harder to recruit. It will be interesting to do further research in this area.

The gratuity was cited less often than might be expected for baby products. But many of these women had just had a first child or were expecting a first child and commented that they really liked the opportunity to discuss baby products with others.

Interestingly, the more frequent the participation in focus groups the higher the percentage who said that gratuity was one of the reasons they participate.

Figure 1

Top Two Reasons for Focus Group Participation, by Topic Area

Household products	gratuity (58%)	participate in research (16%)
Baby products	gratuity (49%)	interest in subject (31%)
Luggage	gratuity (48%)	participate in research (27%)
Food products	gratuity (44%)	participate in research (28%)
Media groups	gratuity (41%)	participate in research (29%)
DIY, auto, sprtg. goods	gratuity (37%)	interest in subject (27%)
Professional	gratuity (37%)	interest in subject (45%)
Insurance	gratuity (22%)	enjoyed prev. group (28%)
		and participate in research (25%)

The second most often reason cited for participating was, "want to participate in research." Between half and two-thirds of the food, household products, media and luggage groups gave that as a reason. Half or fewer of the do-it-yourself (DIY), automotive, and sporting goods, professional, insurance, and baby products gave this as a reason.

And again, the more often the person had participated in a focus group, the more likely they were to say that one of the reasons they were at the session was because they wanted to participate in research.

Interest in the subject was mentioned by nearly half (44%) of all the people interviewed. By focus group, the percentages were:

- 80% for baby products;
- 64% for do-it-yourself, automotive, and sporting goods;
- 63% for the professional sessions;
- 51% for food;

• 50% for insurance groups;
• 43% for media;
• 28% for household products; and
• 27% for luggage.

Clearly, reasons for accepting an invitation vary by topic. Large numbers of new and expectant mothers agree to come to a session because they are interested in the subject. This was also true for almost two-thirds of the people in the professional and DIY, automotive and sporting goods sessions.

And while low percentages of the people in the household products groups said they came because they were interested in the subject, many of those people said they came because they want to participate in research.

Main reason for participation

In this survey, respondents were first asked to indicate all the reasons they came to the group. Then they were asked the **main** reason. Not surprisingly, most people said the gratuity. But other people gave other reasons. The results:

• 46% accepted because of the gratuity;
• 21% accepted because they want to participate in research;
• 17% accepted because they were interested in the subject; and
• 12% accepted because they enjoyed their previous focus group experience.

While over half of the participants in sessions on household products said the gratuity was the main reason they participated, fewer than half of any of the other groups cited that as the main reason.

The top two reasons for participating compared by various topic areas are shown in Figure 1 (p. 24). For the professional and insurance groups, gratuity was listed less often as the main reason as compared to all the other topic areas.

Interestingly, there was quite a bit of difference in the numbers of people who said the gratuity was the main reason they participated: 53% of those who had done six or more groups cited it as the main reason, in contrast with 40% of those who had done three to five groups. For those who had done one or two, about 47% said the main reason they came was because of the incentive fee.

One way to determine willingness to participate in a session without being paid is to ask participants if they would do the session that they are in without a gratuity. This question was included on the questionnaire. The results: slightly more people said they would (33%) as compared to those who would not (30%); while 38% were not sure.

About two-thirds of the people in the insurance and food groups said they would do the session without being paid. Otherwise, for all other topics, fewer than half said they would participate without an incentive.

Overall, high percentages said they would do a professional group without a gratuity. But when the professional groups were asked if they would do their current session without being paid: 31.6% said they would; 21.1% said they would not; and 47.4% were not sure.

There is an amazing difference in willingness to participate without an incentive when comparing those who had done three to five groups versus those who had done six or more. Over twice as many of those who had done three to five (45.5%) would do their session without being paid as compared to those who had done six or more (21.6%).

Of those who said gratuity was the main reason for participating, just 14% would have done their session without being paid. For those who gave other reasons as their main reason: "want to participate in research," "interest in the subject," or "enjoyed previous experience," about half were willing to do their session without being paid.

Potential for using unpaid respondents

Finally, respondents were asked if they would participate without being paid in focus groups on various topics. The results:

	Yes	No	Not Sure
Professional issues	64%	16%	20%
Health care	53	26	21
Public service issues	45	27	29
Community issues	44	27	29
Household products	41	34	24
DIY, auto & sprtg. goods	36	37	27
For a local newspaper	31	39	30
Banking/insurance	25	49	26

For all topics, half or more said they would participate without being paid or they were not sure.

It is interesting to note that more people would be willing to do a group on professional issues without a gratuity as compared to any of the other topics. However, people who participate in professional groups are generally paid a higher gratuity than people who participate in any other type of session. And more people in the professional groups said that the incentive fee was stressed when they were recruited as compared to the other sessions. While about half of the people in the professional groups said the incentive fee was stressed, fewer than half of all the other groups said it was.

For just about all topics, more people who had done three to five groups were willing to participate without being paid as compared to those who had done six or more or one or two. In fact, fewer of those who had done six or more were willing to do a group without being paid on any topic as compared to those who had done one or two or three to five.

Getting people who have done six or more focus groups to participate in a focus group without being paid appears to be more difficult than getting those who have done three to five. And getting people who have done three to five to do a group without an incentive fee would be somewhat easier than getting those who are "virgins" and those who have just done one or two.

Some people commented on the gratuity issue on their questionnaire:

- *Enjoyed the session a lot, and would be willing to come again. The gratuity is helpful, but working this into my schedule is the bigger issue on participating.* (First time participant)

- *I came primarily for the gratuity, but ended up enjoying the session and enjoyed expressing an opinion. I would come back to do some of these others for free.*

- *I would be willing to participate without a gratuity as long as I could work around my work schedule. I agreed to come tonight because I wanted to participate, but I took off work, so the gratuity helps.* (Pregnant woman)

- *I live on the other side of town. I don't know if I would want to drive all the way up here for no gratuity. Maybe if I was closer . . .*

- *The first focus group I attended I came for the gratuity. I came back again because of the gratuity, but most importantly because they are fun. If they weren't enjoyable, the gratuity would not make it worth it.*

- *I enjoy these groups, but baby sitters cost money and I couldn't really justify $15 to $25 in baby sitting, transportation*

Why *do* people take part in focus groups?

Alice Rodgers began pondering this question after she read an article in the December 1988 issue of *Quirk's Marketing Research Review* about a method for finding first-time or "virgin" focus group respondents. The article suggested that one way to recruit was to promote the fact that respondents are paid to participate.

"I knew that money was a motivator, and it may be a prime motivator, but I hoped that there were some other reasons," Rodgers says.

Her research found that respondents do in fact have other reasons for participating—such as an interest in the subject being discussed, and a general wish to participate in the research process—a finding that contributes valuable insight into respondent motivation, she says.

"The more I understand about the people and their motivation, the better job I'm able to do. Clearly that's what all focus group moderators want to be able to do: to really serve their clients at an optimum level.

"I think the survey results will be helpful to the field, because it turns out that while money is something that should be mentioned (when recruiting), it may not be a main motivator. The subject matter is something that's going to get people to certain kinds of groups, and so is the fact that they've participated in groups before and enjoyed it.

"The fact that there are many people that really like to participate in research is a big finding because we're all so concerned today about getting people to cooperate in research, and the more we understand about the people we're trying to get to participate in research, the easier it is to recruit folks and the better the research will be." --*Joseph Rydholm* *and time away from my family if there was no pay.*

- Money is not that important - my time is. I would do interesting groups as time allowed if no money were offered.

- It was enjoyable and I learned from others, but I would not give up my time except for public service or professional groups if there was no gratuity.

- I am very busy and expect to be paid for my time.

From the standpoint of recruiting, familiarity with and enjoyment of the process appears to enhance the willingness for people to participate without a gratuity. One first time respondent gave a clue as to what got her to attend:

- The person who called was very professional which maintained my interest. Also giving me a number to call back legitimized the offer.

While it may be difficult to recruit "virgins," once they have done a group, they are quite enthusiastic. And, interestingly, several commented on how important the research process is:

- I believe it is a great experience - just like serving on a jury. More people should get involved.

- I enjoyed it far more than I thought I would. You learn something and you get a chance to contribute.

- I wasn't sure what I was getting into, but I really enjoyed it. Ideas were welcome - honesty was stressed.

- I felt like I was helping a company do market research which saves money in the long run. I felt the need to be completely honest.

It appears from this research that many of those consumers who have had a chance to participate in a focus group take their role seriously and believe it is a valuable and important role that they play. Some final comments:

- I had a good time and my opinion is important.

- It was an openly honest discussion which should prove valuable to the company sponsoring the project.

So while perhaps a few of the people RMR listened to in 1989 did just want to take the money and run - others were there because they believe they are performing a valuable service - and they are!

(A full report on this research may be available at a later date. For further information contact Alice Rodgers at 216-492-8880.

The author wishes to thank Bob Harris of JRH Marketing Services, Inc. for his encouragement and comments, and the Qualitative Research Consultants Association (QRCA) for their support. QRCA is not-for-profit professional organization of consultants representing more than 300 research firms in 30 states, Canada, and Latin America. Its principal objectives are advancing the professionalism of qualitative research consulting, communicating the importance of the independent consultant's role in qualitative marketing research and bringing qualitative consultants together in a strong interdependent community. For more information, call 212-315-0632 or write QRCA, P.O. Box 6767, FDR Station, New York, NY 10022) ❑

Efficiency is key to random digit sampling

by Beth Wallace

Editor's note: Beth Wallace is manager of product marketing at Survey Sampling, Inc.

The 1990s will bring an increasingly cost-conscious and competitive environment for providers and buyers of survey research. Researchers will face additional pressure to maintain research quality while containing or reducing research costs.

One area that should be of top concern to researchers is the efficiency of the random digit samples they use to conduct telephone research. The efficiency level will significantly affect sampling and data collection costs and affect the overall research study budget. The more efficient the sample, the less the sample will cost to purchase and administer in the field.

Various techniques have been employed over the last decade to increase efficiency levels, including stratification techniques and purging business numbers. Recently, a new technology has been introduced by Survey Sampling, Inc. to push the efficiency level of random digit samples to 80% or better.

How sampling efficiency affects research costs

With random digit telephone samples, the level of efficiency refers to the proportion of sampling units that will reach residential households. This proportion is usually referred to as the "working phones rate" of the sample. Naturally, the nature of randomizing phone numbers to contact unlisted households will result in disconnected, unassigned, and business telephone numbers being created and included in your sample. It is precisely this group of unproductive telephone numbers that needs to be kept to a minimum which, conversely, will provide a high working phones rate.

The efficiency of random digit samples affects research costs in two main areas—initial sampling costs and data collection costs. Each of these areas requires some explanation.

Initial sampling costs are immediately affected by the working phones rate of the sampling methodology. The lower the working phones rate, the more sampling units will need to be purchased to complete the desired number of completed interviews. The hypothetical situation presented below illustrates the point.

	Sample Type I	Sample Type II
Completed interview quota	1000	1000
Working phones rate Anticipated incidence Anticipated cooperation Sampling units required	55% 80% 40% 5682	65% 80% 40% 4808

Sample Type I, having an expected working phones rate of 55%, will require 18% more sampling units than Sample Type II, which has an expected working phones rate of 65%. Clearly, a bigger sample is needed if a lower working phones rate is anticipated.

Data collection costs are directly affected by unproductive numbers included in the random digit sample. Dialing attempts made to unproductive numbers may cost more than many researchers think. Continuing with our hypothetical situation will demonstrate the waste associated with dialing bad numbers.

	Sample Type I	Sample Type II
Sampling units dialed	5682	4808
Unproductive dialings disconnects	29% or 1648	21% or 1010
Businesses times 3 attempts	11% or 625 1875	8% or 385 1155
Total unproductive dialings	3523	2165

Due to its lower working phones rate, Sample I will require 1358 more dialings to unproductive numbers than required with Sample II. Dialings to business numbers exacerbate the situation since consumer samples are usually dialed in the evening hours and business numbers will, in most cases, not be discovered to prevent wasted callbacks.

The cost to make unproductive dialings will vary from company to company and location to location. Interviewer salary, supervisor time and related overhead all must be considered. Estimates by large and small research companies suggest the cost of a dialing ranges from 50 cents to 90 cents. If 69 cents, a well-documented figure presented to Survey Sampling, is used to continue our example, the cost impact is clear:

	Sample Type I	Sample Type II
Total unproductive dialings	3523	2165
Estimated cost of dialing	$ .69	$ .69
Cost to dial unproductive numbers	$2430.87	$1493.85

By using the less efficient Sample Type I, an additional $937.02 in data collection costs will be incurred.

Greater efficiency can provide other benefits as well. With fewer unproductive numbers to dial, studies can be completed with shorter field times. In addition, encountering fewer bad numbers can boost interviewer morale.

Methodologically, efficiency has peaked

Given the significant impact of efficiency on research costs, it is no wonder that research and development to identify additional ways to improve efficiency continues.

In terms of random digit sampling methodology itself, efficiency has peaked. During the last decade, when computers allowed sampling to become a sophisticated state of the art process, various methods were employed to provide highly efficient random digit samples, including:

•frequent database updates to freshen

area code, exchange, and working block data,
•cleaning out low utilization working blocks from the database,
•stratification to area code, exchange, and working block in proportion to known directory listed households,
•purging known business numbers using business database sources.

Further increases in efficiency cannot be developed methodologically without significantly risking the statistical integrity of the sample. We at Survey Sampling believe in maintaining the representativeness and projectibility of random digit samples and therefore have not moved in this direction. Rather we have broadened our scope and investigated ways to improve sample efficiency during the data collection phase of a study.

New inroads to greater efficiency

A new technology has been developed to identify a large portion of the unproductive numbers in random digit telephone samples without affecting the samples' integrity. Survey Sampling recently introduced the new "Sample Screening Service" after nearly two years of research and development.

The Sample Screening Service employs a proprietary methodology to identify disconnected and unassigned numbers in a sample before the sample is dialed during data collection. Importantly, the service involves a post-production process so the integrity of the sample is not compromised in any way. Random digit samples are selected by standard methodologies, then the standalone process is applied to identify and mark unproductive numbers.

The service identifies, on average, half of the disconnected or unassigned numbers in a sample, which results in a 10-15% increase in sample efficiency. Survey Sampling's normally high working phones rates of 65-75% is improved to an effective working phones rate of 75-85%.

The 10-15% additional increase in efficiency achieved by utilizing the Screening Service extends the many benefits of sample efficiency discussed above. Further cost savings during the data collection phase of the research study will be realized and so will shortened field times, better interviewer morale, and a generally more efficient operation. ❑

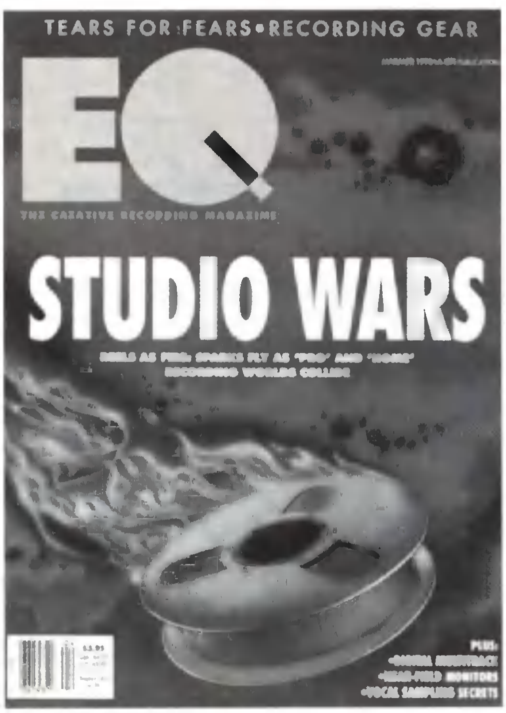
continued from p. 7

Focus on creativity

Hood says that the survey told GPI a great deal about the interests shared by the professional engineers and producers and the home recording musicians. This helped them define the magazine's editorial focus: creativity. Hence, *EQ*'s tagline, "the creative recording magazine."

The magazines that currently serve the music production industry, such as *Mix*, and *Recording Engineer & Producer*, are trade publications that emphasize the news, business and professional aspects of the industry. GPI felt there was a need for a magazine aimed at this audience that emphasized creativity.

"The other magazines are very much oriented towards the equipment and personality side of the business, but not as oriented towards the hands-on creative use of the equipment. I think a lot of them are providing news to a very narrow segment of the industry. We felt that potential readers at every level of the recording industry shared a strong interest in the creative side of the business.



"We wanted to focus on the creative application of recording gear, because rather than just wanting to know about specifications and how a particular filter works, the reader wants to know how to (use the equipment to) come up with good sounds when they're in the midst of rearranging their material."

The survey found that sixty-nine percent of the respondents have full- or part-time positions in music and recording. Sample job titles include musician, producer, studio owner, recording engineer, songwriter, educator, broadcast engineer, video director, technician, and programmer.

One subject area that interested all of the segments surveyed was songwriting/arranging.

"That was a little surprising to us. Approximately two-thirds of the respondents ranked that as one subject area that they wanted to know more about and were interested in doing more of in the future. What that said to us was that the musicians as well as the engineers see themselves as musicians no matter what their job title."

Hood says this can be attributed in part to the fact that an increasing number of the people running the recording console are ex- or current musicians who lack the formal training and broadcast background common to many engineers and producers.

"We felt that this group of people could best be reached through a creative approach that would extend not only to the way we handle topics but through the graphic approach and story selection."

The feature stories in the charter issue of *EQ* cover topics of interest to those with all levels of studio experience. Examples include a piece on the controversy surrounding regulation of home studios in Los Angeles, a comprehensive listening test of studio monitors, and a how-to guide to vocal sampling. In addition, numerous columns and departments offer advice and insight on a variety of recording-related situations, such as transposing chord progressions, recording basic tracks, and working with drum machines.

Advertising inventory

In conjunction with the reader survey, an inventory of advertising in industry publications was performed to estimate *EQ*'s potential market share. The research focused on the magazines that would be the main competitors for advertising dollars, and also looked at publications in related fields such as film and video production, and general interest music magazines.

"What we saw was that there were plenty of ad dollars in the market to get the magazine off the ground. The market was not in a cycle where it was so poor that it couldn't conceivably support any additional publications, and we felt there were some weak sisters out there," Hood says.

"If you introduce a good magazine in a healthy market the usual impact is to increase the total ad dollars, so you can't just look at your competitors' advertising and make any strong predictions about where the ad dollars might go in the future. Usually, people don't abandon the market leader for a new title, they may abandon secondary publications."

The magazine's focus on creativity sets it apart from others on the market. "We felt the market was changing. And that we were going to be the only magazine to address the entire spectrum of people from the pros to the serious musicians. So in that sense we felt that ultimately we would not be competing for exactly the same reader and therefore we wouldn't be competing for the exactly the same dollar and in fact could carve out a niche as the number one consumer newsstand recording magazine."

EQ

THE CREATIVE RECORDIHG MAGAZIHE

Industry contacts

The magazine's staff also talked to industry contacts to get a feel from inside the industry about the magazine's potential.

"A lot of that information gathering was personal and anecdotal, just calling up PR people and advertising people at various companies or sitting down with them at trade shows and being very frank, 'We're thinking of bringing out this magazine, we feel that there's a hole in the market, what do you think?' We used a tremendous amount of feedback. We found engineers and ad people who had a real interest in telling us one-to-one what they perceived would fill the need for their customers.

"Overall, the research on both sides of the ledger caused us to change the original positioning of the magazine. The original positioning was as a recording musician magazine. But we realized we were aiming too low. We felt that a recording magazine would probably have to reach a higher percentage of people who would identify themselves as professionals on a survey because you need to be fairly deeply involved in music before you start laying money out for recording gear on top of your existing gear."

(The survey audience appears to have

the necessary resources: 30% said their income was between $40,000-$70,000, 29% were from $70,000 and up—with 13.8% of that segment earning over $100,000.)

The *EQ* staff felt that another way to set the magazine apart from the rest of the market would be to use a different approach to the product reviews found in many industry magazines. So the survey asked respondents about their perceptions of the accuracy, technical insight and overall quality of the product reviews featured in various magazines.

"We felt strongly that there was a fairly cozy relationship between advertisers and magazines when it came to product reviews, and that we could exploit that by having more in-depth, unbiased product reviews."

Hood says that this approach was deemed worthy even if it might mean alienating some advertisers by running a less-than-flattering review of a new product.

> *"Overall, the research on both sides of the ledger caused us to change the original positioning of the magazine."*
> *Phil Hood*

"Our experience at GPI is that if the reviews are well done, if the author is qualified to investigate the product, and you stand by what you say, you usually get the advertiser back. If you lay down the ground rules and do it in a fair way, 99% of the advertisers will understand."

Research also played a role in naming the magazine. Part of the process involved sending of dummy covers to regional and national distributors, who were asked to explain what they liked and disliked about various titles.

"Every name that had 'studio' or 'recording' in it had already been taken. The research told us we didn't want to call it *Recording Musician*, because musicians were not the only audience we were aiming at. We really searched long and hard through a lot of names to find one that would be instantly recognizable to the recording industry but that wouldn't alienate any particular group within the recording industry."

Hood says that with each issue the magazine's cover will be designed to set it apart from the other titles on the market, which usually feature an interior shot of a recording studio mixing board, a new product, or musical celebrities on their covers.

"We found those approaches unacceptable. The equipment approach was too cold and unexciting for the newsstand and the artist-on-the-cover approach tends to move you downscale in the marketplace. So we settled on using illustrations or photography to illustrate controversial stories in each issue."

Hood cites computer magazines such as *MacUser* as an inspiration for *EQ* because of a shared status in relation to their respective markets.

"I really felt that there was a kinship there, because they are magazines that reach a market that didn't exist a few years ago. *EQ* is also a magazine that will reach a market that didn't exist in its present shape a few years ago. We're very excited about it." ❑

QUALITATIVE RESEARCH/FOCUS GROUP MODERATORS

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

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8044 Montgomery Rd., Suite 625
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513/984-2470
Contact: Michael L. Dean, Ph.D.
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Contact: Anthony Pesaturo
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Sioux Falls, SD 57105
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Cincinnati, OH 45242
513/489-9000
Contact: Maribeth McGraw
Consumer,HealthCare,Prof., Focus Groups,One-On-Ones

Brand Consulting Group
17117 W.Nine Mile Rd./Ste. 1020
Southfield, MI 48075
313/559-2100
Contact: Milton Brand
Consumer,Advertising Strategy, New Product Strategy Research

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Minneapolis, MN 55459-8211
612/ 449-2526
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206/241-6050
Contact: Jerry Carter
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Equifax / Quick Test Opinion Ctrs.
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Van Nuys, CA 91401
213 / 872-1717
Contact: Louise Kroot-Haukka
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1111 W. 6th Street, Suite 220
Austin, TX 78703
800 / FIRST-TX (347-7889)
Contact: James R. Heiman
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Contact: Linda M. Lynch
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Contact: Jack M. Reynolds
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Contact: Lynn Greenberg
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Westport, CT 06880
203/221-0411
Contact: Andrew Greenfield
Qual./Quan. Rsch, New Product Dev., Finc Svcs,Toys/Games

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Los Angeles, CA 90042
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Contact: Joe Greico
Marketing and Advertising Focus Groups

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Timonium, MD 21093
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Contact: William L. Hammer
New Product,Consumer & Industrial/Commercial,Executive

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Syracuse, NY 13214
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3701 Connecticut Ave.,N.W.
Washington D.C. 20008
202/363-9367
Contact: Linda J. LaScola
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Manhattan Opinion Center
369 Lexington Ave.
New York, NY 10017
212 / 972-5553
Contact: Jana Warren
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Marketeam Associates
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St. Louis, MO 63141
314/569-1324
Contact: Richard Homans
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Orangeburg, NY 10962
914 / 365-0123
Contact: George Silverman
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Rodgers Marketing Research
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Canton, OH 44718
216/ 492-8880
Contact: Alice Rodgers
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804/358-8981
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Maryland
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Massachusetts
Decision Research
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Kennedy Research Inc.
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Product & Consumer Evaluations

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MedProbe Medical Mktg. Rsch
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North Carolina
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Product & Consumer Evaluations
Research Arts, Inc.
Rockwood Research Corp.
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Paul A. Warner Associates, Inc.

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Market Navigation, Inc.
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Yarnell, Inc.

BLACK
JRH Marketing Services, Inc.
Paul A. Warner Associates, Inc.

BUSINESS-TO-BUSINESS
Saul Cohen & Associates, LTD.
Concepts In Marketing Research
Consumer Opinion Services
Decision Research
First Market Rsch(J.Heiman)
D.S. Howard Assoc., Inc.
Greenfield Consulting Group,Inc.
Kennedy Research Inc.
Moosbrugger Marketing Rsch.
Rockwood Research Corp.
Sources For Research, Inc.
James Spanier Associates
Strategic Marketing Services
Sutherland Research Group, Ltd
Sweeney International, Ltd.
Yarnell, Inc.

CANDIES
D.S. Fraley & Associates

CHILDREN
ADI Research, Inc.
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
Lynn Greenberg & Associates
Research Arts, Inc.
Rhode Island Survey , Inc.

CIGARETTES
Paul A. Warner Associates, Inc.

COMMUNICATIONS RESEARCH
Saul Cohen & Associates, LTD.
D.S. Fraley & Associates
Sources For Research, Inc.
James Spanier Associates

COMPUTERS/MIS
Saul Cohen & Associates, LTD.
First Market Rsch(J. Heiman)
D.S. Howard Assoc., Inc
Market Navigation, Inc.
Research Incorporated
James Spanier Associates
Strategic Research, Inc.
Sutherland Research Group, Ltd
Sweeney International, Ltd.
Yarnell, Inc.

CONSUMERS
Concepts In Marketing Research
Consumer Opinion Services
DeNicola Research, Inc.
Doyle Research Associates
First Market Rsch(L. Lynch)
First Market Rsch(J. Reynolds)
D.S. Fraley & Associates
D.S. Howard Assoc., Inc.
Kennedy Research Inc.
Rodgers Marketing Research
SMS Research & Marketing Svce
Thorne Creative Research

DIRECT MARKETING
Direct Marketing Research Assocs.

ENTERTAINMENT
D.S. Fraley & Associates
Sweeney International, Ltd.

EXECUTIVES
Saul Cohen & Associates, LTD.
Concepts In Marketing Research
Dolobowsky Qual. Svcs., Inc.
First Market Rsch(J. Heiman)
First Market Rsch(J. Reynolds)
Kennedy Research Inc.
Market Views Research, Inc.
PACE, Inc.
Product & Consumer Evaluations
James Spanier Associates
Sources For Research, Inc.
Sweeney International, Ltd.

FINANCIAL SERVICES
ADI Research, Inc.
Cleveland Field Resources, Inc
Saul Cohen & Associates, LTD.
Concepts In Marketing Research
Datatactics, Inc.
Dolobowsky Qual. Svcs., Inc.
First Market Rsch(L. Lynch)
First Market Rsch(J. Reynolds)
Greenfield Consulting Group,Inc.
LaScola Qualitative Research
Marketeam Associates
Moosbrugger Marketing Rsch
PACE, Inc.
Product & Consumer Evaluations

The Research Center
Rockwood Research Corp.
Sources For Research, Inc.
Southeastern Institute of Research
James Spanier Associates
Paul A. Warner Associates, Inc.
The Winters Group
Wolf/Altschul/Callahan, Inc.
Yarnell, Inc.

FOOD PRODUCTS

American Public Opinion Survey & Market Research Corp
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
Moosbrugger Marketing Rsch.
James Spanier Associates
Thorne Creative Research
Paul A. Warner Associates, Inc.
Weiss Marketing Research

HEALTH & BEAUTY PRODUCTS

American Public Opinion Survey & Market Research Corp
The Answer Group
Saul Cohen & Associates, LTD.
D.S. Fraley & Associates
Thorne Creative Research
Paul A. Warner Associates, Inc.

HEALTH CARE

ADI Research, Inc.
Saul Cohen & Associates, LTD.
Concepts In Marketing Research
Creative Marketing Solutions
The Datafax Company
DeNicola Research, Inc.
Dolobowsky Qual. Svces., Inc.
First Market Rsch(L. Lynch)
First Market Rsch(J. Reynolds)
Greenfield Consulting Group,Inc.
D.S.Howard Assoc., Inc.
K C A Research
Kennedy Research Inc.
LaScola Qualitative Research
Marketeam Associates
Market Navigation, Inc.
MedProbe Medical Mktg. Rsch
Moosbrugger Marketing Rsch.
Performance Focus
Product & Consumer Evaluations
Southeastern Institute of Research
James Spanier Associates
Strategic Marketing Services
Weiss Marketing Research
The Winters Group

HISPANIC

Hispanic Marketing Communication Research
Menendez International

IDEA GENERATION

ADI Research, Inc.
Brand Consulting Group
Saul Cohen & Associates, LTD.
Decision Research
Dolobowsky Qual. Svcs., Inc.
First Market Rsch(J. Reynolds)
D.S. Fraley & Associates
Lynn Greenberg & Associates
Rhode Island Survey , Inc.
Sweeney International, Ltd.
Thorne Creative Research
Paul A. Warner Associates, Inc.

INDUSTRIAL

Concepts In Marketing Research
First Market Rsch(J. Heiman)
D.S. Howard Assoc., Inc.
Kennedy Research Inc.
Market Navigation, Inc.
Strategic Research, Inc.
Sweeney International, Ltd.
Yarnell, Inc.

MEDICAL PROFESSION

ADI Research, Inc.
Saul Cohen & Associates, LTD.
Creative Marketing Solutions
D.S. Howard Assoc, Inc.
Marketeam Associates
MedProbe Medical Mktg. Rsch
Strategic Research, Inc.

MILITARY

American Public Opinion Survey & Market Research Corp
Paul A. Warner Associates, Inc.

MODERATOR TRAINING

Cunninghis Associates

NEW PRODUCT DEVELOPMENT

Brand Consulting Group
Saul Cohen & Associates, LTD.
Creative Marketing Solutions
Dolobowsky Qual. Svcs., Inc.
D.S. Fraley & Associates
First Market Rsch(J. Heiman)
Greenfield Consulting Group,Inc.
D.S. Howard Assoc., Inc.
Product & Consumer Evaluations
The Research Center
Rhode Island Survey , Inc.
Sources For Research, Inc.
Southeastern Institute of Research
James Spanier Associates
Strategic Marketing. Svces

PACKAGED GOODS

The Answer Group
Saul Cohen & Associates, LTD.
Concepts In Marketing Research
Doyle Research Associates
D.S. Fraley & Associates
Research Arts, Inc.
The Research Center
Thorne Creative Research
Paul A. Warner Associates, Inc.

PARENTS

Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates

PET PRODUCTS

Saul Cohen & Associates, LTD.
Rockwood Research Corp.
Thorne Creative Research

PHARMACEUTICALS

The Answer Group
Saul Cohen & Associates, LTD.
Creative Marketing Solutions
Datatactics, Inc.
D.S. Howard Assoc., Inc.
Market Navigation, Inc.
MedProbe Medical Mktg. Rsch
James Spanier Associates
Weiss Marketing Research
The Winters Group

POLITICAL RESEARCH

American Public Opinion Survey & Market Research Corp
Cleveland Field Resources, Inc
LaScola Qualitative Research
Weiss Marketing Research

PUBLISHING

Saul Cohen & Associates, LTD.
First Market Rsch(J. Heiman)
D.S. Fraley & Associates
Thorne Creative Research

RETAIL

Brand Consulting Group
Saul Cohen & Associates, LTD.
First Market Rsch(L. Lynch)
First Market Rsch(J. Reynolds)
Paul A. Warner Associates, Inc.

SENIORS

Saul Cohen & Associates, LTD.
K C A Research
Weiss Marketing Research

SMALL BUSINESS / ENTREPRENEURS

Saul Cohen & Associates, LTD.
Sources For Research, Inc.

SOFT DRINKS, BEER, WINE

American Public Opinion Survey & Market Research Corp
Saul Cohen & Associates, LTD.
D.S. Fraley & Associates
Grieco Research Group, Inc.
Thorne Creative Research
Paul A. Warner Associates, Inc.

TEACHERS

D.S. Fraley & Associates

TELECOMMUNICATIONS

Creative Marketing Solutions
Cunninghis Associates
Datatactics, Inc.
Decision Research
First Market Rsch(J. Heiman)
D.S. Howard Assoc., Inc.
Kennedy Research Inc.
LaScola Qualitative Research
Sources For Research, Inc.
Southeastern Institute of Research
Wolf/Altschul/Callahan, Inc.
Yarnell, Inc.

TELECONFERENCING

Rockwood Research Corp.

TELEPHONE FOCUS GROUPS

Datatactics, Inc.
Market Navigation, Inc.

TEENAGERS

ADI Research, Inc.
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
Research Arts, Inc.
Rhode Island Survey , Inc.
Thorne Creative Research

TRANSPORTATION SERVICES

Sweeney International, Ltd.
Paul A. Warner Associates, Inc.

TRAVEL

Saul Cohen & Associates, LTD.
Sweeney International, Ltd.

YOUTH

Doyle Research Associates
D.S. Fraley & Associates
Research Arts, Inc.
Strategic Research Corp.
Paul A. Warner Associates, Inc.
Wolf/Altschul/Callahan, Inc.

Home Taping

continued from p. 9

After much discussion, the decision was made to focus on recent behavior involving a specific event, such as the last time the respondent made or purchased a tape. Some hypothetical questions would be used, such as, "If you couldn't have made a tape of this material, would you have bought it?" but care would be taken to avoid basing analysis on responses to them.

Telephone interview

The home taping study used a 25 minute telephone interview, presented to respondents as a national survey on how the public uses audio and video technology. Boyle says that telephone interviewing method was chosen over others for cost and time considerations.

"An in-person survey of the same size would cost about 2.5 times what a telephone survey would. A primary reason for using in-person as opposed to telephone is that you don't want to exclude non-telephone households, but in terns of what we were looking at, the non-telephone households don't contribute much to the behavior under study. Plus, the survey had extremely complex skip patterns, and computer assisted telephone interviewing was much more efficient than trying to follow down a hard copy."

Music is important

The survey results clearly indicate that listening to music is very important for many people. Fifty-six percent of the total sample said that listening to music was "extremely" or "quite" important to them. Eighty-four percent reported owning one or more audiocassettes, and nearly half said they owned 11 to 50 audiotapes.

Nearly everyone surveyed had one or more types of audio playback equipment. And while the number of respondents owning record players was similar to that found in previous surveys, the percentage of the population with owning cassette players had more than doubled in the past ten years, from 38% in 1978 to 94% in the OTA survey.

Reasons for taping

Home taping is widespread. Overall, the survey found that 4 out of 10 persons aged 10 or over had taped recorded music in some form, either from a pre-recorded cassette, record, compact disc, or a radio or television broadcast.

Making "tapes of their own records, cassettes, and CDs so that they can play them in their car, Walkman, or elsewhere" was the most common reason for home taping from pre-recorded formats in the last month, according to tapers aged 16 and over. The next most common reasons were "to create a customized program of music on tape" (23%), "to protect originals from damage and keep them from wearing out" (18%), and making tapes of friends' recordings "so that they don't have to buy them" (13%).

Cassettes were the most popular format when purchasing pre-recorded music, although about half of those who copied music made their most recent taping from a record—which is very different from conventional purchase patterns, because records now make up a very small portion of the music bought by the public.

A majority (57%) of home music tapers who had taped one or more whole albums in their most recent taping used their own original record, cassette, or CD to make the tape.

"That has to do with convenience but also the attitude that, 'I bought it and I want to make a copy.' But from the standpoint of the music industry, making another copy for yourself is as bad as making one for a friend. It is a lost sale, to a certain extent," Boyle says.

The survey found evidence to back up the claims that home taping both displaces and stimulates sales. Data obtained from purchase intent-related questions indicate that about a fifth (22%) of the most recent tapings displaced sales of pre-recorded music, Boyle says.

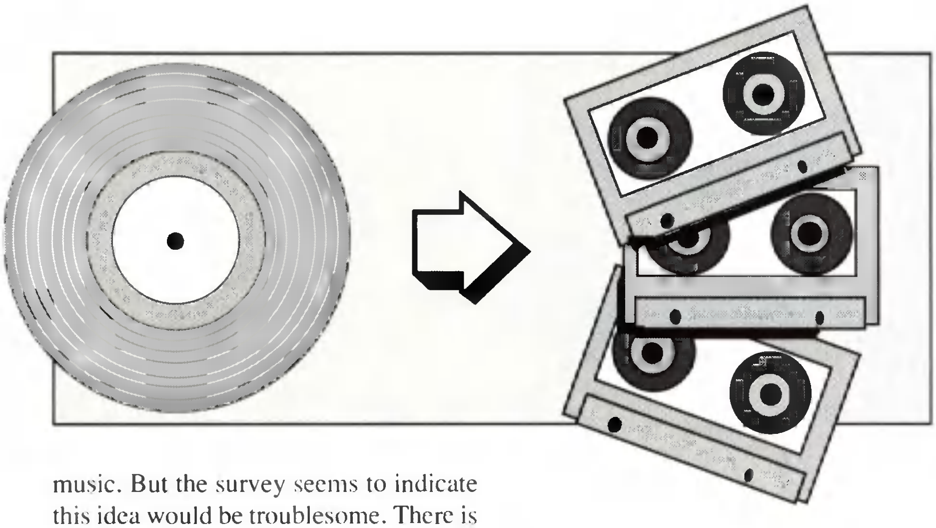
The OTA report notes that "the accurate measurement of sales stimulation in a retrospective interview was even more difficult than the estimate of sales displacement," but goes on to state that the survey did find evidence that taping also had a stimulative effect, though this effect couldn't be quantitatively measured.

Recording non-copyrighted material

Since proposed taxes on blank tape and on tape recorders could significantly affect tapers of non-copyrighted material, the study also investigated consumer habits in that area, measuring the level of home recording of non-copyrighted material and also the tapers' awareness of the grade of blank tape they used.

The survey found that 62 percent of respondents who had used tape recorders in the past year had taped material other than pre-recorded music, such as dictation, family members' voices, and reports. Put another way, nearly three out of four taping instances in the past month were for taping things other than pre-recorded music.

One proposed way to avoid taxing those making tapes of non-copyrighted material would be to tax only the higher quality grades of tape used to record



music. But the survey seems to indicate this idea would be troublesome. There is little discrimination in the grade of blank tape used: twenty-three percent of those taping non-copyrighted material, and 32 percent of music tapers were aware of the grade of tape they used to make their most recent recording.

"What's clear is, a lot of voice recording is being done, and it's being done by the same people who record music. By and large, the public doesn't have any idea of what grade of tape it's using," Boyle says.

Contrary to record industry suspicion, the widespread availability of dual-cassette and high-speed dubbing decks seemed to have little influence on the number of tapes made at home. This equipment was owned in approximately the same frequency by people who made few, many, or no homemade tapes.

"People were telling us, 'Look at the number of high speed dubbing decks out there!' But one of the things we found was that there was absolutely no strong relationship between owning that kind of copying technology and the likelihood of copying. As people bought more audio recording equipment it tended to have more features, but the technology, in terms of recording capability, didn't seem to have much to do with the likelihood of copying."

What did have an influence, Boyle says, was the number of recorder/player units in the household, because many tapes are made to convert the music to a more convenient form.

Ethics of home taping

Another of the survey's important purposes was to investigate public feelings towards the ethics of home taping and to proposed forms of regulation to deal with the problem of copyright infringement.

Respondents were asked to rate certain taping-related behaviors on a seven-point scale of personal acceptability, a 7 meaning the action was perfectly acceptable, a 1 meaning that it was not at all acceptable.

The majority of respondents felt it was perfectly acceptable to make a taped copy for their own use of a record, tape, or CD that they own. (Only 11 percent of the public felt it was unacceptable.) A similarly high number found it acceptable to "make a taped copy to give to a friend of a record, cassette or CD that you own."

But consumers drew the line at taping for personal gain. Seventy-six percent felt it was not acceptable (1 to 3 on the scale) and two thirds found it not at all acceptable. "The public's attitude is, if you bought it, you can copy it. It's as if you bought the music. You can't sell it—the public's very clear on that—but if you want to make a copy to share with a friend, that's OK," Boyle says.

"Everybody is against piracy, everybody's against counterfeiting records, but I think a consumer ought to be able to tape something for his own use. What are the benefits of technology for, but for the use of the public?" says *Stereo Review*'s William Livingstone.

The adult (17 or older) members of the sample were asked to use a similar scale to rate the fairness of a series of questions on proposed policy changes regarding home taping. Most felt the suggestion that "new audio recorders should be built so they can't copy commercial recordings" was unfair. Similar numbers felt that a proposal to make audio tapes uncopiable was either unfair or not at all fair.

Compensating copyright holders for losses due to home taping by placing fees on products also was deemed unfair. Most felt it was unfair that a fee should be charged on audio recorders and paid to copyright holders, and a similar number felt a fee on blank audiotapes was unfair.

Finally, 63 percent of national sample felt that the statement "Current home taping practices should be left unchanged," was fair, with 46 percent rating it perfectly fair.

Tapers are also buyers

Boyle says one of the study's most important findings was that music tapers are also music buyers, and that although home taping seems to be displacing sales, it may be something that the record industry will just have to live with.

"The thing that I stressed to the music industry in my review of the survey findings was, if you want to find this copyright violator, go and arrest every other person in the line at Tower Records, or any other music store, because the people who copy are also the people who purchase. There is only a very tiny group of people who only copy and don't purchase. The fact that there are relatively few people who are exclusively free riders out there suggests to me that you may want to leave well enough alone."

William Livingstone: "I compared the relationship between the artist and the record company and the public as a very delicately balanced ecosystem and if they went in there and started legislating it, they were likely to upset that balance in a way that would be detrimental to the interest of all of them.

"As a writer, I pointed out to (the music industry) that if they put a tax on tape, or a tax on tape decks or other recording equipment, they should certainly put a tax on photocopying machines and on the paper they use. Because the people who complain about violation of copyright think nothing of (photocopying) an article which supports their argument and sending it to everybody in sight. It would never occur to them to go out and buy another copy of the newspaper or magazine in which that article was published. But to me it is exactly the same kind of thing."

No public attacks

Boyle says that while the survey results support the contentions of both the record industry and the consumer electronics industry, neither group has publicly attacked the survey methods—which he partially credits to the work that went into creating the questionnaire.

"I think that the three and a half months spent fighting over the questionnaire may have been worthwhile because there wasn't the usual sniping and attacks on the research findings. There are arguments over interpretation of results—Is 10 percent a lot or a little? Should we be satisfied or should we be appalled?—but it was worthwhile because to the best of my knowledge, despite the importance of the study, there was no industry attack on the findings or on the methods."

Re-analyzing data

Just before the study was released last October, a settlement was reached that cleared the way for the importation of DAT. This caused a lull in the battle, but Boyle says that more regulation issues are coming up before Congress. In the mean time, groups on both sides of the issue are re-analyzing the data. The OTA placed its report and the dataset on file at the National Technical Information Service so that anyone who wants to perform a separate analysis can do so.

"I've gotten several calls from research people representing the various parties asking me about the weighting and how we calculated this or that, so I believe there is a lot of secondary and re-analysis is going on right now," Boyle says. ❑

Quirk's
MARKETING RESEARCH
Review

1990

DIRECTORY

MKTG, Inc., East Islip, NY

TELEPHONE INTERVIEWING

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

ALABAMA

BIRMINGHAM

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Connections, Inc. #4 Office Park Circle/Suite 310 Birmingham,AL 35223 Ph. 205/879-1255 Fax 205/870-3502 Contact: Rebecca Watson	15	0	15	0
Graham & Assoc., Inc. 3000 Riverchase Galleria/ #310 Birmingham,AL 35244 Ph. 205/985-3099 Fax 205/985-3066 Contact: Charles Graham	21	8	21	0
New South Research, Inc. 700 So. 28th St./ Ste. 106 Birmingham, AL 35233 Ph. 205/322-9988 or 800/289-7335 Fax 205/322-8608 Contact: Louis Wilhite	20	0	20	0
Scotti Research-Parker Div. 2121 Warrior Rd. Birmingham, AL 35208 Ph. 205/781-3265 Contact: Nell Cain	8	0	8	0

ARIZONA

PHOENIX

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Angeletti Market Research 4015-A North 16th Street Phoenix, AZ 85016 Ph. 602/956-2500	13	0	13	0
Arizona Market Research Ruth Nelson Research Svcs. Executive Park Offices 10220 North 31st St./ #122 Phoenix, AZ 85051 Ph. 602/944-8001 Fax 602/944-0130	15	15	15	0
Ask Arizona/Bergo & Assoc. Tri-City Mall 1948 W. Main Mesa, AZ 85201 Ph. 602/468-5885 or 800/999-1200 Fax 602/464-9284 Contact: Beth Aguirre	8	6	8	0
Behavior Research Center, Inc. 1117 No. 3rd St. Phoenix, AZ 85002 Ph. 602/258-4554 Fax 602/252-2729 Contact: Michael Wheeler	20	0	20	12
Friedman Marketing 1911 E. Camelback Road Phoenix, AZ 85016 Ph. 602/264-1133	17	0	17	17
Gikas International 5515-1 No. 7th Street Phoenix, AZ 85014 Ph. 602/265-2890 Fax 602/279-4108 Contact: Kathie Coppas	8	2	8	0
Innovative Query, Inc. 8687 E. Via De Ventura/ #216 Scottsdale, AZ 85258 Ph. 602/483-7505 Fax 602/483-9388 Contact: Shirley Dalziel	18	16	16	0
O'Neil Associates, Inc. 412 East Southern Avenue Tempe, AZ 85282 Ph. 602/967-4441 Fax 602/967-6122 Contact: Michael J. O'Neil	14	0	14	0
Quality Controlled Services (QCS) 6360-3 Thomas Rd./ Ste.330 Scottsdale, AZ 85251 Ph. 602/941-0048 or 800/325-3338 Fax 602/941-0949 Contact: Dorothy Simon	15	5	12	0
(See Advertisement Page 43)				
Quality Controlled Services (QCS) 3221 No. 16th,/Ste. 103 Phoenix, AZ 85016 Ph. 602/274-6288 or 800/325-3338 Fax 602/277-4206 Contact: Jayne Majors	17	5	17	0
(See Advertisement Page 43)				
Time N Talent Scottsdale Pl/5725 Scottsdale Rd. Scottsdale, AZ 85253 Ph. 602/423-0200 Fax 602/941-8892	8	0	8	0
Walker: DataSource 4515 S. McClintock Dr./Ste 101 Tempe, AZ 85282 Ph. 602/831-2971 Fax 602/831-2971 Contact: Nancy Hayslett	77	31	77	77
(See Advertisement Page 54)				
Winona Market Research Bureau 8800 North 22nd Avenue Phoenix, AZ 85021-4258 Ph. 602/371-8800 Fax 602/943-3554 Contact: Richard McCullough	266	266	266	266

TUCSON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Quality Controlled Services (QCS) 4500 E. Speedway Blvd. Tucson, AZ 85712 Ph. 602/325-5175 or 800/325-3338 Fax 602/326-0790 Contact: Annette Idso	11	5	11	0
(See Advertisement Page 43)				

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

ARKANSAS

LITTLE ROCK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Arkansas Answers 8001 Geyer Sprgs/Ste B Little Rock, AR 72209 Ph. 501/568-0260 Fax 501/568-5232 Contact: Ginger Mansfield	13	0	13	0
Miller Research Group, Inc. 10 Corporate Hill Dr/Ste 100 Little Rock, AR 72205 Ph. 501/221-3303 Fax 800/327-8831 Contact: David F. Miller	19	0	19	0
Sygnis Two Financial Ctr., 10825 Financial Pkwy. Little Rock, AR 72211 Ph. 501/661-7000 Fax 501/661-7099 Contact: Vance McConnell	50	0	50	50

PINE BLUFF

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing 2901 Pine Bluff Mall Drive Pine Bluff, AR 71601 Ph. 501/535-1688	6	0	0	0

CALIFORNIA

BAKERSFIELD

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Marketing Works 1311 California Avenue Bakersfield, CA 93304 Ph. 805/326-1012 Fax 805/326-0903 Contact: Debbie Duncan	12	0	0	0

EUREKA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing 3300 Broadway Eureka, CA 95501 Ph. 707/443-2201	6	0	0	0

FRESNO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
AIS Market Research 4974 N. Fresno/Ste 567 Fresno, CA 93727 Ph.209/252-2727 Fax 209/252-8343 Contact: Tony Jensen	30	25	30	30
Bartels Research 145 Shaw Avenue Clovis,CA 93612 Ph. 209/298-7557 Contact: Laura Wasserman	25	0	25	6
Nichols Research 557 E. Shaw Fresno, CA 93710 Ph. 209/226-3100 Contact: Chris Figuera	20	0	20	0

LOS ANGELES

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
American Opinion Research 4100 W. Commonwealth,/#117 Fullerton, CA 92633 Ph. 714/449-7500 Fax 714/449-0076 Contact: Ann Pollard	70	0	70	0
Area Phone Bank 3607 W. Magnolia / Ste. N Burbank, CA 91505 Ph. 818/848-8282 Fax 818/846-9912 Contact: Buddy Goldbaum	15	0	15	0
Assistance In Marketing Huntingdon Center Mall 7777 Edinger Ave.,/#201 Huntingdon Beach, CA 92647 Ph. 714/891-2440 Fax 714/898-1126 Contact: David Weinberg	20	20	20	0
Barna Research Group 722 W. Broadway Glendale, CA 91204 Ph. 818/500-8481 Fax 818/246-7684 Contact: George Barna	28	24	28	0
California Survey Research 5400 Van Nuys Blvd./Suite 307 Van Nuys, CA 91401 Ph. 818/986-9444 Fax 818/986-1353 Contact: Ken Gross	21	16	21	21
Consumer Pulse of Los Angeles Galleria at South Bay #269 1815 Hawthorne Blvd. Redondo Beach,CA 90278 Ph.213/371-5578 or 800/336-0159 Fax 213/542-2669 Contact: Angie Abell	20	12	20	0
Creative Data, Inc. 7136 Haskell Ave./Suite 101 Van Nuys, CA 91406-4198 Ph.818/988-5411 Fax 818/988-4057 Contact: Abby Goldstein	22	0	10	0
Davis Market Research Services 23801 Calabasas Road Calabasas, CA 91302 Ph. 818/888-2408 Fax 818/888-6691 Contact: Carol Davis	40	29	40	40

(See Advertisement Page 59)

Field Dynamics Marketing Research 17547 Ventura Blvd. /Suite 308 Encino, CA 91316 Ph. 818/783-2502 Fax 818/905-3216 Contact: Nancy Levine	35	0	24	24
	(See Advertisement Page 15)			
Field Research Corp. 11846 Ventura Blvd./#205 Studio City, CA 91604 Ph. 818/980-8040 Contact: Robert Shipley	36	20	36	36
Friedman Marketing 8632 On The Mall Buena Park, CA 90620 Ph. 714/995-6000	6	0	0	0
Interviewing Service of Amer. 16005 Sherman Way/#209 Van Nuys, CA 91406 Ph. 818/989-1044 Fax 818/782-1309 Contact: Michael Halberstam	100	75	100	80
Maritz Marketing Research, Inc. 17100 Pioneer Blvd. Artesia, CA 90701 Ph. 213/402-6640 Fax 213/809-0422 Contact: Peggy Durst	50	42	50	0
Nat'l Marketing Research of Cal. 347 South Ogden Drive Los Angeles, CA 90036 Ph. 213/937-5110 Fax 213/652-0120 Contact: Carole Lazurus	24	0	24	0
Plog Research 18631 Sherman Way Reseda, CA 91335 Ph. 818/345-7363 Fax 818/345-9265 Contact: Polly Smith	20	0	20	0
Quality Controlled Services (QCS) 3565 Torrance Blvd. Torrance, CA 90505 Ph. 213/316-9011 or 800/325-3338 Fax 213/316-8047 Contact: Carol Balcom	10	5	8	0
	(See Advertisement Page 43)			
Quality Controlled Services (QCS) 15827 Russell Street Whittier, CA 90603 Ph. 213/947-2533 or 800/325-3338 Fax 213/947-0178 Conact: Mary Lou Smith	10	5	10	0
	(See Advertisement Page 43)			
The Question Shop, Inc. 1500 E. Lincoln Orange, CA 92665 Ph. 714/974-8020 Fax 714/921-4762 Contact: Ryan Reasor	20	0	20	0
The Question Box F & M Plaza 1224 E. Katella Ave., Suite 100 Orange, CA 92667 Ph. 714/744-2744 Fax 714/744-2933 Contact: Sue Amidei	30	0	30	0
	(See Advertisement Page 23)			
Sievers Research Company Inc. 1414 Fair Oaks,/Ste. 9 So. Pasadena, CA 91030 Ph. 818/441-5900 Fax 818/799-1964 Contact: Bob Sievers	20	0	20	0
So. California Interviewing Svce. 17200 Ventura Blvd. Encino, CA 91316 Ph. 818/783-770 or 800/872-4022 Fax 818/783-8626 Contact: Ethel Brook	15	0	15	0

MONTEREY

Friedman Marketing Hwy 101 & Boronda Dr. Salinas, CA 93906 Ph. 408/449-7921	6	0	0	0

SACRAMENTO

Heakin Research, Inc. 1869 Arden Way/#1281 Sacramento, CA 95815 Ph. 916/920-1361 Fax 916/920-1371 Contact: Nancy Cunningham	9	4	0	0
KCA Research, Inc. 701 Howe Avenue/Ste H-58 Sacramento, CA 95825 Ph.916/920-2841 Fax 916/920-1840 Contact: Judy Bromley	10	10	10	0
Research Unlimited 1012 Second Street Sacramento, CA 95814 Ph. 916/446-6064 Fax 916/448-2355 Contact: Hugh Miller	15	0	15	0

SAN DIEGO

Analysis Research Ltd. 4655 Ruffner St./Suite 180 San Diego,CA 92111 Ph. 619/268-4800 or 800/824-9029-d.t. 772 Fax 619/268-4892	18	5	18	18
Bilingual Unlimited Research P.O. Box 600923 San Diego, CA 92160 Ph. 619/583-6243 Fax 619/583-0767 Contact: Carlos Ordaz	25	0	10	0
CIC Research 1215 Cushman Avenue San Diego, CA 92110 Ph. 619/296-8844 Fax 619/297-8038 Contact: Joyce Revlett	56	0	56	0
Directions In Research, Inc. 5353 Mission Center Rd./Ste.219 San Diego, CA 92108 Ph. 619/299-5883 Fax 619/299-5888 Contact: David S. Phife	31	10	31	0

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Fogerty Research 4915 Mercury Street San Diego,CA 92111 Ph. 619/268-8505 Fax 619/496-2011 Contact: Patty Fogerty	55	30	55	5
Fogerty Research 5751 Menorca Drive San Diego, CA 92124 Ph. 619/268-8506	12	0	12	0
Luth Research, Inc. 3456 Camino del Rio N.,/#101 San Diego, CA 92108 Ph. 619/283-7333 Fax 619/283-1251 Contact: Betty Jo Lopez	20	20	20	0
San Diego Surveys, Inc. 4616 Mission Gorge Place San Diego, CA 92120 Ph. 619/265-2361 Contact: Jean Van Arsdale	38	0	38	0
Taylor Research 3990 Old Town Ave/ Ste. 201A San Diego, CA 92110 Ph. 800/262-4426 or 619/299-6368 Contact: Harriet Huntley	25	0	25	0
Westat, Inc. 3156 Vista Way/#300 Oceanside, CA 92054 Ph. 609/721-2800	60	60	60	60

SAN FRANCISCO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
ADF Research 1456 Lincoln Avenue San Rafael, CA 94901 Ph. 415/459-1115 Fax 415/457-2193 Contact: Art Faibisch	30	15	30	0
Consumer Research Associates 111 Pine St./Ste. 1715 San Francisco, CA 94111 Ph. 415/392-6000 Fax 415/392-7141 Contact: Mike Malloner	15	0	0	1
Elrick & Lavidge, Inc. 111 Maiden Lane San Francisco, CA 94108 Ph. 415/434-0536 Fax 415/391-0946 Contact: Donald A. Kunstler	24	24	24	24
Evans Research Associates 120 Howard St/Suite 660 San Francisco, CA 94105 Ph. 415/777-9888 Fax 415/777-9281	24	17	24	24
Field Management Association 309 El Cerrito Plaza El Cerrito, CA 94530 Ph.415/527-8030 Contact: Hal Berke	20	0	20	0
Field Research Corporation 234 Front Street San Francisco, CA 94111 Ph. 415/392-5763 Fax 415/434-2541 Contact: Jon Masland	45	45	45	45
Fleischman Field Research 220 Bush Street, Ste. 1212 San Francisco, CA 94104 Ph. 415/398-4140 Fax 415/989-4506 Contact: Andy Fleischman	27	0	27	27
Friedman Marketing 5800 Northgate Mall San Rafael, CA 94903 Ph. 415/472-5394	6	0	0	0
Nichols Research, Inc. 333 W. El Camino Real/Ste 180 Sunnyvale, CA 94087 Ph. 408/773-8200	30	10	30	0
Nichols Research, Inc. 1155 Newpark Mall Newark, CA 94560 Ph. 408/773-8200	10	0	10	0
Nichols Research, Inc. 1820 Galindo St/Ste 3 Concord, CA 94520 Ph. 408/773-8200	15	0	15	0
The Research Spectrum 182-2nd Street, 4th Floor San Francisco, CA 94105 Ph. 415/543-3777 or 800/876-3770 Fax 415/543-3553 Contact: Rick Synder	30	20	30	30
Tragon Corporation 365 Convention Way Redwood City, CA 94063 Ph. 415/365-1833 Fax 415/365-3737 Contact: Marjorie Stone	12	0	12	0
Margaret Yarbrough & Assocs. 934 Shore Point Ct./Ste. 100 Alameda, CA 94501 Ph. 415/521-6900 Fax 415/521-2130 Contact: Margaret Yarbrough	20	0	20	20

SAN JOSE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Phase III Market Research 1150 No. 1st Street San Jose, CA 95112 Ph. 408/947-8661 Contact: Nancy Pitta	10	0	10	0
Silicon Valley Data, Inc. 1270 S. Winchester Blvd.,/#132 San Jose, CA 95128 Ph. 408/983-1802 Contact: Janie Trainor	65	0	5	0

COLORADO

COLORADO SPRINGS

Consumer Pulse of Colorado Springs
750 Citadel Drive East — 8 4 8 0
Citadel Mall #1084
(See Advertisement Page 59)
Colorado Springs, CO 80909
Ph. 303/480-0128 or 800/336-0159
Contact: Laura Wassil Millensifer

DENVER

Burke Marketing Research
3805 Marshall/Suite 300 — 65 65 65 65
Wheatridge, CO 80033
Ph. 303/425-5788
Fax 303/431-6365

Colorado Market Research
Ruth Nelson Research Svcs.
2149 S. Grape St. — 70 70 70 0
Denver, CO 80222
Ph. 303/758-6424
Fax 303/756-6467

Consumer Pulse of Denver
5801 W. 44th Avenue — 30 12 30 30
Lakeside Mall /#B-119
(See Advertisement Page 59)
Denver, CO 80212
Ph. 303/480-0128 or 800/336-0159
Fax 303/480-0176
Contact: Laura Wassil Millensifer

Friedman Marketing
1600 28th St./Ste. 277 — 6 0 0 0
Boulder, CO 8030
Ph. 303/449-4632

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

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

Information Research Inc.
10650 E. Bethany Dr. — 20 0 20 0
Denver, CO 80014
Ph. 303/751-0190
Fax 303/751-8075
Contact: Norm Petit

Lester Telemarketing, Inc.
333 No. Hampden/Ste 600 — 100 24 100 100
Denver, CO 80110
Ph. 303/761-4635
Fax 303/761-5419
Contact: David Rubin

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

Quality Controlled Services (QCS)
701 W. Hampden — 6 5 6 0
Cinderella Mall/Suite 33
(See Advertisement Page 43)
Englewood, CO 80110
Ph. 303/789-0565 or 800/325-3338
Fax 303/789-0573
Contact: Dunlap Scott

Talmey Research Inc.
934 Pearl St. — 38 24 38 38
Boulder, CO 80306
Ph. 303/447-0125
Fax 303/447-9386
Contact: Dan Hoffman

Telecommunications Network
5255 Marshall St., Ste. 201 — 9 2 4 0
Arvada, CO 80002
Ph. 303/467-0335
Fax 303/467-9808
Contact: Maryellen Filuta

CONNECTICUT

HARTFORD

Beta One
270 Farmington Ave., Ste. 127 — 25 0 13 13
Farmington, CT 06032
Ph. 203/677-7711
Fax 203/677-4967
Contact: John Bourget

NEW HAVEN

Lester Telemarketing, Inc.
19 Business Park Drive — 60 10 60 60
Branford, CT 06405
Ph. 203/488-5265
Fax 203/488-5265 Ext. 107
Contact: Deborah Cripps

NORWALK

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

J. B. Martin Inc.
4695 Main Street — 8 4 0 0
Bridgeport, CT 06606
Ph. 203/371-4158
Fax 203/371-5001
Contact: Joan Martin

STAMFORD

Answers For Marketing
777 Summer Street — 40 40 40 40
Stamford, CT 06901
Ph. 203/357-9783
Contact: Ed Paulvir

Goldstein/Krall Mktg. Resources
25 Third St. — 40 0 40 0
Stamford, CT 06905
Ph. 203/359-2820
Fax 203/327-9061
Contact: Ted Rosen

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Coast To Coast Telephone Center 1351 Washington Blvd. Stamford, CT 06902 Ph. 203/325-2335 or 800/288-6299 Fax 203/964-8269 Contact: Jim Trullinger	30	15	30	30

DISTRICT OF COLUMBIA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Communication Center, Inc. 1211 Connecticut Ave. N.W./Ste 620 Washington D.C. 20036 Ph. 202/223-4747 Fax 202/223-4245 Contact: Michael Mermeostein	175	0	175	0
Consumer Pulse of Washington 8310C Old Courthouse Road Vienna, VA 22182 Ph. 703/442-0960 or 800/336-0159 Fax 703/442-0967 Contact: Tricia Barnes	22	10	22	0 (See Advertisement Page 59)
Covington-Burgess Market Research 1921 Eleventh St., NW Washington D.C. 20001 Ph. 202/745-0919 Contact: Elizabeth Burgess	20	0	14	0
Decision Data Collection 7405 Colshire Dr/Ste 218 McLean, VA 22102 Ph. 703/556-7748 Fax 703/356-1680 Contact: Dale Brown	16	0	16	0
Gikas International 11611 Old Georgetown Road Rockville, MD 20852 Ph. 301/468-2380 Fax 301/770-0171 Contact: Larry Moyer	30	18	30	0
Peter D. Hart Research Assoc., Inc. 1724 Connecticut Ave. N.W. Washington, D.C. 20009 Ph. 202/234-5570 Fax 202/232-8134 Contact: Toni Robinson	80	0	65	0
HTI Custom Rsch. Div. NPD 4511 Knox Road College Park, MD 20740 Ph. 301/779-7950 Fax 301/779-4210 Contact: Leslie Ferons	45	45	45	45
KCA Research, Inc. 5501 Cherokee Ave/#111 Alexandria, VA 22312 Ph. 703/642-5220 Fax 703/256-1061 Contact: Robert L. Hiett or Kimberly Dawson	24	24	24	0
Metro Research Services, Inc. 10710 Lee Highway/Suite 207 Fairfax, VA 22030 Ph.703/385-1108 Fax 703/385-8620 Contact: Nancy Jacobs	11	0	11	0
National Research, Inc. 5454 Wisconsin Ave./Suite 840 Chevy Chase, MD 20815 Ph. 301/951-9550 Fax 301/654-6749 Contact: Rebecca L. Craig	60	0	60	0
Olchak Market Research 6194 Greenbelt Road Greenbelt, MD 20770 Ph. 301/441-4660 Fax 301/474-4307 Contact: Jill L. Siegel	15	0	15	0
Quality Controlled Services (QCS) 6710 E. Springfield Mall Springfield, VA 22150 Ph. 703/971-6717 or 800/325-3338 Fax 703/922-5946 Contact: Cynthia Dunn	9	5	0	0 (See Advertisement Page 43)
Westat, Inc. 1650 Research Blvd. Rockville, MD 20850 Ph. 301/251-1500 Contact: Pat Skinner	56	56	56	56
Westat, Inc. 5303K Spectrum Dr. Frederick, MD 21701 Ph. 301/662-0027	60	60	60	60

FLORIDA

FORT LAUDERDALE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Connect USA, Inc. 9050 Pines Blvd./Ste. 335 Fort Lauderdale, FL 33024 Ph. 305/437-8902 Fax 305/437-8997 Contact: Ethel Owrey	20	0	20	20

JACKSONVILLE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
A T & T American Transtech 8000 Baymeadows Way Jacksonville, FL 32216 Ph. 904/636-2221 Fax 904/636-3975 Contact: Karen Haberer	1200	1200	1200	1200
Irwin Research Services, Inc. 565 So. Main Street,/Ste. 18B Jacksonville, FL 32207 Ph. 904/398-8300 Fax 904/398-5621 Contact: Scott Irwin	70	70	70	0 (See Advertisement Page 49)

MIAMI

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
BSR Field Services 2121 Ponce de Leon Blvd. Coral Gables, FL 33134 Ph. 305/448-7622 or 800/282-2771 Fax 305/448-6825 Contact: Dan Clapp	30	10	30	0

Heakin Research, Inc. Coral Sprgs Mall/9569 Atlantic Blvd Coral Springs, FL 33071 Ph. 305/753-4466 Fax 305/341-9551 Contact: Linda Bonneville	12	2	0	0
Light Interviewing Svcs., Inc. 8551 Coral Way Miami, FL 33155 Ph. 305/264-5780 Fax 305/264-6419 Contact: Jean Light	25	0	25	25
Mar's Surveys 1700 University Drive/#205 Coral Springs, FL 33071 Ph. 305/755-2805 Fax 305/755-3061 Contact: Ronald Teblum	16	10	16	0
Profile Marketing Research, Inc. 4020 S. 57th Avenue Lake Worth, FL 33463 Ph. 407/965-8300 Fax 407/965-6925 Contact: Judy A. Hoffman	20	0	20	20
Rife Market Research 1111 ParkCentre Blvd/#111 Miami, FL 33169 Ph. 305/620-4244 Fax 305/621-3533 Contact: Mary Rife	35	0	35	0
Weitzman & Philip, Inc. 850 Ives Dairy Rd Miami, FL 33179 Ph. 305/653-6323 Fax 305/653-4016 Contact: Natalie Weitzman	30	0	23	0

ORLANDO

The Datafax Company, Inc. 2600 Maitland Ctr. Pkwy/Ste 170 Maitland, FL 32751 Ph. 407/660-8878 Fax 407/660-1730 Contact: Eugene T. Pilcher	20	20	20	0
New Directions Marketing Research, Inc. 2670 W. Fairbanks Avenue Winter Park, FL 32789 Ph. 407/740-7500 Fax 407/740-7575	8	8	8	0
United States Testing Co. 445 Osceola Street Altamonte Springs, FL 32701 Ph. 407/830-4542 Fax 407/830-6064 Contact: Barbara Nolan	28 (See Advertisement Page 53)	0	28	28

TALLAHASSEE

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

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
MGT of America, Inc. 2425 Torreya Drive Tallahassee, FL 32303 Ph. 904/386-3191 Fax 904/385-4501 Contact: Ray Thompson	20	0	20	0

TAMPA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Phil Balducci & Assoc., Inc. 1304 DeSoto Ave/Ste 200 Tampa, FL 33606 Ph. 813/254-8822 Fax 813/251-1722 Contact: Kelly Hennelly	20	0	20	20
Eastern Research Services 4101 W. Columbus Drive Tampa, FL 33607 Ph. 813/875-0288 Fax 813/876-6579 Contact: Nick Mannino	80	0	80	80
Mid-America Research, Inc. 303 U.S. 301 Blvd. West/# 811 Bradenton, FL 34205 Ph. 813/746-1849 Fax 708/259-7259 Contact: Sharon White	5	4	4	0
Quality Controlled Services (QCS) 4904 Eisenhower Blvd. Tampa, FL 33634 Ph. 813/886-4830 or 800/325-3338 Fax 813/886-5431 Contact: Suzanne Lucas	10	5	10	10 (See Advertisement Page 43)
Schwartz Field Inc. 8902 No. Dale Mabry/#102 Tampa, FL 33614 Ph. 813/933-8060 Fax 813/935-3496 Contact: Bonita Schwartz	10	0	10	0
Suburban Associates Tampa Conference Center 4350 W. Cypress/#535 Tampa, FL 33607 Ph. 813/874-3423 Fax 813/825-6789 Contact: Elaine Cravens	24	8	24	0
Total Research Corporation 5130 Eisenhower Blvd/Ste 210 Tampa,FL 33634 Ph. 813/887-5544 Fax 813/882-0293 Contact: Cindy Williams	60	60	60	60

GEORGIA

ATLANTA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Atlanta Marketing Research Ctr. 3355 Lenox Rd NE/Suite 660 Atlanta, GA 30326 Ph. 404/239-0001 Fax 404/237-1235 Contact: Stacey Moore	15	0	15	15
Booth Research Services, Inc. 1120 Hope Rd/Ste 200 Atlanta, GA 30350 Ph. 404/992-2200 Fax 404/642-4535 Contact: Dottie Nix	44	44	44	44
Compass Marketing Research 3294 Medlock Bridge Rd/#100 Norcross, GA 30092 Ph. 404/448-0754 Fax 404/449-6739 Contact: Ann Rast	50	40	40	40
Elrick & Lavidge, Inc. 1990 Lakeside Pkwy/3rd Flr Tucker, GA 30084 Ph. 404/938-3233 Fax 404/621-7666 Contact: Michael Hardin	50	50	50	50
Jackson Associates Inc. 3070 Presidential Dr/#123 Atlanta, GA 30340 Ph. 404/454-7060 Fax 404/986-2828 Contact: Margaret Hicks	30	6	30	0
Joyner Hutcheson Research, Inc. 1900 Century Place Atlanta, GA 30345 Ph. 404/321-0953 Fax 404/634-8121 Contact: Wanda L. Hutcheson	20	0	20	0
Lansdell & Associates, Inc. 5052 Clark Howell Hwy. Atlanta, GA 30349 Ph. 404/765-0936 Fax 404/767-3124 Contact: Doris Lansdell	27	0	27	0
Mid-America Research, Inc. 3393 Peachtree Road N.E. Atlanta, GA 30326 Ph. 404/261-8011 Fax 708/259-7259 Contact: Joan Ferdinands	10	10	6	0
Precision Field Services 3405 Piedmont Rd. Atlanta, GA 30305 Ph. 404/266-8666 Fax 404/266-0208 Contact: Pat Sawyer	12	0	12	0
Quality Controlled Services (QCS) 1945 Cliff Valley Way/Ste 250 Atlanta, GA 30329 Ph. 404/321-0468 or 800/325-3338 Contact: Susan Lipsitz	28	5	17	0 (See Advertisement Page 43)

Scotti Research 1800 Peachtree Rd. N.W./#500 Atlanta, GA 30309 Ph. 404/352-0686 Fax 404/352-3012 Contact: Dorothy Randall	30	0	30	30
John Stolzberg Market Research 1800 Century Blvd/Ste 795 Atlanta, GA 30345 Ph. 404/329-0954 Fax 404/329-1596	17	0	10	0

IDAHO

BOISE

E.S. Field Service 1111 So. Orchard/#150 Boise, ID 83705 Ph. 208/343-9556 Fax 208/343-0648	8	0	8	0

ILLINOIS

CHICAGO

Adler Weiner Research Co. 6336 No. Lincoln Chicago, IL 60659 Ph. 312/463-5552 Contact: Eileen Dorfman	8	0	0	0
Assistance In Marketing 1650 No. Arlington Heights Rd. Arlington Heights, IL 60004 Ph. 708/392-5500 Fax 708/392-5841 Contact: Maureen Fields	12	12	12	12
Irwin Broh & Associates, Inc. 1011 E. Touhy Avenue Des Plaines, IL 60018 Ph. 708/297-7515 Fax 708/297-7847 Contact: David Waitz	20	5	20	20
Central Telephone Interviewing Sys. 6445 N. Western Avenue Chicago, IL 60645 Ph. 312/274-3700 Fax 312/274-4021 Contact: Mark Pilarski	50	50	50	50
C/J Research, Inc. 3150 Salt Creek Lane Arlington Heights, IL 60005-8760 Ph. 708/253-1100 Fax 708/253-1587	100	65	100	100
C/J Research, Inc. 367 Georgetown Square Wood Dale, IL 60191 Ph. 708/766-0404	20	10	20	20
Communications Research, Inc. 233 E. Wacker Drive/Ste 2105 Chicago, IL 60601 Ph. 312/938-0200 Fax 312/938-8711 Contact: Kathy Beimfohr	25	0	25	0
Communications Workshop, Inc. 168 No. Michigan Avenue Chicago, IL 60601 Ph. 312/263-7551 Fax 312/332-6115 Contact: Wilma Blagaich	30	0	30	30
Consumer & Professional Research, Inc. 3612 W. Lake Ave/P.O. Box 729 Wilmette, IL 60091 Ph. 708/256-7744 Fax 708/251-7662 Contact: Dan Andrews	14	10	14	14
Conway/Milliken & Associates 875 No. Michigan Chicago, IL 60611 Ph. 312/787-4060 Fax 312/787-4156 Contact: Rose Randall	30	18	30	30
Data Research, Inc. 1311 Butterfield Rd/Ste 304 Downers Grove, IL 60515 Ph. 708/971-2880 Fax 708/971-2267 Contact: Ken Jennrich	30	0	30	30
Elrick & Lavidge, Inc. 3041 Woodcreek Drive Downers Grove, IL 60515 Ph. 708/810-0100 Fax 708/810-1471 Contact: Rudy Rau	42	9	42	42
Focuscope Unlimited, Inc. 1100 W. Lake Street Oak Park, IL 60301 Ph. 708/386-5086 Fax 708/386-1207 Contact: Ann Rooney	15	0	15	0
Goldring & Company, Inc. 820 No. Orleans/Ste 210 Chicago, IL 60610 Ph. 312/440-5250 Fax 312/266-1742 Contact: Stephanie Frank	13	0	13	13
Heakin Research, Inc. 3615 Park Drive/Ste 101 Olympia, IL 60461 Ph. 708/503-0100 Fax 708/503-0100	60	17	60	60
Kapuler Survey Center 3436 N. Kennicott Arlington Heights, Il 60035 Ph. 708/870-6700 Fax 708/392-2122 Contact: Sandy Greenfield	140	100	100	100
Maritz Marketing Research, Inc. 400 No. Schmidt Rd. Bolingbrook, IL 60439 Ph. 708/759-0700 Fax 708/759-0700 Contact: Frankye Woodruff	85	32	85	85

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Market Facts, Inc. National Telephone Center One Rotary Center/Ste 210 Evanston, IL 60201 Ph. 708/864-5100 Fax 708/864-5100 ext. 107 Contact: Judy Kemp	60	60	60	60
Market Facts, Inc. National Telephone Center 1010 Lake Street Oak Park, IL 60301 Ph. 708/524-2001 Fax 708/524-2001 ext. 265 Contact: Beth Dawson	46	46	46	46
Market Facts, Inc. National Telephone Center 4260 Westbrook Drive Aurora, IL 60504 Ph. 708/851-NTC3 Fax 708/851-NTC3 ext. 254 Contact: Bryan Gum	24	24	24	24
Mid-America Research, Inc. 999 No. Elmhurst Rd. Mt. Prospect, IL 60056 Ph. 708/392-0800 Fax 708/259-7259 Contact: Betty Jorgensen	22	6	16	0
Millward Brown, Inc. 1245 E. Diehl Rd. Naperville, IL 60653 Ph. 708/505-0066 Fax 708/505-0077	45	34	45	45
National Data Research, Inc. 770 Frontage Rd/Ste 110 Northfield, IL 60093 Ph. 708/501-3200 Fax 708/501-2865 Contact: Val Maxwell	36	0	36	0
Precision Field Services 7900 N. Milwaukee Avenue Niles, IL 60648 Ph. 708/966-8666 Fax 708/966-9551 Contact: Scott Adleman	30	6	30	0
Quality Controlled Services (QCS) 55 W 22nd St Lombard Office Park/#107 Lombard,IL 60148 Ph. 708/620-5810 or 800/325-3338 Fax 708/620-8804 Contact: Andrea Wilk (See Advertisement Page 43)	12	5	12	0
The Research Group 8289 Golf Road Niles, IL 60648 Ph. 708/966-8900 Fax 708/966-8871	20	0	20	0
Smith Medical Market Research, Inc. 1121-P Lake Cook Rd. Deerfield, IL 60015 Ph. 708/948-0440 Fax 708/948-8350 Contact: Kevin Smith	24	14	24	14
Survey Center, Inc. 455 E. Illinois Street Chicago, IL 60611 Ph. 312/321-8100 Fax 312/321-0607 Contact: Pam Kaplan	130	30	130	70
TeleAmerica Research Inc. 1945 Techny Rd/Ste 3 Northbrook, IL 60002 Ph. 708/480-1560 Fax 708/480-6055 Contact: Larry Kaplan	54	50	54	54
TeleAmerica Research Inc. 820 Davis Street Evanston, IL 60062 Ph. 708/480-1560 Fax 708/480-6055 Contact: Larry Kaplan	65	50	65	65
Tele-Research, Inc. 6336 No. Cicero Avenue Chicago, IL 60646 Ph. 312/282-8111 Fax 312/282-4430 Contact: Darlene Piell	24	0	24	0
Time N Talent, Inc. Lincolnwood Corp. Ctr./ 7337 N. Lincoln Lincolnwood, IL 60646 Ph. 708/675-0200 Fax 708/675-0225 Contact: Myra Balaban	10	0	10	0
Time N Talent, Inc. Meadowtown Mall/1400 E. Golf Rd Rolling Meadows, IL 60008 Ph. 708/806-0006 Fax 708/806-0782 Contact: Myra Balaban	6	2	6	0
United States Testing Co. 300 Marquardt Dr. Wheeling, IL 60090 Ph. 708/520-3600 Fax 708/520-3621 Contact: Dennis Hill (See Advertisement Page 53)	100	25	100	100

PEORIA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Scotti Marketing Research, Inc. 1118 No. Sheridan Road Peoria, IL 61606 Ph. 309/673-6194 Contact: Mark E. Bishop	14	0	14	0

ROCKFORD

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Millward Brown, Inc. 7115 Windsor Lake Pkwy. Loves Park, IL 61111 Ph. 815/654-6300 Fax 815/654-6317	105	75	105	105

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Millward Brown, Inc. 3929 Broadway Rockford, IL 61108 Ph. 815/226-5678 Fax 815/226-2253	40	30	40	40

ROCK ISLAND

Millward Brown, Inc. 4705 44th Street Rock Island, IL 61201 Ph. 309/788-6600 Ph. 309/794-7775	90	90	90	90

INDIANA

FORT WAYNE

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

INDIANAPOLIS

Herron Associates, Inc.
710 Executive Park Dr. 26 12 26 0
Greenwood, IN 46143
Ph. 317/882-3800
Fax 317/882-4716
Contact: Sue Nielsen

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

Walker: DataSource
3939 Priority Way So. Drive 70 70 70 70
Indianapolis, IN 46280-0432 (See Advertisement Page 54)
Ph. 317/843-8620
Fax 317/843-8638
Contact: Gwen Welckle

SOUTH BEND

Market Interviews
121 So. Niles Ave/#203 50 50 50 50
South Bend, IN 46617
Ph. 219/282-2754
Fax 219/234-6495
Contact: Sharon Boveri

IOWA

CEDAR RAPIDS

Frank N. Magid Associates
One Research Center 95 30 95 0
Marion, IA 52302
Ph. 319/377-7345
Fax 319/377-5861
Contact: JoEllen Walker

DAVENPORT

Per Mar Research
322 Brady St. 15 0 15 0
Davenport, IA 52801
Ph. 319/322-1960
Fax 319/322-1370
Contact: Martha Renk

Scotti Marketing Research, Inc.
320 W. Kimberly Rd. 10 0 10 0
Davenport, IA 52806
Ph. 319/386-1905
Contact: Carol Menke

DES MOINES

Friedman Marketing
1111 E. Army Post Rd. 6 0 0 0
Des Moines, IA 50315
Ph. 515/287-4744

IMR Systems, Ltd.
507-10th Street 15 15 15 15
Des Moines, IA 50309
Ph. 515/282-7800
Fax 515/282-6358
Contact: Marti Bobertz

Per Mar Research
2901 Douglas/Ste 1A 12 0 12 0
Des Moines, IA 50310
Ph. 515/255-2218
Fax 515/255-3664
Contact: Valerie Jamison

MASON CITY

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

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KANSAS

KANSAS CITY (See Kansas City,MO)

WICHITA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Data Net-Wichita 7700 E. Kellogg /#231 Wichita, KS 67207 Ph. 316/682-6655 Fax 316/682-6644 Contact: Clyde Nitta	7	0	5	0
Wichita Marketing Research, Inc. 224 Ohio Wichita, KS 67214 Ph. 316/263-6433 Fax 316/263-0885 Contact: Pam Cox	10	0	10	0

KENTUCKY

LEXINGTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Wilkerson and Associates 330 E. Main Street Lexington, KY 40507 Ph. 606/231-9481 Fax 606/231-9356	6	0	5	0

LOUISVILLE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Davis Research Services, Inc. 4229 Bardstown Rd. Louisville, KY 40218 Ph. 502/499-0607 Fax 502/459-0155 Contact: Joan C. Davis	16	0	16	16
Personal Opinion, Inc. 3415 Bardstown Road/Ste 206A Louisville, KY 40218 Ph. 502/451-1971 Fax 502/451-3940 Contact: Donna Bodi	25	6	3	0
Stevens Research Services, Inc. 3010 Hikes Lane Louisville, KY 40220 Ph. 502/456-5300	14	0	14	0
Wilkerson and Associates 3339 Taylorsville Road Louisville, KY 40205 Ph. 502/459-3133 Fax 502/459-8392 Contact: Suzanne Elder	30	0	30	30

LOUISIANA

BATON ROUGE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Gulf States Research Center Bon Marche Mall/7261-A Florida Blvd Baton Rouge, LA 70806 Ph. 800/848-2555 Contact: Gwen Dickey	30	0	30	30
Market Research & Issues Mgmt. 500 Laurel/Ste 603 Baton Rouge, LA 70801 Ph.504/387-6766 Fax 504/387-6769 Contact: Deane Maughan	40	0	40	0

NEW ORLEANS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Analytical Studies, Inc. 708 Rosa Metairie, LA 70005 Ph. 504/835-3508 Contact: Myrtle Grosskopf	18	7	18	0
Friedman Marketing 1701 Barataria Blvd. Marrero, LA 70072 Ph. 504/340-0972	6	0	0	0
Linden Research Services 197-504 Westbank Exp. Gretna, LA 70001 Ph. 504/368-9825 Fax 504/368-9866 Contact: Marty Olson	13	0	13	0
NGL Research Services, Inc. 4300 So. I-10 Svce Rd/#115 Metairie, LA 70001 Ph. 504/456-9025 Fax 504/456-9072 Contact: Lena Webre	21	0	16	16

MARYLAND

BALTIMORE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Chesapeake Surveys 305 W. Chesapeake Ave/Ste L19 Towson, MD 21204 Ph. 301/296-4411 Fax 301/828-6350 Contact: Carolyn Hilton	30	0	30	30
	(See Advertisement Page 55)			
Consumer Pulse of Baltimore 8200 Perry Hall 1152 White Marsh Mall Baltimore, MD 21236 Ph. 301/256-7700 or 800/336-0159 Fax 301/256-5148 Contact: Pam Jones	22	12	22	0
	(See Advertisement Page 59)			
Maryland Marketing Source 817 Maiden Choice Lane /Ste 150 Baltimore, MD 21228 Ph. 301/247-3276 Fax 301/536-1858	15	13	12	0

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Opinion Centers of America 1410 N. Crain Hwy. Glen Burnie, MD 21064 Ph. 301/760-0052 Fax 301/760-6744 Contact: Becky Valenta	32	10	10	0
Opinion Centers of America Hunt Valley Mall Hunt Valley, MD 21030 Ph. 301/785-5344 Fax 301/391-7850 Contact: Grace Evans	10	10	10	0

MASSACHUSETTS

BOSTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Bernett Research 230 Western Avenue/Ste 201 Boston, MA 02134 Ph. 617/254-1314 Fax 617/254-1857 Contact: Bernyce Hayes	20	4	20	20
Dorr & Sheff, Inc. 90 Windom Street Boston, MA 02134 Ph. 617/787-3677 Fax 617/783-2254 Contact: Lisa Oullette	24	0	24	0
Performance Plus, Inc. 111 Speen Street/Ste. 105 Framingham, MA 01701 Ph. 508/872-1287 Fax 508/879-7108 Contact: Shirley Shames	28	8	28	0
Quality Controlled Services (QCS) 190 N. Main Natick,MA 01760 Ph. 508/653-1122 or800/325-3338 Fax 508/653-4665 Contact: Patricia Herman (See Advertisement Page 43)	15	5	15	0
Research Data, Inc. 624 Worcester Road Framingham,MA 01701 Ph. 508/875-1300 Fax 508/872-2001 Contact: Charles Kenney	55	24	55	55

MICHIGAN

DETROIT

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Amrigon 2750 S. Woodward Bloomfield Hills, MI 48013 Ph. 313/332-2300 Fax 313/333-9710 Contact: Richard Smith	150	150	150	0
Consumer Pulse of Detroit 725 South Adams Rd. Birmingham, MI 48009 Ph. 313/540-5330 or 800/336-0159 Fax 313/645-5685 Contact: Mary Taras (See Advertisement Page 59)	60	30	60	60
Data Accuracy 15100 Northline/Venture Ctr #257 Southgate, MI 48195 Ph. 313/283-0551 Contact: Judy Ortolan	12	0	12	0
Detroit Marketing Services, Inc. 26237 Southfield Rd. Lathrup Village, MI 48076 Ph. 313/569-7095 Fax 313/569-8927 Contact: Phyllis J. Huls	18	6	18	18
Friedman Marketing 25130 Southfield Rd Southfield, MI 48075 Ph. 313/569-0444 Fax 313/569-2813 Contact: Deanna Quarters	30	0	30	30
General Interviewing Surveys 17117 W. Nine Mile Rd/#1020 Southfield, MI 48075 Ph. 313/559-7860 Fax 313/559-2421 Contact: Sheila Smith	20	4	20	0
Market Interviews 33029 Schoolcraft Livonia, MI 48150 Ph. 313/421-3420 Fax 313/421-8249 Contact: Mary Ann Adams	40	40	40	40
Nordhaus Research, Inc. 20300 West 12 Mile Road Southfield, MI 48076 Ph. 313/827-2400 Fax 313/827-1380 Contact: Jean Delegarde (See Advertisement Page 60)	77	40	77	77
Opinion Search 21800 Melrose/ Ste 4 Southfield, MI 48075 Ph. 313/358-9922 Fax 313/358-9914 Contact: Shirley Silver	15	0	10	10
Product & Consumer Evaluations 28535 Orchard Lake Road Farmington Hills, MI 48018 Ph. 313/553-4100 Fax 313/553-7408 Contact: Sue Prieur	75	75	75	75
Research Data Analysis 450 Enterprise Ct. Bloomfield Hills, MI 48013 Ph. 313/332-5000 Fax 313/332-4168 Contact: Linda Gibbons	100	100	100	100
TRENDFACTS Research/Field Svcs Division ofThe Creative Group, Inc. 31800 Northwestern Hwy./# 380 Farmington Hills, MI 48018 Ph. 313/855-7810 or 7811 Fax 313/855-2368 Contact Rob Klein or Brett Blackwell (20 Additional Stations will be available in late 1990) (See Advertisements Pages 2,38 & 59)	55	20	55	55

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GRAND RAPIDS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Datatrack, Inc. 161 Ottawa Avenue NW Grand Rapids, MI 49503 Ph. 616/776-7230 Fax 616/776-7212 Contact: Pamela S. Schichtel	65	20	30	30
Nordhaus Research, Inc. 2449 Camelot Court Grand Rapids, MI 49506 Ph. 616/942-9700 Fax 616/942-1325 Contact: Jean Delgarde	60 (See Advertisement Page 60)	0	60	60
Western Michigan Research, Inc. 6143 1/2-28th Street SE Grand Rapids, MI 49546 Ph. 616/949-8724 Fax 616/949-8511 Contact: Nancy Vanderveer	14	0	14	14

KALAMAZOO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Bo Mar Research, Inc. 511 Monroe Street Kalamazoo, MI 49007 Ph. 616/342-5880 Fax 616/342-5885	18	0	18	0

LANSING

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Capitol Research Services 401 S. Washington Square Lansing, MI 48933 Ph. 517/484-5440 Fax 517/322-0640 Contact: Rachelle Souser	8	0	8	0

MINNESOTA

MINNEAPOLIS/ST. PAUL

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Cook Research & Consulting, Inc. 6600 France Ave. So./ #214 Minneapolis, MN 55435 Ph. 612/920-6251 Fax 612/920-1230 Contact: Harold W. Cook	10	0	10	0

Custom Research Inc. 10301 Wayzata Blvd./ P.O. Box 26695 Minneapolis, MN 55426-0695 Ph. 612/542-0800 Fax 612/542-0864 Contact: Beth Rounds	60	60	60	60
Bette Dickinson Research, Inc. 3900-36th Avenue North Minneapolis, MN 55422 Ph. 612/521-7635 Contact: Bette Dickinson	15	0	15	0
Jeanne Drew Surveys, Inc. 5005 1/2 34th Avenue So. Minneapolis, MN 55417 Ph. 612/729-2306 Fax 612/729-7645 Contact: Jeanne Drew	17	0	17	0
Focus Market Research, Inc. 801 West 106th Street Bloomington, MN 55420 Ph. 612/881-3635 Fax 612/881-1880 Contact: Judy Opstad	20	0	15	0
N.K.Friedrichs & Associates, Inc. 431 So. 7th St./2500 Centre Vlg. Minneapolis, MN 55415 Ph. 612/333-5386 Fax 612/344-1408 Contact: Betty Hill	28	24	28	28
Heakin Research, Inc. Knollwood Mall/8332 Highway #7 St. Louis Park, MN 55426 Ph. 612/936-0940 Fax 612/936-9078 Contact: Elena Johnson	10	3	0	0
IMI Research Corporation 8100 26th Avenue South Minneapolis, MN 55425 Ph. 612/854-1570 Fax 612/854-5732 Contact: Kirk Watson	24	0	24	24
MRC, Inc. 5820-74th Ave. No/Ste 105 Brooklyn Park, MN 55443 Ph. 612/561-4467 Fax 612/560-0630 Contact: Tammi Baker	11	0	11	0
C.J. Olson Market Research, Inc. 708 So. 3rd St./ #105E Minneapolis, MN 55415 Ph. 612/340-1262 Fax 612/334-3169 Contact: Carolyn J. Olson	14	0	14	0
Orman Guidance Research, Inc. 715 Southgate Office Plaza Minneapolis, MN 55437 Ph. 612/831-4911 Fax 612/831-4913 Contact: Allan D. Orman	13	0	13	0
Plasman & Associates 7301 Ohms Lane/#390 Minneapolis, MN 55435 Ph. 612/831-5421 Fax 612/835-6453 Contact: S.K. Plasman	14	14	14	0
Project Research, Inc. University Technology Center 1313 Fifth Street SE Minneapolis, MN 55414 Ph. 612/331-9222 Fax 612/331-1726	45	10	45	45
	(See Advertisement Page 63)			
Quality Controlled Services (QCS) 2622 W. Lake Street Minneapolis, MN 55416 Ph. 612/926-2646 or 800/325-3338 Fax 612/926-6281 Contact: Kay Sanders	35	5	35	35
	(See Advertisement Page 43)			
Research Systems, Inc. 1809 So. Plymouth Road /Ste 325 Minnetonka, MN 55343 Ph. 612/544-6334 Fax 612/544-6764 Contact: Bill Whitney	16	0	16	0
Rockwood Research Corp. 1751 West County Road "B" St. Paul, MN 55113 Ph. 612/631-1977 Fax 612/631-8198 Contact: Denise Munson	60	45	60	60
	(See Advertisement Page 32)			
Twin City Interviewing Service 3225 Hennepin Avenue So. Minneapolis, MN 55408 Ph. 612/823-6214 Contact: Beth Fischer or Nancy Lichy	10	0	10	0
Winona MRB 8200 Humboldt Avenue South Minneapolis, MN 55431 Ph. 612/881-5400 Contact: William Kendall	20	0	20	20

MISSISSIPPI

JACKSON

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

MISSOURI

KANSAS CITY

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

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Market Research Institute 7315 Frontage Rd/ Ste 200 Merriam, KS 66204 Ph. 913/236-6060 Fax 913/236-6094 Contact: Don Weston	24	17	24	8
Quality Controlled Services (QCS) 10875 Grandview Street Corporate Woods Off Pk/#2230 Overland Park,KS 66210 Ph. 913/345-2200 or 800/325-3338 Fax 913/345-2070 Contact: Shirley Musgrave	68	5	68	43
(See Advertisement Page 43)				
Quality Controlled Services (QCS) 8600 Ward Parkway Kansas City, MO 64114 Ph. 816/361-0345 or 800/325-3338 Fax 816/361-3580 Contact: Iva Schlatter	24	5	13	0
(See Advertisement Page 43)				
Quality On Time Interviewing 8889 Bourgade Ave. Lenexa, KS 66219 Ph. 913/894-9012 Fax 913/894-5240 Contact: Diane Hernandez	11	9	11	0
Valentine-Radford Research Group P.O. Box 13407 Kansas City, MO 64199 Ph. 816/842-5021 Fax 816/472-5177 Contact: Annie Heck	59	59	59	4

ST. LOUIS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Business Response, Inc. 1974 Innerbelt Bus. Ctr. Dr. St. Louis, MO 63114 Ph. 314/426-6500 Fax 314/426-6935 Contact: Donald Kornblet	36	36	36	0
Consumer Opinion Council 222 So. Meramec/ Ste. 301-02 St. Louis, MO 63105 Ph. 314/863-3780 Fax 314/863-2880 Contact: Genny Schumacher	12	0	10	10
Conway/Milliken & Assoc. 13545 Barrett Parkway Dr. St. Louis, MO 63021 Ph. 314/821-5600 Fax 314/821-8923 Contact: Carol Nusgrave	48	42	48	48
Fact Finders, Inc. 11960 Westline Ind. Dr/Ste 105 St. Louis, MO 63146 Ph. 314/469-7373 Fax 314/469-0758 Contact: Dianne Stang	28	5	28	28
Marketeam Associates 1807 Park 270 Dr/Ste 300 P.O. Box 46904 St.Louis, MO 63146 Ph. 314/878-7667 Fax 314/878-7616 Contact: Cheryl Deering	30	0	30	30
(See Advertisement Page 33)				
Peters Marketing Research, Inc. 12655 Olive Blvd/#250 St. Louis, MO 63141 Ph. 314/542-0011 Contact: Anne Fleming	10	0	10	10
Quality Controlled Services (QCS) 1655 Des Peres Rd/Ste 110 St. Louis, MO 63131 Ph. 314/966-6595 or 800/325-3338 Fax 314/822-4294 Contact: Yvonne Filla	16	5	16	0
(See Advertisement Page 43)				
Quality Controlled Services (QCS) St. Louis Survey Center 3630 So. Geyer Rd/Ste 112 Sunset Hills, MO 63127 Ph. 314/822-4145 or 800/325-3338 Fax 314/822-9145 Contact: Dorothy Cooley	48	25	48	0
(See Advertisement Page 43)				
Superior Surveys of St. Louis 10795 Watson Road St. Louis, MO 63127 Ph. 314/965-0023 Fax 314/965-8042 Contact: Trish Dunn	12	0	12	0
Thies Research Services, Inc. 348 Brookes Drive Hazelwood, MO 63042 Ph. 314/731-2005 Fax 314/731-1105 Contact: Victoria R. Theis	20	20	20	20
Westgate Research, Inc. 650 Office Parkway Creve Coeur, MO 63141 Ph. 314/567-3333 Fax 314/567-7131 Contact: Germaine Eley	36	12	36	0
Wetterau Consumer Research 8920 Pershall Rd. St. Louis, MO 63042 Ph. 314/595-1607 Fax 314/595-1620 Contact: Mark A. Harder	15	15	15	15

SPRINGFIELD

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Martell Research 3 Corporate Centre/Ste 3-300 Springfield, MO 65804 Ph. 417/882-5999 Fax 417/887-3309 Contact: Ruth Keller	8	0	8	0

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NEBRASKA

LINCOLN

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Coy Interviewing Services, Inc. 380 Bruce Drive Lincoln, NE 68510 Ph. 402/488-3753 Contact: Edna Coy	14	0	14	0
The Gallup Organization 300 South 68th Street Lincoln, NE 68510 Ph. 402/489-9000 Fax 402/486-6402 Contact: Max Larson	450	320	450	450
Wiese Research Associates, Inc. 1630 South 70th St. Lincoln, NE 68510 Ph. 412/391-7734 Contact: Tom Wiese	60	0	60	0

OMAHA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Friedman Marketing 1751 Madison Ave. Council Bluffs, IA 51501 Ph. 712/322-7200	6	0	0	0
Midwest Survey, Inc. 8922 Cuming Street Omaha, NE 68114 Ph. 402/392-0755 Fax 402/392-1068 Contact: Jim Krieger	15	0	12	0
Northwest Surveys, Inc. 319 South 17th/#500 Omaha, NE 68102 Ph. 402/346-6767 Contact: Robin Tilton	24	24	24	24
Wiese Research Associates, Inc. 10707 Pacific St/Ste 202 Omaha, NE 68114 Ph. 402/391-7734 Fax 402/390-9755 Contact: Tom Wiese	30	0	30	30

(See Advertisement Page 84)

NEVADA

LAS VEGAS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Las Vegas Surveys,Inc. 3718 S. Maryland Pkwy. Las Vegas, NV 89119 Ph. 702/796-6451 Fax 702/796-6450 Contact: Carlos Kelly	21	0	21	0

RENO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
C/J Research, Inc. Pioneer Pl/673 E. Moana Lane Reno, NV 89510 Ph. 702/827-1155	20	0	20	20
MarkeTec, Inc. 1547 So. Virginia/#5 Reno, NV 89502 Ph. 702/329-5174 Fax 702/322-6116 Contact: Kimberlee Tolkien	6	0	6	0

NEW HAMPSHIRE

NASHUA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
New England Interviewing, Inc. 5 Coliseum Avenue Nashua, NH 03063 Ph. 603/889-8222 Fax 603/883-1119 Contact: Joan Greene	14	0	12	0

NEW JERSEY

ASBURY PARK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Centrac, Inc. 317 Brick Blvd. Brick Town, NJ 08723 Ph. 201/920-0500 Fax 201/920-3896	45	20	45	45

NEW BRUNSWICK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Bruskin Associates 303 George Street New Brunswick, NJ 08903 Ph. 201/249-1800 Fax 201/249-1623 Contact: David Bender	105	87	100	100
Capricorn Mktg Rsch Field Svce 322-D Englishtown Rd. Old Bridge, NJ 08857 Ph. 201/251-9000 Fax 201/251-9008 Contact: Patti Pcolar	24	0	12	12

NORTHERN NEW JERSEY

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Opinion Research Corporation 100 Corporate Court So. Plainfield, NJ 07080 Ph. 201/769-8200 Fax 201/769-4842 Contact: Gerard Middus	85	60	85	85
The WATS Room 120 Van Nostrand Avenue Englewood Cliffs, NJ 07836 Ph.201/585-1400 Fax 201/585-1524 Contact: Lou Roth	60	20	60	60

(See Advertisement Page 71)

The WATS Room(Roth-Harris) 822 Broadway Bayonne, NJ 07836 Ph. 201/585-1400 Fax 201/585-1524 Contact: Lou Roth	45	15	45	45

(See Advertisement Page 71)

PRINCETON

Total Research Corporation 5 Independence Way Princeton, NJ 08540 Ph. 609/921-8100 Fax 609/987-8839 Contact: Doris Antonello	17	17	17	17

SOUTHERN NEW JERSEY

Mar's Surveys, Inc. Cinnaminson Mall/Ste 30 Cinnaminson, NJ 08077 Ph. 609/786-8514 Fax 609/786-0480 Contact: Judy Abrams	20	0	20	5
Telespecs Research / The WATS Room. 447 W. Moreland Rd. Willow Grove, PA 19090 Ph. 215/657-7900 Fax 215/657-5890 Contact: Merle J. Klein	12	0	12	12

(See Advertisement Page 71)

TRENTON

Response Analysis Corp. 3635 Quaker Bridge Rd. Trenton, NJ 08619 Ph. 609/587-1022 Fax 609/921-2611 Contact: Ed Nystrom	29	0	29	29

NEW MEXICO

ALBUQUERQUE

Sandia Marketing Services 923 Coronodo Center Albuquerque, NM 87110 Ph. 800/950-4148 Fax 505/883-4776 Contact: Lana Scutt	16	15	16	0

NEW YORK

ALBANY

Fact Finders, Inc. 262 Delaware Ave. Delmar, NY 12054 Ph. 518/439-7400 Contact: Stephen Ribner	30	0	30	30
On-Line Communications, Inc. 11724-26 Fifth Avenue Troy, NY 12180 Ph. 518/272-1184 Contact: Peggy O'Connor	40	40	40	40

BUFFALO

Centrac, Inc. 4245 Union Rd. Buffalo, NY 14225 Ph. 716/632-5822 Fax 716/632-7283	36	18	36	36
Marketing Decisions Group, Inc. 9141 Main Street Buffalo, NY 14031 Ph. 716/634-2045 Contact: Arup Sen	30	6	30	30
Survey Service of Western New York 1911 Sheridan Drive Buffalo, NY 14223 Ph. 716/876-6450 Fax 716/876-0430 Contact: Susan Adelman	20	20	15	0

NEW YORK CITY

Admar Research 304 Park Avenue South New York, NY 10010 Ph. 212/677-1700 Contact: Florie Rosenberg	50	20	50	0
AHF Marketing Research 20 West 33rd Street New York, NY 10001 Ph. 212/244-5555 Fax 212/268-0586 Contact: Bill Monsky	75	70	70	60
Ala Carte Research 420 Jericho Turnpike Jericho, NY 11753 Ph. 516/822-2050 Fax 516/822-2056 Contact: Phyllis Gorin	16	0	16	16
Beta Research Corporation 6400 Jericho Turnpike Syosset, NY 11791 Ph. 516/935-3800 Fax 516/935-4092 Contact: Richard Welch	10	0	6	6
Edward Blank Assoc. 71 West 23rd Street New York, NY 10010 Ph. 212/741-8133 Contact: Ed Blank	200	100	200	200
Brehl Assoc. Marketing Research 11 Grace Avenue Great Neck, NY 11021 Ph. 516/466-6882 Contact: Mona Nicot	25	0	25	0
Centrac, Inc. 48 Industrial West Clifton, NJ 07012 Ph. 201/777-6000 Fax 201/777-7134 Contact: Ron Leeds	20	12	20	20
Central Marketing, Inc. 30 Irving Place New York, NY 10003 Ph. 212/260-0070 Contact: Carol McMahon	150	150	150	150

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Central Telephone Interviewing Sys. 650 Ave. of the Americas New York, NY 10011 Ph. 212/627-1277 Fax 212/627-2034 Contact: Nina Mathus	20	20	20	20
CMR Market Research Inc. 240 Madison Avenue New York, NY 10016 Ph. 212/986-6900 Fax 212/986-7628 Contact: Gary Solshatz	20	0	0	0
Diversified Research, Inc. 16 N. Astor Street Irvington, NY 10533 Ph. 914/591-5440 Fax 914/591-4013 Contact: Michael LaVelle	50	25	50	0
DTW Marketing Research Group, Inc. 395 Pleasant Valley Way West Orange, NJ 07052 Ph. 201/325-2888 Fax 201/325-1285 Contact: Laura R. Knobel	25	0	25	25
Ebony Marketing Research, Inc. 193-34 85th Rd Holliswood, NY 11423 Ph. 718/217-0842 Fax 212/526-3312 Contact: Bruce Garfield	29	0	29	29
Eastern Research Services 745 Poole Avenue Hazlet, NJ 07730 Ph. 201/888-0767 Contact: Nick Mannino	40	0	40	40
Facts Center 205 Lexington Avenue New York, NY 10016 Ph. 212/679-2500 Contact: Peter Kochenehal	90	25	90	0
George Fine Research, Inc. 220 N. Central Park Avenue Hartsdale, NY 10530 Ph. 914/328-0200 Fax 914/328-0234 Contact: Michael Fine	26	26	26	0
Focus World, Inc. 272 State Highway 34 Aberdeen, NJ 07747 Ph. 201/290-1202 Fax 201/290-1309 Contact: Paulette Eichenholtz	50	0	50	0
Friedman Marketing 19 West 21st Street New York, NY 10010 Ph. 212/633-0490 Fax 212/687-2102 Contact: Larry Schneider	50	0	50	50
Glickman Research Associates, Inc. 354 Old Hook Rd /Ste 204 Westwood, NJ 07675 Ph. 201/664-6688 Fax 201/664-0590 Contact: Jim Glickman	6	0	6	0
Louis Harris & Associates 630-5th Avenue New York, NY 10111 Ph. 212/698-9600	40	40	40	40
Harte-Hanks Mktg. Svces. National WATS Division 65 Rte. 4 East River Edge, NJ 07661 Ph. 201/342-6700 Fax 201/342-1709 Contact: Joe Calvanelli	75	12	75	75
Innovative Concepts 960 South Broadway Hicksville, NY 11801 Ph. 516/433-3215 Fax 516/433-3214 Contact: Scott Sycoff	55	0	55	55
KRC Research 145 Avernue of the Americas/7th Floor New York, NY 10013 Ph. 212/989-6060 Contact: Bob Romano	40	0	40	40
Maritz Marketing Research Inc. 142 Central Ave Clark, NJ 07066 Ph. 201/815-1100 Fax 201/499-7027 Contact: Yetta Draper	30	30	30	30
Michaels Marketing Assoc. 704 Executive Blvd. Clarkstown Exec. Park Valley Cottage, NY 10989 Ph. 914/268-8900 Fax 914/268-8973 Contact: Virginia Michaels (See Advertisement Page 68)	50	0	50	50
Mktg., Inc. 200 Carleton Avenue East Islip, NY 11730 Ph. 516/277-7000 Fax 516/277-7601 Contact: Steven Gittelman or Howard Gershowitz (See Advertisement Page 67)	135	100	135	135
Mktg., Inc. 100 Fire Island Ave. Babylon, NY 11702 Ph. 516/277-7000 Contact: Steven Gittelman or Howard Gershowitz (See Advertisement Page 67)	40	15	40	40
Rich Enterprises, Inc. 2611 Pettit Avenue Bellemore, NY 11710 Ph. 516/826-8822 Contact: Celia Rich	52	0	52	52
St. George Research 1025 W. St. George Ave. Linden, NJ 07036 Ph. 201/486-5700 Fax 201/486-5643 Contact: Barbara Studney	55	0	55	55

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Schulman, Ronca & Bucuvalas, Inc. 444 Park Avenue So New York, NY 10016 Ph. 212/481-6200 Fax 212/481-6219 Contact: Albert A. Ronca	55	30	55	35
Seaport Surveys 134 Beekman Street New York, NY 10038 Ph. 212/608-3100 Fax 212/608-4960 Contact: Andrea Waller	25	0	25	25
Sheer Communications, Inc. 9 Albertson Avenue Albertson, NY 11507 Ph. 516/484-3381 Fax 516/621-8823 Contact: Arnold Sheer	50	0	50	50
Statistical Research, Inc. 111 Prospect Street Westfield, NJ 07090 Ph. 201/654-4000 Fax 201/654-6498	45	45	45	45
Suburban Associates 579 Franklin Turnpike Ridgewood, NJ 07450 Ph. 201/447-5100 Fax 201/447-9536 Contact: Andy Edwards	35	15	35	0
Technical Analysis & Comm., Inc. 20 East Oakdene Ave. Teaneck, NJ 07666 Ph. 201/836-1500 Contact: Stuart Herman	26	0	26	26
The Telephone Centre, Inc. 3 Cottage Place New Rochelle, NY 10801 Ph. 914/576-1100 Fax 914/576-0469 Contact: Andy Fleischer	60	60	60	60
Telephone-Specs, Inc. 239 West 52nd Street New York, NY 10019 Ph. 212/581-3190 Contact: Sheldon Brooks	47	0	47	47
TeleQuest Nationwide National Interviewing 211 W. Chester Street Long Beach, NY 11561 Ph. 516/432-7733 Contact: Barbara Ruderman	25	0	25	10

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☐ Consumer Durable   ☐ Business-To-Business   ☐ Other (Specify) ______

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Quirk's
MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, Minnesota 55423

U.S. WATS 404 Park Ave. So. New York, NY 10016 Ph. 212/889-0043 Fax 212/889-5624	28	0	28	0
Valdes Research Company 5601 Riverdale Avenue Bronx, NY 10471 Ph. 212/543-6450 Contact: Migdalia Valdes	12	0	12	0
The WATS Room 120 Van Nostrand Avenue Englewood Cliffs, NJ 07836 Ph. 201/585-1400 Fax 201/585-1524 Contact: Lou Roth	60	20	60	60
The WATS Room(Roth-Harris) 822 Broadway Bayonne, NJ 07002 Ph. 201/585-1400 Fax 201/585-1524 Contact: Lou Roth	45	15	45	45

(See Advertisement Page 71) — The WATS Room

(See Advertisement Page 71) — The WATS Room(Roth-Harris)

POUGHKEEPSIE

On-Line Communications, Inc. 291 Wall St., 4th Floor Kingston, NY 12401 Ph. 914/471-1233 Fax 914/471-1336 Contact: Peggy O'Connor	50	0	50	50

ROCHESTER

Gordon S. Black Corporation 1661 Pennfield Road Rochester, NY 14625 Ph. 716/248-2805 Fax 716/248-8469 Contact: Carol Tumm	44	44	34	34
The Sutherland Group 1160 B Pittsford-Victor Rd. Pittsford, NY 14534 Ph. 716/586-5757 Fax 716/586-5664	75	0	75	75

SYRACUSE

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

NORTH CAROLINA

CHAPEL HILL

FGI 700 Eastowne Drive Chapel Hill, NC 27514 Ph. 800/843-7391 Fax 919/490-8829 Contact: Lenny Lind	100	65	100	60

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES

CHARLOTTE

Consumer Pulse of Charlotte				
5625 Central Ave/Eastland Mall	12	6	12	0
Charlotte, NC 28212	(See Advertisement Page 59)			
Ph. 704/536-6067 or 800/336-0159				
Fax 704/536-2238				
Contact: Betty Collins				

KPC Research				
600 South Tryon Street	65	25	50	0
Charlotte, NC 28202				
Ph. 704/379-6340				
Fax 704/379-6554				
Contact: Judie Bickel				

Leibowitz Market Research Assoc.				
One Parkway Plaza/Ste 110				
4824 Parkway Plz. Blvd.	20	10	20	0
Charlotte, NC 28217				
Ph.704/357-1961				
Fax 704/357-1965				
Contact: Teri Leibowitz				

GREENSBORO

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

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

The Telephone Centre, Inc.				
1605 Ring Garden St.	45	45	45	45
Greensboro, NC 27403				
Ph. 919/574-3000				
Fax 919/574-3007				
Contact: Liz Winter				

Equifax/Quick Test Opinion Centers				
2300 W. Meadowview Rd/#203	16	0	16	0
Greensboro, NC 27407	(See Advertisement Page 3)			
Ph. 919/854-3333				
Contact: Stormy Cross				

RALEIGH

Diener & Assoc., Inc.				
200 Park Bldg/Ste 111	9	0	9	0
Rsch. Tri. Pk., NC 27709				
Ph. 919/549-8945 or 800/476-8945				
Contact: Mary E. Diener				

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

TARBORO

Statistical Analysis Center				
104 1/2 E. St. James St.	30	6	30	30
Tarboro, NC 27886				
Ph. 919/823-0950				
Fax 919/823-4621				
Contact: Rawls Howard, Jr.				

OHIO

AKRON

Opinion Centers Akron				
2872 W. Market St.	10	10	10	10
Akron, OH 44143				
Ph. 216/867-0885				
Fax 216/864-2233				
Contact: Suzanne Davis				

The Research Interviewing Center				
One Cascade Plaza/21st Floor	44	32	44	44
Akron, OH 44308				
Ph. 216/762-2141				
Fax 216/762-3019				
Contact: Jane Sheppard				

CINCINNATI

ADI Research, Inc.				
8044 Montgomery Rd/Ste 625	32	18	32	32
Cincinnati, OH 45236	(See Advertisement Page 18)			
Ph. 513/984-2470				
Fax 513/984-3422				
Contact: Teresa Bray				

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

Alliance Research, Inc.				
P.O. Box 3493	40	40	40	40
Cincinnati, OH 45201				
Ph. 606/344-0077				
Fax 606/344-0078				
Contact: Clint Brown or Molly Hasselo				

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

Assistance In Marketing				
11890 Montgomery Road	30	10	30	30
Cincinnati, OH 45249				
Ph. 513/683-6600				
Fax 513/683-9177				
Contact: Tricia Smith				

B & B Research Services, Inc.
8005 Plainfield Road 20 6 20 0
Cincinnati, OH 4523
Ph.513/793-4223
Fax 513/793-9117
Contact: Lynn Caudill

Burke Marketing Research
2621 Victory Parkway 110 110 110 110
Cincinnati, OH 45206
Ph. 513/852-3842
Fax 513/559-7555

Consumer Pulse of Cincinnati
Forest Fair Mall
514 Forest Fair Drive 12 6 12 0
Cincinnati, OH 45240 (See Advertisement Page 59)
Ph. 513/671-1211 or 800/336-0159
Fax 513/346-4244
Contact: Susan Lake

Consumer Testing Services
311 Philadelphia 10 0 10 0
Covington, KY 41011
Ph. 606/431-7700
Contact: Judy Dedden

ConsumerViews/Div. SPAR/Burgoyne
705 Central Avenue 50 30 50 50
Cincinnati, OH 45202
Ph. 513/621-7000
Fax 513/621-9449
Contact: Timothy E. Ryan

Elrick & Lavidge, Inc.
11 Triangle Park 31 16 31 31
Cincinnati, OH 45246
Ph. 513/772-1990
Fax 513/772-2093
Contact: James Palmer

Equifax/Quick Test Opinion Centers
11 Triangle Park Drive 31 28 31 31
Cincinnati, OH 45246 (See Advertisement Page 3)
Ph. 513/772-0134
Fax 513/772-1125
Contact: Barbara Riggs

Fields Marketing Research, Inc.
7979 Reading Rd 36 0 28 0
Cincinnati, OH 45237
Ph. 513/821-6266
Fax 513/821-0210
Contact: Ken A. Fields

Marketing Research Services, Inc.
15 East Eighth Street 125 125 125 125
Cincinnati, OH 45202 (See Advertisement Page 40)
Ph. 513/579-1555
Fax 515/562-8819
Contact: Dave Disher

Marketing Research Services, Inc.
Biggs Pl. Mall/4450 Eastgate Blvd. 8 8 8 8
Cincinnati, OH 45245 (See Advertisement Page 40)
Ph. 513/579-1555
Fax 513/562-8819
Contact: Dave Disher

MarketVision Research, Inc.
4480 Lake Forest Dr. 72 60 72 60
Cincinnati, OH 45242
Ph. 513/733-5600
Fax 513/733-5603
Contact: Greg Rogers

QFact Marketing Research
9908 Carver Road 22 6 22 22
Cincinnati, OH 45242
Ph. 513/891-2271
Fax 513/791-7356
Contact: Maura Isaacs

Research & Results, Inc.
4941 Paddock Rd. 18 0 18 0
Cincinnati, OH 45237
Ph. 513/242-6700
Fax 513/242-1337
Contact: Barbara Newman

Tech-Tel
4164 Crossgate Drive 10 0 8 0
Cincinnati, OH 45236
Ph. 513/793-1013
Fax 513/793-1048
Contact: Marian Walker

Walker: DataSource
1717 Dixie Highway/Ste 500 40 22 40 40
Ft. Wright, KY 41011 (See Advertisement Page 54)
Ph. 606/331-3500
Fax 317/843-8638
Contact: Gwen Welckle

CLEVELAND

Business Research Services, Inc.
23825 Commerce Park 25 0 25 25
Cleveland, OH 44122
Ph. 216/831-5200
Fax 216/292-3048
Contact: Tony Ramacciatti

Cleveland Field Resources, Inc.
6501 Wilson Mills Rd/Ste J 10 5 10 0
Mayfield Village, OH 44143
Ph. 216/473-9941
Fax 216/892-0002
Contact: Daniel McCafferty

Cleveland Survey Center
691 Richmond Mall 15 2 15 0
Cleveland, OH 44143 (See Advertisement Page 33)
Ph. 216/321-0006
Fax 216/461-9525

Consumer Pulse of Cleveland
4301 Ridge Road 28 16 28 0
Cleveland, OH 44144 (See Advertisement Page 59)
Ph. 216/351-4644 or 800/336-0159
Fax 216/351-7876
Contact: Veronica Hoffman

Focus Groups of Cleveland
2 Summit Pk Dr/Ste 225 5 2 5 0
Cleveland, OH 44131
Ph.216/642-8883
Fax 216/642-8695

Heakin Research, Inc.
3542 Mayfield Rd/Severance Center 9 2 0 0
Cleveland Hts, OH 44118
Ph. 216/381-6115
Contact: Laurel Taichner

The Maffert Research Group
25111 Country Club Blvd. 20 10 20 20
North Olmsted, OH 44070
Ph. 216/779-1303
Fax 216/779-2718
Contact: Cindy Cole

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ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Marketeam Associates 3645 Warrensville Center Road Shaker Heights, OH 44122 Ph. 216/491-9515 Fax 216/491-8552 Contact: Nikki Klonaris (See Advertisement Page 33)	15	0	15	0
Marketeam Associates 918 Youngstown-Warren Rd. Niles, OH 44446 Ph. 216/544-5253 Fax 216/544-8996 Contact: Marie Rossi (See Advertisement Page 33)	15	0	15	0
Opinion Centers, America 22021 Brookpark Rd. Cleveland, OH 44126 Ph. 216/867-6117 Fax 216/779-3040 Contact: Amy Merrill	35	10	35	35
Rosen Research 25906 Emery Road Cleveland, OH 44128 Ph. 216/464-5240 Fax 216/464-7864 Contact: Millie Silver	10	0	10	0

COLUMBUS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
B & B Research Services, Inc. 1365 Grandview Avenue Columbus, OH 43212 Ph. 614/486-6746 Fax 614/486-9958 Contact: Judy Frederick	10	0	10	0
Columbus Research Center 700 Morse Rd/Ste 201 Columbus, OH 43214 Ph. 614/262-8211	15	15	15	0
Clark Jones Inc. 1029 Dublin Road Columbus, OH 43215 Ph. 614/488-2466 Fax 614/488-2564 Contact: Hugh Clark	29	10	29	0
Focus and Phones of Columbus 2655 Oakstone Drive Columbus, OH 43231 Ph. 614/898-5800 Fax 614/895-5840 Contact: Anita E. Ingalls	24	24	24	24
Quality Controlled Services (QCS) 7634 Crosswoods Drive Crossroads Center Columbus, OH 43235 Ph. 614/436-2025 or 800/325-3338 Fax 614/436-7040 Contact: Judy Golas (See Advertisement Page 43)	14	5	12	0
Saperstein Associates, Inc. 4555 N. High St. Columbus, OH 43214 Ph. 614/261-0065 Fax 614/261-0076 Contact: Martin Saperstein	20	20	20	20
Dwight Spencer & Associates Inc. 1290 Grandview Avenue Columbus, OH 43212 Ph. 614/488-3123 Fax 614/421-1154 Contact: Betty Spencer	45	25	45	45

DAYTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Ruth Elliott Research Co., Inc. 3077 Kettering Blvd/Ste 300 Dayton, OH 45439-1949 Ph. 513/294-5959 Fax 513/294-8518 Contact: Dianne Howell	10	0	10	0
Marketing Research Services, Inc. Upper Valley Mall 1475 Upper Valley Pike Springfield, OH 45504 Ph. 513/579-1555 Fax 513/562-8819 Contact: Dave Disher (See Advertisement Page 40)	8	8	8	8
Shiloh Research Assoc., Inc. 16 W. Wenger St/#B Englewood, OH 45322 Ph. 513/275-5308 Fax 513/836-9497 Contact: Alan Sibila	16	0	12	0

TOLEDO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Barbour Research, Inc. 5241 Southwyck Blvd/Ste 201 Toledo, OH 43614 Ph. 419/866-3475 Fax 419/866-3478 Contact: Emily Barbour	40	20	40	40
Creative Marketing Enterprises 3609 W. Alexis Road Toledo, OH 43623 Ph. 419/473-2020 Contact: Lynn Brown	50	50	50	50
Great Lakes Mktg. Assoc., Inc. 3103 Executive Pkwy/#106 Toledo, OH 43606-1311 Ph. 419/534-4700 Fax 419/531-8950 Contact: Jonathan Augustine	20	0	20	20
Maritz Marketing Research Inc. 3035 Moffat Dr. Toledo,OH 43615 Ph. 419/841-8300 Fax 419/841-8349 Contact: Jackie Orndorf	35	22	35	35
NFO Research, Inc. P.O. Box 315 Toledo, OH 43654 Ph. 419/666-8800 Fax 800/432-1408	200	200	200	200

OKLAHOMA

OKLAHOMA CITY

Johnson Marketing Research Inc. 2915 N. Classen Blvd/#350 Oklahoma City, OK 73106 Ph. 405/528-2700 Contact: Patty Casteel	14	0	14	0
Oklahoma City Research Ruth Nelson Research Svcs Quail Springs Mall 2501 West Memorial Drive Oklahoma City, OK 73134 Ph. 405/752-4710 Fax 405/752-2344	10	10	10	10
Oklahoma Market Rsch./Data Net 3909 Classen Blvd/Ste 200 Oklahoma City, OK 73118 Ph. 405/525-3412 Fax 405/525-3419 Contact: Clyde Nitta	15	0	13	0

TULSA

Friedman Marketing 14002 E. 21st. St. Tulsa, OK 74108 Ph. 918/234-3337	8	0	0	0
Gayle's Force, Inc./Tulsa Surveys 4530 So. Sheridan Tulsa, OK 74135 Ph. 918/665-3311 Fax 918/665-3388 Contact: Gayle Jarrett	30	0	30	0

OREGON

PORTLAND

Columbia Information Systems 333 SW 5th Ave/Ste 200 Portland, OR 97204 Ph. 503/225-0112 Fax 503/225-0399 Contact: Michael Malone	42	32	30	30
Gargan & Associates 2705 E. Burnside/Ste 200 Portland, OR 97214 Ph. 503/234-7111 Fax 503/233-3865 Contact: Daniel Gargan	15	2	15	15
Griggs-Anderson Field Research 110 SW Yamhill Portland, OR 97204 Ph. 503/241-8700 Fax 503/241-8716 Contact: Diane Daybreak	75	0	75	75

(See Advertisement Page 75)

Market Decisions Corporation 8959 SW Barbur Blvd/#204 Portland, OR 97219 Ph. 503/245-4479 Fax 503/245-9677 Contact: Sue Ellen Christensen	29	16	29	29
Market Trends, Inc. 2130 SW Jefferson/Ste 200 Portland, OR 97201 Ph. 503/224-4900 Fax 503/224-0633 Contact: Lori Farley	24	24	24	24
Northwest Surveys, Inc. 5322 N.E. Irving Portland, OR 97213 Ph. 503/282-4551 Fax 503/280-1130 Contact: Ron Wohlmacher	35	20	35	35
Omni Research 9414 S.W. Barbur Blvd/#A Portland, OR 97219 Ph. 503/245-4014 Fax 503/245-9065 Contact: Chris Robinson	10	4	10	10

(See Advertisement Page 84)

Quirk's
MARKETING RESEARCH
Review

June/July issue to feature Syndicated/ Omnibus listing

Quirk's
MARKETING RESEARCH
Review

November issue to feature Mall Research Facility listing

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PENNSLYVANIA

ERIE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Moore Research Services 2610 Ellsworth Ave. Erie, PA 16508 Ph. 814/868-4678 Contact: Peggy Moore	10	0	10	0

PHILADELPHIA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Central Telephone Interviewing Sys. 580 Middletown Blvd/Ste D-201 Langhorne, PA 19047 Ph. 215/752-7266 Fax 215/741-4893 Contact: Bob Ruppe	50	50	50	50
Chilton Research Services 201 King of Prussia Rd. Radnor, PA 19089-0193 Ph. 215/964-4602 Fax 215/964-4682 Contact: Marjorie Michitti, Dan Hagan, Robert Thomas or Ellen Berg	250	250	150	100 (See Advertisement Page 81)
Consumer/Industrial Research Svce. 600 No. Jackson Street Media, PA 19063 Ph. 215/565-6222 Fax 215/565-1260 Contact: Gene Rullo	40	0	40	30
Consumer Pulse of Philadelphia 2203 Plymouth Meeting Mall Plymouth Meeting, PA 19462 Ph. 215/825-6636 or 800/336-0159 Fax 215/825-6805 Contact: Linda Crowder	20	8	20	0 (See Advertisement Page 59)
The Data Group, Inc. 2260 Butler Pike/Ste 150 Plymouth Meeting, PA 19462 Ph.215/834-2080 Fax 215/834-3035 Contact: Ted Reed	95	85	85	85
Delta Market Research, Inc. 333 N. York Road Hatboro, PA 19040 Ph. 215/674-1180 Fax 215/674-1271 Contact: Linda Celec	23	0	23	23
Equifax/Quick Test Opinion Centers 2200 West Broad Street Bethlehem, PA 18018 Ph. 215/861-8880 or 800/678-0100 Fax 215/861-8212 Contact: Rosemary Murtagh	66	42	66	66 (See Advertisement Page 3)
I C R Survey Research Group 605 West State Street Media, PA 19063 Ph.215/565-9280 Fax 215/565-2369 Contact: Fred Soulas	130	130	130	130 (See Advertisement Page 77)
Intersearch Corporation 132 Welsh Road Horsham, PA 19044 Ph. 215/657-6400 Contact: Robert Cosgrove	110	35	110	110
Intersearch Corporation Northeast Philadelphia, PA Ph. 215/657-6400	80	40	80	80

Intersearch Corporation Oxford Circle, PA 19363 Ph. 215/657-6400	90	30	78	78
Intersearch Corporation Mayfair, PA Ph. 215/657-6400	50	25	40	40
JRP Marketing Research Svcs. 100 Granite Dr/Terrace Level Media, PA 19063 Ph. 215/565-8840 Fax 215/565-8870 Contact: Kathy McCarty	33 (See Advertisement Page 25)	15	25	25
Market Dimensions, Inc. 203 E. Baltimore Pike Media, PA 19063 Ph. 215/565-9610 Fax 215/565-7293 Contact: B.J. McKenzie	25	0	25	25
Omni Facts 846 Lancaster Ave. Bryn Mawr, PA 19010 Ph. 215/526-9644 Contact: John Baker	50	0	50	50
Quality Controlled Services (QCS) 2577 Interplex Drive KOR Center A/ Suite 101 Trevose,PA 19047 Ph. 215/639-8035 or 800/325-3338 Fax 215/639-8224 Contact: Mitzi Keller	14 (See Advertisement Page 43)	5	14	0
The Reich Group Seven Penn Center 1635 Market St/#200 Philadelphia, PA 19103 Ph. 215/546-1636 or 800/331-9316 Fax 215/972-1777 Contact: Mort Reich	200	30	200	200
Research, Inc. 521 Plymouth Rd/Ste 115 Plymouth Meeting, PA 19462 Ph. 215/941-2700 or 800/828-3228 Fax 215/941-2711 Contact: Harley Mitchell	25	12	25	25
The Response Center, Inc. 3508 Market Street Philadelphia, PA 19104 Ph. 215/222-2800 Fax 215/222-3047 Contact: Patrick Baldasare	70	50	70	0
Ricci Telephone Research, Inc. 30 So. Sproul Rd. Broomall, PA 19008 Ph. 215/356-0675 Fax 215/356-7577	22	0	22	22
RSVP Interviewing Services 1916 Welsh Road Philadelphia, PA 19115 Ph. 215/969-8500 Fax 215/969-3717 Contact: Neil J. Blefeld	100	30	100	100
Suburban Associates 587 Bethlehem Pike/#800 Montgomeryville, PA 18936 Ph. 215/822-6220 Fax 215/822-2238 Contact: Jane Reckner	25	15	25	25
Survey America 1350 S. Pennsylvania Ave. Morrisville, PA 19067 Ph. 215/736-1600 Fax 215/736-5984 Contact: Douglas Elliott	30	10	30	30
TeleSpecs Research Svcs., Inc. 447 W. Moreland Rd. Willow Grove, PA 19090 Ph. 215/657-7900 Fax 215/657-5890 Contact: Merle J. Klein	12 (See Advertisement Page 71)	0	12	12
TMR, Inc. 700 Parkway Broomall, PA 19008 Ph. 215/359-1190 Fax 215/353-5946 Contact: Tom Ramsburg	35 (See Advertisement Page 78)	35	35	35
TMR, Inc. 262 King St/Ste N307 Pottstown, PA 19464 Ph. 215/327-8171 Fax 215/327-8601 Contact: Tom Ramsburg	40 (See Advertisement Page 78)	20	40	40
TMR, Inc. 500 McDade Blvd. Milmont Pk., PA 19033 Ph. 215/534-2800 Fax 215/532-9024 Contact: Tom Ramsburg	29 (See Advertisement Page 78)	0	29	29
VF Information Service Member ICT Group 800 Town Center Drive Langhorne, PA 19047 Ph. 215/757-7690 or 800/535-3232 ext. 428 Fax 215/757-4538 Contact: Carol Matasic	120	90	120	120
The Vanderveer Group 555 Virginia Drive Ft. Washington, PA 19034 Ph. 215/646-7200 Fax 215/641-1898	73	0	73	0
Visions Marketing Services 451 East Ross Street Lancaster, PA 17602 Ph. 800/222-1577 Contact: Thomas J. Dubbs	30	0	30	30

PITTSBURGH

Campos Market Research 216 Blvd. of the Allies Pittsburgh, PA 15222 Ph. 412/471-8484 Fax 412/471-8497 Contact: Mary Jo Metzler	30	20	30	0
M/A/R/C 224-5th Avenue McKeesport, PA 15132 Ph. 412/678-8877 Fax 412/678-4643 Contact: Fran Leifheit	68	68	68	68
Marketing Investigations, Inc. 1106 Ohio River Rd/Ste 606 Pittsburgh, PA 15143-0343 Ph. 412/741-2410 Fax 412/741-1249 Contact: Lori L. Martin	14	8	10	0
Northwest Surveys 100 Forbes/Koffman Bldg/#1130 Pittsburgh, PA 15222 Ph. 412/346-8885 Contact: David Skidmore	20 (See Advertisement Page 84)	18	20	20
Pert Survey Research 1000 West View Park West View, PA 15229 Ph. 203/242-2005 Fax 203/242-4857 Contact: Paul Sprague	30	0	30	30
Pert Survey Research 1102 Croton Avenue New Castle, PA 16101 Ph. 203/242-2005 Fax 203/242-4857 Contact: Paul Sprague	30	0	30	30

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Santell Market Research 300 Mt. Lebanon Blvd Pittsburgh, PA 15234 Ph. 412/341-8770 Fax 412/341-8774 Contact: Grace Santelli	30	16	30	10

STATE COLLEGE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Market Insight, Inc. 1315 W. College Ave/Ste 200 State College, PA 16803 Ph. 814/231-2140 Fax 814/234-7215 Contact: Pat Robbins	12	8	12	12
Data Base 315 So. Allen St/#125 State College, PA 16801 Ph. 814/234-2344 Fax 814/237-2687 Contact: Tracy Warren	12	11	11	0

RHODE ISLAND

PROVIDENCE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Alpha Research Associates, Inc. P.O. Box 28497, No. Station Providence, RI 02908-0497 Ph. 401/861-3400	15	0	15	0

SOUTH CAROLINA

CHARLESTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Bernett Research 2150 Northwoods Mall No. Charleston, SC 29418 Ph. 803/553-0030	6	0	6	0

COLUMBIA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Metromark Field Services 3030 Devine Street Columbia, SC 29205 Ph.803/256-8694 Fax 803/256-0821	15	0	15	15

GREENVILLE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Carolina Market Research 88 Villa Road Greenville, SC 29615 Ph. 803/233-5775	10	0	10	0
Research Inc. 33 Villa Rd/Ste 202 Greenville,SC 29615 Ph. 803/232-2314 Fax 803/232-1408 Contact: Deborah S. Ott	22	0	4	0

SOUTH DAKOTA

SIOUX FALLS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
American Public Opinion Survey and Market Research Corp. 1324 So. Minnesota Avenue Sioux Falls, SD 57105 Ph. 605/338-3918 Fax 605/394-7473 Contact: Warren R. Johnson	30	30	30	30

TENNESSEE

CHATTANOOGA

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Nichols Research Eastgate Mall #C6/5600 Brainerd Rd Chattanooga, TN 37411 Ph. 615/855-4500 Contact: Jennifer Cummings	20	0	20	0
Wilkins Research 1921 Morris Hill Rd. Chattanooga, TN 37421 Ph. 615/894-9478 Fax 615/894-0942 Contact: Madge Wilkins	22	0	22	0

MEMPHIS

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Chamberlain Interviewing Svce 1036 Oakhaven Rd Memphis, TN 38119 Ph. 901/763-0405 Fax 901/763-0660 Contact: Valerie Benn	10	0	10	10
Friedman Marketing 3536 Canada Rd. Arlington, TN 38002 Ph. 901/377-6774	6	0	0	0
Friedman Marketing 5830 Mt. Moriah /Ste 1 & 2 Memphis, TN 38115 Ph. 901/795-0073	6	0	0	0
Heakin Research, Inc. 5501 Winchester/Ste 6 Winchester Office Plaza Ph. 901/795-8180 Fax 901/362-7014 Contact: Betty Huber	17	9	8	0
Market Development Associates 5050 Poplar Ave/Ste 821 Memphis, TN 38157 Ph. 901/682-1011 Fax 901/682-1627 Contact: James M. Mecredy	12	9	12	0

NASHVILLE

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Quality Controlled Services (QCS) 719 Thompson Lane 100 Oaks Mall/Office Twr 401 Nashville, TN 37204 Ph. 615/383-5312 or 800/325-3338 Fax 615/292-4416 Contact: Nancy Proctor	15	4	5	0
20/20 Research 3343 Perimeter Hill Dr/Ste 203 Nashville, TN 37211 Ph. 615/885-2020 Fax 615/331-2264 Contact: Greg Fuson	14	10	10	10

(See Advertisement Page 43)

TEXAS

AMARILLO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Opinions Unlimited Inc. 8201 S.W. 34th Amarillo, TX 79121 Ph. 806/353-4444 Fax 806/353-4718 Contact: Anndel Hodges	45	12	45	45

(See Advertisement Page 14)

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

AUSTIN

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
First Market Research Corp. 1111 W. 6th Street/#220 Austin, TX 78703 Ph. 800/347-7889 Fax 512/397-1730 Contact: James Heiman	27	0	27	27
RPC Market Research 3200 Red River /#302 Austin, TX 78705 Ph. 512/472-7765 Fax 512/472-2232	60	60	60	60

DALLAS/FORT WORTH

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Brisendine & Associates, Inc. 4800 So. Hulen/Ste 248 Ft. Worth, TX 76132 Ph. 817/292-8073 Fax 817/294-1443 Contact: Betty Brisendine	6	3	3	0
Brisendine & Associates, Inc. 9619 Wendell Road Dallas, TX 75243 Ph. 214/341-5104 Fax 214/341-5074 Contact: Betty Brisendine	6	0	0	0
Decision Analyst, Inc. 2221 East Lamar Blvd/#500 Arlington, TX 76006 Ph. 817/640-6166 Fax 817/640-6567 Contact: Jerry W. Thomas	81	20	81	81
Fenton Swanger Rsch., Inc. 14800 Quorum Dr/Ste 250 Dallas, TX 75240 Ph. 214/934-0707 Fax 214/490-3919 Contact: Montez Gibson	30	0	30	30
Focus On Dallas 12240 Inwood Rd/#400 Dallas, TX 75244 Ph. 214/960-5850 Fax 214/960-5859 Contact: Carolyn Morrison	20	0	20	0
Lester Telemarketing, Inc. 12160 Abrams/Ste 508 Dallas, TX 75243 Ph. 214/231-7600 Fax 214/234-3623 Contact: Jerean Hutchinson	100	0	100	100
M/A/R/C 1700 Wilshire Denton, TX 76201 Ph. 817/566-6668 Fax 817/566-0671 Contact: Leslie Herrick	123	103	123	123
Probe Research Inc. 2723 Valley View Ln. Dallas, TX 75234 Ph. 214/241-6696 Fax 214/241-8513 Contact: Richard Harris	27	0	27	0
Quality Controlled Services (QCS) 14683 Midway Road/Ste 100 Dallas,TX 75244 Ph. 214/458-1502 or 800/325-3338 Fax 214/490-3065 Contact: Joyce Clifton	20 (See Advertisement Page 43)	5	20	0
Savitz Research Center, Inc. 13747 Montfort Dr/Ste 111 Dallas, TX 75240 Ph. 214/386-4050 Fax 214/661-3198 Contact: Harriet Silverman	60 (See Advertisement Page 29)	40	60	60
Tops In Research, Inc. 2925 LBJ Fwy/Ste 121 Dallas, TX 75234 Ph. 214/484-9901 Fax 214/484-4090 Contact: Elayne Fairchild	25	6	25	0

EL PASO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Aim Research 10456 Brian Mooney El Paso, TX 79935 Ph.915/591-4777 Fax 915/595-6305	25	0	25	0

HOUSTON

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Creative Consumer Research 4133 Bluebonnet Stafford, TX 77477 Ph. 713/240-9646 Fax 713/240-3497 Contact: Patricia Pratt	35	0	35	0
Higginbotham Associates, Inc. 3000 Richmond/Ste 175 Houston, TX 77098 Ph. 713/522-0103 Contact: Marie Kraft	20	0	15	1
Manney Vicks Assoc. 1726 Augusta/#150 & #100 Houston, TX 77057 Ph.713/783-9116 Fax 713/783-4238 Contact: Noel Roulin	36	0	36	0
Quality Controlled Services(QCS) 1560 West Bay Area Blvd/Ste 130 Friendswood,TX 77546 Ph. 713/488-8247 or 800/325-3338 Fax 713/486-3831 Contact: Adelaide Ferguson	34 (See Advertisement Page 43)	5	20	0
Tarrance & Associates 14550 Torrey Chase Blvd/#660 Houston, TX 77014 Ph. 713/444-9010 Fax 713/444-6993	150	0	150	150

McALLEN

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
M T & T 3525 No. Tenth Street McAllen, TX 78501 Ph. 512/631-3449 Contact: Rueben Cuellar	8	0	0	0

LUBBOCK

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
United Marketing Research 1516-53rd Street Lubbock, TX 79412 Ph. 800/858-4567 Fax 806/744-0327 Contact: James Petrillo	82	18	82	82

SAN ANTONIO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Creative Consumer Research 5411 Bandera Rd/Ste 307 San Antonio, TX 78238 Ph. 512/520-7025 Fax 512/680-9906 Contact: Richard Weinhold	25	0	25	0

Galloway Research Service 4346 N.W. Loop 410 San Antonio, TX 78229 Ph. 512/734-4346 Fax 512/732-4500 Contact: J. Patrick Galloway	66	38	66	66
National Data Network 4103 Parkdale San Antonio, TX 78229 Ph. 512/699-9781 Fax 512/699-0605 Contact: Kenneth Utech	14	0	10	14

UTAH

PROVO

BRG Research Service 50 East 500 No/#200 Provo, UT 84601 Ph. 801/373-9923 Contact: Laurie Rowley	25	0	25	25
The Wirthlin Group 1998 South Columbia Lane Orem, UT 84058 Ph. 801/226-1524	117	63	117	117
Western WATS Center 288 W. Center Street Provo, UT 84601 Ph. 801/373-7735 or 800/545-2334(Utah) 303/843-9900(CO) Fax 801/375-0672 Contact: Ron Lindorf(Utah) or Marc Mortenson(CO)	130	30	130	130

(See Advertisement Page 11)

SALT LAKE CITY

Discovery Research Group of Utah 180 East 2100 South/Ste 100 Salt Lake City, UT 84115 Ph. 800/829-0088 Fax 801/487-4076 Contact: Tom McNiven	70	25	70	70
Friedman Marketing 2051 Layton Hills Mall Layton Hills, UT 84041 Ph. 801/544-8688	6	0	0	0
Utah Market Research Ruth Nelson Research Svcs Crossroads Plaza Mall 50 West Memorial Dr. Salt Lake City, UT 84144 Ph. 801/363-8726 Fax 801/321-4904	9	9	9	0

VIRGINIA

CHARLOTTESVILLE

Survey Research 2200 Old Ivy Road Charlottesville, VA 22901 Ph. 804/979-8193 Contact: Betty Ann Garth	50	25	50	0

NORFOLK

Continental Research Assoc. 4500 Colley Avenue Norfolk, VA 23508 Ph. 804/489-4887 Contact: Nancy Glassman	14	0	14	14
Equifax/Quick Test Opinion Centers 816 Greenbriar Circle/Ste 208 Ph. 804/523-2505 Fax 804/523-0463 Contact: Gerri Kennedy	16	0	16	16

(See Advertisement Page 3)

Issues & Answers Network, Inc. 2551-K Eltham Ave. Norfolk, VA 23513 Ph. 804/855-1300 Fax 804/853-8873 Contact: Peter McGuiness	74	60	74	74

RICHMOND

Southeastern Institute of Research 307 W. Main Richmond, VA 23220 Ph. 804/344-3500 Fax 804/358-9761 Contact: Debra Terry	55	0	42	42

WASHINGTON

SEATTLE

Consumer Opinion Services, Inc. 12825-1st Avenue South Seattle, WA 98168 Ph. 206/241-6050 Fax 206/241-5213 Contact: Jerry Carter	17	0	17	0

(See Advertisement Page 17)

Friedman Marketing 3500 Meridian South Seattle, WA 98371 Ph. 206/840-0112	12	0	9	9
GMA Research Corp. 11808 Northrup Way/#270 Bellevue, WA 98005 Ph. 206/827-1251 Fax 206/828-6778 Contact: Cheri Williams	29	29	29	29
Market Trends, Inc. 3633 136th Pl. S.E./#110 Bellevue, WA 98006 Ph. 206/562-4900 Fax 206/562-4843 Contact: Nancy Hardwick	32	32	32	32
Northwest Snrveys, Inc. 2324 Eastlake Ave. E./#300 Seattle, WA 98102 Ph. 206/726-5555 Fax 206/726-5620 Contact: Shirley Montgomery	47	39	47	47

(See Advertisement Page 84)

SPOKANE

Consumer Opinion Services, Inc. 315 Northtown Mall Spokane, WA 99207 Ph. 206/241-6050 Contact: Jerry Carter	4	0	4	0

(See Advertisement Page 17)

Inland Market Research Center 1715 "B" N. Atlantic Spokane, WA 99205 Ph. 509/326-8040 Contact: William Plucker	18	0	18	0
Market Trends, Inc. No. 1801 Hamilton Spokane, WA 99207 Ph. 800/637-6878 Fax 509/482-5271 Contact: Ray Warnock	20	12	20	20

WEST VIRGINIA

CHARLESTON

Ryan-Samples Research, Inc. 1012 Kanawha Blvd/#500 Charleston,WV 25301 Ph. 304/343-7655 Fax 304/342-1941 Contact: Robert Samples	15	15	15	0

WISCONSIN

APPLETON

Friedman Marketing 4301 W. Wisconsin Appleton, WI 54913 Ph. 414/730-2240	6	0	0	0

GREEN BAY

Wisconsin Research 1270 Main Street Green Bay, WI 54302 Ph. 414/436-4646 Fax 414/436-4651 Contact: Barbara Smits	22	0	22	0

MADISON

Madison Interviewing Service, Inc. 2303 W. Broadway/South Towne Mall Madison, WI 53713 Ph. 608/222-6758 Fax 608/222-6761 Contact: Joyce Wilde	10	2	10	0

MILWAUKEE

Bisbing Research, Inc. 6525 W. Bluemound Rd. Milwaukee, WI 53213 Ph. 414/774-0623 Fax 414/774-0385 Contact: Ron Bisbing	40	10	40	40
Consumer Pulse of Milwaukee 275 W. Wisconsin Ave The Grand Avenue Mall #3004 Milwaukee, WI 53203 Ph. 414/274-6060 or 800/336-0159 Fax 414/274-6068 Contact: Nancy Nichols	12 (See Advertisement Page 59)	4	12	0
Dieringer Research Associates Inc. 3064 N. 78th Street Milwaukee, WI 53222 Ph. 414/445-1717 Fax 414/445-4275	30	0	30	0
Lein/Spiegelhoff, Inc. 235 N. Executive Dr/Ste 300 Brookfield, WI 53005 Ph. 414/797-4320 Fax 414/797-4325 Contact: Arlene Spiegelhoff	38	7	35	0
Mazur/Zachow, Inc. 4319 No. 76th Street Milwaukee, WI 53222 Ph. 414/438-0806 Fax 414/438-0355 Contact: Lenore Manes	15	0	15	15
Milwaukee Market Research, Inc. 2835 North Mayfair Road Milwaukee, WI 53222 Ph. 414/475-6656 Fax 414/475-0842 Contact: Susan Lehman	16	10	16	0
Pert Survey Research 1209 W.Layton Milwaukee, WI 53221 Ph. 203/242-2005 Fax 203/242-4857 Contact: Paul Sprague	45	0	45	45

RACINE

Millward Brown, Inc. 1100 Commerce Drive Racine, WI 53406 Ph. 414/886-7400 Fax 414/886-7406	75	50	75	75

Trade Talk

continued from p. 86

effects that a host of demographic, economic, and societal trends are having on the marketplace.

"Consumer complexity is the result of other trends like migration patterns, labor force behavior, and decreasing economic and social necessity for marriage, that have spawned a variety of post-traditional lifestyles."

As an example Ambry cites the 45 to 54 year-old woman. In 1950, 38% of them were in the workforce, and almost 80% lived with their husbands.

"Now, they're still likely to be married—about 72% of them are—but during the 1990's the number of these middle aged women who will be living alone is going to increase faster than among any other age group. By the year 2000, three quarters of them will be in the workforce, and about 15 percent will have always been empty nesters, which is the highest rate of childlessness we've had since the Depression. They also may not lose their older children; we find that about half of 18 to 24 year-olds still live at home and of those that leave another half are back within two years.

"In general, the growth in the number of consuming units—people and households—is slowing and will grow at a slower rate in the future as compared to the recent past. New customers and increased sales won't come naturally from expanding markets and that's what I meant by 'harder-to-find.' The growth in sales will not come as predictably as it has in the past."

For example, while one out of every three states will see population growth of less than one percent in the 1990s, states such as Arizona, Florida, and Nevada will see growth of more than 20 percent during the same time period.

"You have these wildly different growth patterns, not to mention the growth patterns among the age groups where you have the 25 to 34 year-olds declining by 15 percent and the 45 to 54 year-olds jumping up almost 50 percent. What businesses need to investigate is where their opportunities lie in these very diverse growth patterns. Overall the population is increasing by less than one percent a year, but that doesn't mean that that's what happening where you live.

"(Marketers) have to find their opportunity by understanding where the growth is and where the largest increases in number are. There are no more stereotypes that marketers can rely on to get a handle on their customers and really get to know who they are. I think any business person, whether they are an entrepreneur, a marketing person, or a strategist for a large company, can profit from learning more about who their customers are and how these groups are changing over time."

By the way, the answers to the questions in the introduction are as follows: households headed by people aged 75 and older spend 50% more on pet food than the average American household, those headed by 45-54 year-olds spend 40 percent more than average on beef, pork, fish/seafood, and eggs.

(The *1990-1991 Almanac of Consumer Markets* is available for $59.95 plus $3 per copy for shipping and handling from American Demographics Press, P.O. Box 68, Ithaca, NY, 14851. Telephone 800-828-1133.) ❏

Index of Advertisers

Listing Additions

The following facilities should be added to the 1989 Directory of Focus Group Facilities:

Wiese Research Associates, Inc.
10107 Pacific St., Suite 202
Omaha, NE 68114
Ph. 402-391-7734
1,3,6,7B

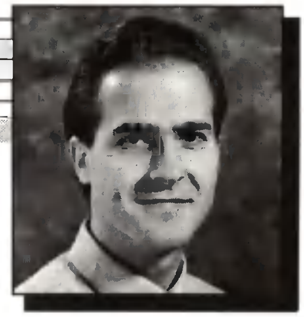
Central Focus
136 Central Ave.
Clark, NJ 07066
Ph. 201-381-2600
Fax 201-381-8520
1,3,6,7B

Sales Offices

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

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

TRADE TALK



by Joseph Rydholm
managing editor

A user-friendly guide to the changing U.S. marketplace

Do you know which age group spends 50% more per household than the average American household on pet food? Or which age group has a 40% higher than average weekly expenditure on beef, pork, fish/seafood, and eggs?

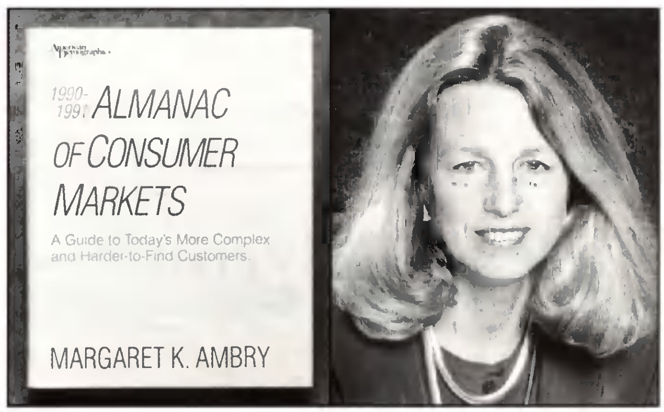
Page through the *1990-1991 Almanac of Consumer Markets* and you'll find out. Using statistics from government sources such as the Bureau of the Census, Bureau of Labor, the Federal Reserve, and the National Center for Health Statistics, *Almanac* author Margaret K. Ambry has distilled mountains of data into just over 400 pages of information on all aspects of the U.S. population.

Each of the *Almanac*'s nine chapters examines the current and future characteristics of a specific consumer age group, such as those aged 18 to 24, or 75 and older, in the areas of health, education, employment, marital status, income, expenditures, and others. Each section begins with a quick-reference page of demographic highlights for its age group.

Ambry, who holds a Ph.D. in demography and consumer economics from Cornell University, says she organized the book by age to make it easy to use.

"When I started organizing by age group I found that a lot of the data is published with composite age groups or has been collected by asking people whether their age falls under these large categories,so it's often hard to get good age data. After realizing the difficulties that the average person would encounter, it encouraged me to go on with that format because it would simplify and make the data user friendly.

"I think that every consumer product has an age target, whether it's broad or narrow. This organization provides a window for users that lets them access an age group and look at



all of the satellite information that's attached to that age group, such as purchase behavior and other economic attributes, demographics, etc."

The *Almanac* is subtitled "A guide to today's more complex and harder-to-find customers," which Ambry says reflects the

continued on p. 85

Experience Is The Best Teacher.

We cordially invite you to learn marketing research methods and applications from the professionals who have **done** more customized marketing research and have **taught** it to more people than **anyone else in the world.**

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Partial schedule of seminars January 1990–September 1990

101. Practical Marketing Research
- Atlanta .... Jan. 8–10
- Boston .... Jan. 29–31
- Cincinnati .... Feb. 5–7
- Chicago .... Feb. 28–Mar. 2
- New York .... Mar. 26–28
- Detroit .... April 2–4
- San Francisco .... April 30–May 2
- Cincinnati .... May 14–16
- New York .... June 4–6
- Chicago .... June 25–27
- Cincinnati .... July 16–18
- New York .... Aug. 8–10
- Cincinnati .... Sept. 5–7
- Boston .... Sept. 24–26

102. Introduction to Marketing Research
- Cincinnati .... Mar. 5–6

104. Questionnaire Construction Workshop
- New York .... Feb. 27–28
- Cincinnati .... Mar. 26–27
- Chicago .... April 17–18
- Detroit .... May 23–24
- New York .... June 12–13
- Los Angeles .... July 31–Aug. 1
- Cincinnati .... Sept. 11–12

105. Questionnaire Design: Applications and Enhancements
- New York .... Mar. 1–2
- Cincinnati .... Mar. 28–29
- New York .... June 14–15
- Los Angeles .... Aug. 2–3
- Cincinnati .... Sept. 13–14

201. Focus Groups: An Introduction
- New York .... Feb. 12–13
- Boston .... Mar. 6–7
- Chicago .... April 19–20
- Boston .... Sept. 27–28

202. Focus Groups: An Applications Workshop
- New York .... Feb. 14–15

203. Focus Group Moderator Training
- Cincinnati .... Jan. 30–Feb. 2
- Cincinnati .... Feb. 20–23
- Cincinnati .... Mar. 13–16
- Cincinnati .... April 3–6
- Cincinnati .... May 8–11
- Cincinnati .... June 19–22
- Cincinnati .... July 10–13
- Cincinnati .... Aug. 14–17
- Cincinnati .... Sept. 18–21

204. Qualitative Marketing Research with Children
- New York .... Feb. 16

301. Writing Actionable Marketing Research Reports
- Los Angeles .... Jan. 10–11
- Chicago .... Feb. 1–2
- Cincinnati .... Mar. 19–20
- San Francisco .... May 3–4
- New York .... June 7–8
- Detroit .... Aug. 21–22
- Cincinnati .... Sept. 20–21

302. Effective Oral Presentation of Marketing Information
- Cincinnati .... Jan. 22–24
- Cincinnati .... Mar. 21–23

401. Managing Marketing Research
- Boston .... Feb. 1–2
- New York .... June 28–29
- Cincinnati .... Sept. 26–27

501. Applications of Marketing Research
- Atlanta .... Jan. 11–12
- New York .... Mar. 29–30
- Cincinnati .... May 17–18
- New York .... June 26–27
- Cincinnati .... Sept. 24–25

502. Product Research
- Cincinnati .... Feb. 6–7
- Cincinnati .... May 8–9
- New York .... July 10–11

503. New Product Forecasting
- Cincinnati .... Feb. 8–9
- New York .... Aug. 21–22

504. Advertising Research
- New York .... Jan. 25–26
- Cincinnati .... May 24–25

505. Positioning and Segmentation Research
- New York .... Jan. 23–24
- Cincinnati .... May 22–23
- New York .... Aug. 21–22

506. Customer Satisfaction Research
- Cincinnati .... Jan. 18–19
- Los Angeles .... Mar. 15–16
- Cincinnati .... May 3–4
- New York .... July 12–13
- Cincinnati .... Aug. 23–24

507. Pricing Strategy & Tactics
- Cincinnati .... Feb. 22–23

601. Tabulation & Interpretation of Marketing Research Data
- Chicago .... Feb. 12–13
- Boston .... Mar. 12–13
- Cincinnati .... April 23–24
- New York .... June 18–19
- San Francisco .... Aug. 6–7

602. Tools and Techniques of Data Analysis
- Chicago .... Feb. 14–16
- Boston .... Mar. 14–16
- Cincinnati .... April 25–27
- New York .... June 20–22
- San Francisco .... Aug. 8–10
- Detroit .... Aug. 29–31
- Cincinnati .... Sept. 17–19

603. Practical Multivariate Analysis
- New York .... Feb. 7–9
- Chicago .... Mar. 19–21
- Cincinnati .... April 18–20
- Boston .... June 12–14
- New York .... July 25–27
- Los Angeles .... Sept. 11–13

701. International Marketing Research
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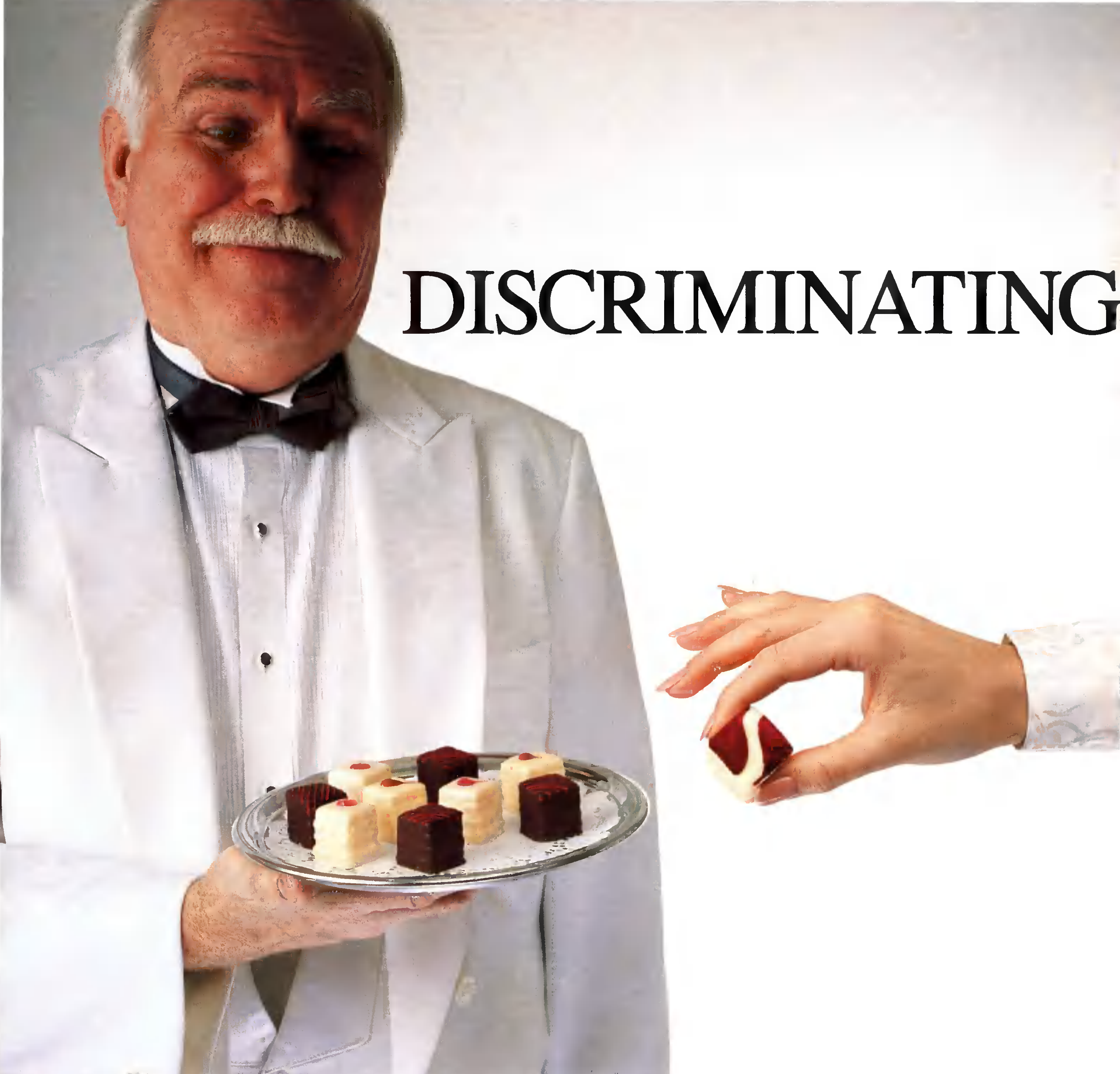
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