Quirk's

MARKETING RESEARCH

Review

Packaging research issue

Research guides successful expansion of gardening container product line

October, 1990

MEET SHERLOCK, THE KNOW-IT-ALL

With your computer, Sherlock can tell you everything yon need to know about data collection in general and your projects in particular.

If you've got a question - and a computer - leave it to Sherlock to get you the answer.

You see, Sherlock is simply the most technologically advanced client service computer system ever developed. With Sherlock you can:

- Leave bid specifications and get a bid back within, an hour.
- Leave messages for one Equifax Quick Test Opinion Centers office - or 50!
- Learn everything about any - or all - of our locations nationwide including demographics, directions from the airport, even popular restaurants in the area. Sherlock works like an electronic brochure.
- Retrieve the status of any job you're running.
- Arrange for the transmission of data and reports.

In other words, Sherlock is the ultimate in client service and only Equifax Quick Test Opinion Centers has him.

What's more Sherlock never takes a vacation. And he won't talk back to you - unless you ask a question.

Of course once you get to know how valuable Sherlock can be for you, you and Sherlock will definitely be good friends.

So call today and we'll tell you how easy it is for the two of you to meet.

PHILADELPHIA **215-564-1670** FAX: 215-568-3279	BOSTON **508-872-1800** FAX: 508-875-4719
NEW YORK **212-682-1221** FAX: 212-867-3212	LOS ANGELES **818-995-1400** FAX: 818-995-1529

EQUIFAX

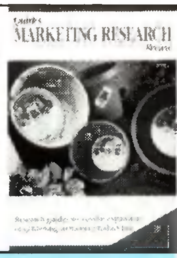
The Information Source

QUICK TEST OPINION CENTERS

Circle No. 201 on Reader Card

Quirk's MARKETING RESEARCH Review

Vol IV, No. 8 October, 1990



Cover
A comprehensive research effort helped Weathashade expand its product line. Photo courtesy of Fitch RichardsonSmith.

Contents

Departments

Quirk's Marketing Research Review, (ISSN 08937451) is issued 10 times per year-January, February, March, April, May, June/July, August/September, October, November, December-by Quirk Enterprises, Inc., 6607 18th Ave. So., Minneapolis, MN 55423. Mailing Address: P.O. Box 23536, Minneapolis, MN 55423. Telephone & Fax: 612-861-8051.

Subscription Information: U.S. annual rate (ten issues) $40; two years (20 issues) $76; three years (30 issues) $112. U.S. single copy price $10; Canada and foreign countries $15.

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

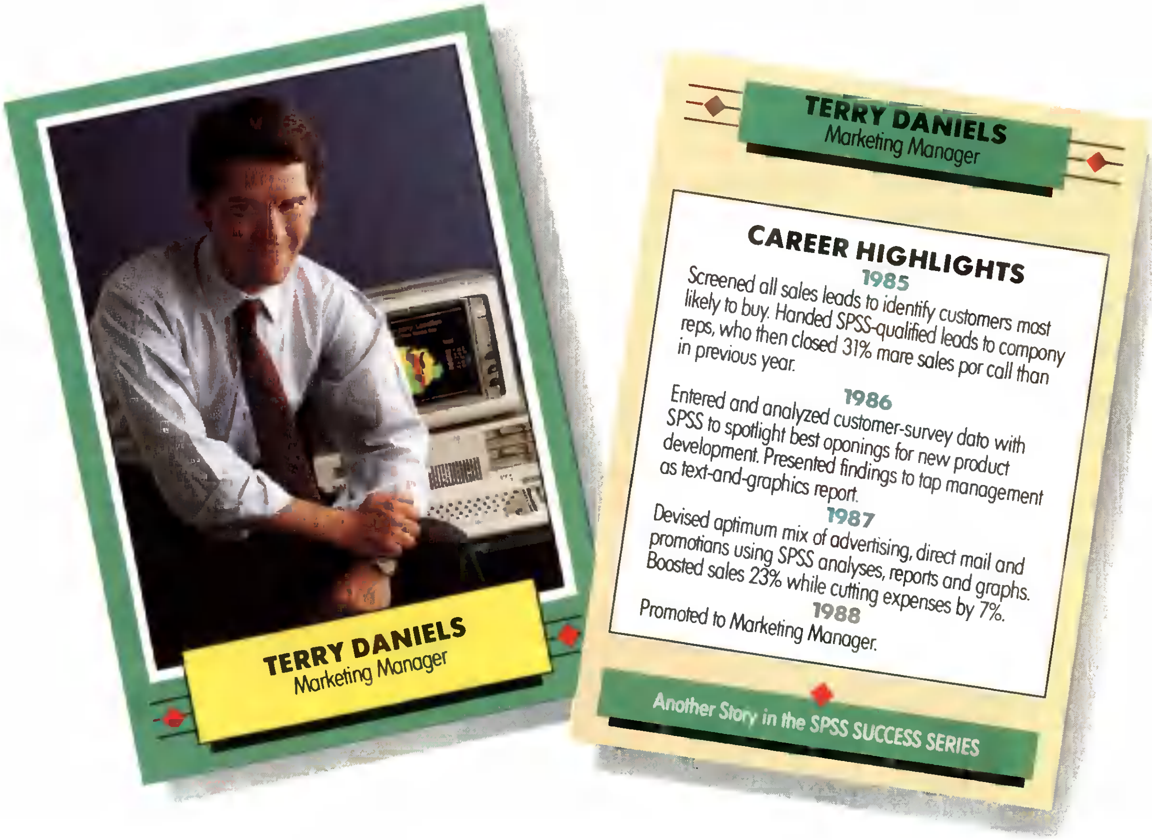
Change of Address: Notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4 to 6 weeks for change.

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

Editorial policy: We welcome submission of manuscripts from outside sources. Write or call for guidelines. Address press releases and other editorial material to Joseph Rydholm, managing editor.

NEW!
Correspondence analysis!
Conjoint analysis!
CHAID for segmentation research!

Your team needs the best stats if you want to win a title.



Now more than ever, SPSS® market research software gives you the best stats in the field.

Your team depends on you to deliver all the right statistics. That's why SPSS gives you more stats and features for market research than any other software.

And now the best is even better. Because now, SPSS adds the power of SPSS Categories.™ The new option package created especially for the information needs of market researchers.

SPSS Categories gives you even more ways to turn your raw data into hard facts. Like conjoint analysis. Correspondence analysis. Perceptual mapping. And greater overall ability for categorical data analysis than any other software ever made.

All this, of course, is in addition to the already impressive capabilities of SPSS. On mainframe, mini or micro, SPSS takes you all the way from data to knowledge. From data entry and analysis to presentation graphics and tables.

Yet you'll find the power of SPSS surprisingly easy to control. For over 20 years, we've designed software expressly for market and survey researchers. So SPSS software naturally works the way you work, and talks to you in plain English.

And you're supported every step of the way by the entire SPSS team. With ongoing upgrades, documentation and training that's come through for over a million users.

Find out how SPSS market research software can give you a clearer view of the field, by calling

1-312-329-3300.

And start building the stats that can win you a title.

SPSS inc.

Best in the final analysis.

444 North Michigan Avenue • Chicago, Illinois 60611

SPSS International BV: Avelingen West 80, P.O. Box 115, 4200 AC Gorinchem, The Netherlands

Circle No. 202 on Reader Card

Growing Indoors

Research helps maker of gardening containers expand

Seeing an opportunity in container gardening that was not being met by other manufacturers, the Weathashade division of the Gale Group (an Apopka, Florida-based manufacturer of outdoor lawn and garden fabric) introduced a line of polyethylene planters in 1986 under the brand name Plagar Pots.

Plagar Pots, manufactured in several different shapes and sizes, have several unique properties that provide benefits to consumers. Referred to using the term "terra" as the primary descriptor, followed by a shape descriptor, e.g. terra pots, terra bowls, the pots are terra cotta in color and look like traditional clay pots, but they are lightweight, UV stabilized to prevent fading, and are resistant to cracking and dust. Because the pots don't absorb moisture, less watering is needed for maintenance of healthy plants.

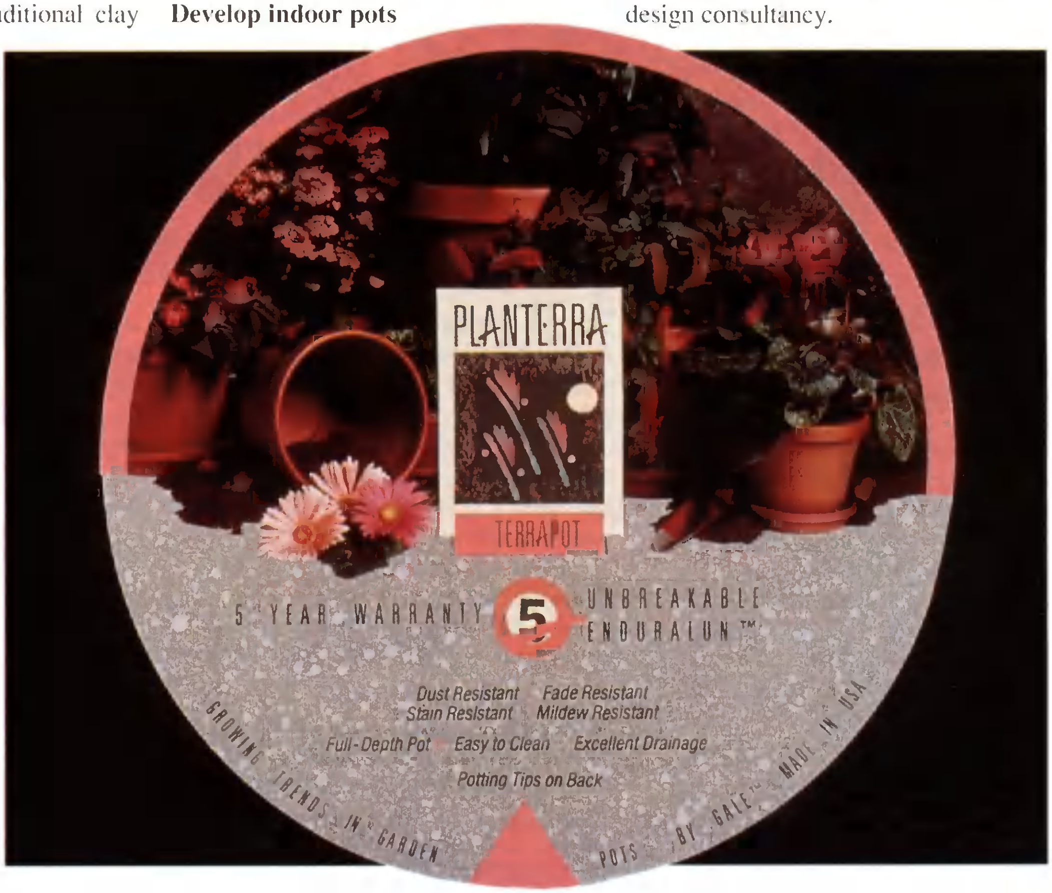
With most plastic pots in this category, the strength of the pot is primarily dependent upon the thickness of the plastic in the wall of the pot (thick-wall technology). In Weathashade's products the structural design provides the strength and a thin-wall technology is used. Because a smaller amount of material is used, the pots are less expensive to produce and these cost savings can be passed on to the consumer.

Sold in lawn and garden centers or the outdoor section of larger home centers and hardware stores, the pots were primarily marketed as an outdoor product and competed both with clay pots and other brands of plastic pots. The product experienced consistent growth and garnered about an 80% share of the outdoor plastic pot market by the end of 1988.

Develop indoor pots

Weathashade realized that to ensure continued sales and expand to a less seasonal market, they needed to develop an offering in indoor pots as well. They had experimented with some colors in the current line, with inconsistent success. In 1988, they developed a new pot design primarily aimed at expansion into the indoor market.

To help Weathashade expand from a manufacturer of outdoor pots to one with a full line of pots for both indoor and outdoor markets, the firm called on Fitch RichardsonSmith (Fitch RS), a Worthington, Ohio-based international design consultancy.



Research led to the decision to place a printed disk inside each Planterra Pot, providing usage examples on one side...

its product line

Fitch RS conducted research to:

1. Determine competitive players and product lines, including strengths and weaknesses, positioning, price points, merchandising approaches, point of sale materials and program sales support,
2. Determine market opportunities for Weathashade's product line based on information from consumers and the trade,
3. Develop specific recommendations for strategic marketing, positioning, naming, color, packaging and merchandising plans.

Information base

The research began with a review of secondary research, trade publications, and competitive sales materials. This added to Weathashade's information base of key trends and players and provided an objective overview of the competition—who they were, positioning strategies and packaging structures, graphic directions, and merchandising systems.

Additionally, retail audits and in-store interviews were conducted to understand the operating environment, and consumers and members of the trade were interviewed to determine their perceptions of the products and the process of selling and selecting plastic garden pots.

Interviews were conducted with retail buyers and distributors by telephone. Over 20 buyer and distributor interviews with representation of mass merchants, garden centers, and hardware and home centers were completed. Focus groups were held in four markets: Columbus, Atlanta, Seattle, and Los Angeles. These groups focused on indoor vs. outdoor perceptions, information needs, merchandising, and reactions to colors and design of the new product.

Findings

The secondary data revealed that trends and potential market size supported expansion into the indoor market. Industry figures showed that close to 10 million households purchased outdoor pots, but over 15 million purchased indoor pots. The advent of working women and dual-income households contributed to a scarcity of time and a popularity of convenience features. Increasing interest in gardening activities, natural environments, and population shifts to areas with longer growing seasons all supported growth in this mar-

continued on p. 33

...and plant care information on the other.

Equal Sequel

Consumers tell Searle Canada it's time to update

Sometimes, things just happen by accident. That's how Searle Canada found out it was time to change the packaging of its Equal low calorie sweetener. During exploratory research on a line extension concept, consumers were asked for their impressions of Equal, says Greg Ball, marketing manager, consumer products, Searle Canada.

"There was a feeling that the packaging didn't match the product's premium price point and that it looked dated and a little artificial," Ball says.

Prior to the redesign, Equal and its main competitors, Sugar Twin Cyclamate and Sweet & Low, didn't engage in any strong positioning, Ball says. Though Equal was priced higher, all three were seen as products for dieters. But because of the increased awareness of health and nutrition, sugar substitutes are no longer used solely by dieters and people watching their health as part of a doctor's instructions.

Bob Russell, currently president of Toronto-based Russell Design, Inc., was creative director on the Equal redesign project while at Boulevard Communications, Toronto. He says that the packaging change offered Searle a chance to reposition Equal as a product for health-oriented people and capitalize on the public's increasing health consciousness.

"It allowed us to stretch the Equal equity and give the product a more contemporary, healthful image and make a radical departure from the competitive products on the shelf that had their feet back in the 1960s and 70s."

The redesigned Equal package (below) updated and refined themes found on the previous box (above).

Deep blue

The new package replaces the sections of white and blue on the previous design with a deep, uniform blue. The Equal name has been reset in a large white letters in clean-looking sans serif type. In addition, the product usage examples on the old package have been replaced by a single shot of a strawberry in a spoon over a cup of coffee.

"It's a fairly contemporary way of suggesting that the sweetener can be used on fruit or in coffee. We've had some interesting responses with the strawberry in the spoon; there is almost this natural feel that is quite positive. It is a very, very contemporary adaptation of the old packaging.

"The (old) package didn't block very well on the shelf, and we were looking for ways of capturing shelf real estate. By going to a deep blue that's very pure and very fresh we've given the whole package a larger scale and more impact," Russell says.

Braud equity

Though the new package is a departure from its predecessor, Russell says that the designers kept the old package in mind, because as with most redesign projects, altering the look of Equal's packaging was an exercise in testing the flexibility of existing brand equity. Changes have to be made, but changing too much can alienate long-time consumers.

"All of the (prototypes) that went into research worked off the existing package and we were very, very structured in making sure that we moved the packaging very minimally to a more radical position. In our research, we find that

sweetener packaging

consumers get upset if you change color, typography, and the way the product is depicted on the package. They're fairly protectionist against changing the elements they have come to trust and know because the product loses its meaningfulness for them.

"We felt that the Equal wordmark had lost its edge from a graphic point of view, so we wanted to test the elasticity of that. But our mandate was to help Searle through research to find a meaningful position for their product, (so) we knew we had to deal with the existing Equal mark and the product usage that was depicted on the package. We really concerned ourselves with the notion that there was some equity in the marketplace other than the Equal name, and that it had been established through the existing color and typography."

The tradition of showing a packet of Equal on the box was also eliminated.

"Equal has long been in the marketplace, so the need to show a packet has had its day. Everybody understands that sweeteners come in packets. So we felt that we didn't need to show what was inside. A typographic suggestion of the 100 packets was all that was necessary."

Personal interviews

Once prototypes were created, they were tested in personal interviews from mall intercepts with females 18-49 of above average income and education. The respondents compared the prototypes to the existing Equal packaging and to that of competitors' products.

(The prototypes were developed using computers so that the examples would look as close as possible to finished designs, Russell says. "There has always been a problem with researching designs and not using fairly finished samples. A consumer really has a hard time interpreting a sketch or a rendering, and when you stack them up against competitors' products, they obviously do not look as finished. ")

Ball says that both old and new packages were tested for attributes such as "quality" and "natural" and also for purchase intent.

"We found that when they were exposed to the old packaging versus the new packaging, their purchase intent for the old packaging decreased. We knew we had a good product but the existing package was not helping us and may have been hurting us."

The research also confirmed that it wasn't necessary for the package to show several ways to use Equal. "We tested to see whether by showing more usage occasions on the new package we were implying other uses that the consumer wouldn't think of, but we found that we weren't introducing anything relevant to them by showing several usages, and in fact we were perhaps complicating the packaging," Ball says.

Overall, he says, the redesign has been a success. "Our sales are up and we've gotten many positive letters, so we feel that that's a good indicator that the new package has worked well."

continued on. 35

"The (old) package didn't block very well on the shelf, and we were looking for ways of capturing shelf real estate. By going to a deep blue that's very pure and very fresh we've given the whole package a larger scale and more impact."

"We're employed as designers to make sure that what the consumer sees on the shelf communicates what the product is about—the attributes, the pricing, the lifestyle. To try to design without consumers' input is just not possible."

"We knew we had a good product but the existing package was not helping us and may have been hurting us."

Conjoint evolves into discrete choice modeling

by Robert Roy

Robert Roy is vice president and general manager of the Chicago office of Total Research Corp.

Have you ever tried to fit a square conjoint program into a round problem? (What does he mean by that?) All right, I'll tell you what I mean. Conjoint programs have certain expectations. Among those expectations are these:

—Every level of every factor can be paired with every other level of the other factors. (A mouthful, eh?)

—If it's full profile conjoint...

- the profiles will be rated, sorted, and rank-ordered.
- the profiles are realistic to the respondent. Strange products do not appear.

Now let's hear a big, "Yeah, and so what!" The "so what" is that in real life it can often be a tad difficult to meet these limitations. Recently, however, there has emerged from the academic woodwork discrete choice modeling.

The good news

Discrete choice modeling does not force the pairing of all attributes. Therefore, unrealistic products are not produced. The respondent does not rate, sort, nor rank-order, but acts as if in the marketplace. The respondent selects or chooses which product to buy. This freedom from the tyranny of standard conjoint was brought to us by Jordan Louviere at the University of Alberta. For those interested in the mind-splitting details, I recommend the Sage Book publication number 62. Everyone else can just read on.

An example

Discrete choice theory started in transportation modeling. Usually, prices of the modes of transportation are considered, along with travel times and waiting times. But my purpose is exposition, not the design of a definitive transportation study. So, with meager apologies to the transportation experts, let's say we're studying the behavior of those who travel to work in the Chicago downtown Loop area.

While we're assuming, let's say we have a probability sample of such folks that numbers 1,000 commuters. By definition, our sample will represent all such commuters (+ or -). So much for the sample. Isn't this fun? On to the interview.

Experimental design

In Chicago, commuters can travel to the Loop in at least four ways. Their primary mode of transportation could be by:

1. Private car
2. Bus
3. Train
4. EL (The CTA elevated train)

They can also select some other mode such as walking, riding a bike, finding a comfortable camel, etc. In our simplified example we will only consider the cost of each mode of travel.

Below are listed costs that could be associated with each mode.

I. Gasoline price
1. $.90 per gallon
2. $1.45 per gallon
3. $2.00 per gallon

II. Cost of all day parking
1. $7.00
2. $9.80
3. $13.75

III. Bus rates

	Zone A	Zone B	Zone C
1.	$2.00	$2.50	$3.00
2.	$3.00	$3.75	$5.85
3.	$4.00	$5.00	$7.85

READER SERVICE CARD 10/90

FREE INFORMATION ON PRODUCTS AND SERVICES IN THIS ISSUE.

Send me more information on the items circled

200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217
218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235
236	237	236	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253
254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271
272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289

Name ______________________ Title ______________________
(Please Print)

Company ______________________

Address ______________________

City ______________ State ________ Zip ________

Telephone No. ______________________

Signature ______________________ Date ________

PLACE
STAMP
HERE

Quirk's
MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, Minnesota 55423

IV. Train rates

	Zone A	Zone B	Zone C
1.	$3.50	$4.75	$8.70
2.	$4.75	$6.40	$11.70
3.	$6.00	$8.10	$14.80

V. CTA EL rates

1. $.75
2. $1.15
3. 1.50

In this example, there are five (5) cost factors, and each could assume three (3) separate levels (3^5). An experimental design with 16, 18 or 27 combinations of these price levels will allow us to measure the impact of each price on the transportation mode selection process as well as the interaction of the price of gasoline with the cost of parking.

The task

Here's the respondent's task. And simple it is, too! A transportation scenario, or situation, is presented. The pieces associated with each mode of transportation are given. The respondent states which he would select, given the prices. He (or she, I know, I know) may also say that he would elect to travel by some other mode (such as the camel).

Fig. 1

Gasoline
$1.45 per gallon

All Day Parking
$7.00

Private Car

Bus Rates

Zone A	Zone B	Zone C
$4.00	$5.00	$7.85

Bus

Train Rates

Zone A	Zone B	Zone C
$4.75	$6.40	$11.70

Train

EL Rate
$.75

EL

Some Other Way to the Loop

Is this easy or what? The respondent doesn't have to rate, sort, or rank-order. Instead, the traveler does what is done in real life—selects an option. Each respondent evaluates several scenarios (perhaps as many as 27). Or, we may want any one individual to evaluate only nine or so situations.

Descriptive data

What do we get from our 1,000 interviews? First, and obviously, we get the frequency with which each transportation mode is selected under each scenario. That, in turn, allows us to estimate the relationship between the frequency of selection, the cost of travel for that particular mode, and the costs associated with the other modes (Louviere outlines how to do this). So the analysis is at the group, not individual, level (Louviere

Fig. 2
DISCRETE CHOICE SCORES

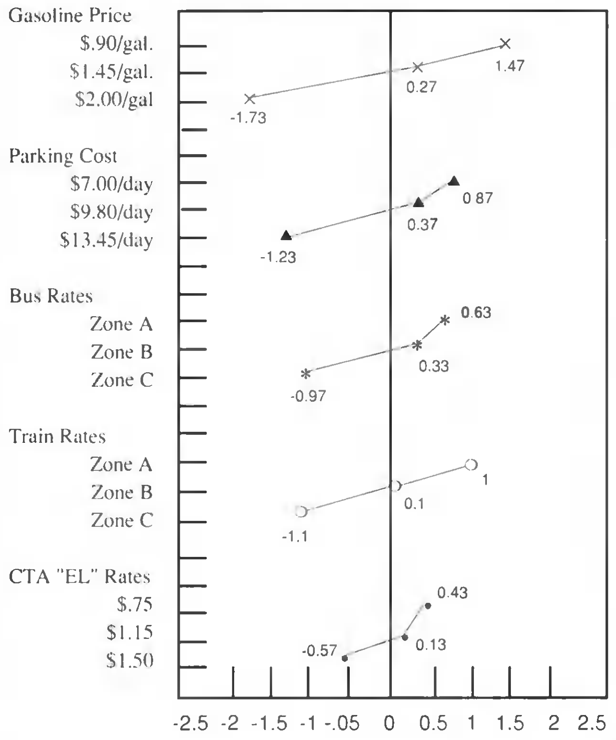
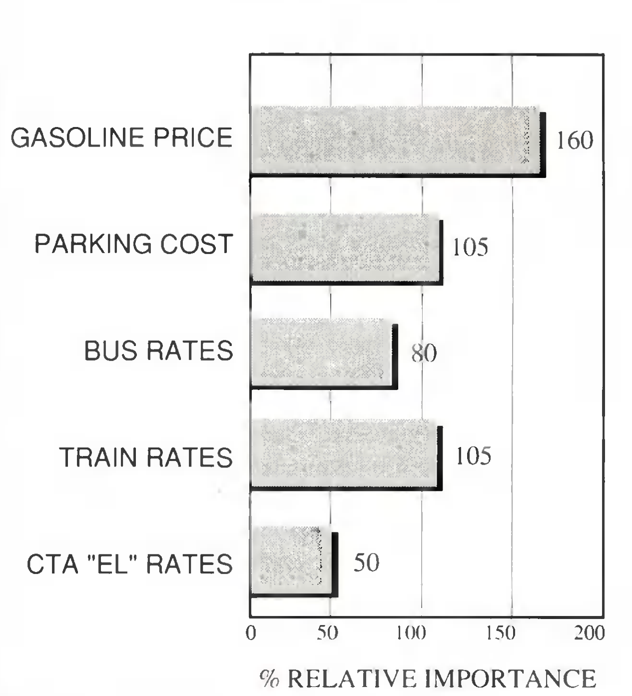


Fig. 3
RELATIVE IMPORTANCE



points out that in some cases, individual level analysis is possible).

As with conjoint, parameters (utility scores) are derived. These parameters can then be charted to better understand preferences. Having said that, let's go back to the example, invent a few parameters, and chart away. (See figures 2 and 3.)

Market model

Also available is the possibility of constructing an interactive computer model that operates on a PC. With the model, the "what if" begins. For example, Ed Goodride, the acting director of Second City Bus Service, might have burning ambitions to be promoted to full director. He has considered the usual tactics of monetary grease, slander, and obsequious behavior. Quite naturally, he's tried all of that and one or two other things. But now he's desperate and is willing to resort to data analysis! With trembling lips he forms the questions.

"Well, gosh all get out and gee, I wonder what might happen to ridership and revenue if..."

- rates were increased to the $4.00/$5.00/$7.85 plan?

- while Second City increased rates, gasoline increased to $2.00 and the cost of parking averaged $10.50?

Ed's questions do not go unanswered. His friendly market research analyst has conducted the survey, analyzed the data, and now has the PC model. Ed can quickly and easily see the sensitivity of commuters to a price change for Second City Bus Service, and to price changes for competing modes of travel. In a couple of hours he has arrived at a strategy. With his boss out of the office and no one else around to impress, Ed engages the analyst in conversation.

Ed: What did you say this technique is called?

Analyst: Discrete choice modeling.

Ed: That's a mouthful. I hope it's not indiscreet. Ha ha. (*Big joker, this Ed.*) So why did we do it this way?

Analyst: Do you want me to chit chat, or just list the reasons?

Ed: Do I make it a big habit to talk to you? Just lay it on me!

Analyst: OK. Ya see, this is superior to standard conjoint.

Ed: (interrupting) To what!?

Analyst: Never mind. Here are the advantages:

1. The task is more realistic for the respondent.
2. Analysts don't have to translate ratings into behavior.
3. Current product offerings are easily studied.
4. Problems too difficult for conjoint, without heroic assumptions, can be handled.
5. And get this! We do not have to assume that the market never changes in size. This approach shows us the expansion or contraction likely to occur.

Resolution

With this strategy in hand, suggested by discrete choice analysis, Ed proceeded to campaign for the directorship of Second City Bus Service. On a wall somewhere in the Loop the following was written:

Every good researcher revels
when he's joining his factors and levels
but the customers howl
when the combos are foul
and they set out to lynch the poor devils *

*Thanks to Bob Bisciglia

High schoolers high on higher education

A nationwide survey of college-bound high school juniors and seniors commissioned by the Stanley H. Kaplan Educational Center, Ltd. revealed that students are serious about their reasons for planning to attend college. The most popular responses to "Why do you plan to go to college?" were "to pursue a career goal," claimed by 50.2% of the respondents, and "to gain a general education," claimed by 42.3% of the students queried.

While 21.1% of the students believe college will help them "to get ahead," only 11.9% cited the goal "to make more money" as their reason for attending college.

Surprisingly, males were 39% more likely than females to say their motivation for going to college lay in gaining a general education. Females were 18% more likely than males to say they plan to attend college to pursue a career goal. However, more males than females cite their reason for going to college as "to make money."

Only 9% of the students said they planned to attend college to have fun. The same small number responded that their reason for going to college was "because I'm not ready to work" or "I want to leave home." While 9% of the males plan to go to college "to play college sports," none of the female respondents offered this reply.

Approximately half the students plan to attend graduate school. The top three reasons cited were "to get ahead," "it's necessary for a good job in business," and "to make more money." Males were more than twice as likely to say they would go to grad school to get ahead and to make more money. Both sexes felt equally that going to grad school was necessary for a good job in business. Females were much more likely (26.3% of females vs. 5.7% of males) to mention preparing for another specialty field.

Study finds American families caugbt between tradition, modern life

When it comes to family life, Americans present a paradox. According to the findings of The Church Today: Insightful Statistics and Commentary, a report released by the Glendale, California-based Barna Research Group, Americans are striving to retain some of the traditional concepts of family. However, while many people desire to live an "old fashioned" family life, few actually do so.

The report reveals that many people have conflicting opinions on family life today. In some cases, even opinions and actions disagree. For example, two-thirds of all adults (65%) believe it does not matter how much time a parent spends with his or her child, but that what counts is how well the time spent together is used. However, behavioral studies have shown that this approach often leaves children feeling cheated and unloved. In addition, 79% of all adults feel that most parents do not spend enough time teaching their children proper values, and 70% believe that parents today are less willing to discipline their children than were parents of previous generations.

Fifty-nine percent of all adults feel that religion has been very helpful in their family life. However, only 30% say that churches are very sensitive to the needs and difficulties of today's family.

Seven out of ten adults (70%) feel it is better for parents to get divorced if their marriage is not working than to keep the marriage intact for the sake of the children. However, 51% of all adults agree that getting a divorce should be made more difficult than it is now.

Fifty-four percent of all respondents think that women with young children should not work outside the home unless it is absolutely necessary to do so. Yet the number of working mothers continues to increase, and a majority of all Americans say that in today's world, it is often necessary for women to hold a job just to make ends meet.

Americans agree in principle that parents need to be more willing to discipline their children and spend more time teaching them proper values. However, life in today's society is so busy and complex that parents often do not spend time with their children but use that time for other pursuits. Instead, they have placed much of the burden for discipline and moral teaching on the schools and on churches. For instance, 54% of all teenagers spend less than an hour per week talking with their mother about things that really matter to them, and 74% spend less than an hour per week talking with their father about important subjects.

The report also found that despite efforts by many Christian churches to help traditional families thrive, most adults do not see the Church as very sensitive to the needs of families. "Many churches emphasize the importance of a traditional family life, and although many people claim to believe in this traditional approach, they do not act on these beliefs," says George Barna, president of the Barna Research Group. "Because of this, they are uncomfortable with what the Church is preaching.

Barna says that while many churches minister to traditional families, there are more and more non-traditional families in America—including single parent households, unwed mothers, blended families, multi-generational households, and unmarried partners with children living together. To reach these new types of families, churches will have to be able to address their unique needs more effectively.

Environmental concern affects restaurant choice

As Americans learn more about the environmental crisis, some are beginning to take their concerns with them when they go out to eat, according to a study entitled "The Environment: Consumer Concerns," drafted by the CREST (Consumer Reports on Eating-out Share Trends) division of The NPD Group, Inc. The study was conducted on behalf of the International Foodservice Manufacturers Association.

Almost all (91%) of the respondents said they were aware of the environmental issues covered in the study, ranging from waste management to food contamination to animal rights. Further, those who consider themselves very concerned about these topics represent fully half of those who are aware.

Food contamination concerns have the highest awareness of any of the environmental topics selected for inclusion in the study. Concern is very high, particularly for water pollution issues—areas where consumers tend to be actively involved as well.

Currently, 12% of those who are highly concerned about environmental issues state they avoid visiting a particular restaurant as a result of their views. Also, 16% claim they avoid a particular restaurant food. It seems that thought processes often precede changes in actual behavior. There was little evidence that all of these consumers did in fact alter

continued on p. 24

NAMES OF NOTE

Frank D. McGinn has joined *Texas Instruments' Consumer Products Division* as a senior marketing research analyst.

James E. Cornelius, vice president of finance and chief financial officer of *Eli Lilly and Company*, has been named a member of the *Walker Research Advisory Board*.

Marci Cohh has joined *Davidson-Peterson Associates, Inc.*, of York, ME, as research associate.

Patricia T. Cowley has been promoted to group account manager of Arlington Heights, IL-based *C/J Research, Inc.*

Pamela Baxter has been named executive vice president at *Simmons Market Research Bureau, Inc.* Also at Simmons: **Tom Murphy** and **Paul Donato** have been promoted to executive vice president in the *Simmons Syndicated Studies Division*. They will be responsible for the direction of the division encompassing sales, client service, and technical operations. In addition, **Alan Seraita** is now vice president, magazine/newspaper sales, syndicated studies; **Bernie Cognac** has been promoted to vice president, syndicated sales, Mid-West Division; **Jim Liggio** has been promoted to senior account executive; and **Caryn Klein** is now an account executive.

Jeffrey L. Riffkin has joined *ICR Survey Research Group*, Media, PA, as vice president, client services. Previously he was director of marketing for the WATS Room/TeleSpecs.

Sanford M. Schwartz, Ph.D., has been promoted to general manager and president of New York City-based *Elrick and Lavidge*.

Kim Kardenetz has been promoted to facility manager for *ACG Research Solutions*, St. Louis, MO.

Kardenetz Murray

Bruce Murray has joined *Database Marketing Corp.*, Burlington, MA, as director of client services. He will be responsible for the development and management of DMC's list and research activities.

Research 100, Princeton, NJ, celebrated its 20th anniversary in July.

Douglas W. Ranshous has joined the *Ehrhart-Babic Group*, Englewood Cliffs, NJ, as director of corporate marketing.

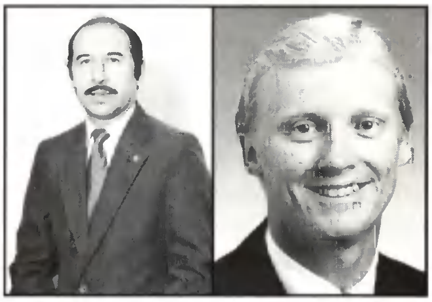
Michele Rose has been promoted to assistant project manager & field supervisor for St. Louis, MO-based *Pragmatic Research, Inc.*

Mike Oilar has been admitted to the partnership of *Market Decisions Corp.*, a Portland, OR, marketing research and consulting company.

Michael C. Hand has been appointed vice president Apparel Services of the *NPD Group, Inc.*, Port Washington, NY.

Dr. Larry Linamen has joined the Glendale, CA-based *Barna Research Group* as vice president.

Walter Eduardo Meneses has joined Toledo-based *NFO Research, Inc.*, as senior operations manager in the San Diego Hispanic Research Center. In addition, **David H. Anderson** has joined NFO as vice president, information systems.



Meneses Anderson

Genny Schumacher has been promoted to vice president, operations for Consumer Opinion Council Research Center, St. Louis, MO.

Michael P. Halle has been named vice president of *Longwoods International, Inc.*, a research and marketing consulting firm based in Toronto.

continued on p.32

A new focus group facility has opened in Harrisburg, PA: **The Bartlett Group, Inc.**, 3690 Vartan Way, Harrisburg, PA 17110. Phone 717-540-9900. Fax 717-540-9338. Contact Jeffrey Bartlett for more information.

◆

As a result of corporate restructuring, the Chicago-based customer satisfaction company Original Research II has changed its corporate name to **Original Research Customer Management Services.**

◆

Gary Mullet has opened **Gary Mullet Associates, Inc.**, a marketing research and statistical consulting and analysis firm. The address is 2399 Highway 29 So., Suite 4, Lawrenceville, GA 30244. Phone: 404-339-0392.

◆

Market ACTION Research Software has moved to Clarendon Arms, Ste. 21, 16 W. 501 58th St., Chicago, IL 60514-1740. Phone: 708-986-0830. Fax: 708-986-0801.

◆

A joint venture has been formed by **Audits & Surveys, Inc.**, New York, and **Market Research Services, Inc.**, Tokyo. It will conduct syndicated and custom consumer surveys and store auditing programs in Asia for non-Japanese companies. Equally owned, the new company, A&S/MRS Ltd. is headquartered in Tokyo and will concentrate on servicing global packaged goods companies.

◆

National Planning Data Corp. has opened a new software development office in Seattle. In a related move, the company has closed their Pittsburgh technical offices.

◆

A new focus group facility has opened in the St. Paul area: **Dynamic Observations**, The Market Place Mall, 2900 Rice St. No., Suite. 290, St. Paul, MN 55113. For more information, contact Carrie Cardinal-Bale at 612-481-6937.

continued on p. 32

Journal reports on use of financial products

Claritas Corporation and its Accountline Market Audit service reintroduce *Compendium*, a quarterly journal that covers consumer use of financial products and services. The journal was published in the early 1980s by Accountline before being absorbed by Claritas. For more information, contact Mike Reinemer at Claritas, 703-739-3135.

Report contains U.S. weather data

L&M Associates introduce the Weather Impact Business Report. This report compiles hourly weather data from 87 weather reporting sources throughout the Continental U.S. Using a proprietary computer software program, raw weather data is transformed into a market-by-market tracking report. Subscribers can specify the period they are interested in, and reports can be set up to coincide with other reporting services (e.g. Scantrack, SAMI, or a subscriber's own internal sales monitoring systems). For more information, contact the Weather Impact Business Report, 274 Main St., Ste. 302, Reading, MA 01867. Phone: 617-942-0702.

Mapping program for the Mac

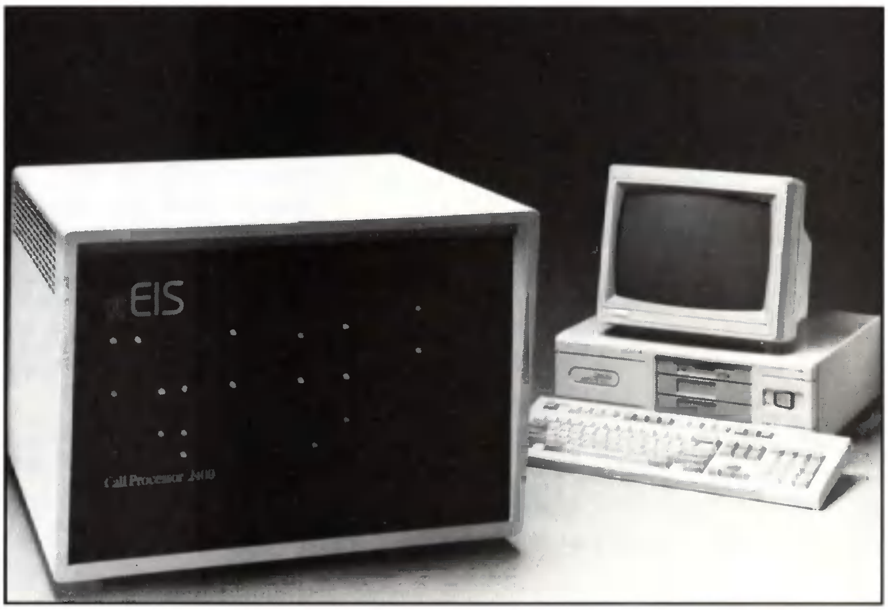
Select Micro Systems has begun shipping MapMaker Version 4.0, its desktop mapping application for the Apple Macintosh. The update includes new features such as built-in drawing tools; interactive, on-screen distance and latitude/longitude functions; direct graphics tablet support; multiple page maps and more. MapMaker runs on the Macintosh 512K, Plus, SE and II series. For more information, contact Select Micro Systems, Inc., 322 Underhill Ave., Yorktown Heights, NY 10598. Phone: 914-245-4670.

Calling system for mid-sized users

Electronic Information Systems, Inc. (EIS) has created an outbound calling system designed for small to mid-sized businesses. The EIS Call Processing System/2400 can be configured for installations of eight to 24 stations. Potential users of the 2400 include marketing research firms, credit and collections agencies, banks, small telemarketing service bureaus and in-house calling operations. The 2400 combines predictive dialing, data management, and voice recognition technologies. For more information, call 800-289-3230.

Direct Access 2.0

Dun's Marketing Services introduces Release 2.0 of Dun's Direct Access, an on-line software product that gives users access to the Dun & Bradstreet marketing database. The software's five major enhancements are: (1) a menu option that allows searching by company name to find information on individual companies; (2) expanded Standard Industrial Classification Codes from two- and four-digits to six for improved targeted selec-



tions; (3) customized output formats that can adapt to individual needs; (4) improved field listings that allow for upper and lower case letters in company records; and (5) increased segment market indicators that help identify slices of a market.

1990 State Profiles

Woods & Poole Economics has released the 1990 State Profile Series. Individual state profiles in the 1990 series contain detailed historical data from 1970 and projections to 2010 for population, employment, income, retail sales and households for every county and metropolitan area in the state, as well as data for the state, region and U.S. The county data in the 1990 state profiles includes: population by race, sex, and age in five-year cohorts, personal income by source, employment and earnings by number, size, and income. Also included are various rankings of counties within the state and regional economic indices. For more information, contact Woods & Poole Economics, Inc., 1794 Columbia Rd. NW, Washington, DC 20009. Phone 202-332-7111.

New version of Snrvey System

Creative Research Systems (CRS) has released Version 4.1 of its questionnaire analysis package The Survey System. For more information, contact Lisa Bacon at CRS, 15 Lone Oak Ctr., Petaluma, CA 94952. Phone 707-765-1001.

Terminal gathers demographics

Response Technologies, Inc. introduces the RT-2000, a computer terminal that combines immediate product promotion with with consumer education and data collection capabilities. Some applications are: profiling consumer demographics and purchasing habits, including purchases through consumer participation with instant feedback, health assessment and related product promotion, or activities involving consumer purchases or incentive programs. The RT-2000 is a free-standing system measuring 16 inches high x 10 inches wide x 14 inches deep and weighing 25 pounds. For more information, contact Response Technologies, 3399 South County Trail, East Greenwich, RI 02818. Phone: 401-885-6900.

U.S. shopping center data available

CACI has released new shopping center data on more than 30,000 U.S. shopping centers. In addition to CACI's demographic and marketing information, these new data also include: name, address, telephone number, leasing agent, and gross leasable area (GLA) of each center, complete tenant listing; name and GLA of all anchors; marketing strategy; average lease rate; year opened; number of stores; parking places and acres; space available and the number of levels. Also included in the database is the distance of every shopping center from any designated site, total number of shopping centers and GLA in the designated area, types of shopping centers, and year centers were built by GLA. This data is available for any geographic or postal area, or any size radius around a specific location. For more information, contact Eric Cohen at 800-292-CACI.

A picture is worth a thousand words

Demographic mapping helps bank meet Community Reinvestment Act requirements

During the last year, while assessing banks under the federal Community Reinvestment Act (CRA), the Office of the Controller of the Currency (OCC) has begun to place more emphasis on documentation—to get an accurate picture of how extensively banks are investing in low-income areas in the communities they serve.

"CRA was enacted in 1977, but the specific responsibilities of financial institutions were not entirely clear," explains Don Holstein, vice president, Marine Midland Banks, Inc. community banking sector. "Then last March the federal regulatory agencies issued a joint statement clarifying CRA as it relates to bank duties and responsibilities. As a result, banks are improving documentation of existing CRA programs and, in some cases, are developing new programs to increase market penetration in CRA target areas."

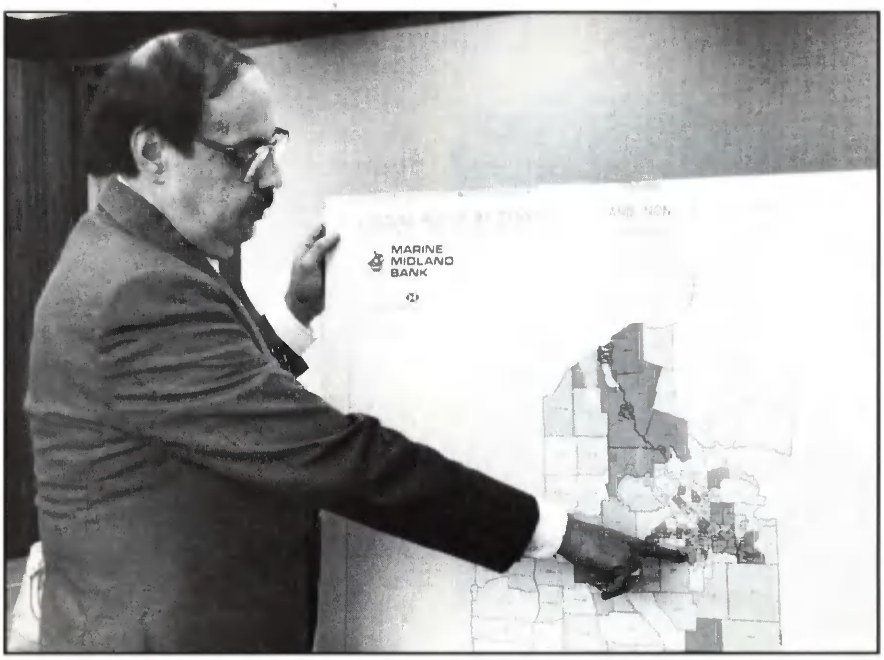
Redlining

CRA was originally developed to eliminate a practice known as "redlining," in which some banks were said to avoid doing business in poorer communities. The act requires that banks determine the credit needs of people in all the communities they serve and make loans and provide other banking services for qualified individuals.

Although there are no specific penalties associated with the act, a poor CRA rating can result in regulators delaying or prohibiting acquisitions, expansions, or new branch openings. In addition, after July 1, 1990 CRA ratings were made public. Therefore, effectively documenting CRA compliance has become an important issue to banks for both regulatory and public affairs reasons.

According to Holstein, the act is intended to bring dollars to low-income communities for buying homes, making home improvements, and small business loans. "Though the act does not exclude middle- and high-income areas, its focus is the low-income household," explains Holstein. "Specifically, banks are required to document their marketing activity in low-income communities. In our case, this means areas where 60 percent of the households in a census tract earn less than $25,000 a year."

Known for its customer service and product innovations, Marine Midland decided to verify its already solid CRA



Don Holstein of Marine Midland Banks points out market penetration in target areas based on the federal Community Reinvestment Act.

rating by instituting programs entirely focused on developing documentation for CRA.

A wholly owned subsidiary of the HongkongBank group, Marine Midland has more than 300 branches throughout New York State providing broad-based lending and financial services to individuals, businesses, and government customers.

Geocode

For its first step in the effort to improve documentation for CRA, Marine renewed its existing semi-annual records of total market penetration across New York state. By using U.S. census data combined with computer-generated market information, Marine was able to "geocode" or geographically designate the exact number of bank customers in specific census tracts.

"Once we geocoded loans and deposits, we were able to see our exact market penetration in CRA target areas," says Holstein. "However, the lengthy computer data and statistics made for tedious presentations. Our CRA examiner suggested we develop maps to show the same information visually."

Remembering that Marine's marketing department used computerized mapping services for branch-site location analysis, Holstein found his way to National Planning Data Corporation (NPDC), an Ithaca, New York-based marketing information company that supplies demographic forecasting products and services.

"NPDC technicians were able to integrate our market penetration data with U.S. census geography and income files," says Holstein. "We worked together to decide how to separate regions and choose, code, and color the variables."

Using cartographics—digitized reference points that relate to geography—NPDC produced 22 17 by 22-inch maps. Each map combines a paper base map with seven multicolored transparent overlays representing pertinent variables. The base map shows the market area name, bank branch locations, and census tract labels. One overlay represents the percentage of households in that area with annual incomes of less than $25,000.

Four of the overlays show outstanding credit dollars, outstanding deposit dollars, number of loans or credit units, and number of deposits or deposit dollars, for these households. A sixth overlay shows township names or road files, and the seventh shows ZIP code boundaries, which differ from census tract boundaries. Viewers can use up to two overlays at one time over each base map.

"The response to these maps has been terrific," reports Holstein. "Without having to sift through pages of data, both CRA examiners and our regional managers can clearly see market penetration in target areas."

Unique marketing tool

In addition to documenting CRA compliance, the maps have provided Marine Midland with a unique marketing tool, and have been instrumental in the development of several bank products.

"After viewing some of our maps, managers and marketers came up with an idea for a product called Basic Banking," says Holstein. Well-received by communities where it was introduced in July, this low-cost checking account is targeted toward low-income individuals who may not qualify for other checking accounts.

Another bank product that resulted from demographics research and mapping is called the Community Home Buyer's Program, which includes qualification concessions for first-time home buyers. This is a $5 million pilot program that provides mortgages to low- and middle-income families in the Syracuse, New York area. If successful, the program will be implemented statewide.

Marine Midland is also involved in housing partnership programs with various cities and counties in New York State. These programs help provide affordable housing to qualified buyers.

"We've instituted programs profitable to both our branches and the communities they serve based on our documentation for CRA compliance," Holstein says. "The real breakthrough in our documentation has been the transition from verbal data to maps—from words to pictures. Because in the case of complicated statistical documentation, a picture can be worth a thousand words." ❑

Survey Monitor
continued from p. 17

their restaurant visiting.

"While there has yet to be any dramatic change in overall restaurant usage habits, there are growing indications that once those who are highly concerned actually start giving time or money to causes, their behavior does change," notes Doreen Zavada, vice president and general manager of CREST.

In general, she says, these highly concerned activists are a bit more likely to use midscale/full service restaurants and less likely to use quick service places than is the average adult customer. Proper food handling, water pollution and general health concerns (e.g. red meat and fried foods) are factors in this trend.

While those who currently avoid certain restaurants or food items represent less than 10% of those who are aware, "the number is likely to grow as these issues continue to surface and impose restraints on our living standards," Zavada says.

Leave a message at the tone, babe

According to figures published in The Frame, the newsletter of Survey Sampling, Inc., the top six MSAs for contact with an answering machine are all in California. Los Angeles and San Francisco lead answering machine dispositions with a 20% incidence. Sunday is the best day to complete an interview with an answering machine household (22%), while Saturday is the worst (10%).

Many use emergency medical services

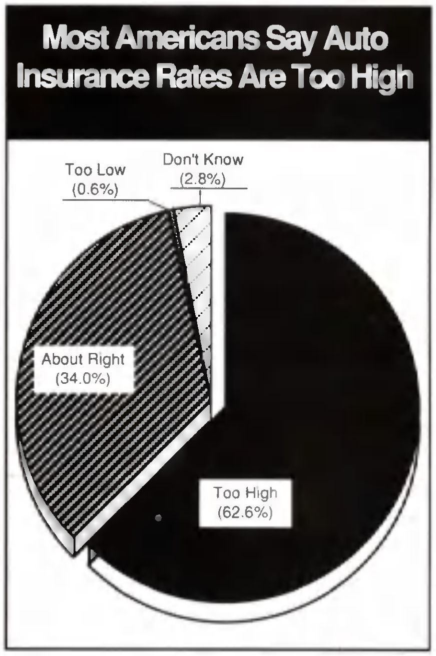
A study released by Edelmann Scott, Inc. shows that 60% of all households have used emergency medical services within the past three years.

Consumers rate auto insurance rates, service

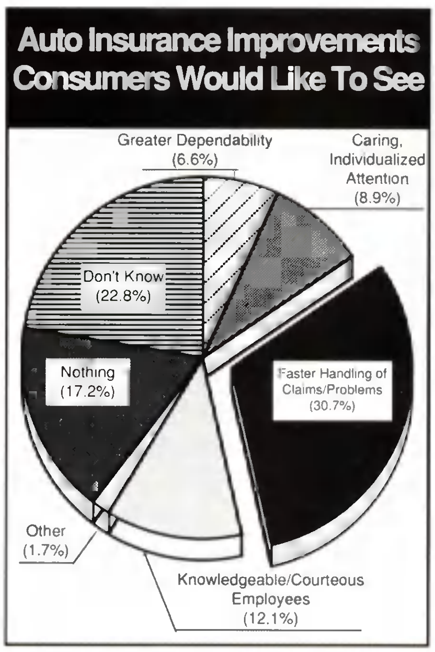
Most Americans think they pay too much for automobile insurance, according to a recent national Ameripoll survey by Maritz Marketing Research, Inc. The poll shows women are more satisfied than men with auto insurance premiums. Fewer females believe rates are too high, and more women than men say rates are about right.

The majority of Americans also believe the auto insurance industry needs more regulation. Sixty-one percent of respondents say further intervention is necessary to guarantee fair practices. Twenty-seven percent disagree, with 13% undecided. More men than women favor additional regulation.

Other than price, responsiveness tops the list of improvements Americans would make at auto insurance companies. Thirty-one percent of respondents identify faster handling of claims and problems as top priority. Knowledgeable, courteous employees are an improvement 12% would make. Other areas include caring, individualized attention (9%) and greater dependability (7%). Aside from cost, 17% of respondents say there is nothing they would improve.



But despite rate concerns, 81% of those surveyed would recommend their auto insurance company to a friend. In fact, 30% say they are very satisfied with the service they receive, and half describe themselves as satisfied. Ten percent are neither satisfied nor dissatisfied.



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.

Access Research, Inc.
8 Griffin Rd. No.
Windsor, CT 06095
203/678-5656
Contact: Robert C. Platkin
Group Health/Pens. P/C, Alc. Bev/Food, 15 min Airpt.

Alpha Research Associates, Inc.
395 Smith Street
Providence, RI 02908
401/ 861-3400
Contact: Anthony Pesaturo
FullSvcQual/Quan.Analysis./ Consltg&MktRes/Since 1976

American Public Opinion Survey & Market Research Corp.
1324 South Minnesota Ave.
Sioux Falls, SD 57105
605/338-3918
Contact: Warren R. Johnson
Established 1960—Full Service Group—National & Internat'l

Analytics, Inc.
999 N. Elmhurst Rd., Stes. 15 /16
Mt. Prospect, IL 60056
708/870-1973
Contact: Larry Kaufman
Since 1972, moderated and analyzed over 2,000 groups

The Answer Group
11161 Kenwood Rd.
Cincinnati, OH 45242
513/489-9000
Contact: Maribeth McGraw
Consumer,HealthCare,Prof., Focus Groups,One-On-Ones

The Atlantis Group
342 Fourth St.
Atlanta, GA 30308
404/577-8000
Contact: Charles Bazemore
The difference is in the moderating and the reports

Bartels Research, Corp.
145 Shaw Ave., Ste. C-1
Clovis, CA 93612
Contact: Laura Wasserman
Qual/Quant. Rsch. , F/G Rctg. Mod. facil. 25 yrs. exper.

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

Carlson Research Company
Carlson Parkway-Box 59159
Minneapolis, MN 55459-8211
612/ 449-2526
Contact: Allan Floyd
Full Service Customized Business/Consumer Research

Chamberlain Research Consultants
12 East Olin Ave.
Madison, WI 53713
608/258-3666
Contact: Sharon Chamberlain
Full-service marketing research. Business & consumer studies

Clarion Marketing and Comm.
340 Pemberwick Road
Greenwich, CT 06831
203 / 531-3600
Contact: Thomas L. Greenbaum
Clarion Offers Unique Approach To Groups; Call to Find Out Why

Cleveland Field Resources, Inc.
6501 Wilson Mills Rd., Suite J
Cleveland, OH 44143
216/473-9941
Contact: Daniel McCafferty
Modern Facilities on East & West Sides of Cleveland

Saul Cohen & Associates, LTD.
Suite 102, 30 Eliot Lane
Stamford, CT 06903
203/322-0083
Contact: Saul Cohen
Specializing in All Qualitative Methodologies

Concepts In Marketing Research
400 North Robert St.
Saint Paul, MN 55101-2098
612 / 228-5667
Contact: Carolyn Ruble
Fac/In-depth 1-on-1's: exec, med, cons/Topline reporting

Consumer Opinion Services
12825-1st Ave. South
Seattle, WA 98168
206/241-6050
Contact: Jerry Carter
Consumer,Business Groups and One-On-Ones

Creative Marketing Solutions, Inc.
P.O. Box 487
Lahaska, PA 18931
215/357-3655
Contact: Larry Schwarz
Experienced Specialists in Qualitative Research Techniques

Creative Research Associates,Inc.
500 N. Michigan Ave.
Chicago, IL 60611
312/ 828-9200
Contact: Stephen Turner
Twenty-Five Years of Leadership in Qualitative Research

Cunninghis Associates
43 Middleton Lane
Willingboro, NJ 08046
609/877-5971
Contact: Burt Cunninghis
37 Years Exp., Moderator & Moderator Training

Decision Research
99 Hayden Ave.
Lexington, MA 02173
617/861-7350
Contact: Peg Marrkand
Over 25 Mods. Avail., Bus/Cons Grps., Offcs: NY,LA,SF,Atlanta

DeNicola Research, Inc.
Two Landmark Square
Stamford, CT 06901
203/967-3595
Contact: Nino DeNicola
Consumer,Healthcare,Financial Services, Advertising

Direct Marketing Research Assoc.
4151 Middlefield Rd., Suite 200
Palo Alto, CA 94302
415/856-9988
Contact: Michael Green
Catalog, Direct Mail, Bus-to-Bus, Space, Databases

Dolobowsky Qual. Svcs., Inc.
94 Lincoln St.
Waltham MA 02154
617/647-0872
Contact: Reva Dolobowsky
Experts In Ideation & focus groups. Formerly with Synectics.

Doyle Research Associates,Inc.
919 N. Michigan/Ste. 3208
Chicago, IL 60611
312/944-4848
Contact: Kathleen M. Doyle
Specialty:Children/Teenagers Concept&Product Evaluations

Equifax / Quick Test Opinion Ctrs.
5430 Van Nuys Blvd., #102
Van Nuys, CA 91401
213 / 872-1717
Contact: Louise Kroot-Haukka
Consumer/Pkg Goods/Advertising Heavy Experience in Fast Food

First Market Research Corp.
1111 W. 6th Street, Suite 220
Austin, TX 78703
800 / FIRST-TX (347-7889)
Contact: James R. Heiman
High Tech,Publishing, Bus-To-Bus, Colleges

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

Focus America
1140 Ave. of the Americas, 9th Fl
New York, NY 10036
212/302-1808
Contact: David Schreier
Mid-Manhattan Loc/ State of the Art Fac. / 15 Seat Viewing Room

Focus Plus
79 5th Avenue
New York, NY 10003
212/807-9393
Contact: Elizabeth Lobrano
Impeccable Cons. & B-B Recruiting/Beautiful Facilities

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

Gilmore Research Group
2324 Eastlake Ave. E., Ste. 300
Seattle, WA 98102
206/726-5555
Contact: Michelle Zerbetz
Exp. prof. moderators to meet your research needs

Greenfield Consulting Group,Inc.
274 Riverside Ave.
Westport, CT 06880
203/221-0411
Contact: Andrew Greenfield
Qual./Quan. Rsch, New Product Dev., Finc Svcs,Toys/Games

Grieco Research Group, Inc.
743 North Avenue 66
Los Angeles, CA 90042
213/ 254-1990
Contact: Joe Greico
Marketing and Advertising Focus Groups

Hammer Marketing Resources
179 Inverness Rd.
Severna Park, MD 21146
301/544-9191
Contact: William L. Hammer
New Product,Consumer & Industrial/Commercial,Executive

Hispanic Marketing Communication Research
1535 Winding Way
Belmont, CA 94002
415/595-5028
Contact: Dr. Felipe Korzenny
Hisp. Biling./Bicult.Foc Grps Anywhere In U.S./Quan. Strat. Cons .

D.S. Howard Assoc., Inc.
307 No. Michigan Ave. #1214
Chicago, IL 60601
312/372-7048
Contact: Dennis S. Howard,Ph.D.
Expert Guidance In Design, Implementation And Analysis

Huelskamp & Associates
7734 Via De Fonda
Scottsdale, AZ 85258
602/443-8708
Contact: Henry J. Huelskamp
Extensive Background and Experience

JRH Marketing Services, Inc.
29-27 41st Avenue
New York, NY 11101
718/786-9640
Contact: J. Robert Harris, II
Experience Counts: Check out the rest but USE THE BEST

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

K P C Research
908 S. Tryon Street
Charlotte, NC 28211
704/ 342-1626 or 704/ 379-6342
Contact: Linda Dawley
Largest Facility in Charlotte, Consumer and Business

K S & R Consumer Testing Center
Shoppingtown Mall
Syracuse, NY 13214
800/ 289-8028
Contact: Lynne Van Dyke
Qualitative /Quantitative, Intercepts, CATI, One-on-One

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

Manhattan Opinion Center
369 Lexington Ave.
New York, NY 10017
212 / 972-5553
Contact: Jana Warren
3 Room Focus Group Facility/ Quality Recruiting

Marketeam Associates
1807 Park 270 Drive,#300
St. Louis, MO 63146
314/ 878-7667
Contact: Richard Homans
Financial Services,HealthCare, Consumer,Pkgd. Goods,Agric.

Market Facts, Inc.
676 North St. Clair
Chicago, IL 60611
312/280-9100
Contact: Linda Leemaster
20+ yrs. in consumer, industrial, medical, business

Market Navigation, Inc. Teleconference Network Div.
2 Prel Plaza
Orangeburg, NY 10962
914 / 365-0123
Contact: George Silverman
Med, Bus-to-Bus, Hi-Tech, Indust, Ideation, New Prod., Tel. Groups

Mar-Quest Research, Inc.
1315 Evamar Drive
Midland, MI 48640
517/ 631-3900
Contact: Roger H. Jennings
Hard Recruit / Qual / Quant /Convention Rsch. / Cust .Satisfaction

Martin Research Inc.
P.O. Box 8595
Roanoke, VA 24014
703/342-1970
Contact: Frank Martin, III
Focus group facilities in Norfolk, Roanoke, Winston-Salem

Matrixx Marketing-Rsch Div.
8044 Montgomery Rd., Suite 625
Cincinnati, OH 45236
513/984-2470
Contact: Michael L. Dean, Ph.D.
Cincinnati's Most Modern and Convenient Facilities

MedProbe Medical Mktg. Rsch
7825 Washington Ave. S.,Ste 745
Minneapolis, MN 55435
612/941-7965
Contact:Asta Gersovitz, Phrm.D.
MedProbe Provides Full Service Custom Market Research

Michelson & Wender, Inc.
335 Scenic View Drive
Atlanta, GA 30339
800/633-1523
Contact: Mark Michelson
The Retail Specialists, Experienced, Insightful/Thorough

Doreen Mole Qualitative Research, Inc.
RR1, Box 1069, Millstone Rd.
Sag Harbor, NY 11963
516/725-2160
Contact: Doreen Mole
Custom design. Strong advertising marketing background

PACE, Inc.
28535 Orchard Lake Road
Farmington Hills, MI 48018
313/ 553-4100
Contact: Peter J. Swetish
Full Service Vehicle Specialist-OEM and Aftermarket Experience

Payne & Partners
70 West Madison, Ste. 1400
Chicago, IL 60602
312/443-9666
Contact: Melanie Payne
Superior Marketing & Analytical Skills

Performance Focus
P.O. Box 723
Addison (Dallas), TX 75001-0723
214/380-6575
Contact: Judi P. Levy
Strat Mkt Rsch, Health Care, Travel,Leisure,Spec Needs Cons.

PLAYLAB® Research,Division of The Creative Group, Inc.
31800 Northwestern Hwy. # 385
Farmington Hills, MI 48018
313/855-7812
Contact: Dana Blackwell
Children,Teens,Moms,Expect.Moms, Parents,Grandparents & Families

Product & Consumer Evaluations
28535 Orchard Lake Road
Farmington Hills, MI 48018
313/ 553-4100
Contact: Paul Johnson
Expert Moderators on Staff. State of the Art Facility

Reid Qualitative
2149 S. Grape Street
Denver, CO 80222
303/758-6424
Contact: Michael Reid
Consumer,Tech/Indust., New Prod., Concept Test/Refinement

Research, Inc.
521 Plymouth Rd., Ste. 115
Plymouth Meeting, PA 19462
215/941-2700 or
800/828-3228
Contact: Phyllis Santoro
Creative Design and Discussions--Actionable Results

Rhode Island Survey and Research Service, Inc.
690 Warren Avenue
East Providence, RI 02914
401/438-4120
Contact: Patricia Shakel
First in New England. Established in 1962

R J Research
P.O. Box 3787
Santa Rosa, CA 95402
707/ 795-3780
Contact: Bob Pellegrini
Full Service Qual / Quan, Most Packaged Goods & Bus to Bus

Rockwood Research Corp.
1751 W. County Rd. B
St. Paul, MN 55113
612/631-1977
Contact: Dale Longfellow
High Tech,Executives,Bus.-To-Bus.,Ag,Specifying Engineers

Rodgers Marketing Research
4575 Edwin Drive, NW
Canton, OH 44718
216/ 492-8880
Contact: Alice Rodgers
Creative / Cost Effective: New Product / Consumer, Etc.

James M. Sears Associates
48 Industrial West
Clifton, NJ 07012
201/ 777-6000
Contact: James M. Sears
Business-To-Business And Executives A Specialty

Snell Associates, Inc.
941 Vernal Avenue
Mill Valley, CA 94941
415/ 388-8315
Contact: Joyce Snell
Consumer/exec/prof focus groups conducted nationally

Sources For Research, Inc.
170 West End Ave., Ste PHC
New York, NY 10023
212/787-8810
Contact: Phyllis Morrow
Diff 'Exec/Prof/Tech Rspd Natwd New Prd Dev Implmt/Analysis

Southeastern Institute of Research, Inc.
2325 West Broad St.
Richmond, VA 23220
804/358-8981
Contact: Rebecca H. Day
Est. 1964. Full Service Qualitative and Quantitative Analysis

James Spanier Associates
120 East 75th St.
New York, NY 10021
212/472-3766
Contact: Julie Horner
Focus Groups And One-On-Ones In Broad Range Of Categories

Dwight Spencer & Associates
1290 Grandview Avenue
Columbus, OH 43212
614 / 488-3123
Contact: Betty Spencer
4'x16' Mirror Viewing Rm Seats 8-12. In House Audio/ Video Equip

Jane L. Stegner & Ascts.
2215 Penn Ave. So.
Minneapolis, MN 55405
612/377-2490
Contact: Jane Stegner
Bus-To-Bus/Medical/Fncl Svcs/ Agric., Groups/ 1:1's

Strategic Marketing Services
148 Middle Street
Portland, ME 04101
207 / 774-6738
Contact: Patrick Murphy
20 yrs Broad Based Exper. Nationwide. Full Service

Sutherland Research Grp, Ltd
1160-B Pittford-Victor Road
Pittsford, NY 14534
716/ 586-5757
Contact: John R. Stensrud, Ph.D.
Experienced Full Service Market Research Firm

Sweeney International, Ltd.
221 Main St.
Danbury, CT 06810
203 / 748-1638
Contact: Timm Sweeney
Qualitative Research. Member: QRCA / AMA / Advt. Club

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

The Travis Company, Inc.
509 Cathedral Parkway, Suite 8E
New York, NY 10025
212/ 222-0882
Contact: Jerry Travis
Oualitative Research and Consultation

TRENDFACTS Research, Div. of The Creative Group, Inc.
31800 Northwestern Hwy.
Farmington Hills, MI 48018
313/855-7810
Contact: Brett Blackwell
Consumers,Retail,Rest.,Real Est., Financial,Hlthcare,Indust.,Bus-Bus

Paul A. Warner Associates, Inc.
3355 Lenox Road, NE Suite 665
Atlanta, GA 30326
404 / 239-0101
Contact: Robin S. Salter
25 Years of Experience in Design, Moderation & Analysis

Lucy Warren & Associates
3619 29th Street
San Diego, CA 92104
619/295-0342
Contact: Lucy Warren
Understands / Meets Business Needs With Quality / Experience

Weiss Marketing Research
27 Manor Hill Road
Summit, NJ 07901
201/273-3952
Contact: Debra R. Weiss
Strong Client Side. New Products Background

Winston Stuart Ascts., Inc.
2670 Nichols Canyon Rd.
Los Angeles, CA 90046
213/851-4127
Contact: Bill Smolka
New Prod, Adv. Pkg. Goods, Ent. Cons. Execs, Bus.

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

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

Yarnell, Inc.
1 Anita Drive
East Hanover, NJ 07936
201/593-0050
Contact: Dr. Stephen M. Yarnell
Information Technology/ Financial Services/ Modeling

STATE CROSS INDEX OF MODERATORS

Refer to Preceeding Pages For Address, Phone Number and Contact

Arizona
Huelskamp & Associates

California
Bartels Research Corp.
Direct Marketing Rsch Assocs.
Equifax/Quick Test Opinion Ctrs.
Grieco Research Group, Inc.
Hispanic Marketing
R J Research
Snell Associates, Inc.
Lucy Warren & Associates
Winston Stuart Associates, Ltd.

Colorado
Reid Qualitative

Connecticut
Clarion Marketing and Comm.
Saul Cohen & Associates, LTD.
DeNicola Research, Inc.
Greenfield Consulting Group,Inc
Sweeney International, Ltd.

Washington D.C.
LaScola Qualitative Research
Martin Research Inc.

Georgia
The Atlantis Group
Michelson & Wender, Inc.
Paul A. Warner Associates, Inc.

Illinois
Analytics, Inc.
Creative Research Associates
Doyle Research Associates
D.S. Fraley & Associates
D.S. Howard Assoc., Inc.
Market Facts, Inc.
Payne & Partners

Maine
Strategic Marketing Services

Maryland
Hammer Marketing Resources

Massachusetts
Decision Research
Dolobowsky Qual. Svcs., Inc.
First Market Rsch(L. Lynch)

Michigan
Brand Consulting Group
Kennedy Research Inc.
Mar-Quest Research, Inc.
PACE, Inc.
TrendFacts / Playlab

Minnesota
Carlson Research Company
Concepts In Marketing Rsch.
MedProbe Medical Mktg. Rsch
Rockwood Research Corp.
Jane L. Stegner and Ascts.

Missouri
Marketeam Associates

New Jersey
Cunninghis Associates
James M. Sears Associates
Weiss Marketing Research
Yarnell, Inc.

New York
Focus America
Focus Plus
JRH Marketing Services, Inc.
K S & R Consumer Testing Ctr.
Manhattan Opinion Center
Market Navigation, Inc.
Doreen Mole Qual. Rsch. Inc.
Sources For Research, Inc.
James Spanier Associates
Sutherland Research Group, Ltd
Thorne Creative Research
The Travis Company
The Winters Group
Wolf/Altschul/Callahan, Inc.

North Carolina
K P C Research
Martin Research Inc.

Ohio
ADI Research, Inc.
The Answer Group
Cleveland Field Resources, Inc
Rodgers Marketing Research
Dwight Spencer & Associates

Pennsylvania
Creative Marketing Solutions
Research, Inc.

Rhode Island
Alpha Research Associates, Inc.
Rhode Island Survey , Inc.

South Dakota
American Public Opinion Survey & Market Research Corp

Texas
First Market Rsch(J. Heiman)
Performance Focus

Virginia
Martin Research Inc.
Southeastern Institute of Rsch.

Washington
Consumer Opinion Services
Gilmore Research Group

Wisconsin
Chamberlain Rsch. Cnsltnts.

SPECIALTY CROSS INDEX OF MODERATORS

Refer to Preceeding Pages Listings For Address, Phone Number and Contact

ADVERTISING
Analytics, Inc.
Brand Consulting Group
Saul Cohen & Associates, LTD.
Chamberlain Research Cnsltnts.
DeNicola Research, Inc.
Dolobowsky Qual. Svcs., Inc.
Doyle Research Associates
D.S. Fraley & Associates
Market Facts, Inc.
Doreen Mole Qual. Rsch. Inc.
PACE, Inc.
PlayLab /TrendFacts
Product & Consumer Evaluations
Research, Inc.
Rockwood Research Corp.
Southeastern Institute of Rsch.
James Spanier Associates
Sweeney International, Ltd.
Paul A. Warner Associates, Inc.
Winston Stuart Ascts., Ltd.

AGRICULTURE
Market Navigation, Inc.
Rockwood Research Corp.

ALCOHOLIC BEVERAGES
TrendFacts
Wolf/Altschul/Callahan, Inc.

APPAREL/ FOOTWEAR
Brand Consulting Group
PlayLab /TrendFacts

AUTOMOTIVE
Matrixx Marketing-Research Div.
PACE, Inc.
Product & Consumer Evaluations
TrendFacts
Paul A. Warner Associates, Inc.

BIO-TECH
D.S. Howard Assoc., Inc.
Market Navigation, Inc.
MedProbe Medical Mktg. Rsch
Yarnell, Inc.

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

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

CANDIES
D.S. Fraley & Associates
PlayLab
Research, Inc.

CHILDREN
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
Market Facts, Inc.

Matrixx Marketing-Research Div.
PlayLab
Research, Inc.
Rhode Island Survey, Inc.

CIGARETTES
Research, Inc.
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 Inc.
James Spanier Associates
Sutherland Research Group, Ltd
Sweeney International, Ltd.
TrendFacts / PlayLab
Yarnell, Inc.

CONSUMERS
Analytics, Inc.
Chamberlain Rsch.Cnsltnts.
Consumer Opinion Services
DeNicola Research, Inc.
Doyle Research Associates
First Market Rsch(L. Lynch)
D.S. Fraley & Associates
D.S. Howard Assoc., Inc.
Kennedy Research Inc.
Rodgers Marketing Research
Thorne Creative Research
TrendFacts / PlayLab

DIRECT MARKETING
Direct Marketing Research Ascts.

EDUCATION/ NOT-FOR-PROFIT
The Winters Group

ENTERTAINMENT
D.S. Fraley & Associates
PlayLab /TrendFacts
Research, Inc.
Sweeney International, Ltd.
Winston Stuart Ascts., Inc.

EXECUTIVES
Chamberlain Rsch. Cnsltnts.
Saul Cohen & Associates, LTD.
Dolobowsky Qual. Svcs., Inc.
First Market Rsch(J. Heiman)
Kennedy Research Inc.
Market Views Research, Inc.
Mar-Quest Research, Inc.
PACE, Inc.
Product & Consumer Evaluations
Research, Inc.
James Spanier Associates
Sources For Research, Inc.
Sweeney International, Ltd.
TrendFacts
Winston Stuart Ascts., Inc.

FINANCIAL SERVICES
Cleveland Field Resources, Inc
Saul Cohen & Associates, LTD.
Dolobowsky Qual. Svcs., Inc.
First Market Rsch(L. Lynch)
Greenfield Consulting Group,Inc.
LaScola Qualitative Research
Marketeam Associates
Matrixx Marketing-Research Div.
PACE, Inc.
Payne & Partners
Product & Consumer Evaluations
The Research Center
Rockwood Research Corp.
Sources For Research, Inc.
Southeastern Institute of Rsch
James Spanier Associates
TrendFacts
Paul A. Warner Associates, Inc.
Winston Stuart Ascts., Inc.
The Winters Group
Wolf/Altschul/Callahan, Inc.
Yarnell, Inc.

FOOD PRODUCTS
American Public Opinion Survey
& Market Research Corp
Analytics, Inc.
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
PlayLab /TrendFacts
Research, Inc.
James Spanier Associates
Thorne Creative Research
TrendFacts
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
Greenfield Consulting Group,Inc
Market Facts, Inc.
PlayLab /TrendFacts
Research, Inc.
Thorne Creative Research
Paul A. Warner Associates, Inc.

HEALTH CARE
Chamberlain Rsch. Cnsltnts.
Saul Cohen & Associates, LTD.
Creative Marketing Solutions
DeNicola Research, Inc.
Dolobowsky Qual. Svces., Inc.
First Market Rsch(L. Lynch)
Greenfield Consulting Group,Inc.
D.S.Howard Assoc., Inc.
Kennedy Research Inc.
LaScola Qualitative Research
Marketeam Associates
Market Facts, Inc.
Market Navigation, Inc.
Mar-Quest Research, Inc.
Matrixx Marketing-Research Div.
MedProbe Medical Mktg. Rsch
Performance Focus
Product & Consumer Evaluations
Research, Inc.
Southeastern Institute of Rsch
James Spanier Associates
Strategic Marketing Services
TrendFacts
Weiss Marketing Research
The Winters Group

HISPANIC
Analysis Research Ltd.
Hispanic Marketing
Communication Research

IDEA GENERATION
Brand Consulting Group
Saul Cohen & Associates, LTD.
Decision Research
Dolobowsky Qual. Svcs., Inc.
D.S. Fraley & Associates
Matrixx Marketing-Research Div.
PlayLab /TrendFacts
Research, Inc.
Rhode Island Survey, Inc.
Sweeney International, Ltd.
Thorne Creative Research
Paul A. Warner Associates, Inc.

INDUSTRIAL
First Market Rsch(J. Heiman)
D.S. Howard Assoc., Inc.
Kennedy Research Inc.
Market Navigation, Inc.
Mar-Quest Research, Inc.
Sweeney International, Ltd.
TrendFacts
Yarnell, Inc.

INSURANCE
TrendFacts/PlayLab

MEDICAL PROFESSION
Saul Cohen & Associates, LTD.
Creative Marketing Solutions
D.S. Howard Assoc, Inc.
Marketeam Associates
Mar-Quest Research, Inc.
Matrixx Marketing-Research Div.
MedProbe Medical Mktg. Rsch
TrendFacts/ PlayLab

MILITARY
American Public Opinion Survey
& Market Research Corp
PlayLab /TrendFacts
Paul A. Warner Associates, Inc.

MODERATOR TRAINING
Cunninghis Associates

NEW PRODUCT DEVELOPMENT
Analytics, Inc
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.
Market Facts, Inc.
PlayLab /TrendFacts
Product & Consumer Evaluations
The Research Center
Research, Inc.
Rhode Island Survey, Inc.
Sources For Research, Inc.
Southeastern Institute of Rsch.
James Spanier Associates
Strategic Marketing. Svces
Winston Stuart Ascts., Inc.

PACKAGED GOODS
The Answer Group
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
Doreen Mole Qual. Rsch., Inc.
PlayLab /TrendFacts
The Research Center
Research, Inc.
Thorne Creative Research
Paul A. Warner Associates, Inc.
Winston Stuart Ascts., Inc.

PARENTS
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
PlayLab /TrendFacts
Research, Inc.

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

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

POLITICAL RESEARCH
American Public Opinion Survey
& Market Research Corp
Chamberlain Rsch. Cnsltnts.
Cleveland Field Resources, Inc
LaScola Qualitative Research
Doreen Mole Qual. Rsch. Inc.
Weiss Marketing Research

SUBSCRIBE TODAY!

Please enter my subscription for one year (10 issues) of *Quirk's Marketing Research Review*. If not satisfied after my first issue I may cancel and be refunded the entire amount of my subscription. Afterwards I may cancel at any time and be immediately refunded my money for all issues not received.

☐ Payment of $40 enclosed   Charge Credit Card   ☐ MasterCard   ☐ Visa

CHARGE ACCOUNT NUMBER   EXPIRATION   SIGNATURE (REQUIRED FOR ALL CREDIT CARD ORDERS)

Name ______________________ Title ______________________

Company ______________________

Address ______________________

City ______________ State ________ Zip ______________

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

Areas of Research Interest (Check All That Apply)

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

PLACE
STAMP
HERE

Quirk's
MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, Minnesota 55423

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

RESTAURANT/ FAST FOOD
PlayLab /TrendFacts

RETAIL
Brand Consulting Group
Saul Cohen & Associates, LTD.
First Market Rsch(L. Lynch)
Research, Inc.
TrendFacts/PlayLab
Paul A. Warner Associates, Inc.

SENIORS
Saul Cohen & Associates, LTD.
Research, Inc.
Snell Associates, Inc.
TrendFacts
Weiss Marketing Research

SMALL BUSINESS / ENTREPRENEURS
Saul Cohen & Associates, LTD.
Research, Inc.
Sources For Research, Inc.

SOFT DRINKS, BEER, WINE
American Public Opinion Survey & Market Research Corp
Saul Cohen & Associates, LTD.
D.S. Fraley & Associates
Greenfield Consulting Group, Inc
Grieco Research Group, Inc.
PlayLab /TrendFacts
Thorne Creative Research
Paul A. Warner Associates, Inc.

TEACHERS
D.S. Fraley & Associates
PlayLab

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

TELECONFERENCING
Rockwood Research Corp.

TELEPHONE FOCUS GROUPS
Market Navigation, Inc.
Research, Inc.
TrendFacts

TEENAGERS
Saul Cohen & Associates, LTD.
Doyle Research Associates
D.S. Fraley & Associates
Greenfield Consulting Group, Inc
Matrixx Marketing-Research Div.
PlayLab
Research, Inc.
Rhode Island Survey, Inc.
Thorne Creative Research

TOYS/GAMES
Research, Inc.

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

TRAVEL
Saul Cohen & Associates, LTD.
Mar-Ouest Research, Inc.
Research, Inc.
Sweeney International, Ltd.
TrendFacts/Playlab

UTILITIES
Chamberlain Rsch. Cnsltnts.

YOUTH
Doyle Research Associates
D.S. Fraley & Associates
PlayLab
Paul A. Warner Associates, Inc.
Wolf/Altschul/Callahan, Inc.

Start-Ups, Changes
continued from p. 19

Events Marketing Research, a full-service research firm, has opened at 250 W. 54th St., New York, NY 10019. Phone 212-765-2290.

◆

Opinion Research Corp. (ORC) has announced an agreement with two Hungarian research and consulting firms, Investorg and Qualiforum, to become ORC affiliates. Both Investorg, with Dr. Kati Vilmos, managing director, and Qualiforum, with Laszlo Fixler as general manager, are headquartered in Budapest.

◆

Equifax, Inc. has created an Office of Consumer Affairs. Larry Clemente, corporate vice president, will head the office. Jack Rogers, Equifax president and CEO, said, "The purpose of this formal position is to be an ombudsman for consumers as we seek to maintain the delicate balance between the corporation's legitimate right to information and the consumer's right to privacy."

◆

With the addition of 150 interviewing stations in its new site in Omaha, the **Gallup Organization** has increased its CATI stations to 320.

◆

Elrick and Lavidge has moved its Chicago and Downers Grove offices to a combined location at 3 Westbrook Corp. Center, Ste. 600, Westchester, IL 60154. Phone 708-449-5300.

◆

The Madison and Green Bay offices of **Matousek & Associates** now house separate companies. The Madison office is now Chamberlain Research Consultants. Sharon R. Chamberlain, a partner in the original firm, is president. The Green Bay office will remain a Matousek location, under the direction of Terri Matousek, president.

◆

Kurtz Marketing Services has moved to One Penn Plaza, Ste. 3433, New York, NY 10119. Phone: 212-268-3250. Fax: 212-268-3169. In addition, the firm has formalized a link with Hudson, Payne & Iddiols, a London-based market research firm.

Names of Note
continued from p. 18

Grace F. Healey has joined the New York City-based *Wagner Group, Inc.* as senior vice president, director of client services.

Gerald "Jerry" Cole has been elected a vice president of *DDB Needham Worldwide*. He is an associate director of strategic planning and research in the firm's Chicago office.

Mediamark Research, Inc. has named **David C. Bender** president and chief operating officer.

David E. Wood has joined *Michael Blatt & Co.*, a Los Angeles-based data processing firm, as vice president, business development. Previously he was with Maritz Marketing Research, Inc.

Elrick and Lavidge, Inc. has appointed **Linda K. Soto** as financial services account executive in its Chicago office, and

Soto **Hall**

Bruce A. Hall as financial services account executive in its Atlanta office.

Steven Struhl has joined *Sophisticated Data Research*, Chicago, as a senior consultant.

Rosenberg

Joan Rosenberg has joined *Information Resources, Inc.*, as vice president, new business development, a new position at the firm's Darien, CT, office.

Weathashade

continued from p. 7

ket.

Among retailers, product innovation was beginning to play a more significant role, and there was increased availability of better quality and a broader selection of products.

Retail environment

Most retailers carried three or four brands, and Weathashade was the outdoor leader in plastic pots. Several retailers described Weathashade's pots as a dual (indoor and outdoor) product, but most displayed it outdoors. Fitch RS found that in general most retail displays were merchandised poorly, though a few retailers attempted to merchandise products by color. Outdoor merchandising was in even worse condition than indoor offerings.

Retailers indicated that in this category, branding was of no concern to consumers and as expected brand awareness was very low (Rubbermaid and Terrapot were the only brands or companies mentioned).

Knew little

Many people purchased plastic pots, but generally they knew little about the care and feeding of plants. Style and color were very important in the purchase of plastic pots and "cheap" plastic was to be avoided at all costs. Retailers and consumers agreed about the benefits and detriments of the products, but they disagreed about the purchase process. Retailers assumed pots were an impulse purchase, but most consumers described their product purchases as planned. This presented an opportunity to offer consumer information at the point of sale.

Consumers and retailers agreed that some of Weathashade's current Plagar Product line could be used either indoors or outdoors. Color, style, size, variety, and a ceramic look were all important features of indoor products. Price was more critical in the selection of outdoor pots, whereas size, color, and style were more important than price in the selection of pots used indoors. Thus, there was an opportunity to enhance the line by adding additional indoor product that would meet these needs.

Consumer information needs focused more on plant care than on product information. Pots (especially indoor) were "more of a design issue" than an information issue, though pot size was important.

Consumers wanted to see plants displayed in the pots or see suggested uses for the products in a merchandising system. As the purchasing environment currently had little to offer, consumers had some difficulty describing their needs. They were concerned that labels and information not cover up the pots.

Well-received

The new product design was well-received. Consumers wanted colors to blend with their furnishings. They again stressed that the looks and quality of the indoor product were more important than the price, making comments such as, "It would sell better if it looks good. The cost wouldn't matter."

Room for improvement

At the end of the study, it was determined that the market situation offered room for improvement in packaging, point of purchase, branding, and merchandising of garden pots. There was great opportunity for growth in both indoor and outdoor lines, especially for innovative solutions that enhanced the pot purchase environment. It would be easier for Weathashade to penetrate the indoor market than it would be for a competitor to expand into the outdoor market.

Based on the study findings, Fitch RS made a number of recommendations:

—Integrate the indoor and outdoor offering under one umbrella, but develop a brand, name, and merchandising system in which either brand can stand alone.

—Take advantage of the planned purchase behavior and develop emotional appeals to both the novice and expert gardener.

—In the outdoor offering, emphasize size, durability, and fade resistance. In the indoor offering, emphasize size, color, style, value, and quality.

—Emphasize lifestyle and performance convenience for both lines.

—Because of the potential opportunity, Weathashade should be the first company to create major brand recognition in this product category.

—The packaging and merchandising system will increase sales by creating excitement, attracting attention, creating interest with product ideas, and suggesting lifestyles. Information should be provided to maintain interest and aid purchase, but avoid being highly technical.

—The system should create a selling environment to take advantage of space efficient stacking, display the product, and increase brand presence and awareness. A small on-product label denoting pot size and usage should be explored to reinforce brand awareness in the absence of the full merchandising system. Unique free standing merchandisers could be incorporated into the design. The merchandising system must be flexible enough to allow use of one component or multiple components or any combination.

Planterra

Weathashade followed the recommendation to develop a new brand, under the name Planterra. The outdoor products were designated as the Terra line, the indoor products the Flora line.

Colors on outdoor products will be kept natural (terra cotta, sand). The Flora line will incorporate colors responsive to current trends, softer, grayer colors with an emphasis on the southwest. Shelf talkers are color coded by product category and contain size and price information (including UPC). The system uses a series of rings that make it easier for retailers to arrange the pots and keep the shelves looking neat. Overhead banners attract attention by displaying the product in use and providing additional information about product benefits. The tag line, "pretty pot, smart pot, pretty smart pot" is used to describe the positioning and benefit.

The "package" developed is a printed disk/label that fits inside the pots. In buying behavior observed during the research, it was noted that people looked inside of the pot while reviewing the product. The disk contains features and benefits information on one side, with a photograph that helps consumers visualize the use of the product. On the opposite side, plant care information is provided with step-by-step instructions for potting plants, as well as watering information.

Sales materials developed to help sell the system into the trade used consumer research to build credibility and emphasize the memorable logo and name.

Weathashade initially decided not to add an outside label, but this decision is currently under review. Subsequent research indicated that a small photographic label providing name, size, and UPC information would attract more consumers than identical products without labels.

Phenomenal effects

The Planterra program was presented at the National Hardware Show in Chicago in August, 1989. The effects on Weathashade's business were phenomenal. In the past year, sales have increased over 200%, surpassing even the most optimistic estimates. A distribution facility built to house Weathashade's three main products is currently used only for Planterra, and the inventory turns completely about once each month. The result of staying on top of and being responsive to consumer and retail trends has enabled the Gale Group to become the fastest growing manufacturer of plant pots. They have revolutionized the way the products are sold. ❑

Equal
continued from p. 9

Important role

Russell says that research should play an important role in the design process because the packaging has to communicate with the consumer.

"The bottom line is we're trying to create something that's meaningful for the consumer. We're employed as designers to make sure that what the consumer sees on the shelf communicates

what the product is about—the attributes, the pricing, the lifestyle. To try to design without consumers' input is just not possible."

He also feels that in order to meet the client's needs and ensure the success of the project, the design and research camps must try to work together to understand their respective roles.

"There tends to be an adversarial relationship between the researcher and the designer. The designer says, 'Oh the researcher screwed up my design,' and the researcher says, 'The designer doesn't understand what research does.'

"We like to be part of a working team with the client and the researcher to make sure that we're getting the kinds of words and details from the research that are important to us. Because eventually, the designer has to put that information into a package, and if the information doesn't make sense to the designer, he gets frustrated.

"Working hand in hand with the research company, one that has sensitivity to what the designer is trying to do as well as what the marketer wants out of it, becomes a strong tool for marketers. The big opportunity of research and design relations is that there's becoming more and more importance placed placed on how a package does in research, not only quantitatively but qualitatively, because clients learn a lot from qualitative—it's all the words they don't hear quantitatively. I think that as the science matures and the research and design relationship gets refined, the better it will be for marketers." ❑

Listing Additions

Please add the following facilities to the 1989 Directory of Focus Group Facilities:

Superior Research
1155 Hammond Drive
Atlanta, GA 30328
Ph. 404-394-4400
1,2,3,4,5,6,7B

Ebony Marketing Research
2100 Barton Ave.
Northeast Bronx, NY 10472
Ph. 718-217-0842
1,3,4,6,7B

Please add the following facilities to the 1990 Directoty of Telephone Interviewing Facilities:

Saurage-Thibodeaux Research, Inc.
4000 So. Sherwood Forest Blvd.
Ste. 501
Baton Rouge, LA 70816-4366
Ph. 504-293-2415/800-828-2943
Fax 504-295-0009
8-8-8-0
Contact: Adrienne Francois

Esp Inc.
33411 Schoolcraft
Livonia, MI 48150
Ph. 313-425-5551
20-20-20-20
Contact: Gary Wolak

Wisconsin Research
122 East Olin Ave.
Madison, WI 53713
Ph. 608-258-3660
16-0-16-0
Contact: Sharon Chamberlain

Please add the following listing to the 1990 Directory of Syndicated/Omnibus Research Studies:

Market Solutions Group, Inc.
8687 E. Via de Ventura, Ste 310
Scottsdale, AZ 85258
Ph. 602-483-7900
Fax 602-957-7045
Contact: Sarah Hecht

Market Solutions Monitor--An ongoing, consumer research tracking program monitoring on a monthly basis name, advertising awareness, advertising message recall of institutions in local market area. Institution relationships, account activity, rate expectations and demographics are also tracked among consumers. Extensive product usage profiles and institution image report are provided annually. Proprietary questions can be added on to the survey at any time within any market. (s)

Index of Advertisers

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

continued from p. 38

cause it's so sporadic—and it's a real hassle to customers."

Create their own

After fruitless talks with various mapping and customer profiling firms about developing such a system, they decided to create their own. Their goal was to make a system that would be easy for both retailers and customers to use. Centering the system on the customer's phone number met that goal because it adds only a few seconds to the purchase process for the salesperson key the customer's number in.

The system matches the phone number with specific demographic information that becomes part of each customer's file, along with the data on their purchasing habits, which is updated monthly with each new transaction tape.

"By providing our clients with a list of attributes—for example, product class bought, frequency of purchase, dollar amount, payment method—we help them forge a personal relationship with their customers. You become, for lack of a better term, friends with them, so that when you choose to communicate, you can talk about things that are relevant to that customer."

Direct marketing

This communication includes direct marketing efforts geared towards each customer's interests, such as mailings on upcoming sales, new arrivals, or fashion shows, for example. "Your junk mail becomes like a letter to a friend because you're providing a service," Noether says.

"The key to the system from our perspective is that the customer is being invited onto a mailing list. The retailer is saying to them, 'By making a purchase here, you've made a commitment. We know you like us a little. For us to serve you best, we need to know more about you. So we ask you for your phone number because that's our way of putting you on the mailing list.' "

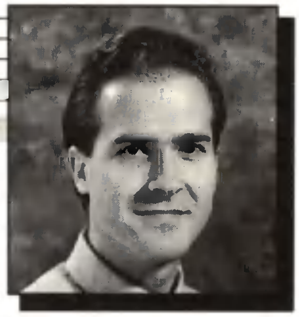
Honest with customer

Noether says he stresses to his clients that they must be honest with the customer about their intentions.

"We tell all of our clients that they have to be up front with their customers about why they want the phone number. This includes providing some kind of point of sale sign or a card that they could hand to a customer who wants a detailed explanation of why they're on the system. Because if the retailer uses REACT as a way of faking a customer into being on a mailing list, that's a real problem. If the customer doesn't want to be on the mailing list, all they have to do is say so."

Currently, over 1,300 of U.S. Shoe Corp.'s Casual Corner, Petite Sophisticate, Caren Charles, and August Max Woman stores are using the system. Noether says along with the strategic value that comes out of knowing who your customer is, the system can also be useful for marketing research projects, such as recruiting for panels of various types of customers, from regular to infrequent.

But, he says, "the overriding use is to allow retailers to take their occasional customer and turn them into a great one and to take their great customer and preserve them." ❑



by Joseph Rydholm
managing editor

Business before business

It's a long time from late May to September (to loosely paraphrase the old song), but that's how long it took our staff to compile and produce the first annual QMRR *Researcher SourceBook*, which most of you received last month. During the coming year, we hope the *SourceBook* makes your job a little easier by helping you find the people who provide the research products and services you need.

Though the *SourceBook* contains thousands of listings, I'm sure that some firms were overlooked. So as part of our regular January, 1991 issue we're going to publish a supplement to the *SourceBook*, to list firms we missed and to correct any errors we might have made. If you work for or are a client of a firm that didn't get listed, please give us a call or send us a note with the firm's name and address. Using this information, we'll send out new listing forms for the supplement.

And if you have any suggestions on how we can make next year's *SourceBook* more useful to you, please let us know.

* * *

With that out of the way, let's look at REACT, a new information gathering system for retailers that uses a customer's phone number to track a variety of purchase-related variables, allowing retailers to target their marketing efforts to each customer's specific needs and interests.

The system is the creation of Tom Noether and Peter Polumbaum, principals of Retail Consumer Technology, East Windsor, Conn. Both spent several years with United States Shoe Corp., and during that time, Noether says, they became frustrated by their inability to get close to the customer.

"We were familiar with the needs of the retail community in the 90s. We knew that retailers, to succeed, had to find ways to increase store productivity. And we knew that the best way for retailers to do that was to build their business with their existing customer base. The problem was, how do you get enough information about your customers to effectively communicate with them and build business with them?

"Peter and I reasoned that there must be a way to get demographic, geographic, and purchase data on every customer—but we found that nothing like that existed. Some try to capture that data in-store, but it's much less meaningful, be-

continued on p. 37

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.**

When you attend a Burke Institute seminar, you participate in more than an exciting, on-target learning experience. You learn from what we have learned by doing tens of thousands of marketing research studies. Our seminars reflect this invaluable depth of real-life expertise, not available to you anywhere else.

It is just one of the many reasons for the rave reviews we have received worldwide from past participants at more than 1200 marketing research seminars conducted by us during the past 14 years. Here are just a few verbatims from recent seminar evaluations:

1. **Super** — best 2 day seminar I've ever had! Totally targeted — very well done. Best (seminar manual) I've seen in terms of walking away with a great memory jogger.
   *Manager, **ICI Pharmaceuticals***
2. **Outstanding!** Will recommend for the entire professional staff at Ford. Extremely helpful for doing my job. Excellent, well laid out (manual).
   *Project Manager, **Ford***
3. **Fabulous** seminar. Covered a wide range of difficult information in only three days. I felt a very personalized learning experience — all due to the (speaker's) vibrant, one-on-one communication style.
   *President, **Marketing Consulting Company***
4. **Excellent** — Covered more information in more detail and certainly more immediately useful methodology than the two semesters of business research methodology that I had just completed in an MBA program. Exciting, energetic, knowledgeable and effective presentation.
   *Opportunity Analyst, **Bow Chemical***
5. **Fantastic!** Even though I have an M.S. in stats, I have never had such a clear picture of how to apply stat techniques before. Wonderful examples to explain the theories, ideas, philosophies — superb (speaker)! Helped to motivate me to expand my use of different techniques and explore more possibilities.
   *Market Research Analyst, **Consumer Power Company***
6. **Great** seminar. Concentrated — practical — directed. Engaging (speaker) — it is exciting to have direct contact to such talent.
   *Market Officer, **Marine Midland Bank***
7. **Excellent** — exactly what I was looking for. No doubt that (the speaker) knows material inside and out, easily accessible, applied situation in real life to what we were learning.
   *Project Manager, **Procter & Gamble***
8. **I can't say enough.** I am much more prepared to understand the analysis needs and interpret the results effectively. Thank you. Nothing was a waste of time.
   *Assistant Manager, **AT&T***
9. **Outstanding** seminar. I learned a great deal and this seminar tied together a great deal of information that I had been exposed to but never trained in. Outstanding (speaker) used a lot of analogies that helped with the understanding of a lot of concepts. This course made marketing research more interesting to me.
   *Market Planner, **Corning Glass Works***
10. **Covered exactly the kinds of issues** we face in advertising research, and more important, the material was made very understandable because of the context in which each tool was described. The speaker can't be beat.
    *V.P., Group Research Director, **Leo Burnett Advertising***

The Burke Institute

Partial Schedule of Seminars July 1990-April 1991

101. Practical Marketing Research
- Cincinnati . . . . .July 16-18
- New York . . . . . .Aug. 8-10
- Cincinnati . . . . .Sept. 5-7
- Boston . . . . .Sept. 24-26
- New York . . . . . .Nov. 5-7
- San Francisco . .Nov. 12-14
- Cincinnati . . . . .Dec. 10-12
- New York . . . . . .Jan. 7-9
- Toronto . . . . .Feb. 11-13
- Chicago . . . . . . .March 18-20
- Seattle . . . . .April 1-3
- Cincinnati . . . . .April 15-17

104. Questionnaire Construction Workshop
- Los Angeles . . . .July 31-Aug. 1
- Cincinnati . . . . .Sept. 11-12
- Boston . . . . .Dec. 4-5
- New York . . . . . .Jan. 14-15
- Chicago . . . . . . .March 5-6
- Cincinnati . . . . .April 23-24

105. Questionnaire Design: Applications and Enhancements
- Los Angeles . . . .Aug. 2-3
- Cincinnati . . . . .Sept. 13-14
- Boston . . . . .Dec. 6-7
- New York . . . . . .Jan. 16-17
- Chicago . . . . . . .March 7-8
- Cincinnati . . . . .April 25-26

201. Focus Groups: An Introduction
- Boston . . . . .Sept. 27-28
- New York . . . . . .Jan. 10-11

203. Focus Group Moderator Training
- Cincinnati . . . . .Aug. 14-17
- Cincinnati . . . . .Sept. 18-21
- Cincinnati . . . . .Oct. 23-26
- Cincinnati . . . . .Nov. 27-30
- Cincinnati . . . . .Feb. 5-8
- Cincinnati . . . . .April 2-5

301. Writing Actionable Marketing Research Reports
- Cincinnati . . . . .Sept. 20-21
- Cincinnati . . . . .Dec. 13-14
- New York . . . . . .Jan. 24-25
- Chicago . . . . . . .March 21-22

401. Managing Marketing Research
- Cincinnati . . . . .Sept. 26-27
- San Francisco . .Nov. 15-16
- New York . . . . . .Jan. 31-Feb. 1

901. Four-Week Certificate Program
- Cincinnati . . . . .Sept. 5-25
- New York . . . . . .Jan. 7-Feb. 1

501. Applications of Marketing Research
- Cincinnati . . . . .Sept. 24-25
- New York . . . . . .Nov. 8-9
- New York . . . . . .Jan. 22-23
- Cincinnati . . . . .April 18-19

502. Product Research
- Cincinnati . . . . .Oct. 4-5
- New York . . . . . .April 8-9

503. New Product Forecasting
- New York . . . . . .Aug. 21-22
- New York . . . . . .April 10-11

504. Advertising Research
- Cincinnati . . . . .Oct. 18-19
- New York . . . . . .Feb. 28-Mar. 1

505. Positioning and Segmentation Research
- New York . . . . . .Aug. 21-22
- Cincinnati . . . . .Oct. 16-17
- New York . . . . . .Feb. 26-27

506. Customer Satisfaction Research
- New York . . . . . .July 12-13
- Cincinnati . . . . .Aug. 23-24
- Boston . . . . .Nov. 28-29
- Toronto . . . . .Feb. 14-15

507. Pricing Strategy & Research
- Cincinnati . . . . .Feb. 21-22

601. Tabulation & Interpretation of Marketing Research Data
- San Francisco . .Aug. 6-7
- New York . . . . . .Oct. 29-30
- Cincinnati . . . . .Dec. 17-18
- Boston . . . . .March 11-12

602. Tools and Techniques of Data Analysis
- San Francisco . .Aug. 8-10
- Cincinnati . . . . .Sept. 17-19
- New York . . . . . .Oct. 31-Nov. 2
- Cincinnati . . . . .Dec. 19-21
- New York . . . . . .Jan. 28-30
- Boston . . . . .March 13-15

603. Practical Multivariate Analysis
- New York . . . . . .July 25-27
- Los Angeles . . . .Sept. 11-13
- Cincinnati . . . . .Nov. 19-21
- New York . . . . . .Feb. 18-20

701. International Marketing Research
- Cincinnati . . . . .Dec. 4-5

702. Business to Business Marketing Research
- Cincinnati . . . . .March 25-27

Other seminars currently available:
- Introduction to Marketing Research
- Marketing Research for Decision Makers
- Focus Groups: An Applications Workshop
- Effective Oral Presentation of Marketing Information
- Using Multivariate Analysis: A P.C. Based Workshop
- Experimental Designs for Marketing Research
- Industry Specific Seminars
  - Healthcare
  - Financial Institutions
  - Pharmaceutical
  - Public Utilities
  - Telecommunications
  - Automotive/Transportation
- Planning Marketing Strategies and Tactics Using Actionable Research
- Effectively Selling Marketing Research Services
- Negotiating Marketing Research Contracts

All Of The Above Seminars Are Available For In-House Presentation.

Please look over the list of our current seminars, then call us. We will help you select the best seminar or other educational opportunity to meet your specific needs. Please call Lisa Raffignone, Marketing Manager, or Dr. Sid Venkatesh, President, at **513-852-3775.**

The Burke Institute

BASES Burke Institute, Inc.
800 Broadway, Cincinnati, Ohio 45202 (800-544-7373)

When You Want Research Data, You Want It Fast.

QCS Understands That.

That's why QCS developed INSTA-DATA,® our computer-aided interviewing and data delivery system.

INSTA-DATA eliminates the paper questionnaire. Your complete data are ready 24 hours after the final interview!

Responses are entered directly into the computer, so there's less room for error and no need for coding.

In addition, you can choose your data format whether it be disk, tape, tabs or we'll transmit to your computer.

And, the cost is no more than traditional paper questionnaires!

INSTA-DATA is available in nearly 25 malls in major market areas throughout the U.S. Additionally, close to 200 CRT-equipped long distance and local phone lines stand ready for your project.

For fast, accurate data from mall intercepts, pre-recruits or phone interviews, call **(800) 325-3338** or (314) 827-3233.

Quality Controlled Services®
NATIONWIDE MARKETING INPUT FOR MARKETING IMPACT

Quality You Can Count On.
Service You Can Trust.

Branch Offices
Atlanta ■ (404) 321-0468
Chicago ■ (708) 620-5810
Columbus, OH ■ (614) 436-2025
Dallas ■ (214) 458-1502
Denver ■ (303) 789-0565
Houston ■ (713) 488-8247
Kansas City (Auditing) ■ (913) 381-1423
Kansas City ■ (816) 361-0345
Los Angeles ■ (213) 947-2533
Minneapolis ■ (612) 926-2646
Nashville ■ (615) 383-5312
Overland Park ■ (913) 345-2200
Philadelphia ■ (215) 639-8035
Phoenix ■ (602) 274-6288
St. Louis ■ (314) 966-6595
St.Louis Survey ■ (314) 822-4145
Scottsdale ■ (602) 941-0048
Springfield, MA ■ (413) 533-6180
Tampa ■ (813) 886-4830
Torrance ■ (213) 316-9011
Tucson ■ (602) 325-5175
Washington, D.C. ■ (703) 971-6717

Circle No. 218 on Reader Card