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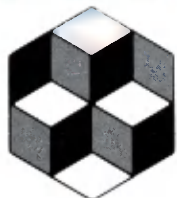
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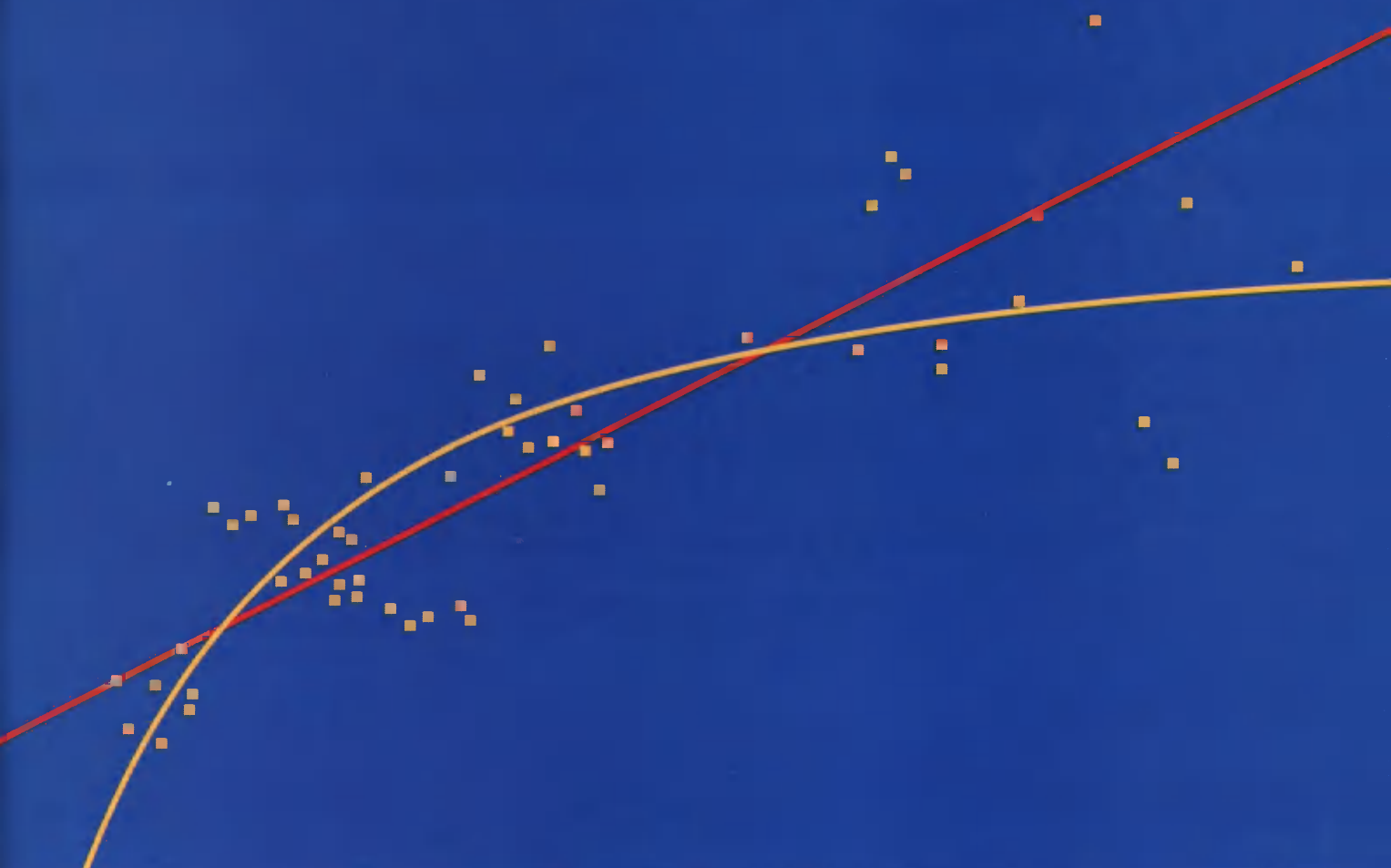
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# Using an in-house sales panel to enhance a total marketing research program

by Debra Hansen and Christine Rix

*Editor's note: The authors are marketing research specialists with Mutual of Omaha Insurance Co.*

**K**now your customer. Keep your fingers on the pulse of the market. Identify new opportunities. Marketing managers often rely on the marketing research group to support these activities. At Mutual of Omaha Insurance Co., individual insurance and financial products are sold to the consumer through a distribution channel of approximately 3,500 agents. This field force represents for the company a core deposit of information waiting to be tapped. With this thought in mind, the research group set out to establish an on-going agent panel that could be used throughout the year to solicit opinions and feedback on a num-

ber of key issues, such as advertising effectiveness, product concepts, sales ideas, market/buyer characteristics, and other marketing-related issues.

## Why use an in-house panel?

Consumer panels have been used successfully to gather and record data on the behavior of consumers. In general, consumer panels have provided marketing researchers with speedy turnaround, above average response rates, the ability to conduct longitudinal studies, and results that can be projected back to a population. Companies using panels herald the efficiency and cost savings. The setup and maintenance costs are spread over several studies.

The same rationale for consumer panels can be applied to a sales group panel. The panel provides the benefits of a com-

mitted, representative group of sales agents that are willing to serve on the panel for a period of time. The primary objectives are to have a group assembled and "ready to go" at short notice and willing to complete and return surveys despite disruptions, work schedules, and other required company paper work.

When would an in-house panel be appropriate? The size and location of the field force are governing factors. At Mutual of Omaha, the agent force is spread over 50 states and Puerto Rico. A census of all agents would be costly and time-consuming. The agent panel is an economical research method. Mailing and duplicating costs are the primary hard-dollar expenses. However, the panel does require the investment of staff and computer time. One analyst spends nearly one-third of their time coordinating and supporting the agent panel.

The success of an in-house panel is influenced by three factors: rewards offered for panel membership, degree of interest panel members have in participating, and the ease with which members can supply the required data. So far, the agent panel members have not been given any remuneration or gifts for their membership. However, a thank-you letter giving a brief synopsis of the research findings is sent after project completion. Sales agents have demonstrated a willingness to complete the surveys with response rates averaging 70 percent. Agents completing the surveys have written well-thought out responses to the questions. Every attempt is made to streamline the process of survey completion—all with the objective of making the panel a worthwhile experience.

## Establishing a panel

The idea to establish an in-house panel

continued on p. 48

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**Your key to ethnic marketing**

# Regaining a foothold

## *Research and innovative packaging guide sugar*

by Joseph Rydholm  
managing editor

**T**he Spreckels Sugar Company was founded near Salinas, California in 1898 by Claus Spreckels, a German immigrant who had been a pioneer in the Hawaiian sugar industry. His idea was to create an industry on the mainland as strong as that of Hawaii's, using locally grown sugar beets instead of sugarcane.

It worked. As the California sugar industry grew in size and importance, Spreckels became a well-known name in branded sugar. In the late 1960's, after 50+ years on grocers' shelves, the Spreckels name disappeared, following the company's purchase by the American Sugar Co., which turned Spreckels into a manufacturer of private label sugar for the house brands of West Coast grocery chains such as Albertson's, Von's, Ralph's, and Safeway.

In 1987, Spreckels management organized a leveraged buyout and decided to revive the brand name on the West Coast. But, says Tom Fritz, marketing manager, Spreckels Sugar Co., the company knew that re-entering what is essentially a commodity market—one containing established and private label brands—would be difficult without some kind of value-added feature to differentiate the brand.

"It's very hard in any business to gain a foothold these days without spending a great deal of money, and we knew we had to offer some value to the consumer and to the trade to get them to accept our product."

To help with the reintroduction of the brand, Spreckels turned to the RAM Group, an Oakland-based marketing and sales organization whose subsidiary, Vista Marketing Research, supplied research services. Tom McCarty, managing director, Vista Marketing Research, says that the research focused on finding a way to make the product stand out in the minds of consumers.

"There were already price brands and established brands on the market. We knew that Spreckels couldn't just go on the shelf with the same product, it would





## *maker's re-entry into a competitive market*



get clobbered. The world doesn't need another bag of sugar. So the question when we started was, how can we make a better product?"

The answer to that question turned out to be packaging. A year of intense testing and research—including several rounds of one-on-one interviews in which consumers expressed satisfaction with sugar itself but complained about the problems of existing sugar packaging—produced a devilishly simple answer to consumer needs: the "Easy Pour & Seal" package, a milk carton-like container that pours, seals, and stores easily.

"Three-quarters of all the sugar sold is in five-pound bags, which break very easily, pour very poorly, and don't store well. So it was pretty obvious that packaging was our way to regain a foothold in the market," Fritz says.

### **One-on-ones**

After the decision to reintroduce Spreckels was made, several one-on-one interviews were conducted with a cross-section of both light and heavy users of sugar, to delve into their attitudes and behavior towards sugar. The interviews included questions on the purchase process, home usage and storage, and impressions of various brands.

"We decided that there might be several opportunities for different product ideas relating to sugar, one of which was packaging. People told us that sugar is messy, it spills, and it gets knocked over," McCarty says.

Based on this information, several new product concepts were developed and then tested in a second round of one-on-ones. Respondents discussed the concepts and rated them, and this information was passed on to Spreckels

management and to the staff of RAM Graphics, who constructed mock-ups of different packaging concepts designed to solve the problems uncovered in the research. These mock-ups were then subjected to in-home use tests, which eventually singled out the milk-carton style container as the most promising option.

### **Critical information**

Mock-ups of the milk carton container were made and tested to find the best ways to communicate critical product information to the consumer.

"It was important to test again because an in-home use test where people rave about the product is one thing, but getting people to buy it is another. We wanted to come up with designs that would communicate effectively and get people to try the product," McCarty says.

For example, because the Spreckels brand name was once well-established in California, Tom Fritz says, it is featured prominently, along with the tagline "Since 1898."

"Though 20 years had gone by since the brand was last available, we knew we had some equity left. We have a very old history in California and we wanted to communicate that to consumers so that they know there's a new kid on the block aside from brands like C&H and the private labels," Fritz says.

There were also other packaging considerations due to the container's unique design. Though it eventually unfolds into a gable topped container just like a milk carton, when the package is on store shelves, the top is folded

continued on p. 50

# Speed dialing

*Automation helps U S Sprint respond quickly to*

**T**he intense competition in the long-distance industry has forced telephone service providers to fight to retain their customers, who are bombarded daily with ads full of reasons to switch carriers. One long-distance company, U S Sprint, knows that keeping customers satisfied is one of the best ways to stop that defection. The company has maintained an ongoing customer satisfaction measurement program for three years, interviewing nearly 50,000 customers annually.

Prior to beginning its satisfaction tracking program in January of 1988, Sprint conducted focus groups with its various residential and business customer segments to make sure the program would measure service attributes that were important to customers. That information was used to construct the telephone surveys which sample the opinions of 4,000 Sprint customers each month. The surveys (administered by Indianapolis-based Walker: DataSource), ask residential and business customers to assess Sprint's service in two areas.

First, a random sample of customers is contacted and asked about their satisfaction with on-going service in areas such as the quality of transmission and billing. Second, the program follows up with Sprint users who have recently called customer service, to get their reactions to the Sprint customer service personnel. In addition, customers who have had a repair or new service installed are con-

tacted to gauge their satisfaction.

## **Continuously monitor**

Dennis Burns, director of market research, U S Sprint, says that one of the ways the research data is used is to continuously monitor the performance of the Sprint customer service function. "We measure satisfaction with service representatives, their knowledge and understanding of problems. We ask about the customer's perception of how quickly the call (to customer service) was an-



swered, along with an overall rating of the quality of the handling of the call. From that we can identify areas where we should be putting more resources. If customers express concern about how quickly the calls are answered, we make sure that we do a better job of staffing up and anticipating when the heavy loads are going to be.

"We have some very elaborate procedures in training customer service reps

how to handle various types of calls and the proper way to deal with customers in a courteous manner. If there is any slippage in those areas, we know we have to emphasize them with our service reps. Those are the kinds of things that allow us to tailor our training programs and reinforce some of the concepts we've taught our people."

## **Maintain consistency**

Because the program is a tracking system, Burns says the questionnaires change very little. "We try very hard to maintain consistency in the sampling process and questionnaires so that we can have comparability. We do make changes, but we do so because we think we can improve the measurement enough that we're willing to give up the historical comparison. We'll add a question here or there so that we learn something new that we hadn't thought of before, but we resist modifying the procedures unless it's for a good reason.

"The power of the system comes from being able to compare the results from month to month, quarter to quarter, and year to year, to make sure that we're improving, by how much and in what areas. By tracking customer satisfaction, you set goals for yourself as a company. Our organization has been very good at establishing goals at the beginning of the year and working toward achieving them, in terms of the evaluations from our customers. That process begins to change the

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## *customer needs uncovered by satisfaction research*

way that everybody thinks about their job. They really start thinking about what it is the customer wants. If you get the whole organization thinking that way you can make some fundamental changes that are very beneficial to the company in the long term."

### **Action comment**

Like many similar programs, Sprint's customer satisfaction program incorporates an action comment procedure, which allows the company to respond directly to specific customer complaints. If, during the course of a customer interview, a Walker: Research interviewer learns that a customer is particularly upset or concerned about a service problem, he or she will fill out an action comment form which contains the customer's name and phone number and a description of their problem.

What sets the U S Sprint action comment procedure apart from others is the speed with which the company is able to respond to customers. The action comments are sent electronically to Sprint early each business day, and once in the Sprint computer system, they are distributed to the proper departments for handling.

"Walker collects these action comments and each morning they electronically transmit them to us," Burns says. "An analyst in the market research department then reads the action comments and decides who should respond to each par-

ticular customer's concern. Our analyst doesn't have to key the comments in or reproduce them, all she does is put a routing command into the system and it automatically sends it to the right area for action. If it has to do with a billing problem, she'll route it to our billing people, if it has to do with a particular product, she'll route it to one of our marketing people."

That person then appends to the message a description of the action taken to answer the customer's needs or questions and returns the "form" to the marketing research department.

"Each of these communications is time-stamped so we know how long it took for people to follow-up and what was done. My department puts together a tabulation of the action comments, how many were received, how quickly they acted on, and the types of action comments we're observing."

### **Closing the loop**

The most important part of the process, Burns says, is that the company "closes the loop" and responds to the customer. "The interviewer doesn't make any promises to the customer, other than the fact that they'll pass the comment on to Sprint, but we'll usually contact them within two days. With the automated action comment procedure, we're able to resolve problems and do it in a way that in many cases surprises and pleases customers. So what starts out as a negative

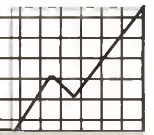
situation turns into a positive one. We make sure that none of the comments fall through the cracks, and that they get resolved. And if there are particular problems that keep coming up, we make sure that we work to solve them once and for all."

Mike Huser, senior account executive with Walker: Customer Satisfaction Measurements, says that following-up is important, because telling the customer that his or her comments will be forwarded sets up expectations.

"Just the fact that we're taking an action comment means that the account may be in jeopardy to some degree. If someone is upset, we like to make the client aware as soon as possible so that they can rectify the situation. The quicker you can follow-up, the easier it is to effect a recovery."

Burns says that the volume of complaints handled in the action comment procedure isn't much when compared to the overall Sprint customer base, but it offers an excellent way to let customers know that the company cares about their opinions.

"We may deal with a hundred customers through this system over the course of a month, which, given the fact that we have millions of customers, is not a lot. But it is something that I would definitely recommend to a company that is thinking about putting together a customer satisfaction measurement scheme." □



## Getting the most from demographics: things to consider for powerful market analysis

by Charles Schwartz

*Charles Schwartz is principal of Los Angeles-based Demometrika Analytic Services.*

**D**emographic analysis has become a fact of life in market research. By linking sales, survey, and local markets, it provides a powerful tool for market planning, segmentation, and target marketing. Readily available in user-friendly PC databases and predigested into lifestyle clusters, it is a quick and relatively painless way to provide quantitative prescriptions for marketing programs.

As is true in almost any kind of research, there are many ways to do demographic analysis. Each has different degrees of difficulty and often different underlying assumptions. These differences will influence both the cost and effectiveness of any demographic-based project. This article will look at some of these issues as they relate to demographic market segmentation and penetration analysis.

### Population at risk

In demography, the first step of almost any analysis is defining the population at risk of the event under study. A man cannot give birth, for example, and a 40 year-old cannot die of Sudden Infant Death Syndrome. Consequently, comparative fertility studies base their birth rates on the number of women of childbearing age; studies of infant deaths base their rates on the number of persons under 1 year of age.

In market analysis, as much as in formal demography, population at risk is a crucial concept. Market potential must be defined in terms of the population “at risk” of buying the product. This can be in demographic terms—Medicare must go to people over age 65, luxury cars for the most part are sold to those with sufficient incomes to pay for them. It can also be in terms of factors related to previous marketing efforts. A bank’s customers are by and large confined to those living within the trade areas of its branches and responses to direct mail campaigns can come only from those who received the mailings.

While population at risk sounds basic, it is often ignored. For

example, the canned lifestyle cluster analyses available from most vendors will compare the percentage of sales by cluster to the percentage of the population in each cluster. The higher the ratio of the sales percentage to the population percentage, the more favorable is the cluster. If the product under analysis is relevant only for a particular group—those with high incomes or those over age 65—then all the cluster analysis will succeed in doing is identifying clusters with high percentages of their populations in the relevant age group or income category. It would be better to use age or income directly and then think about cluster analysis.

If you have prior knowledge of the demographics of your market, use it. Such knowledge can be structural (only those over 65 are eligible) or it can be based on clear results from primary or syndicated research (90% of respondents who would buy the product have incomes over \$50,000). Instead of using the entire population as your basis for comparison, use the population over age 65 or the percentage of those with incomes over \$50,000. You may find that your Medicare supplemental insurance sells to retirees who live in non-retirement communities or that your luxury car sells best to people whose incomes are high in comparison to the income of their neighbors. Combining this information with the size of the population at risk will result in more accurate market potential measures.

In addition to demographics, location limits population at risk for any product or service that relies on a network of retail outlets or branches. In many cases this factor can be controlled by limiting the analysis to the trade areas of the outlets, but often such controls are inadequate.

For example, a company may have targeted particular demographic groups in the past, whether by policy or custom. Sales will be high in areas with high concentrations of these groups simply because they have been served the longest and are located closest to the outlets. Conversely, some high potential groups may not be present in the trade areas or may be unfavorably located. Sales will be lower to these groups due to their location, not their potential.

Locational problems are particularly important to consider

for analysis based on lifestyle clusters. Since any area can be classified in one and only one cluster, it is virtually certain that many clusters, even the majority, will not be represented in a set of trade areas. In this situation it will be impossible to assess the relative favorability of the omitted clusters. Expanding the analysis to include customers who live outside the trade areas only makes things worse. It includes populations from more clusters, but those populations, being outside the trade areas, most likely suffer little "risk" of purchasing the product. The low potential of these clusters will not be one of lifestyles but one of location.

Problems of omission are compounded when ZIP codes are used for analysis. Since ZIP codes are larger than census tracts, fewer will be included, seriously limiting the number of clusters under study. Even worse, those that are included may be coded to the wrong cluster. Because of their large size, ZIP codes often include several neighborhoods belonging to different clusters. Your sales may go to one cluster while the ZIP code is classified to another. Finally, even though you may have significant sales in a ZIP code, the majority of that ZIP code's population may actually live outside of your trade areas. While potential may be superb, the penetration rate and favorability index will appear moderate or poor. The moral is to use census tracts if possible. They are smaller, and by design more likely to consist of a single demographic group. The cost of geocoding to the census tract level is modest and should be more than recouped in increased sales.

Locational problems in general demand a more sophisticated multivariate approach to demographic analysis. Distance measures such as travel time (often available from regional planning agencies) or mileage can be used in conjunction with techniques such as multiple regression to control locational factors. Likewise length of time in the market, competitive environment, and store characteristics can be included to control for sales differences resulting from these factors. On the demographic side, using individual demographic variables in conjunction with factor analysis and multiple regression will allow results to be more easily generalized to new markets. If your stores now serve only the "Pools and Station Wagons" cluster, there is no quantitative way through lifestyle analysis to assess the favorability of the "Movers and Shakers" group. On the other hand, high scores on median years of education and median income and low scores on median age may be common to both groups whether or not both are currently within your market areas. The analysis of demographic dimensions in the served area would lead to new targets in areas as yet unserved. The bias of cluster analysis is to target for future service only groups that have been served in the past; the multivariate analysis will be more likely to isolate dimensions characterizing current markets which are also present in potential markets.

#### **Ecological correlation**

In demography, ecological correlation refers to making inferences about individuals based on properties of the social environment in which they live. The concept dates back to studies done in the 1920's which concluded that Jews were more likely than others to commit crimes because neighborhoods with large Jewish populations had high crime rates. When reanalyzed, the data showed that most of those Jewish neighborhoods had very high levels of poverty. When poverty rates were statistically controlled, Jews were found to have lower crime rates than their neighbors. Poverty, not ethnicity, led to crime. While similar problems arise in the analysis of survey data, they are particu-

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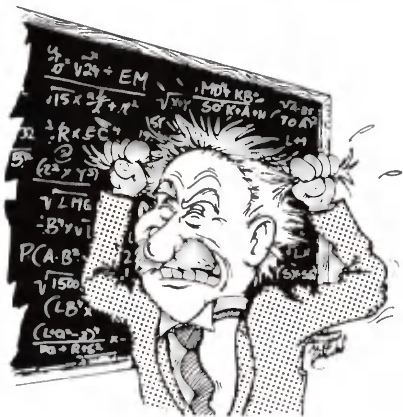
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larly severe when using data on the general population. An extensive literature has developed on precisely this point.

Ecological correlation is almost a mainstay of market analysis. This does not invalidate the analysis, but does raise caution flags. A prime example is lifestyle clustering itself, a technique which tends to raise ecological correlation to the level of social theory. To quote from the blurb on the cover of "The Clustering of America," Michael Weiss' recent book on the subject: "Your neighborhood speaks volumes about what you eat, drink, drive—even think." That is, you are where you live—the classic definition of ecological correlation.

Clustering, like all demographic analysis, is a form of data reduction. Hundreds of census variables are reduced to eight or ten dimensions which are then used to identify 40 or more clusters. Some of those clusters may show clear statistical relations with their defining dimensions and offer true insight into the populations which they are meant to describe. Others may be statistical artifacts or even products of the subconscious biases of the statistician who devised them—that is, no more than ecological correlations. In assessing the results of any cluster analysis, first look at the clusters themselves and their relationship to the demographics that define them. Are the demographic index values high? Do they make rational sense? Do they reflect the vendor's characterization of them? Are there alternative explanations of the cluster? For example, do they identify regions of the country like the deep South or the rural Midwest? This can be a sign that the clusters are residual products of the analysis rather than representative of actual demographic groups. Do the clusters identify product usage differences that are not more easily explained by other factors like age or income? Are those differences big enough to be both substantively and statistically significant given the data they are based on?

In general, if you have reason to believe that use of your product is related to an underlying demographic dimension like age, income, social status, home ownership, or family structure, it is better to use that dimension directly in assessing potential markets or segmenting current customers, if only in the framework of defining the population at risk. The categorization scheme you will derive will be more closely related to the forces that drive your market (and could differ in significant ways from a canned lifestyle analysis). On the other hand, if your product is driven by complex market forces, if its use is highly dependent on image, or if the clusters to which it is related are well defined and make sense, you will be better off to use the clustering system and its built-in relationships to other products and media habits.

Even more serious than ecological correlation sometimes is "reverse" ecological correlation. This is making an improper inference about the population from what is known about the individual. It is usually the product of inadequately considering all the possible demographic determinants of individual behavior. It can, in some cases, be more harmful than using no analysis at all.

Suppose, for example, a company sells health coverage to manufacturing workers. If it were to target ZIP codes with high percentages in manufacturing it would find many manufacturing workers, but they would tend to be poor, liable to bouts of unemployment, young, and unlikely to live in family households (at least in major urban areas). In general these people cannot or will not buy health coverage. By not considering other dimensions like income, the company would target a very low potential market. In the actual case on which the example is

based, percent in manufacturing turned out to have no predictive use even in the complex demographic model that was eventually developed. What may seem simple when looking at individual customers does not necessarily transfer directly to demographic analysis.

The problem of "reverse" ecological correlation can arise when attempting to apply survey results to the population. For the sake of simplicity, assume you have a survey which tabulates sales by age and education. Suppose sales turns out to be determined by the two variables. If the effects are independent, you can use the survey to estimate actual sales very closely if you have a tabulation of sales by education and one of sales by age. You do not need to have the crosstabulation of sales by age and education. On the other hand, suppose age and education are not independent. For example, those aged 65 and above with college educations are twice as likely to buy the product than would be predicted by age and education alone. If you can crosstabulate sales by age and education you can get an almost perfect estimate of actual sales. Sales tabulated by age alone and by sex alone will help, but, depending on the nature of the interaction, may not do a very good job of estimation.

Demographics in most cases consist only of marginals. You have the population by age and the population by education, but not by both variables. Now there are two possibilities for interaction. Not only may age and education not have independent effects on sales, but they will most certainly not be independent in the population. If your sampling scheme was complicated or did not draw from a universe representative of the population as a whole, then your sample will not show the same relationship between age and education as exists in the data underlying your demographics. If the interactions are serious, a weighting scheme based on a simple use of survey marginals could be highly misleading. There are four solutions:

- Obtain a crosstabulation of the demographic data and apply specific rates estimated from the survey. In our example, obtain the crosstab of the population by age and education and apply age- and education-specific penetration rates estimated from the survey to each age and education group in the population. Most demographic systems have data crosstabulated by age and sex, age and income, and often age and race, which can be used in this way. In particular, age and sex tabulations are extremely useful in any health care application. Use of age- and sex-specific rates in these areas will almost always outperform other techniques short of having actual population information available.

- Perform more detailed analysis on the survey data itself. Techniques such as loglinear modeling will identify both independent effects and interactions and assess their relative strengths. They can then be used to estimate marginal effects adjusted for the interaction terms. If the interaction terms are not overwhelming, these estimates can be used to construct adjusted rates which can be applied to the demographic marginals. To do this, you must have some confidence that the sampling technique is adequate to reflect the population demographics.

- Geocode the survey responses, append population demographics from each respondent's census tract, and create a model relating the demographics to the survey responses. Since the model is based on population demographics, it can be applied to population data directly. The technique is relatively expensive and not always possible. But it will produce superior results in any situation where the determinants of buying

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# Focus group workshops and championships assist new product development process

by Steve Bernstein

*Editor's note: Steve Bernstein is manager, market research at Consolidated Freightways, Inc. in Menlo Park, California.*

**F**ocus groups are an effective method to help marketers generate new product ideas, ideas for product repositioning, new marketing programs, and the like. But as all skilled market researchers know, focus group results are always tentative, never definitive. Results come in the form of new hypotheses about underlying forces at work in the marketplace. These hypotheses are supposed to lead marketers to a range of alternative new product, service, or program possibilities.

Thus focus group data are most appropriately used as input to the design of another research project, ultimately some sort of quantitative test, the results of which can be projected to the whole target population. As an example of the way the process should work, imagine that a small company wants to spur growth by introducing a new product into a new market. As a result of information gleaned from focus group research, they develop five alternative product concepts. They test them all quantitatively, rolling out the one that has the highest probability of maximizing profit.

The company is so happy with the results that management decides to apply the process to every new product investigation. Despite testing, once in a while they introduce a product that disappoints them. But their success rate meets their goals, so they stick with a consistent approach.

Ideally, the process works that way. The dark side of focus group research, however, is when companies rush to market with a product based solely on focus group data, neglecting follow-up quantitative testing. Only through blind luck does this approach succeed.

Not nearly as harmful, but probably very common, is the partial breakdown of the process at the point where the focus group data are used to design the quantitative test.

Several obstacles impede the consistent, efficient translation of focus group data to promising, fully-refined, testable marketing concepts. First, the data from the groups are often subject to distortion and misuse. This problem is widely understood among market researchers. They strive to eliminate the pitfalls by preparing observers in advance and providing proper warning during the presentation of results. Despite best intentions, however, it is impossible to avoid some misuse.

Second, because of its loosely-structured nature, qualitative information is prone to loss. Some focus group sessions are stupefyingly dull; attention spans lapse. The seeds of many new ideas are never noticed; others are simply forgotten. Though a well-trained market research analyst can reap more from a set of groups than an untrained observer, the problem still exists.

This becomes all the more important when one considers how expensive the information is. In the world of business-to-business market research, focus groups typically cost \$400 to \$750 per respondent. The average amount of "air time" each respondent gets is about 12 to 15

minutes.

The final obstacle to the efficient translation of focus group data is the amount of time that passes between the completion of a series of focus groups and publication of the research provider's report. Enthusiasm and energy, the horsepower of creativity, often wane during the ensuing weeks. Early "topline" findings are a partial solution, but they are necessarily sparse, compounding the loss-of-data problem mentioned above.

Follow-up workshops and championships can help solve these problems by getting focus group observers to discuss in an organized fashion what they saw and heard in the focus group, with the ultimate goal of creating workable new product concepts.

## **How do workshops and championships work?**

If qualitative and quantitative research are the muscle and bone of new product research, then workshops and championships are the tendons that bind them together. The following recipe for workshops and championships may need to be modified to accommodate diverse company cultures.

The general idea is this: using the focus group moderator's guide to shape the follow-up workshop discussion, a facilitator leads the observers through two exercises in parallel. The first exercise debriefs them on each section of the moderator's guide, asking them to interpret and react to what was said in the focus group. The second exercise is creative idea generation—brainstorming. The workshop produces many new product concepts, but by the end, the best five



or ten are left. After the workshop, volunteers "champion" each alternative, refining each into a well-considered, viable new product concept ready for quantitative testing.

#### Workshop structure

All focus group observers should be required to participate in the workshop and championship. Many marketers love to watch focus groups; setting participation in the entire process as a prerequisite to focus group attendance is an effective way to get cooperation.

The workshop should be conducted two to five days after the final focus group. Sessions can last from a half a day to two full days. When picking a date for the workshop, strike a balance between letting participants digest what they learned and debriefing them while the experience is fresh. Of course, they should bring notes they made during the focus groups.

The workshop facilitator should use the first ten minutes or so to describe the entire process. Everything, including the purpose of the focus groups, the workshop, the championship, and finally the quantitative test, should be covered. The facilitator must make clear that the ultimate goal is to produce one very promising new product concept, but that the intermediate goal—that is, the goal of all steps leading up to the test—is to produce "finalists." This is very important. The truth is that if the workshop and championship steps end with only one promising idea instead of several, the exercise has been a waste of time. At the end of this introduction, the facilitator must establish two important ground rules:

- During debriefing, participants should limit their comments to what they learned during the focus groups only. Otherwise the workshop can too easily digress into a forum for demonstrating how much people think they know about the market. Encourage the participants to keep each other honest.

- While brainstorming, participants should help create an environment which encourages the creation of ideas and discourages the evaluation of ideas. This is essential to productive idea creation—don't worry about redundant or seemingly absurd ideas.

Immediately after the introduction, a brief warm-up exercise will help loosen up the participants. Participants should bring a list of the five most surprising or

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# Money isn't everything

## Respondent reasons for focus group participation - Phase II

by Alice Rodgers

*Editor's note: Alice Rodgers is president of Rodgers Marketing Research, Canton, Ohio.*

This article reports on the second phase of an ongoing research project about respondent motivation for participating in research, especially focus group sessions. The first phase (published in the May, 1990 issue of *Quirk's Marketing Research Review*) presented the tabulated results of questionnaires completed by 634 people who participated in a focus group session with Rodgers Marketing Research between March and December of 1989.

That research discovered that many people participate in focus group sessions because of the gratuity paid. However, that is not the only reason, and for some, it may not be the main reason. When respondents were asked, "Why did you accept this invitation to participate?" (and allowed to indicate more than one reason), there were some surprises. The results from this quantitative study by type of group:

<b>Household Products</b>		<b>Insurance/Banking</b>	
Gratuity	79.9	Subject	50.0
Enjoyed prev. group (s)	78.9	Gratuity	43.7
Like to participate in research	61.1	Enjoyed prev. group (s)	43.7
Subject	27.5	Like to participate in rsch.	34.4
<b>Do-it-yourself, tires, sprtg. goods</b>		<b>Professional/Job Related</b>	
Subject	64.3	Subject	63.1
Gratuity	60.3	Gratuity	50.0
Enjoyed prev. group (s)	59.1	Like to participate in rsch.	39.5
Like to participate in research	50.0	Enjoyed prev. group (s)	38.5
<b>Food</b>		<b>Baby Products</b>	
Enjoyed prev. group (s)	68.2	Subject	80.0
Like to participate in research	67.4	Enjoyed prev. group (s)	80.0
Gratuity	60.5	Gratuity	45.7
Subject	51.2	Like to participate in rsch.	14.3
<b>Media</b>		<b>Luggage</b>	
Enjoyed prev. group (s)	100.0	Gratuity	70.4
Gratuity	67.3	Like to participate in rsch.	51.8
Like to participate in research	55.1	Enjoyed prev. group (s)	50.0
Subject	42.9	Subject	26.5

These 634 people were also asked if they would participate in a focus group session on various topics without being paid. Less than half said they would not participate in a focus group without being paid on any subject. Note that between 20 and 30% for all subjects said they were not sure. Interestingly, between 25 and 64% (depending on the subject) said they would participate in a focus group session without being paid: 45% said they would participate in a group on public service issues without being paid and 44% said they would participate in a group on community issues without being paid.

### Phase II

Intrigued by the expressed willingness of people to partici-

pate in a focus group without being paid, we decided to do two focus groups on community issues where one group of respondents would not be paid, while the other group would be paid.

Essentially this phase was to explore in more depth respondent reasons for participating in focus groups. Was money such an overriding consideration that people simply would not accept an invitation to a group unless they were paid? In addition, it was thought that if it is possible to do an unpaid group, it could provide an opportunity for moderators and facilities to work together on philanthropic projects. That is, moderators, facilities and respondents could donate time to do groups that otherwise would not be done on issues like homelessness, teenage pregnancy, etc.

### Recruiting specifications

Nineteen facilities around the country were called and asked to bid on these groups. The specs were:

- Recruit for ten participants in each session - 6 and 8 PM.
- Recruit 4 men; 4 working women and 4 nonworking women for each group.
- All to be 25 years and older (mix of ages).
- All to have household income of \$15,000 or more (mix of incomes).
- Would like mix of education.
- No one to have done a focus group in the past year.
- Recruit two "virgins" (virgins refers to "virgin respondents"); and two people who have done 6 or more groups.

The subject was national issues of importance including:

- the environment;
- the savings and loan situation/budget deficit; and
- personal concerns, like cholesterol.

One group would be paid \$30. The other group would not be paid.

### Reactions from the field

Many of the facilities commented on recruiting people who have done six or more groups. Some comments of interest from the facilities:

- *Just two virgins - sometimes we have all virgins.*
- *Six or more? That will give us a chance to use our "Dead Meat list" - the folks that we have on a list not to use!*
- *We will have to go look for the professionals!*
- *It will probably take us longer to get the ones who have done six or more to come for free than it takes to get all the rest. They are so used to being paid.*

Nine of the facilities contacted bid on the project. Ten declined to bid. One facility in each of the following areas declined to bid: Boston, Philadelphia, Atlanta, Los Angeles, Michigan, Orlando, Canton, Ohio, New York, Cleveland and

Chicago.

There were however, two facilities in Chicago which did bid and one in Cleveland also bid. In addition, one from each of the following areas also bid on this project: San Diego, Seattle, Tampa, Columbus, Akron, and Dallas.

Some reactions from the field services (negatives first, followed by the positives):

- *I would not want to be held responsible if no one showed up for the unpaid group.*

- *There is no way we will do a group without paying them an incentive.*

- *Pay no gratuity to the group? I would never get them here. I don't think people would come.*

- *I could bid on it, but it would be so expensive it would not be worth it. People have so little free time that I don't think they would do it unless they would be paid.*

- *I can't cost it. I don't know what the rate would be. I have no idea what the qualified refusal rate would be. We can't do it. I don't know what would happen.*

- *You are asking for two people who have done six or more, who know they are going to get paid - so why should they do it for nothing?*

- *I don't want to start it. Those people when they are contacted again will ask, why were they paid for one and not for the other? Did I pocket the money? It reflects back on me.*

- *That sounds like fun! This is real interesting.*

- *I think what will happen is that it will be easier to get people who have not participated. Can we have more than two people who have not participated?*

- *I will (gulp). OK - let's see if we can do it!*

- *We do personal interviews at their offices without their being paid and we do telephone interviews all the time without being paid, but having someone come and give two hours of their time without being paid. . . driving 20 miles or so. . . It will be interesting to see what happens though. . . I will take a shot at it. I figure if anybody can do it, we can. . .*

Many of the field services raised some issues that are clearly a concern here. Just about everyone mentioned the probability of a high number of no-shows for the unpaid group. Some also made some suggestions to facilitate the project, including:

- Do the nonpaid group at 6:00 p.m. and feed them.

- Do the nonpaid group at 6:00, because many are already out and it is easier for them to come. Getting people to come out without being paid at 8 p.m. may be more difficult.

- Think about some way to thank participants: at-shirt, coffee mug, etc.

- Need to be able to tell them something when you recruit, so they will be interested in coming. That will cut down on no-shows.

Since our original intent was to see if a group could be conducted without being paid, we did not offer any tangible thank-you. We did, however, hold the nonpaid group at 6:00 p.m. and we did feed them. We also told them a bit about the subjects that were being discussed.

## Results

Given the scope of this project, only one location was to be chosen and it needed to be within easy driving distance for the author. Accordingly, Quality Controlled Services in Columbus, Ohio, was chosen to do the work. It was somewhat of a biased selection, because our firm has been repeatedly impressed with the overall quality of their work, their attention to detail, and their willingness to try a difficult recruit.

The groups were done on Tuesday, June 26. Absolutely no extra efforts were made and recruiting was done as it usually is.

A list of people in the Columbus area who had indicated on the questionnaire from Phase I that they would be willing to do a group on community issues without being paid was given to the facility. They were asked to recruit some people from these lists. They were also asked to try especially to recruit two people who had done six or more groups for the unpaid group.

Otherwise, the only difference in the invitation for the two groups was :

6:00 group only - May we include you in this discussion? Please try to arrive by 5:45 so that you can enjoy a light buffet.

8:00 group only - May we include you in this discussion? As a token of our appreciation each participant will be paid \$30.

Those recruited for the 6:00 group who asked were told that there would be no gratuity paid for this session. If necessary, the facility was allowed to tell people in the unpaid group that they were being called because they had indicated a willingness to participate in a group on community issues without being paid.

The screener included questions about their feelings regarding the environment, the savings and loan/deficit situation, and health concerns. A sheet which had a list of questions for them to consider before the group was to be included with their reminder letter. There were five questions:

- one about the environment and their personal concerns;

- one about how their taxes are spent;

- one about the census;

- one about their personal health concerns - cholesterol, etc.; and

- one about participating in surveys - telephone as well as round table.

Unfortunately, this sheet was inadvertently not included with the letter. When this was discovered, the facility notified us. We jointly decided that the best thing to do was for the facility to call all the people who were coming to the session and ask if they could read them the questions over the phone. If anyone said there was too much to write down, the sheet was hand delivered to them (only a couple requested delivery).

## Report on recruiting from the facility

The person in charge of recruiting was asked to submit a report on their experiences with this project. The report:

"When recruiting from the 6:00 p.m. group, the majority of the respondents who qualified and refused did so because of other time commitments. Often I was asked if the session was being held on another date because it sounded so interesting. One woman reluctantly refused at the conclusion because she felt she needed the money she could get from being in a paid group. She was later recruited for the 8:00 p.m. group. One woman went through the study and then had to have me recall her to confirm her availability. She had to rearrange a dinner party. She knew the group was not being paid but was willing to do this if I thought she was qualified enough on the topics. I only had one woman who initially asked me what date the session was on and how much it paid. When I told her that it did not pay anything she was very upset and stated that her time and opinion were worth money. I did have two other people - one woman and one man refuse because of no money.

The 8:00 PM group was easy to recruit. The majority of the people were initially hesitant in that they felt that they were not equally informed or knowledgeable about all three topics. Once reassured that they qualified they were eager to participate. Again in this group, the majority of qualified refusals were due

# NAMES OF NOTE

**Thomas Van Aman** has been promoted to executive vice president by *Information Resources, Inc.*, Chicago. In addition, **Karen Snepp** has been promoted to senior vice president, client service.

**Gregory J. McMahon** has been promoted to vice president at *Market Facts, Inc.*, New York.

**P. Jeffrey Franke** has joined *Winona MRB*, a Minneapolis-based market re-

search firm, as senior research manager. Previously he had been with *IDS/American Express* as marketing research project manager.

The Association of American Geographers Microcomputer Specialty Group has designated *Strategic Mapping, Inc.*'s Atlas\*GIS as "Product of the Year" for 1990 in the corporate software category. Robert Sechrist, professor of geography at Indiana University of Pennsylvania, in Indiana, PA, and chairman of the judging committee, says that the product won the award for its capacity for processing spatial data, its power and capability in providing the essential components of a geographic information system, and its ease of use.

**Marla Friedman** has been named manager, research services of *Teenage Research Unlimited (TRU)*, Northbrook, IL.

*Customer Insight Co.*, Englewood, CO, has promoted **Allen H. "Skip" Balch** to national manager, sales.

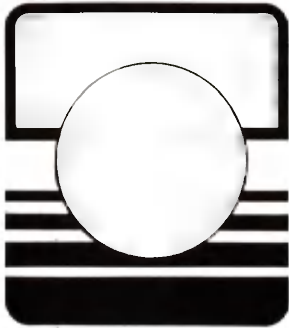
**Patricia T. Crowley** has been promoted to group account manager at *Arlington Hts.*, IL-based *C/I Research*.

**Barbara Griffith** has joined Minneapolis-based *Leon Tyler Marketing Research* as business development manager.

**Jodie Wehrspann** has joined St. Paul-based *Rockwood Research* as market research analyst/editor.

*VF Information Service*, Langhorne, PA, has promoted **Michael Highberger** to vice president of project management.

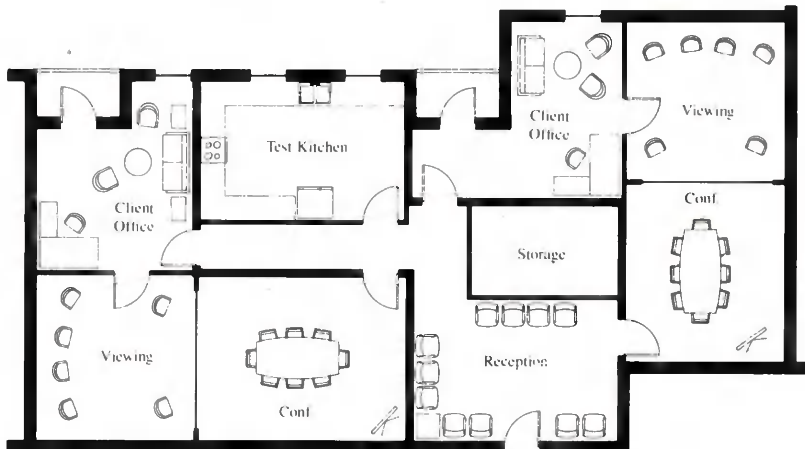
**Dale Benedict** has been promoted to vice president of market strategies at *Fitch RichardsonSmith's* Columbus, OH office. He is responsible for developing marketing strategies for new and existing products as well as coordination and analysis of market research for clients.



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A new focus group facility has opened in San Francisco: **ConStat, Inc.**, 450 Sansome St., Ste. 1100, San Francisco, CA. 94111. Telephone: 415-274-6600. For more information contact Brian Kirby, vice president, marketing.

**VF Information Service.** Langhorne, PA, has opened a new WATS interviewing facility at 8101 Castor Ave., Philadelphia, PA, 19152. Telephone: 215-745-9894. Fax: 215-745-9894.

Gail Rapoport has opened a qualitative marketing research and consulting firm called **RapSessions**, located at 2000 Lincoln Park West, Ste. 504, Chicago, IL, 60614. Telephone: 312-477-8030. The firm will specialize in focus group moderating and marketing strategy development based on qualitative research.

St. Paul-based **Rockwood Research** has opened a branch office in River Falls,

WI, at 208 S. Main. The office will initially employ 30 part-time research interviewers, who will conduct agriculture-related telephone research studies. "We chose River Falls for our first branch office because we were impressed with the quality of potential employees, by the fact that people in the area understand agriculture and by the warm welcome we received from the community," says Ken Becker, vice president of Rockwood.



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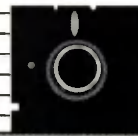
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N.W., Ste. 765, Washington, DC, 20037-3202.

## Newsletter on European markets

Market: Europe is a new monthly newsletter designed to provide information about the demographics and lifestyles of European consumers. For more information contact Doris Walsh at 607-277-0934 or at W-Two Publications, Ltd., 202 The Commons, Ste. 410, Ithaca, NY, 14850.

## Book profiles U.S. Hispanic population

The demographic, political, economic, social and cultural impact of the burgeon-

ing U.S. Hispanic population is portrayed in the Statistical Handbook on U.S. Hispanics, published by the Oryx Press. The selection of recent statistical data was collected from various divisions of the U.S. Bureau of Census, other government agencies, and private organizations, and compiled into one volume. Contents include details on demographics, immigration and naturalization, social characteristics, education, health, politics, labor force, and economic conditions. The Handbook is scheduled for publication in January, 1991. For more information, contact the Oryx Press at 800-279-ORYX or at 4041 N. Central Ave., Phoenix, AZ, 85012-3397.

## New guide details European business information sources

Euromonitor has published a new business directory aimed at anyone researching the European market for products and services. The European Directory of Business Information Libraries provides a detailed guide to the top 500 business information services in Europe, from national and public libraries, chambers of commerce, to embassies and trade associations. Each entry contains information for locating and choosing business information services: stock details and special subject areas, library services, contact name, opening times, and accessibility. Contact Euromonitor, 87-88 Turnmill St., London, EC1M 5QU, England. Telephone: 01-251-8024. Fax: 01-608-3149.

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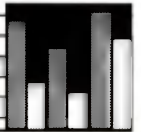
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## Breakfast food for thought

Breakfast consumption away from home, which accounts for 10% of total breakfast foods eaten, jumped 25% since 1984, according to new data from MRCA Information Services, Stamford, CT. "In" when eating out are sweet baked goods (donuts, sweet rolls, and toaster pastries), eggs, sandwiches, and breakfast meats, with shares of 14%, 13%, 12%, and 11%, respectively.

By contrast, the top four at-home breakfast foods are ready-to-eat cereal, loaf bread, eggs, and fruit, with shares of 22%, 19%, 10%, and 10%, respectively. "Despite differences in foods eaten at home and away, there is a common trend toward healthier, more nutritious foods," says Diane Marpe, senior account executive at MRCA. "While eggs, breakfast meats, and bread lost share in away-from-home eatings between 1984 and 1989, cereal, fruit, and muffins posted significant gains."

As to beverages for breakfast away from home, coffee is the dominant choice and, with a 55% share, more important than at home, where it has a 39% share. Juice, meanwhile, holds a 19% share away from home, compared to 34% at home.

MRCA's breakfast market data shows that males over the age of 35 and people with annual incomes over \$30,000 are most likely to eat out. Further, "As people grow older they eat an increasingly large share of away-from-home breakfast foods at restaurants," Marpe says. The share is 26% for people under age 18, 41% for 18-34 year-olds, 51% for 35-54 year-olds, and 60% for those age 55 and over. "Since the 55+ age group will continue to grow," Marpe says, "look for increased competition between restaurants and in-home convenience products."

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# How to get the most from your marketing research dollars

by Jill Falk

*Editor's note: Jill Falk is vice president of The Research Spectrum, a San Francisco-based marketing and opinion research firm.*

As companies continue to become “leaner and meaner,” dollars earmarked for administrative or planning tasks continue to be easy targets for budget reductions. It is therefore incumbent on those persons responsible for contracting for marketing research services to get the most out of every research dollar. The following advice should assist clients in getting the information they need to make informed marketing decisions.

## Step 1: The Inventory

Often times, companies have more marketing research than they realize. The answers to their marketing questions are sitting on bookshelves collecting dust. Past studies sometimes contain valuable information either in the form of time series data or relevant explanations of market trends and consumer behavior. When reports are completed, however, they sometimes are forgotten by the client or marketing research manager who commissioned them.

There have been several instances when I have been contacted to do a marketing research study for which the client already had sufficient data. During the

problem definition portion of my consultation I was shown prior studies that contained all of the necessary information. I therefore pointed out that an additional study was unwarranted.

Given my experience both as a client and a supplier I advise potential clients to undertake an inventory of all past marketing research studies, those conducted by in-house personnel as well as consultants. An annotated bibliography should help refresh overloaded memories about previous research projects. Additionally, such a bibliography can help orient new research and marketing personnel while preventing the same research questions from being asked over and over again (except where appropriate, as with a tracking study).

## Step 2: Secondary Research

Sometimes syndicated or secondary research can provide information about customer usage patterns, likes and dislikes for certain product features, corporate awareness and market share. When research dollars are really scarce, a trip to the library may offer a practical alternative to primary research. Trade associations are also a source of valuable data about a particular industry or market.

After carefully examining the assumptions, research objectives, methodology and respondent population, conclusions from other studies may provide insights into your own particular marketing issues. Furthermore, using your own as-

sumptions, it may be possible to modify the results to more closely reflect your product, company, or market environment.

## Step 3: Primary Research

If you find that 1) your company has no dusty copies of old research reports and that 2) existing secondary research is not applicable to your situation, collecting your own data should be considered. Primary research, however, should not be undertaken without giving considerable thought to the study's research objectives, as well as how and by whom the results will be used.

Often primary research is conducted in an environment where the results are needed yesterday. Given time pressures, a study can be put into the field before the objectives or scope of the research are adequately defined. Under such circumstances, the research may either address a question that is too broad or narrow in scope. Or in the worst case scenario, it may not address the question at all.

Similarly, certain sophisticated techniques such as conjoint analysis or multidimensional scaling may be too difficult for the actual user to interpret or incorporate into product decisions. The time given to planning is very important and can mean the difference between a study making a valuable contribution or being a costly mistake.

Once the scope of the study, the research objectives, and users are defined,



it can be decided whether sufficient in-house resources are available to conduct the study or whether the amount of staff or expertise warrant a supplier. If the answer is to look outside your company, then the following should help in hiring a supplier who can provide the marketing information you seek.

#### Step 4: Evaluation of Marketing Research Suppliers

To begin with, all firms are not created equal. When I was on the client side of the desk, I found that the services offered by marketing research vendors varied greatly. Not only did the cost of a project differ by thousands of dollars but so did the quality control procedures and the subsequent reliability of the results. After managing a lot of contracts, I realized there were some basic questions to ask and procedures to follow in order to ensure a good match between the client and supplier.

1. *Who will be doing my research?*

Although this may seem like an obvious question, many clients forget to ask

who will actually work on their project or assume that it is the person selling them the research. Although we have been told never to assume, this is especially true when it comes to hiring a consultant or vendor.

First, quite a few suppliers, especially the large ones, have a sales force responsible for promoting the company's services. These people are really order takers who will pass on the specifications of your project to their research staff. Consequently, the person consulting with you about your research needs may not be the person who either will be managing your project or providing technical input.

Another scenario might include a high level consultant selling you a marketing research study which is then managed by a more junior staff member. This bait and switch approach to staffing happens in many consulting and service firms. It is, therefore, important to pre-determine exactly who will staff the project team.

2. *Is the supplier a full-service marketing research company?*

Besides knowing who is managing your

project, the client should confirm whether the field work and tabulations will be done by the supplier or subcontracted to another company. Smaller marketing research firms, those with one to five staff members, usually contract with field companies to conduct their telephone interviews. Some also will rely on outside vendors for their data processing.

With a full-service research firm, all the work is done in-house so there is greater control over the quality of the study. The project manager can continually monitor interviewing, editing of surveys, coding, keypunching and data processing to ensure their conformance to project specifications and company research standards. When these activities are sub-contracted to other firms, there is less opportunity to check the quality of the work and less ability to maintain and control the quality of the research.

3. *Customized research or a pre-packaged solution?*

Some marketing research suppliers have a particular area of expertise aside

continued on p. 36

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# Client ground rules for observing focus groups

by Naomi R. Henderson

*Editor's note: Naomi Henderson is founder and president of RIVA (Research in Values and Attitudes), a qualitative research and training services company in Bethesda, Maryland.*



Some clients come to the qualitative research process with years of viewing experience. They've seen great groups and lousy groups. They've seen respondents say things ranging from nonsensical to profound. They've seen confirmation of a corporate belief, and they've seen respondents shoot a great idea right out of the water. They've seen great moderators, and they've seen less than great moderators. Some clients may have even said "I could do a better job of interviewing respondents than this moderator."

Some clients come to the qualitative process with little or no viewing experience. Some of these clients come with a great interest in what their target market has to say. Others come with skepticism for the whole "airy-fairy," non-scientific process of qualitative research.

In some cases, the viewing room holds both kinds of clients at the same time. This article is intended to give some ground rules for observers regardless of their viewing experience. However, before a discussion about ground rules for clients, let's look at some issues related to the process of interviewing respondents.

The constraints of the traditional two-hour focus group and the increasing requirement of clients to cover as many different issues as time allows, force qualitative researchers to "make every minute count" in a focus group. The ideal group size is eight respondents. In a two-hour focus group setting, after subtract-

ing the time for "people logistics" (coming into and leaving the room, getting beverages/food/snacks, finding a chair, listening to the study purpose, ground rules and self introduction), only 90 minutes of research time is really left!

If you divide the 90 minutes by the eight respondents, the "fair" amount of airtime for each respondent is about 11 minutes apiece. The ideal number of separate issues that can be covered in 90 minutes is four topic areas. If every respondent speaks an equal amount of time on each topic area then each person will have a little over 2.5 minutes on each of the four topics.

These days, however, clients often have 5-6 areas to cover in a session, and some clients feel that "more is better" when it comes to group size. Simple math shows that the more people in the room and the more discrete issues to cover, the less time each respondent will have to talk.

Anything that "shaves seconds" in a focus group and allows more airtime for respondent comments is a plus. Ground rules for respondents help the group's dynamic process by doing the following:

- a. Lets respondents know the "boundaries" of behavior desired for the research process;
- b. Provides a foundation for the research process so that the time spent is

productive;

- c. Provides a basis for correcting non-productive events that may occur in the research process;

- d. Gives respondents information so that they may participate fully.

Respondents are told that the session is being tape recorded (audio and/or videotaped), that they are being observed, that a report will be written without attribution to a specific speaker and that they are being paid for their time and opinions. After these logistics, RIVA moderators provide the following eight ground rules for participants:

1. Please speak one at a time.
2. Please speak in a voice at least as loud as mine.
3. Avoid side conversations with your neighbors.
4. I need to hear from everyone during the course of the session but you don't have to answer every question.
5. We will observe the no smoking rule during this session.
6. There are no wrong answers—you cannot fail during this session.
7. Say what's true for you, and have the courage of your convictions.
8. Don't let the group sway you, and don't sell out to group opinion or to a strong talker. It is OK, however, to change your mind during the course of the session because of something you hear or see.

RIVA moderators deliver the above ground rules in a non-judgmental tone of voice with warmth and sincerity. The purpose of the ground rules is to provide a "climate" for conducting qualitative research so that the time set aside for the research is productive.

From the client point of view, the focus group or IDI (in-depth interview) expe-

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rience is more than just watching respondents through a two-way mirror or on video. The remainder of this article outlines some "ground rules" for observers so that the qualitative research experience is as rich as possible.

### Before the focus group or IDI:

#### 1. Be clear on the purpose of research.

What are the key reasons qualitative research is being conducted? Have you read the background file on the study or the research proposal? Is your "personal agenda" in line with the written study purpose?

#### 2. Arrive 45 minutes before the scheduled start of the session.

Your early arrival cuts down on the chance of running into participants and heightening their anxiety about who the observers are. For example, if the participants are blue collar workers and they see a stream of people coming through the reception room dressed in suits and ties carrying leather briefcases and then later, during the introductions, are told they are being observed, they may have the experience of being "monkeys in the zoo" because they are so different from the observers.

#### 3. Use appropriate introductions with

*facility staff when you arrive.*

Introduce yourself in such a way as to maintain corporate anonymity in case the recruiting was "blind." This phrase works well:

"Hello. My name is [ ] and I'm here as part of the moderator's team. Is she/he here yet?" Note: For security reasons you may be asked to show ID in some locations or have your name checked off a list.

Avoid saying the following:

"Hello. I'm here to watch the focus group."

"Hello. I'm from the ad agency."

"Hello. I'm the client for the focus group study."

A dramatic example of the problems that can arise occurred during a recent study for a radio station in New York City. The purpose of the research was to assess the image of that station among light and heavy listeners. The recruiting had been "blind;" respondents didn't know which radio station was paying for the project. An early topic intended for each group was: "What's your impression of W—? What do you think of the station?" These questions were to be asked about three stations in the New York City area. It was critical to see what

descriptive words were used about each station.

The focus group facility was small, and there was only one door to the suite so that clients and respondents alike had to come through the same door. At 5:45, fifteen minutes before the group was due to begin, two observers from the radio station came into the suite, briefcases in hand, and marched up to the reception desk. One of them said, in a voice loud enough for every one of the 11 respondents to hear: "I'm the station manager for W— and I'm here to watch the groups." The cat was out of the bag...every respondent now knew which radio station was paying for the research, and any opportunity to get unbiased answers about the image of the station was lost.

This sorely compromised the research opportunity, and the advertising agency and the moderator agreed that the disclosure would adversely affect the research. Therefore, the group of (light) respondents were paid and sent home. That "gaffe" cost the radio station \$3500 and a lost opportunity.

#### 4. Prior to the start of the first session, review the moderator's guide and become familiar with the "intended flow" of the focus group.

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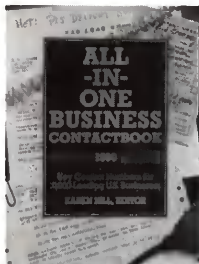
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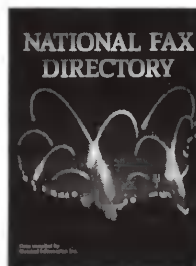
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Be clear on the key issues to be covered and the tasks that group respondents will be doing.

### During the focus group or IDI:

#### 5. Allow for moderator flexibility.

Do not expect the moderator to ask every question in the guide or to ask the questions in the same language or order as the written guide. The qualitative process is not as rigid as a survey, and good moderators "follow the energy" in a discussion if a rich vein of information can be unearthed. Moderators also skip questions if respondents have already covered an area or if time constraints exist.

#### 6. Allow for group flexibility. Do not expect:

- Every minute of every group or IDI to be meaningful
- Every question to have an immediate payoff in providing insight
- Every comment, statement, response or interchange to directly relate to the topic being discussed
- Each group or IDI in a series to provide equal data or for a trend to emerge within each group or IDI

Some questions, and their subsequent answers by respondents, are "set-ups" or "bridges" to move from one topic to another or to close down an area. Some questions work great on paper and not in real life. Sometimes respondents have to formulate an opinion, and they do that out loud rather than internally. The process of forming that opinion may sound like rambling. Sometimes the moderator is "backtracking" or "future pacing," and the questions and their answers, on the surface, do not appear to be going anywhere. Expect each group or IDI to contribute to a whole understanding of the key issues, not necessarily to stand alone and provide "the answer."

#### 7. Expect respondents to forget the ground rules from time to time and do the following:

- Talk all at once
- Talk too softly at times
- Stray from the topic of conversation
- Have a side conversation
- Fail to have the courage of their convictions

The group process is dynamic — the respondents feed and stimulate each other. In the excitement of a new idea, it's natural to blurt out and all talk at once. Fear and shyness about revealing one's thoughts or beliefs can make someone talk softly or want to share only with someone nearby and not to the group as a

whole. Being the only one with a positive point of view in the face of negative reactions from others (or vice versa) can cause a respondent to lose his/her courage.

### Listening

#### 8. Listen carefully!

Listen for more than a confirmation or a validation of your own point of view. Listen to what respondents are actually saying and see it from their perspective. Be willing to listen to misinformation and find in it an insight to the thinking of respondents.

#### 9. Listen to what is and is not being said.

Be alert to the nuances of meaning and the language respondents use to present their perceptions, opinions, beliefs and attitudes.

#### 10. Do not expect a consensus within or across groups.

The degree of divergent thinking may be the trend that is reported.

### Observing

#### 11. Avoid "judging" respondents.

In some ways, this type of research is "sanctioned voyeurism." While respondents are told they are being observed, they tend to forget that fact since they can't hear or see the observers, and they are rewarded with a view of their own faces when they look at the two-way mirror. The tendency for observers, however, is to look at respondents with no chance of making eye contact and use that "fly on the wall" experience in one of two ways:

A. Some clients see the opportunity of viewing members of their target or intended market as a privilege because they are afforded an unobstructed view of the perceptions, opinions, beliefs and attitudes of individuals.

B. Some clients are uncomfortable with the barrier of the mirror and may experience some embarrassment during the viewing opportunity.

Either type of client described above may fall prey, however, to "judging" respondents. Several types of "judging" may go on:

- Respondents judged as "not worthy" to comment on the content under discussion,
- Respondents judged because of the way they look; this could include: body type, color of skin, type of clothing worn, speaking ability, level of articulateness,

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# More universities are offering training in marketing research

by Bryan J. Rader

*Editor's note: Bryan J. Rader is a marketing research analyst for Marketing Spectrum, Inc., a full-service marketing research and consulting firm based in Atlanta.*

In the past, there have been few formal academic marketing research programs to teach the essential tools necessary to become a good marketing researcher. Some business schools have offered marketing research courses designed to give students a basic understanding of how the research function fits into America's corporations, yet these introductory courses have not provided enough knowledge to produce well-trained marketing research professionals.

Previous generations received their training from liberal arts or social science backgrounds (psychology, English, sociology, etc.) or from on-the-job training. However, the demand for better training and education has recently surfaced in our industry and has required a look at the options that are available.

Where are the academic and training programs that can teach our future researchers? Which programs are most effective in teaching practical knowledge and technique? And what training is available today to continue improving our craft?

As the demand for better academic programs increases, the opportunities to obtain a solid educational background in marketing research become greater. "There is a growing demand for good marketing researchers—not just in statistics, but also in general business knowl-

edge and practical marketing skills," says Gilbert Churchill, Jr., chair of the marketing research program at the University of Wisconsin-Madison.

His school has taken steps to meet this demand with the opening of the A.C. Nielsen Center for Marketing Research and a program that involves internships and research project assistantships. "(The program) was designed with three foundations in mind: general business knowledge, substantive marketing knowledge, and technique courses. A good researcher must be able to understand business solutions and problems, and communicate and translate solutions to product management. Our program works towards teaching practical knowledge."

The two-year program, a Masters in Business with a specialization in marketing research, includes a summer internship and involves courses in research technique, general marketing and business. "A quality marketing researcher must have good business decision-making skills in order to conduct quality marketing research," Churchill says.

One university noticed the growing demand for better-trained researchers several years ago. Malcolm McNiven, director of the research program at the University of Georgia-Athens, says, "The demand for better marketing research professionals began over ten years ago among both clients and suppliers. A group of concerned professionals wanted to offer research students practical orientation as opposed to textbook information from a single course." Thus, the university created its Masters in Marketing Research program.

The program's curriculum is designed to teach students everything about con-

ducting a survey, from questionnaire writing to fielding, costing, and tabbing. It also includes three courses on analytical application. Thirty seminars on topics of current interest are given annually by industry practitioners—who are often program alumnae. Students can also participate in a research study, work with a client, and present results.

The Georgia program has been very successful in meeting the needs of employers, though McNiven says, "There are twice as many job openings as students. At first, packaged goods companies were the first ones to hire our graduates. But now, large service companies and marketing research firms are also bidding for our students."

With the success of that program have come other academic programs for students interested in marketing research. One of these new programs is at the University of Arizona, where, says Program Coordinator Deborah MacInnis, "A great deal of interest has been generated from companies for continued and updated training of their researchers. That is why we developed our program about two years ago."

The program at University of Arizona is a two-year Master's degree that covers all facets of quantitative and qualitative research, from methodological design to multivariate statistics. Students are also required to take an internship between the first and second year of the program. They typically spend a summer working on one project with a large company. "It's a win-win situation. It gives the company an opportunity to evaluate students and gives the students a chance to learn hands-on research," MacInnis says.

"We have a balanced approach of



teaching both quantitative and qualitative research. Our goal is to offer students insight into utilizing the information after the research is conducted. We attempt to teach conceptualization of the marketing problem up front to help determine what kind of conclusions can be drawn at the end."

Employer demand has led to other research programs, such as those at the University of Texas-Arlington and Southern Illinois University-Edwardsville. Roger Gates, a professor of marketing at UT-Arlington who runs the school's marketing research program, says, "We don't just teach research in our curriculum. Marketing research professionals don't just do research anymore. We have included courses to help with presentations, report design, and writing skills. We will soon be adding a course called 'Creative Problem Solving.' We are even trying to offer students an opportunity to take a psychology class."

The academic program at UT-Arlington does not require an internship. However, two field research classes are required for students, and they also have an option to work with clients on routine projects. According to Gates, the school currently has 15 students enrolled in the program.

Madhav Segal, the director of the program at Southern Illinois University-Edwardsville, reports that his marketing research program currently has 30-35 students enrolled. "Our program at SIU is a two-year program designed to teach business operations, marketing processes, and marketing research. At the end of two years, students are required to take a four-month paid internship. Our graduates must be able to show that they can integrate marketing information and research."

As helpful as these new academic programs have been for the industry, there are still quite a few limitations. Gary Mullet, of Gary Mullet Associates, a statistician consulting firm, says, "You don't have to worry about real-life situations in textbook cases. In textbooks, every respondent answers every question, sampling isn't a problem, and everything is ideal. Most courses only teach a handful of techniques and people tend to use them in the wrong situation."

However, he says, there is a solution. "Taking seminars and courses that touch on specific subjects of interest can be helpful. While these seminars don't offer hands-on experience, they help in providing the basis for actual use."

Ambar Rao, a professor at New York University's Stern School of Business, sees the same problem. "I think there is a need for constant re-education and updating of skills." There are several ways to do this, including taking an executive education course from a university, going to seminars offered by suppliers such as Burke or Nielsen, or attending a workshop sponsored by an industry professional organization.

As the marketing research industry changes, so should the academic programs, Rao says. "Over the last few years, there has been a surge of information

through scanner data. Companies are inundated with data, and they need well-trained people to help analyze this data. This requires a different kind of training—better scanner knowledge—and the existing programs must adapt to suit these needs."

Many business schools still have not chosen to include marketing research in their curriculum. Steve Greyser, a professor of marketing at Harvard University, says, "Our M.B.A. program has no overt training in marketing research and students receive limited exposure to it in

continued on p. 40



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# A common sense approach to dialing costs

by Dale Kulp and Amy Starer

*Editor's note: Dale Kulp is president of, and Amy Starer is director of sales/marketing for, Marketing Systems Group, developers of the GENESYS sampling system.*

Over the past few months we here at Marketing Systems Group have been amused at the estimates of "dialing costs" quoted in ads and published in trade magazines. We felt this subject was long overdue for an injection of reality and common sense.

It could be, of course, that the person who developed those estimates had little or no data collection background, had an axe to grind, or possibly, their calculator just malfunctioned. Nonetheless if it really costs these phantom research firms \$.69, let alone \$.90, to dial a non-working number, we suggest they have some serious internal problems.

What makes us think we have any better handle on these costs? Well, our staff has over sixty years of experience in market and survey research, including data collection at some large interviewing facilities. We have also consulted with a number of WATS managers to arrive at a reasonable consensus on the cost of dialing non-working and other non-productive numbers.

Those unfamiliar with data collection might be unaware of or confused about some very basic facts:

1) There are productive and non-productive portions of an interviewing hour. Averaging the "total cost" over just the unproductive part of the hour grossly inflates the "cost per dialing," producing unrealistic and unobtainable "savings."

2) There is a big difference between the selling price of a WATS hour, and the direct internal cost. Averaging the "margin" into costs will also overstate the cost per dialing and potential savings.

3) "Non-productive dialings" are not all the same. Some involve only interviewer labor, others incur both labor and phone charges.

The point is that one can easily inflate the costs associated with unproductive dialings by 300 to 400%, if that is the objective.

Why our concern with dialing costs? We have invested significant effort in evaluating the costs associated with dialing non-productive sample. Just accepting grossly inflated estimates might make our job easier, but it wouldn't do much for our firm's reputation.

The following paragraphs will focus on two methods to estimate the savings one can reasonably expect from eliminating non-working numbers (i.e., the number of interviewer hours actually saved by not having to dial non-working numbers). Since there are various methods used in estimating the number of data collection hours required, our approaches may not exactly match yours. However, our common sense approaches are fairly

generic and should be applicable to any operation.

The first method, used quite frequently to estimate the required number of interviewing hours, employs a standard known as an "effective interviewing hour." Basically this is an estimate of the average number of minutes in each hour that interviewers actually spend administering questionnaires.

A consensus of research firms indicates that a 25 minute interviewing hour is generally applicable for RDD household samples, while a 28 minute hour is a reasonable benchmark for a good list-based household sample. The basic difference between these samples of course is the relative absence of non-working numbers in the latter.

A strong case can then be made that the difference in the "effective interviewing hours" is due to this absence of non-workings in listed samples. One can then reasonably conclude that approximately three minutes of each interviewing hour is spent dialing these non-working numbers. In other words, if it were possible to identify and remove all non-working numbers, one could expect a maximum savings of about 12% in the interviewer hours required on any RDD sample project.

A hypothetical 100 interviewing hour project would then require just 88 hours. But, what does this 12 hour savings really represent? The hours "saved" by not dialing non-working numbers have not de-

creased any line charges—phone costs do not accrue for dialing non-working or disconnected numbers. Assuming your interviewers are paid \$7.50 per hour including benefits, your actual, direct “savings” could total \$90.00.

A second method of assessing “savings” would be to develop a dialing rate per hour just for non-working numbers. This is very difficult to do in practice since interviewers are not normally dialing just non-working numbers for any extended period of time. However, there is again, a common sense approach to the dialing rate problem:

How many dialings are made per hour? This will vary by study and project, but a conservative estimate is about 30. If we again assume that 25 minutes out of each hour is actually spent interviewing, we are left with another 25 minutes of time spent on the phone. In other words, interviewers spend about 25 minutes interviewing live households, and another 25 minutes finding those respondents. What if interviewers spent no time interviewing and spent the entire 50 minutes just “dialing?” Would the dialing rate double to 60 per hour? Probably not, but a reasonable assumption might be 50 dialings per hour, or about one per minute.

If we use the 50 per hour dialing rate and \$7.50 per hour for interviewer wages, each non-working number eliminated or, not dialed, would “save” about \$.15 in direct interviewer cost.

Going back to the first method, we estimated a potential cost savings of 12 hours and about \$90.00 for that 100 hour project. If we again assume that the average dialing rate would have been 30 per hour, the project would have required about 3,000 total dialings (100 hours X 30 dialings per hour), of which roughly 600 of those dialings resulting in non-working numbers, again the result is a direct cost of \$0.15 for each dialing.

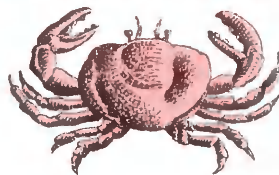
Eliminating non-working numbers does not decrease line costs, but one might argue that we should include supervisor, hiring, training, administration and selling costs in estimating the total savings. Let’s assume the real cost per WATS or interviewer hour is \$16.00—the actual cost, not selling price. If we deduct \$3.00 per hour for phone charges, we are left with \$13.00, or just \$0.26 per dialing.

Of course, there are also indirect benefits resulting from increased productivity: it may mean less overflow work, more projects completed on time, and, assuming a constant workload, 10% fewer interviewers, or 10% greater capacity.

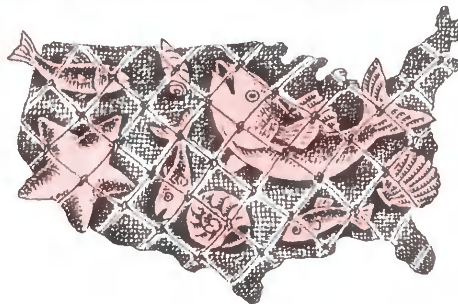
It should be quite clear that there are significant benefits and savings possible by eliminating non-working numbers from RDD samples. However, one must be wary of non-researchers’ naive assessments of “costs and savings.” Using a marked-up selling price and dividing by an average dialing rate will of course

provide a cost per dialing—an inflated and meaningless cost, but a cost nonetheless.

So the next time someone tries to tell you that a “reasonable” cost per dialing is \$0.90 or even \$0.69, you might want to question their motivations. Using a low estimate of 30 dialings per hour, the “cost” of dialing non-productive numbers is either \$27.00 or \$21.00 per hour. Every company in the industry must be losing money; by their logic the “costs” of just the unproductive dialings is equal to or greater than the going WATS hour rate. □



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## Research Dollars

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from an industry specialization. There are firms that specialize in focus groups or telephone surveys while others concentrate on a particular analytical technique such as perceptual mapping or factor analysis. Given their specialization, a research firm may define your problem from that perspective.

Pre-packaged solutions can offer the client a research methodology, a questionnaire, or analytical techniques that

have already been tested and, hopefully, refined based on experience. Certain types of questionnaires or test instruments also may have reliability statistics associated with them. The disadvantage is that a predetermined solution may be superimposed on your particular marketing information needs.

With customized research, the methodology, questionnaire and analytical techniques are designed to meet the client's research objectives and specific informational needs. Certainly, one of the advantages is that suppliers can be

more flexible in their approach to the client's marketing research problem. Without pre-conceived ideas, there is more openness to create a study that matches the client's requirements. Customized research, however, will require the supplier to develop a new survey instrument, requiring a pre-test and more time.

#### 4. General questions about qualification.

There are some general questions that every supplier should be asked to determine the stability of the company, their reputation and the qualifications of those persons who will work on the study. All of these areas are important to the success of the research. The following are the basic questions that should be asked when selecting a vendor.

- How long has the supplier been in business? Do descriptions of previous and current work indicate the firm has stability and an adequate reserve of resources and personnel? Does the firm demonstrate the ability to deliver results on-time and on-budget?

- For what other companies has the client conducted marketing research? Does the client list contain companies that are similar to yours—in terms of industry, sales volume, or marketing issues?

- What are the academic backgrounds and experience of those persons who will play a key role in the research project—the project manager, field manager, and data tabulations analyst? Is the knowledge and expertise of the project team sufficient to complete all aspects of the research?

- Does the composition of the project team strike the right balance between top-level management and technical researchers and analysts? Has the firm assigned a project director to the team? Does the project director have management experience?

- Does the success of the project depend on the capabilities of the subcontractor? If subcontracting is necessary,

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has the supplier identified this other firm, along with its qualifications?

▪ What quality control procedures has the firm proposed to ensure an acceptable product?

As part of the screening process, prospective suppliers should provide a list of references. Before hiring a new firm, it is essential to check those references. As a client, I once made the mistake of not contacting references due to time constraints. Unfortunately, the project experienced problems that could have been avoided had I done my homework. After the fact, I called the supplier's references only to find that the companies had experienced similar problems with the research firm.

#### 5. *Quality control*

The reliability of the results will depend on the quality control measures that the supplier institutes to ensure the reliability, accuracy, and consistency of the data. Additionally, procedures should be implemented to reduce nonrespondent bias.

If telephone interviews are being conducted, for example, the following type of quality control measures would ensure more accurate, reliable, and consistent data.

1. **Callbacks.** Some suppliers may not as a standard practice call back respondents who are not available when initially contacted. By not doing callbacks, the supplier may be introducing certain nonresponse biases into the sample.

For example, if consumers are called only during weekday evenings and not on the weekends, you may exclude persons who tend to work late or who have a lot of activities planned after work during the week. Two or three callbacks are a fairly standard procedure to reduce nonresponse bias.

2. **Supervisor/Interviewer Ratio.** A high supervisor to interviewer ratio (i.e., one to five) ensures that each interviewer's work will be monitored for accuracy and consistency throughout the project. Such monitoring can reduce interviewer bias, i.e., interviewers rephrasing questions, creating their own scripts, etc.

3. **Validation.** If interviewers are not monitored on a continual basis, then the supplier might validate up to 15% of the interviews to verify key questions. This ensures the reliability and correctness of the data.

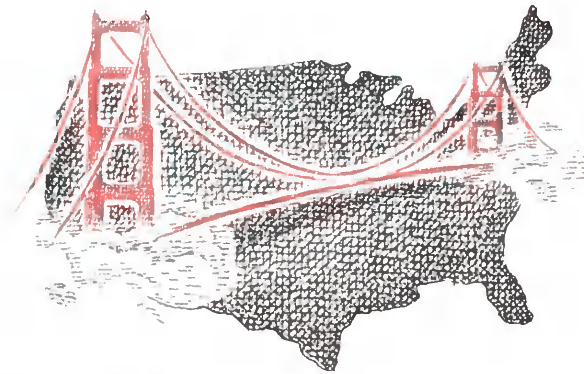
Although this is not a comprehensive list of quality control procedures, it does provide examples of how a supplier can increase the quality of the information being collected. Before hiring a supplier, the client should understand what, if any, safeguards are in place to guarantee reliable data.

#### **Conclusion**

Getting the most from your research dollar requires identifying and prioritizing informational needs and reviewing past studies and secondary research. If hiring a supplier is appropriate, then the client should check the references and qualifications of the project team. Although the process may seem time-consuming, it increases the likelihood of obtaining the best data for the lowest cost. □



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## Observing

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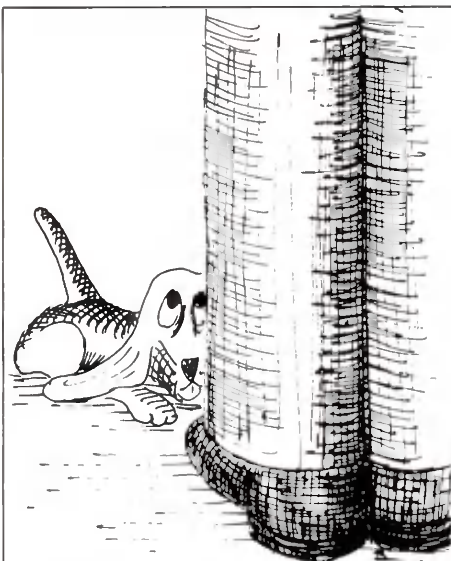
style of hair or cosmetics, sexual preferences, regional dialect, etc.

• Respondents may be judged because they do not:

—meet the internal criteria present in the mind of the observer

—fit the expectations of the observer.

Moderators (we also judge respondents) have learned to work under a guideline called unconditional positive regard (UPR). This guideline enables us to fully interact with respondents, regardless of



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our dislike of their looks, speech, attitude, level of participation in the group, etc., as long as they are answering the questions posed and helping reach the intended purpose of the study.

It would be ideal if client observers could also master UPR in the observation process and allow respondents to look the way they look, sound the way they sound, and express themselves without being judged as worthy or unworthy.

How would you sound in a group discussion about a brand new idea or product that had just been presented to you five minutes earlier?

### 12. Watch non-verbal behavior.

Look for congruence between what is said and how the respondent looks. Do not "label" non-verbal behavior or attach external meanings. Example: a respondent crosses her arms across her chest and leans away from the table as another respondent talks about a sensitive issue. What does her non-verbal behavior mean?

It could mean discomfort with the conversation. It could mean disapproval of the other respondent for having a different point of view and/or for speaking at all about the topic. It could mean an old back injury has flared up and crossing the arms relieves some of the ache. It could mean the yogurt she had before the session is now giving her gas.

Because of the wide range of "possible" explanations that exist, simply note the behavior and see if verbal comments are made that provide an insight to the "stance" taken.

### 13. Make notes.

During the discussion process make notes for yourself that will be useful to you in the future.

Avoid the following:

a. Intruding on the observation and note taking process of others by kibitzing, chatting, laughing at (not with) respondents.

b. Demeaning the comments of respondents because of speech, demeanor, dress, lifestyle, income, race, age or degree of education.

c. Judging respondents by your set of standards and expectations.

### Relationship with the facility:

#### 14. Stay in the observation room (s) during the research process.

Try to remain inside the observation room(s) during the full period of the interview. Repeated door openings allow respondents to:

a. See backlit silhouettes of observers,

b. Be reminded that the mirror is two-way.

#### 15. Consider the facility staff as professionals.

Take the work of the facility seriously. Treat the staff as research colleagues, not as maids, porters, or servants. The facility is a place of business...not a club, bar or recreation room. The facility is not a restaurant; if you have a special food request, please ask for it in advance, not on site.

#### 16. Do not abuse the rental agreement that the moderator has with the facility.

Avoid the following:

a. Calling long distance without using your credit card or calling collect.

b. Leaving research papers or "trash" generated during the observation process strewn about the viewing room at the end of the research session.

c. Arriving more than one hour before the group or staying more than one hour after the last group (without prior agreement for either with the facility manager).

### Relationship with the moderator

#### 17. Meet with the moderator one hour before the group and work out "agreements."

Be sure the moderator is clear about any changes wanted since the time of your last conversation with him/her.

Work out how the following will be handled:

• Maximum number of notes to be sent into the moderator. (Suggestion: send no notes into the room during the first 30 minutes to allow the moderator time to build rapport. Exception: If you want a respondent excused...send the note as early as possible.) Send no more than two notes during the whole session (see "false close" below).

• Approximate time of "false close." The standard practice for the industry is to set the false close at about 15 minutes before the scheduled end time of the sessions. During the false close the following events take place:

—Moderator excuses self with comment: "I have to step out for a moment. While I'm gone, please do the following..."

—Participants complete some task assigned by the moderator. (The task should take 5 minutes to complete.)

—Moderator visits with one client spokesperson to obtain additional written questions observers want asked of respondents. (Recommendation: print and number the questions so the moderator can read quickly. Remember, the mod-

# “Thank You . . . !”

“I was concerned that too much theory would be involved. To [Dr. Bhalla's] credit, there wasn't”

**“ . . . very thorough, clear, comprehensive, and fun.”**

*“ . . . maintains a good energy level. He does a very good job of getting audience participation.”*

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*“ . . . good, real life examples . . . ”*

*“ . . . extremely knowledgeable, articulate, great teaching skills . . . ”*

**“Dr. Bhalla is an excellent presenter and explains things clearly and accurately without oversimplifying concepts. He has a solid grasp of the complex and very real problems we deal with every day.”**

*“Keep up the excellent work!”*

“I can use [the material] in my day-to-day work.”

**“Thank you . . .”**

*“ . . . neatly eliminated jargon without sacrificing understanding of key concepts,”*

“He gets a lot of information across in a short period of time and it is information that can be put to practical use.”

**“I really enjoyed this one.”**

*“Very well done, very helpful, thorough, interesting, useful!”*

“I expected too much “Technical/Statistical” emphasis and/or a boring speaker. Neither one was true.”

**“The speaker makes you think and gets participants involved in discussions. Real, live examples keep the seminar interesting.”**

*“relevant to my job.”*

*“ . . . not only stimulating intellectually, but refreshing.”*

**“Real-world applications. Not just theory!”**

*“great snacks!”*

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erator is coming from a brightly lit room to a dark one, and it is very difficult to read in that situation.)

—Moderator returns to the room and asks additional questions.

### Remember

18. *The two-way mirror in a wall is almost impossible to soundproof.*

The following sounds transfer easily to respondents:

- Clattering cutlery, plates and glasses
- Tearing sheets from note pads
- Laughter
- Moving furniture (rocking back and

forth in chairs, chair handles bumping into writing counters, etc.)

• Rhythmic tapping (e.g., foot against wall, pencil on countertop, etc.)

19. *Qualitative research is intended to provide clients with a variety of outcomes.*

- a. Range of responses from varied groups of respondents
- b. Insights into the thinking of a person either in groups or individually
- c. Exploration of issues in detail without coming to closure in any one interview or group experience

d. Reaction after "exposure" to concepts, products, ideas, ads, etc.

20. *Do not expect to be entertained.*

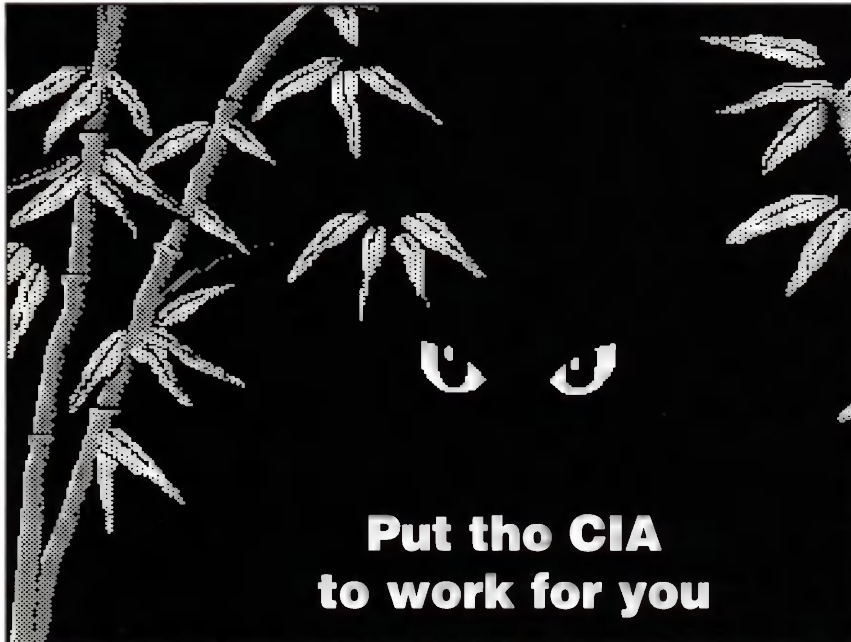
The research process, while sometimes interesting to watch, is not intended to be entertainment. The following range of events may occur during observation of focus groups or IDI's:

- boredom
- excitement
- anger
- joy
- sadness
- enthusiasm
- frustration
- creation
- disappointment
- enlightenment
- distraction
- attentiveness

21. *Qualitative research is not brain surgery.*

It's real people providing their points of view about products, services, ideas, concepts or advertising. Sometimes it's funny: ("The Census Bureau knows from its data banks how much liquor we drink.") Sometimes it's sad: ("I never expected to be a widow at 34...I thought Charlie and I would be married forever.") It can be tiresome or enervating or exciting and enlivening. However the process goes, it's always about people.

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## Universities

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their management practices. We teach application to the marketing management issue at hand."

There are other problems. There appears to be a lack of students interested in a career in marketing research. There are more internships available than there are students to fill these positions. Rosann Spiro, vice president of marketing education for the American Marketing Association, says, "There needs to be more involvement in promoting the academic programs and the career itself. This can help create an adequate supply of students."

Another concern among industry observers is that a select few companies have dominated the internship alliances with the universities. This has cut down the number of choices for research students and has also hurt employers interested in offering internships.

Still the new marketing research academic programs are providing employers with better qualified research professionals who have the practical knowledge necessary for a successful career in marketing research. The demand is being met. Now it's time to work on increasing the supply of prospective researchers. □



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- IDentify Disconnected, Business, Non-working, Fax and Modem numbers in RDD samples
- Increase data collection productivity by at least 10%
- Reduce data collection costs

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- Cost you more than it's worth



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GENESYS ID is not a predictive dialer, but rather a proprietary software and database system, engineered from the PC board level up, to specifically IDentify disconnected and non-working numbers. The distinction may at first appear trivial, since a predictive or power dialer based service will identify non-working numbers. However, the predictive dialer will also screen and ring into every household in your sample...GENESYS ID will not.

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## Respondent Reasons

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to other time commitments.

The actual time on the phone was easy. Everyone had some opinions on all of the topics. What did take some time was to try to get the cross representation that was needed in the group. It was a challenging group to recruit and actually went quite fast. "

### Actual session

Nine people came to the unpaid session; eleven came to the paid session. For the unpaid session there were some cancellations. One woman cancelled because she was going to be out of town; one cancelled because she an opportunity to work and since the group was not paid, she chose to work; one cancelled because she could not get a baby sitter. A total of eleven people were expected. There were two no shows: one of whom had done at least six groups in the past (and was on their "dead meat" list.)

For the paid session, twelve were confirmed. The woman who did not attend had been in an accident earlier in the day and totaled her car. She called and said she would still try to come, but she did not make it.

Three people were recruited from the lists provided and two people participated in each of the sessions. Other demographics of the two groups:

	Not Paid	Paid
Men	3	4
Working women	1	4
Nonworking women (includes 2 retired women)	5	3
Retired	4	2
25 to 35	2	1
36 to 45	0	1
46 to 55	2	5
56 to 65	2	1
Over 65	3	3
\$16,000 to \$25,000	4	3
\$26,000 to \$35,000	2	1
\$35,000 to \$50,000	2	4
Over \$50,000	1	3
High school graduate	2	0
Some college	3	4
College graduate	3	5
Post graduate	1	2
1st time participant	2	1
1-2 groups previously	3	4
3-4 groups previously	4	3
5-6 groups previously	0	1
Six plus previously	0	2

It appears that there is a greater propensity to participate in an unpaid group among those who are 45 and over. It may be that these people have less time pressures and they may be more likely to want to "give back." Note that there are quite a few retirees who participated in the unpaid session. (Phase III will examine willingness to participate in groups without being paid by age and other demographics.)

Not surprisingly, the more groups participants had done, the less likely they were to participate in a focus group without being paid. In fact, none of the unpaid people had participated in more than 4 groups previously. This substantiates the quantitative findings of Phase I.

There was some concern that the paid group would be a better group as compared to the unpaid group. However, there was no real difference in the quality of the two groups. In both groups, people came primarily because of the topics being discussed. Both sessions lasted nearly two hours each. Items discussed

included:

- the environment;
- savings & loan situation;
- health concerns (cholesterol)/ labeling, etc.
- surveys in general and then specifically: the census, telephone surveys, mail surveys, mall surveys and focus groups.

Since some of these topics could be of interest to the media, all of the participants were asked to sign releases at the end of the session. These releases gave permission for them to be quoted by name in the media. Interestingly, all of the people in the unpaid group signed. Eight of the people in the paid session signed, one signed with a restriction about quoting anything about her health or her son and two did not sign.

Most of the unpaid people in the session knew they were not being paid. Some had assumed that they would be paid. However, there were no complaints from anyone.

The people in the paid group were given an opportunity to not be paid for the session, but all of the participants decided to accept the gratuity.

Participants in both sessions discussed how they felt about participating in focus groups:

- *I like to hear what other people think and hope a lot of them think the same way I do . . . I enjoy it a lot.*

- *It is very stimulating.*

- *I think it makes us feel good that someone wants to know what our thoughts are.*

- *Gives a sense of self-importance because everyone wants their opinions to be important. Something like this that you are getting paid to be here for can really validate that sense of self-importance. My opinion is so important they paid me to be here.*

Reasons for coming to session:

- *It was the topic, because when I was called she just gave me a run down of the things we would discuss and when she asked about the savings and loan, I just started talking. . . I was so opinionated.*

- *This is the third one that I have attended here and I enjoyed the previous two. The previous ones were quite a bit different, but I am happy that I came this evening.*

- *Because I have participated in perhaps eight or ten of them before. They have all been very interesting. I go home with a sense of maybe I have contributed something. These topics are so high profile today in the newspapers, television. They got my attention immediately. . . I am retired and it is a change of pace. I am close.*

- *I like discussions like this. That was my main reason. I like people.*

- *Money.*

- *I know how valuable the information is to the people who use it. I feel that every time that I have the chance to participate, I should. I know that agencies like yours go to a lot of trouble to find people who can express their opinions and go through these things. I will tell everybody here that I guarantee that they will all listen to everything that is said here.*

Participants were asked how to get people to come to focus group sessions:

- *We were kind of skeptical at first. I know the first time I was invited to come, I didn't come. I guess partly I wasn't sure they were legit; you have that concern in the back of your mind.*

- *Exactly who is doing this? Is this really okay to be doing this? Is it legal? At that point it was - "Come on this night and*

*we will pay you so much money in cash. . . " Are you allowed to do that? ... I knew it was in Worthington, but I wasn't sure, was it some back door, garage?*

*- It always helps if you mention money.*

*- The one I came to was about mayonnaise and I wouldn't come to discuss mayonnaise for nothing. I wouldn't leave my family. My husband works quite a bit and our time together is very valuable and in order to get me to come to discuss mayonnaise, you are going to have to reward me for that. Tonight, I thought it was more the topic; I felt it was important and I was glad someone was finally going to ask my opinion.*

The people in these groups were told that often people who have participated in quite a few focus group sessions were often screened out of focus groups. Some reactions:

*- They would probably get a better discussion from people who have been here before, because they are not going to be afraid to voice their opinions.*

*- I don't see how anyone could become professional. Unless it was once every week, then you would really get a knack.*

Participants in the unpaid session were asked what they thought about participating in a session without being paid:

*- I think it is real nice and I can't see if anybody had the time why they wouldn't do it because I think it is interesting and fun and nice. I would do it again.*

*- Well, I would think twice before coming down knowing that I wouldn't get paid, but it would depend on my schedule, if I could work it in and if I knew the material was about the same we talked about that affects federal and state governments maybe where I needed to get my two cents in. It all depends on the situation.*

## Summary

To summarize, it is possible to do a focus group without paying respondents. However, willingness to participate without being paid is probably topic related. It can be expected then, that few people would be willing to come to a session without being paid unless the topic is one in which they are quite interested.

Clearly, it is probably wise to do just about all focus groups with paid respondents. The risks of no-shows, etc. are too high. However, this experience does offer some potential for moderators and facilities to cooperate to do low cost research on issues of importance which would not otherwise be done. That is, a moderator and a facility could donate time and effort to a project (maybe community issues or homelessness, teenage pregnancy, drug abuse, or education issues) and recruit respondents who would not be paid. This gives all of us — moderators, facilities and respondents — an opportunity to participate in philanthropic projects. Naturally, this research must not take the place of research that would ordinarily be paid!

Most importantly, from the viewpoint of moderators and facilities alike, is the finding that while money is an important consideration, it is not everything. This is especially good news for researchers. After all, many of us have long hoped that people are sharing their opinions with us not just because they are being paid.

Given concerns about increasing research costs, this finding can be especially helpful. While it is important to offer a remuneration to get people to come to a group, there are other "hooks" that can be included. The subject matter, previous

experiences and interest in participating in research definitely contribute to a person's willingness to be part of a session.

It is information like this (from Phases I and II) which can help in setting the costs of incentive fees. It can also be an aid in recruiting. Additional phases of this research will continue to investigate respondents' motivations and the focus group experience.

Phase III is scheduled to start in 1991 and will be a larger survey of focus group participants. It will be a quantitative study to determine (and/or confirm) the reasons people decide to participate in research. Companies which are interested in participating in this study or which have comments or suggestions should contact the author at Rodgers Marketing Research, 4575 Edwin Drive, NW, Canton, OH 44718, or at 216-492-8880. □

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## Mutual of Omaha

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originated with a desire to incorporate the opinions of our insurance agents with the development and enhancement of programs to support their sales activities. Since no attempt had previously been made to solicit agent participation in an on-going in-house panel, there was no precedent to indicate the interest in being a member on a panel.

The primary concern in the establishment of an in-house panel was that the panel be representative of the agent

population. There were three characteristics in the agent population that needed to be reflected in the in-house panel: length of association with the company, mix of business, and sales production level. The sampling techniques considered for selecting the panel members were various types of probability samples. Probability sampling is based in the concept of random selection which assures that each population element is given a known nonzero chance of selection. The probability sampling techniques evaluated for the in-house panel included a simple random sample, a stratified sample, and a systematic sample.

The systematic sampling technique was selected because of ease of administration, simplicity, flexibility, and cost benefits. In this approach, every *n*th element in the population is selected after a random start. To randomize the starting point for selecting the sample, the agent population was first sorted in agent identification number order. This identification number is unique for each agent. In order to use systematic sampling you determine 1) the total number of elements in the population, 2) the sampling ratio, 3) the random start, and then begin drawing the random sample.

Mutual of Omaha has approximately 3,500 agents. To create a viable panel representative of the entire agent population, an in-house panel of approximately 400 agents was desired. Based on known characteristics of our agent population, such as agent retention and willingness to participate in other agent-related activities, a 50 percent response rate was assumed from solicited agents. Thus, 800 agents were canvassed to yield the 400 agents desired for the in-house agent panel.

Once the 800 member systematic sample was drawn, a short survey (see above) was used to determine agent willingness to be a panel member. The survey consisted of 12 closed-ended questions, including one question indicating desire to be on the panel and eleven questions identifying descriptive characteristics about themselves and the markets they work. This information was used to develop profiles of the responding panel members. The agents were provided with computer-readable answer sheets, capable of being scanned when returned to corporate headquarters. A computer data file of the survey responses was automatically generated when the answer sheets were scanned. The data could be analyzed using either time-sharing or a personal computer.

### Solicitation Survey

1. Are you interested in participating in the Agent Research Panel on an ongoing basis?
2. How many years have you been selling insurance?
3. How many years have you been selling insurance for Mutual of Omaha?
4. Which of the following markets do you primarily sell to?
5. Where are you primarily located?
6. How many miles is your office from the customers you primarily sell to?
7. Is your office located in an urban or non-urban area?
8. Which of the following Honor Club levels are you on-schedule for this year?
9. How many Home Office schools have you attended while working for Mutual of Omaha?
10. Which Professional/Financial designations do you have?
11. What is the highest level of education attained?
12. How old are you?

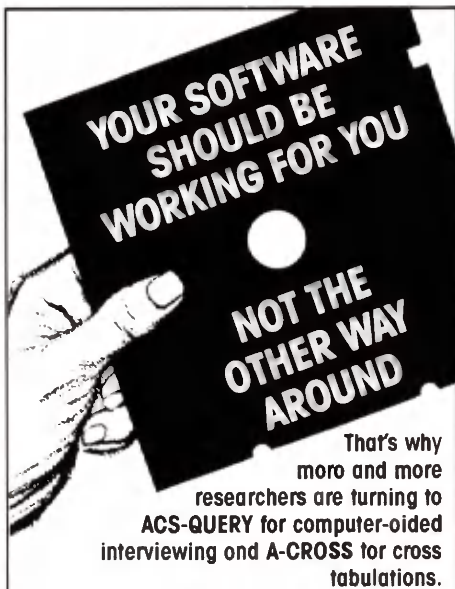
### Maintenance needs of an in-house panel

The primary maintenance activity with the agent panel has been keeping the panel member list up-to-date. Because the retention rate of our insurance agents has been less than desired and some agents move from agent status to manager status, housekeeping activities are conducted quarterly. These activities include deleting terminated management level agents from the panel, comparing the panel characteristics (with new deletions) against the entire agent population to gauge if it remains representative of the entire agent population, and soliciting additional panel members if necessary. If new panel members are needed, oversampling or undersampling is conducted to correct differences between the panel and population. If the characteristics of the panel still represent the population after any fall-out of members, but the total is less than the target of 400, then another systematic sample is conducted to add new panel members. The goal of on-going maintenance activities is to ensure the integrity of the panel.

There are currently 600 agents on the in-house agent panel. This is well above the target of 400 and results from the multiple occurrences of housekeeping activities, as well as participation response rates that were different from the 50 percent assumption. We are pleased to have more panel members than the target. These extra panel members provide some cushion against fluctuating panel response rates, which can be difficult to predict.

### Application of an in-house panel

During the first year of its inception the objective was to utilize the panel a minimum of five times. Infrequent surveys



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would cause panel members to become apathetic, while too many surveys would become burdensome to a busy sales force. Staff analysts of the Marketing Research Group promoted the agent panel to each of the accounts they service. Product managers, advertising managers, training managers, and others were all given an introduction to the panel during yearly planning sessions. Surveys have been done on prospecting, incentive travel awards, and the use of point-of-sale material, to name a few.

The panel is promoted and marketed to the customer areas that the Marketing Research Group serves. These customer areas are the "drivers" that have dictated how often the panel is used and the topics that are used. Initially, the panel has been used to address one-time questions and topics, such as: Are agents satisfied with local advertising? Are agents satisfied with the current leads programs? What is the most popular point-of-sale material?

Ideally, down the road, the agent panel will be used to establish a benchmark in behavior or attitude in a number of key areas, with yearly follow-ups conducted.

The agent panel is not meant to replace primary consumer research, but to serve as an adjunct. The agency system is a distribution method using commissioned agents to sell and deliver insurance policies. The agent is the interface between the company and the consumer and therefore marketing research endeavors to understand the wants and needs of both the end-user and the distributor.

The Advertising Division commissioned the development of a prospecting survey for the agent panel. After a needs assessment, the survey is written by an analyst and approved by the customer. The prospecting survey was designed to be completed in 5-10 minutes. A cover letter, survey, answer sheet, and return envelope were mailed to the home address of each agent on the panel. A reminder letter was mailed after the first week to encourage returns. Agents were given 4 weeks to complete. Sixty-eight percent of the panel members responded. All of the questions, except for two open-ended questions, were on answer sheets and scanned by an optical scanner. The open-ended questions were very general in nature and simply asked for overall comments on prospecting programs.

The survey covered the general topic area of prospecting and local advertising, asking agents to give feedback on their satisfaction with various prospecting programs and local advertising, their source of information on prospecting programs offered by the companies, and the prospecting approach they would rate

as most effective in generating quality prospects in the companies' target markets.

After the results were summarized, the report was presented to the Advertising Division. The survey yielded some important information. Agents expressed the need for more local advertising and more information on Home Office prospecting programs. Referrals, active policyowners and orphan policyowners were considered to be the highest quality leads. Panel members reported that their primary source of information is the general manager or district sales manager, not published prospecting materials.

## Conclusion

In-house panels do not replace communicating one-on-one with the field force or field management. Panels should not supplant direct consumer research. Panels should be an additional tool in the research toolbox—an adjunct to a total research program. Even though the agent panel is still in its infancy at Mutual of Omaha, the value is evident. By using the agent panel, the Marketing Research Group provides our customer groups with hard data on field opinion in a timely and efficient manner. □

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## Spreckles

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down to allow for better stacking, so an illustration showing the "Easy Pour & Seal" feature was placed in the upper right corner to show the product in use.

"We needed to make sure that they understood that this wasn't some weird little box. It's something they're already comfortable using, they just had to know what it is. We wanted to communicate that this is a carton that you can pour from

and seal afterwards," Fritz says.

The final test of the product was a series of projectable in-home use tests in various parts of the West Coast to measure performance under different weather and regional conditions. "We wanted to make sure that the product did provide all of the features people said they wanted and that it would work under home use over an extended period of time," McCarty says.

### Survey cards

During test-marketing, survey cards

were distributed to get reactions from consumers in the marketplace. McCarty says that doing a large-scale telephone study, for example, or mail panel was not possible because of time and budget constraints, so the returned survey cards served as a valuable, albeit non-projectable, source of information.

"You shouldn't trust a response card survey to give you actionable results, because you can't control the nonresponse bias, and you can't view the people that send back the survey cards as representative of the people who are buying your product. But we felt that as long as people could use the information responsibly, it could be a helpful tool."

## One-on-ones offer in-depth look

**T**he reintroduction of Spreckels sugar to the West Coast market was a research-intensive project that relied on one-on-ones, says Tom McCarty, managing director, Vista Marketing Research. He says that though one-on-ones are time consuming and labor-intensive, they pay off by providing an in-depth look into the consumer's thoughts and actions.

"If you are willing to take the time and energy to talk to 30 people for an hour each on a one-to-one basis, you get a complete understanding of the thought process of 30 consumers.

"As products and services become more and more specialized, you have to search for niches and go more and more in-depth to find the subtle differences in consumer perceptions. I think you can do that so much better in a one-on-one interview."

The interviews were usually conducted by McCarty and one person each from the RAM Group's Consulting Division and Spreckels. One of the strengths of the technique is that it allows the client and researcher to talk among themselves and raise additional questions, and then get an immediate response from the consumer, McCarty says.

Participation of the key people in the project is critical. "If the team members don't participate, it is not as valuable, because part of the value is the interchange between the team members, the research person, and the consumer. The one-on-one approach allows us to cut down on the time it takes to relay all the information obtained to the decision-makers.

"The team members get to know their consumers and can start to determine what is needed to successfully compete in the marketplace much better and faster than any other research technique we know of. For the Spreckels project, the team members included people from Spreckels mar-

keting and package engineering, RAM Group marketing consultants, and designers from RAM Graphics. For other projects, the team has included copy writers, new product managers, product development managers, technical engineers, etc.

"There is a skill to making sure that the team members don't influence the outcome of the research. I, as the interview leader, must instruct the team members about at what points in the interview they may interact with the consumers and at what point they must remain quiet.

"The trade-off, and there are always trade-offs, is that some of the clients can't afford the time it takes to participate in the interviews. The team has to be willing to commit a little more time and energy to the one-on-one method because of the more active participation required compared to focus groups. Clients just can't pop in and watch one or two of the interviews because they tend to make assumptions based on only one or two people."

Also, this one-on-one interviewing process is harder

on the researcher because so much more information is obtained and it is harder to objectively record the information and report it accurately.

"I try not to knock focus groups, because we do a lot of them and they do serve a purpose, but we feel that one-on-ones are the most effective way both to get a thorough understanding of the consumers as well as a great way to segue into quantitative research."

And, he says, respondents enjoy the process. "You get some people that blush at first when they walk into a room and see three business people and no other respondents, but they warm up quickly. The respondents love the process—they get to ask questions and they enjoy the dialogue. They like the fact that we pay so much attention to what they have to say. They almost feel guilty when we pay them."



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## Workshops

continued from p.17

interesting points they heard during the focus groups, as well as the five most important points. The workshop facilitator allows ten to twenty minutes for an open-ended, perhaps even chaotic, discussion of what participants bring in with them.

After the warm-up, the workshop participants review what they learned as the respondents were discussing the first topic of the guide. Then the participants brainstorm new product concepts based on the

review. Next, the group discusses what was learned in the second section of the guide, then it brainstorms that section, and so on. The moderator's guide should be broken up so that each section can be debriefed and brainstormed in about 40 minutes or less. Generally, debriefing takes longer than brainstorming.

Experience shows that side-by-side debriefing and brainstorming tends to produce many more new concepts than debriefing the entire moderator's guide first, then brainstorming.

During the discussion, the facilitator should keep legible notes of the debrief-

ing and the brainstorming on a flipchart. (A better tool is a scrolling dry-erase board that allows the facilitator to make copies directly from the writing surface.) It is not necessary to write out new product concepts in detail. Capture just enough of each idea to remind everyone of it later.

If the workshop is run correctly, the group will end up with a long list of new product concepts, ranging from the ordinary to the absurd. Many ideas will be redundant, or at least overlapping, because during the workshop, evaluation of ideas was inappropriate. At the end, however, the group should reduce the list by combining redundant ideas and discarding unfeasible ones.

The facilitator must keep participants honest. Before discarding unfeasible ideas, be sure they are truly unfeasible, not merely unpopular. A seemingly poor idea can often be crafted into a commercially appealing concept if someone is willing to champion it.

Try to weed the list down to between five and ten new concepts. Because of the structure of the championship, there must be at least as many participants as concepts. Also, if the group cannot in good conscience reduce the list to ten, then concept testing may be restricted to multivariate approaches only. This really depends on how your company does its quantitative testing. Generally, the fewer alternatives you must test, the wider the range of market research approaches from which to choose.

### Championship structure

The last task in the workshop is to assign champions to each of the surviving new product concepts. The term "champion" is used in the classical sense, as in the story of the Trojan War, when Achilles was the Greek champion and the Trojans advanced Hector as their champion. Each new product concept must have its champion.

Rather than assign participants to champion particular concepts, first ask for volunteers. The process will work much better if people are allowed to work on concepts they like. If there are enough participants, try to get teams, rather than individuals, to champion ideas. Keep teams to about the same size, and if you have participants from different levels within the organization, maintain a mix of higher and lower level people on each team.

During the one or two weeks following

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the workshop, each champion refines his or her alternative into a well-considered, viable, new product concept, ready for quantitative testing. Inform your champions that, unlike the workshop, all sources of information for this exercise are fair game, including video and audio recordings of the focus groups, flipcharts from the workshop, data from past market research projects, secondary information, etc. They shouldn't feel limited at all. The only restriction is that champions aren't allowed to change the fundamental idea to which they've been assigned. The refined concept, in other words, has to resemble the original idea from the workshop.

The championship phase culminates in a meeting where each champion presents a fully-refined concept to the other champions. No outsiders are allowed at the meeting. At the end of the presentation, the champion must defend the concept while the other participants uncover and explore weaknesses through question-and-answer.

Despite the intensity this arrangement may produce between the presenters and the other attendees, the environment is relatively safe for two reasons. First, everyone will be vulnerable when present-

ing their own new product concept during the meeting. Second, because they have made it this far through the process together, the participants will have formed a common bond through the shared experience of the focus groups and the workshop. Though the intensity may be high, personal risk is naturally modulated. The feedback is meant to be used for final refinement, and the ultimate output from the whole process is a set of fully-refined, ironclad alternatives, suitable for final quantitative testing. Any of the alternatives should be viable, since each has been considered so thoroughly.

### Benefits of the workshop and the championship

Recall the three problems often associated with focus group research described at the beginning of this article:

- Focus group data are subject to distortion and misuse.
- Because of the loosely structured nature of qualitative research, focus group data are prone to loss.
- Full analysis of focus group data takes time. In the interim, the enthusiasm of the participating marketers can wane, diminishing the quality of their work.

The workshop process addresses these

problems. First, by forcing observers to debrief "publicly," that is, in the presence of the other observers, they tend to be more responsible about what they say and think about the experience. If in describing respondent behavior or opinions they go beyond what really happened in the focus groups, the other participants, including the facilitator and the researcher, will keep them honest. This minimizes distortion and abuse.

Second, by airing all that was learned during the focus groups, participants benefit from each other's perspective. Any one observer is likely to miss much while watching a focus group. Taken together, however, the observations of all the participants should capture almost everything said. An open debriefing makes the focus group a much more efficient and rich market research tool.

Finally, by conducting the workshop and championship on the heels of the focus groups, your group takes full advantage of the enthusiasm and energy generated.

Anecdotal evidence suggests that a typical concept test of several alternatives almost always includes at least one candidate that is not truly viable. A market researcher only learns this when, to

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everyone's surprise, one of these "filler" alternatives wins the test. When this happens, the credibility of a valid test is often undermined because Marketing cannot roll out the winner (since it is not viable), and the highest-scoring viable alternative is tarnished by losing.

Worse yet, this type of disaster usually reflects poorly on the in-house market research staff, and rightly so. It should be the market researcher's responsibility to test only well-considered, workable alternative concepts. In advance of the test, the marketing staff should be made to grasp the possibility that any of the alternatives may win. The market researcher must ensure this, because a test that includes unfeasible alternatives is improperly designed.

This is the purpose of the championship. The output from the championship is guaranteed to be viable. Furthermore, each alternative has at least one strong supporter in the marketing department. This locks in the design of the quantitative test and greatly enhances the likelihood that the result can and will be implemented.

In addition, because the fundamental reason for doing any market research is to reduce uncertainty, untrained focus group

observers (aka impatient marketers) can find focus groups to be frustrating. Focus groups do not really resolve anything. Because they urgently want to eliminate any uncertainty, these observers are often tempted, inappropriately of course, to boil down their observations into one message or one product idea. This problem is skirted in two ways. First, at the beginning of the workshop session the facilitator describes the process, so participants should expect to enter the quantitative test with several strong alternatives. Thus they should be comfortable with some uncertainty. Second, after the championship, the remaining

alternatives will be strong. Though everyone may have their personal favorite, no one will be able to simply assert that one alternative is the one that customers will like best.

#### Possible risks and disadvantages

That the qualitative research provider's analysis is not available during the ideation phase is a possible weakness of the process. The in-house researcher should decide whether the value of immediate debriefing outweighs the loss of the fresh perspective and thorough analysis provided by a good qualitative re-

searcher. Depending on timing, the provider's analysis could still be used to kindle creativity during the championship phase.

One possible solution is to have the qualitative researcher facilitate the workshop and the championship. This at least reaps the advantage of his or her fresh perspective. However, the market research staff should carefully consider providing this service themselves. It is an opportunity that should not be passed up lightly.

#### Insider offers advantages

An in-house facilitator's vantage point is much better than that of an outside facilitator. The in-house person will be more in tune with the way the company works and the personalities of the participants. Participants will feel more at ease discussing sensitive new product concepts in front of an insider. An insider tends to be more available to help the participants than an outsider, who may be distracted serving other clients in other industries and markets.

In the description of the workshop/championship process, there is a presumption that market researchers and marketers participate side-by-side in all aspects of the research process up until the quantitative test. For many firms, the market research and marketing functions are well-integrated. In other firms, especially those that sell products and services to other businesses, the two functions may not be accustomed to working closely together. The benefits of drawing market researchers and marketers together in such firms are obvious. A well-managed workshop/championship is a contribution to the firm. Managing the process and facilitating the sessions is a way in-house market researchers can add value beyond presenting study results and making recommendations.

In these times of hand-wringing about the real value of market research, we need to demonstrate the power of the market research process. Contrary to what many in-house market researchers might think, the value added is not solely in being a conduit of information, but also in the management of this process. In-house researchers are uniquely positioned to provide this service since it is the only thing missing from the array of services offered by most full-service research firms. □

*The author thanks David Shaw of the Hewlett-Packard Company for his valuable input to this article.*

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## Data Use

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behavior are complex and actual sales are scattered sparsely over a large geographic area. If proper statistical techniques are used, the method will produce very powerful segmentation models and direct estimates of penetration rates.

• Use the survey only to refine the population at risk. Then use actual sales information in conjunction with lifestyle clusters or demographics. This will work well in situations where you are well established in a market or for analysis of direct mail campaigns where actual response rates are available. In particular, demographic modeling of direct mail response rates will almost always produce significant benefits through target mailing.

### Statistical specification

Statistical specification of demographic models is complex. Major areas you need to consider include:

• Specification of the model. Demographic penetration models are more often than not nonlinear. Penetration can only vary between 0 and 100 and is usually more resistant to change at very high and very low levels. The effect of the independent variables may be reduced as a multiple of distance from a retail site. Logistic transformations of penetration rates work and usually justify their added complexity in the results they get.

• Correlation. All demographic variables are highly correlated both between variables and between locations. Education and income are always highly related, for example, and neighboring census tracts will be more similar to each other than to those at a distance. These correlations are much higher than those you will find in survey data and will make it extremely difficult to develop a useful regression model. As a first step, then, any demographic modeling effort needs to start with a factor or principal components analysis. The purpose is to reduce the number of independent variables to those representing significant sources of variation in the population statistics. Because of locational correlation, this analysis will be sensitive to the definition of the market area and may have to be performed each time that definition changes.

• Weighting. Demographic variables are heteroscedastic. That is, their accuracy varies with the size of the population on which they are based. In a census tract with five people, the difference between 20% and 40% is one person. In a tract with 2,500 people, that difference would be based on 500 people. Certainly the data from the second tract will be more stable than those from the first. In particular, models which relate population demographics to individual responses must use adequate weights to account for these differences.

### A final word

Demographic data available now, no matter how it has been updated, estimated, or projected, is ultimately based on the 1980 Census. Despite its age, the data provides powerful marketing information when applied correctly. With the coming of the 1990 Census, this power should take a quantum leap. The technology is in place to make use of the data while it is current, technology that was just being developed when the 1980 Census was released. This technology has created a cheap and abundant source of marketing intelligence. With planning and familiarity with the techniques of analysis, this information can become even more central to the market research process in the next ten years than it has become in the last ten. □

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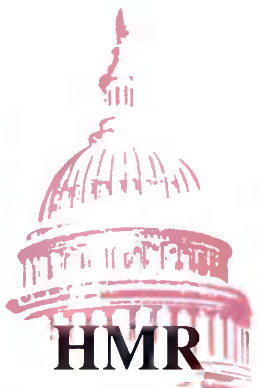


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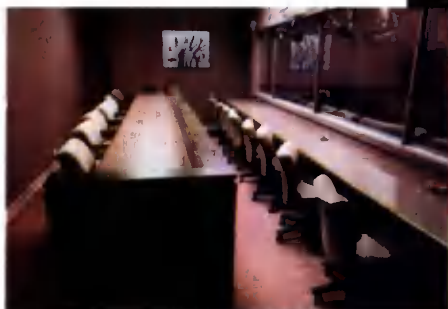
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Fax 602-944-0130  
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1,3,4,6,7A

Arizona Market Research Services  
10220 North 31st Ave.  
Phoenix, AZ 85051  
Ph. 303-758-6424 or 602-944-8001  
Fax 602-944-0130  
Contact: Ruth Nelson  
1,3,4,6,7B

Ask Arizona Div. Bergo & Assoc.  
1948 W. Main St.  
Mesa, AZ 85201  
Ph. 602-464-5885  
Fax 602-464-9284  
Contact: Beth Aguirre  
1,3,4,5,6,7A

Behavior Research Center  
1117-No. 3rd St.  
Phoenix, AZ 85004  
Ph. 602-258-4554  
Fax 602-252-2729  
Contact: Bruce Hernandez  
1,2,3,6,7C

**Fieldwork Phoenix Inc.**  
7776 Pointe Pkwy. West Ste. 240  
Phoenix, AZ 85044  
Ph. 602-438-2800  
Fax 602-438-8555  
1,3,4,5,6,7B  
(See advertisement on p. 96)

**Friedman Marketing/Phoenix**  
Colonnade Mall  
1889 E. Camelback Rd.  
Phoenix, AZ 85016  
Ph. 602-264-1133  
Fax 602-266-9051  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

Gikas International  
5515-1 North 7th St.  
Phoenix, AZ 85014  
Ph. 602-265-2890  
Fax 602-234-3955  
1,3,4,5,6,7A

Market Survey Group, Inc.  
8687 E. Via De Ventura, #309  
Scottsdale, AZ 85258  
Ph. 602-483-7900  
Fax 602-957-7045  
Contact: Jay M. Bycer  
1,3,6,7B

Market Verdicts Inc.  
3930 E. Camelback Rd. Ste. 207  
Phoenix, AZ 85018  
Ph. 602-957-9640  
or 800-726-9640  
Contact: Sharon Sharpe  
1,3,6,7B

O'Neil Associates, Inc.  
412 East Southern Ave.  
Tempe, AZ 85282  
Ph. 602-967-4441  
Fax 602-967-6122  
Contact: Michael O'Neil  
1,3,4,6,7B

### Quality Controlled Services

6360-3 E. Thomas Road  
Scottsdale, AZ 85251  
Ph. 602-941-0048  
Fax 602-941-0949  
Contact: Dorothy Simon  
1,3,4,6,7B  
(See advertisement on p. 59)

Response Research  
5220 West Indian School Rd.  
Phoenix, AZ 85031-2610  
Ph. 602-277-2526  
Fax 602-247-4477  
Contact: Michael Engelhart  
1,3,4,6,7A

Time N Talent  
5725 N. Scottsdale Rd. #105  
Scottsdale, AZ 85253  
Ph. 602-423-0200  
Contact: Wendy Walker  
1,3,4,6,7B

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

### Walker: Data Source

4515 South McClintock, Ste. #101  
Tempe, AZ 85282  
Ph. 602-831-2971  
Fax 602-838-8856  
Contact: Nancy Hayslett  
1,3,4,6,7B  
(See advertisement on p. 79)

### Walker: Data Source

5730 W. Hayward Avenue  
Glendale, AZ 85301  
Ph. 602-247-2560  
Fax 602-931-6058  
Contact: Susan Anderson  
1,3,4,6,7A  
(See advertisement on p. 79)

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

# FOR SUCCESSFUL FOCUS GROUPS YOU NEED QUALITY RECRUITING.

## QCS UNDERSTANDS THAT.

The right respondents can make all the difference when it comes to your focus group. That's why we at QCS pay so much attention to quality recruiting.

QCS follows strict screening procedures, and our recruiters have the experience quality recruiting takes. They know where to look and how to fill your group with only qualified participants. Even when they're of the "difficult-to-find" variety.

Plus, QCS offers quality facilities nationwide. We have 42 focus group suites across America. Each one is staffed by veteran professionals who attend to every detail.

Quality recruiting, quality facilities and an experienced staff... it all adds up to success. Call one of our branch managers today, or call our toll free number for focus groups anywhere in the USA.



**Quality Controlled Services®**

NATIONWIDE MARKETING INPUT FOR MARKETING IMPACT

**(800) 325-3338**

Atlanta ■ (404) 321-0468  
Boston ■ (508) 653-1122  
Chicago ■ (708) 620-5810  
Columbus, OH ■ (614) 436-2025  
Dallas ■ (214) 458-1502

Houston ■ (713) 488-8247  
Kansas City (Auditing) ■ (913) 381-1423  
Kansas City ■ (816) 361-0345  
Los Angeles ■ (213) 947-2533  
Minneapolis ■ (612) 831-7133

Nashville ■ (615) 383-5312  
Overland Park ■ (913) 345-2200  
Philadelphia ■ (215) 639-8035  
Scottsdale ■ (602) 941-0048  
St. Louis ■ (314) 966-6595

St. Louis Survey ■ (314) 822-4145  
Tampa ■ (813) 886-4830  
Tucson ■ (602) 325-5175  
Washington, D.C. ■ (703) 971-6717

## TUCSON

Field Market Research  
6045 E. Grant Road  
Tucson, AZ 85712  
Ph. 602-886-5548  
Fax 602-886-0245  
Contact: Bruce Fohr  
1,3,4,5,6,7B

Luth Research Inc.  
6369 E. Tanque Verde Rd., #190  
Tucson, AZ 85715  
Ph. 602-886-3071  
Fax 602-290-8074  
Contact: Helen Maher  
1,3,4,6,7B

Pueblo Research Assoc. Inc.  
3710 S. Park Ave., #706  
Tucson, AZ 85713  
Ph. 602-623-9442  
Fax 602-623-9443  
Contact: Jackie Acorn  
1,3,4,6,7B

**Quality Controlled Services**  
4500 N. Oracle  
Tucson, AZ 85701  
Ph. 602-887-3502  
Fax 602-326-0790  
Contact: Annette Idso  
1,3,4,6,7A  
(See advertisement on p. 59)

## ARKANSAS

### FORT SMITH

Cunningham Field Services  
Central Mall #40N  
Ft. Smith, AR 72903  
Ph. 501-484-5637  
1,3,4,5,6,7A

### LITTLE ROCK

Arkansas Answers  
8720 Stanton  
Little Rock, AR 72209  
Ph. 501-568-0260  
Fax 501-568-5232  
Contact: Ginger Mansfield  
1,3,4,6,7C

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

Sygnis  
10825 Financial Pkwy., Suite 401  
Little Rock, AR 72211  
Ph. 501-661-7000 or 800-345-7984  
Fax 501-661-7099  
Contact: Vance McConnell  
1,3,4,5,6,7B

## PINE BLUFF

**Friedman Marketing/Little Rock**  
The Pines Mall  
2901 Pines Mall Drive  
Pine Bluff, AR 71601  
Ph. 501-535-1688 or 313-569-0444  
Fax 501-535-1754  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

## CALIFORNIA

### BAKERSFIELD

Marketing Works  
1311 California Ave.  
Bakersfield, CA 93304  
Ph. 805-326-1012  
Fax 805-326-0903  
Contact: Debbie Duncan  
1,3,6,7B

### FRESNO

AIS Market Research  
2070 N. Winery  
Fresno, CA 93703  
Ph. 209-252-2727  
Fax 209-252-8343  
Contact: Patricia Alviso  
1,3,4,6,7C

Anthony Marquis and Switzer  
213 N. West St.  
Visalia, CA 93291-6011  
Ph. 209-627-3995  
Fax 209-733-4630  
Contact: Nick Anthony  
1,2,3,4,6,7C

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

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

### LOS ANGELES

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

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

Adler Weiner Research Company  
11911 San Vicente Blvd., Suite 200  
Los Angeles, CA 90049  
Ph. 213-440-2330  
Fax 213-440-2348  
Contact: Phyllis Gordon  
1,3,4,6,7B



**CALIFORNIA QUALITATIVE CENTER**  
20350 VENTURA BLVD. STE 140  
WOODLAND HILLS, CA 91364

*A hi-tech focus group facility  
located in suburban Los Angeles*

- \* 16 X 19 group room with 10 X 4 one way mirror.
- \* 12 X 16 observation room that comfortably seats 12.
- \* State-of-the-art audio and video equipment.
- \* Professionally supervised recruiting.
- \* Kitchen with freezer and microwave.
- \* Silent air conditioning

**Call Ted Heiman 818-710-0940**  
**FAX # 818-887-2750**

Area Phone Bank  
3607 W. Magnolia Blvd., Suite N  
Burbank, CA 91505  
Ph. 818-848-8282  
Fax 818-846-9912  
Contact: Ed Goldbaum  
1,3,6,7B

California Qualitative Center  
(See Ted Heiman & Assocs.)

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

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

**Consumer Pulse of Los Angeles**  
Galleria at South Bay, #269  
Redondo Beach, CA 90278  
213-371-5578  
Fax 213-542-2669  
Contact: Angie Abell  
1,3,4,5,6,7A  
(See advertisement on p. 84)

Tom Dale Market Research  
9165 Phyllis Ave.  
Los Angeles, CA 90069  
Ph. 213-550-1460  
1,3,4,6,7B

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

**Equifax/Quick Test Opinion Ctrs.**  
5430 Van Nuys Blvd., Suite 102  
Van Nuys, CA 91401  
Ph. 818-995-1400  
Fax 818-995-1529  
Contact: Louise Kroot-Haukka  
1,2,3,4,6,7B  
(See advertisement on p. 3)

Facts 'N Figures  
Panorama Mall, Suite 78B  
Panorama City, CA 91402  
Ph. 805-272-4888  
1,3,4,6,7A

Facts 'N Figures  
1233 W. Ave. P, #701  
Palmdale, CA 93551  
Ph. 805-272-4888  
1,3,7A

**Field Dynamics Marketing Research**  
17547 Ventura Blvd., Ste. 308  
Encino, CA 91316  
Ph. 818-783-2502  
Fax 818-905-3216  
Contact: Nancy Levine  
1,2,3,4,6,7B  
(See advertisement on p. 61)

Fox Research  
852 S. Lucerne Blvd.  
Los Angeles, CA 90005  
Ph. 213-934-8628  
Fax 213-857-0280  
1,2,3,4,5,6,7B

Girard & Girard Creative Concepts  
20854 Laurent St.  
Chatsworth, CA 91311  
Ph. 818-773-8801  
1,3,6,7B

Heakin Research Inc.  
6633 Fallbrook Avenue  
Canoga Park, CA 91307  
Ph. 818-712-0660  
Contact: Gail Stutz  
1,3,4,6,7A

**Ted Heiman & Assocs.**  
20350 Ventura Blvd., Suite 140  
Woodland Hills, CA 91364  
Ph. 818-710-0940  
Fax 818-887-2750  
Contact: Ted Heiman  
1,3,4,6,7B  
(See advertisement on p. 60)

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

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

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

L and J Research  
1334 Third St., #304  
Santa Monica, CA 90404  
Ph. 213-829-7579  
1,3,6,7B

**L.A. Focus**  
17337 Ventura Blvd. #301  
Encino, CA 91316  
Ph. 818-501-4794  
Fax 818-907-8242  
Contact: Jadoree Crossan  
1,3,4,6,7B  
(See advertisement on p. 120)

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

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

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

## Los Angeles



MARKETING RESEARCH

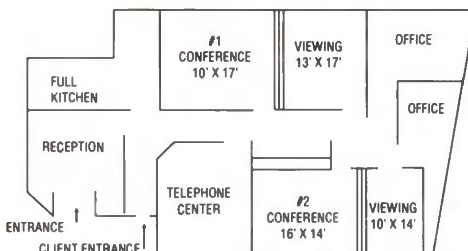
**818-783-2502**

*Nancy Levine*  
President

17547 Ventura Boulevard, Suite 308  
Encino, CA 91316

FAX 818-905-3216

*Focus Groups too!*



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

# We focus on the details so you can focus *in* L.A.

Marketing Matrix is dedicated to providing you with the highest quality focus group support. Our facility has been designed with your needs in mind. Located conveniently. Fashioned for comfort. Maintaining the highest quality recruiting and client services. And all at a competitive price.

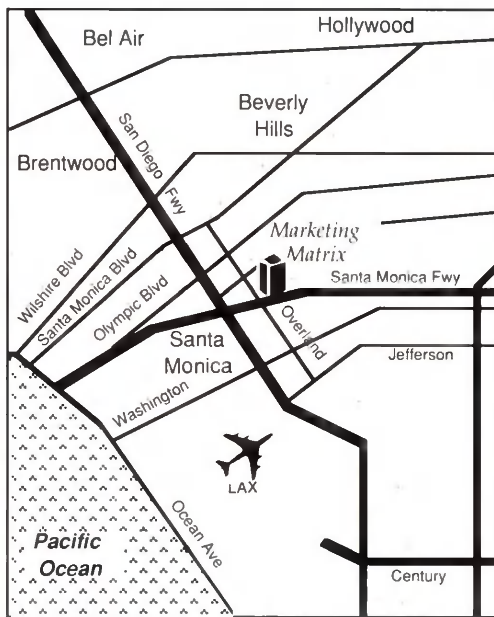
## Convenient Location

Just minutes from Beverly Hills and Century City, our location provides easy access to many types of respondents. Also, we're close to the freeways and to numerous fine hotels and restaurants, as well as to the airport (LAX) and downtown Los Angeles.

## Comfortable Setting

You'll appreciate the features we've built into our facility, including:

- A group room with large areas for displays and show materials.
- A three-tier viewing room that accommodates large groups of viewers and provides each with a writing table.
- A cozier one-on-one interviewing room with its own viewing facility.
- Large one-way mirrors with double glass for sound protection.
- State-of-the-art audio recording equipment with independent backup systems and high quality video.
- A private entrance for clients.



## Professional Recruiting

We have many years of experience in qualifying the types of respondents you're interested in, such as:

- Consumers of all ages: adults, teens and children
- Executives
- Specialized professionals and managers
- Technical experts
- Health care professionals: physicians, nurses, support staff

## Client Service

Whatever amenities you desire-- special foods, hotel reservations, tape transcriptions, qualified moderators, or any other needs -- we'll provide you with top-quality service.

## Competitive Pricing

Ask us for a bid. In addition to being professional, we're cost-competitive. Just call Jennifer Cromwell or Marcia Selz. We'll focus on the details and help you focus *in* L.A.



**2566 Overland, Suite 716  
Los Angeles, CA 90064  
(213) 842-8310  
FAX (213) 842-7212**

## Marketing Matrix

2566 Overland, Suite 716  
Los Angeles, CA 90064  
Ph. 213-842-8310  
Fax 213-842-7212  
Contact: Jennifer Cromwell  
1,3,6,7B  
(See advertisement on p. 62)

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

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

Murray Hill Center West  
2951 28th St., Ste. #3074  
Santa Monica, CA 90405  
Ph. 213-392-7337  
Fax 213-392-8743  
Contact: Sue Mender  
1,3,4,5,6,7B

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

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

Plaza Research  
6053 W. Century Blvd.  
Los Angeles, CA 90045  
Ph. 213-645-1700  
Fax 213-645-3008  
Contact: Tony Sullivan  
1,2,3,4,5,6,7B  
(See advertisement on p. 98)

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

Quality Controlled Services  
15827 Russell St.  
Whittier, CA 90603  
Ph. 213-947-2533  
Fax 213-947-0178  
Contact: Carol Balcolm  
1,3,4,6,7C  
(See advertisement on p. 59)

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

Southern California Interviewing Service  
17200 Ventura Blvd., Suite 120  
Encino, CA 91316  
Ph. 800-872-4022  
Fax 818-783-8626  
Contact: Ethel Brook  
1,3,4,6,7A

Suburban Associates of Los Angeles  
2001 S. Barrington, Suite 109  
Los Angeles, CA 90025  
Ph. 213-478-2565  
Fax 213-444-9678  
1,3,4,5,6,7B

Survey Center Inc./Los Angeles  
12340 Santa Monica Blvd.  
Los Angeles, CA 90025  
Ph. 213-820-7007  
Fax 213-820-0695  
1,3,6,7B

**Trotta Associates**

13160 Mindanao Way Suite 180  
Marina Del Rey, CA 90292  
Ph. 213-306-6866  
Fax 213-827-5198  
Contact: Ingrid Robertson  
1,2,3,4,6,7B  
(See advertisement on p. 63)

**U. S. Research Corp.**

2157 Montclair Plaza Lane  
Montclair, CA 91763  
Ph. 714-624-1244  
Contact: Jackie Weise  
1,3,4,6,7A  
(See advertisement on p. 91)

The Viewing Room/ASI Market Research  
2600 W. Olive Ave., 7th Fl  
Burbank, CA 91505  
Ph. 818-843-4400  
Fax 818-843-6889  
Contact: JoAnn DeLisio  
1,3,6,7B

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

**MONTEREY/SALINAS**

**Friedman Marketing-Monterey/Salinas**

Northridge Mall, Hwy 101 & Boronda Dr.  
Salinas, CA 93906  
Ph. 408-449-7921 or 313-569-0444  
Fax 408-449-0187  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

**ORANGE COUNTY**

Assistance In Marketing  
Huntington Ctr. Mall, 7777 Edinger Ave.  
Huntington Beach, CA 92647  
Ph. 714-891-2440  
Fax 714-898-1126  
Contact: David Weinberg  
1,3,4,6,7A

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

Discovery Research Group  
17815 Sky Park Circle Suite L  
Irvine, CA 92714  
Ph. 714-261-8353  
Fax 714-852-0110  
1,3,4,6,7B

**Equifax/Quick Test Opinion Ctrs.**

18003 Sky Park South, Suite L  
Irvine, CA 92714  
Ph. 714-261-8800  
Fax 714-261-9037  
Contact: Charlene Kaloper  
1,3,4,6,7B  
(See advertisement on p. 3)

**Equifax/Quick Test Opinion Ctrs.**

500 No. Euclid Ave.  
Anaheim, CA 92801  
Ph. 714-535-2696  
Fax 714-535-8182  
Contact: Linda Green  
1,3,4,6,7A  
(See advertisement on p. 3)

December, 1990

QUALITATIVE RESEARCH AND FACILITIES



*A* MIRROR CAN REVEAL  
THE UNEXPECTED. CONFIRM THE OBVIOUS. PROVIDE  
GUIDANCE. ABOVE ALL A MIRROR SHOWS  
WHAT IS, ACCURATELY. TROTTA ASSOCIATES  
ACTS LIKE A WELL-CRAFTED MIRROR FOR  
OUR CLIENTS. WE DON'T DISTORT;  
WE DON'T ADD QUALITIES OF OUR OWN.  
WE MAKE SURE YOU GET ACCURATE INFORMATION  
SO YOU FEEL CONFIDENT  
MAKING VITAL BUSINESS DECISIONS  
BASED ON OUR FINDINGS.

*For more information call Trotta Associates:*

**Los Angeles/Marina Del Rey:**  
13160 Mindanao Way, Suite 180  
Marina Del Rey, California 90292  
Telephone: 213-306-6866

**Orange County/Irvine:**  
Jomboree Center, 5 Park Plaza, Suite 200  
Irvine, California 92714  
Telephone: 714-251-2700

Focus Research  
26142 Avenida Bonachon  
Mission Viejo, CA 92691-3204  
Ph. 714-380-1612  
Contact: Jeanne Harris  
2,3,6,7C

**Friedman Marketing/Los Angeles**  
Buena Park Mall  
8623 On-The-Mall #123  
Buena Park, CA 90620  
Ph. 714-995-6000 or 313-569-0444  
Fax 714-995-0637  
Contact: Paula Crimmins  
1,3,4,5,6,7A  
(See advertisement on p. 73)

The Question Box  
F & M Plaza, 1224 Katella Ave #100  
Orange, CA 92667  
Ph. 714-744-2744  
Fax 714-744-2933  
Contact: Sue Amidei  
1,2,3,4,5,6,7A

**The Question Shop Inc.**  
1500 E. Lincoln Ave.  
Orange, CA 92665  
Ph. 714-974-8020  
Fax 714-921-4762  
1,3,4,6,7A  
(See advertisement on p. 64)

Spanish Business Services  
220 E. Fourth St., #208  
Santa Ana, CA 92701-4604  
Ph. 714-568-0450  
Fax 714-568-0454  
Contact: Greg May  
1,3,6,7D

**Trotta Associates**  
5 Park Plaza, Ste. 200  
Irvine, CA 92714  
Ph. 714-251-2700  
Fax 714-251-2707  
Contact: Ingrid Robertson  
1,2,3,4,6,7B  
(See advertisement on p. 63)

## RIVERSIDE

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

## SACRAMENTO

Heakin Research Inc.  
1607 D Arden Way  
Sacramento, CA 95815  
Ph. 916-920-1361  
Contact: Nancy Cunningham  
1,3,4,6,7A

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

**Sacramento Research Center**  
P.O. Box 246540  
Sacramento, CA 95824-6540  
Ph. 916-383-2965 or 800-235-5028  
Fax on Request  
Contact: Sharon Pierce  
1,3,6,7B  
(See advertisement on p. 68)

## SAN DIEGO

**Analysis/Research Ltd.**  
Market Place at The Grove  
San Diego, CA 92111  
Ph. 619-268-4800  
Fax 619-268-4892  
Contact: Arline Lowenthal  
1,3,6,7A  
(See advertisement on p. 64)

**Analysis/Research Ltd.**  
4655 Ruffner St., Ste. 180  
San Diego, CA 92111  
Ph. 619-268-4800  
Fax 619-268-4892  
Contact: Arline Lowenthal  
1,2,3,6,7B  
(See advertisement on p. 64)

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

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

Eastcoast Westcoast Field Market Research  
523 North Horne Street  
Oceanside, CA 92054  
Ph. 619-721-4114  
Fax 619-721-6684  
Contact: Mickey McKenna  
1,3,4,6,7B

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

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

Info-Search  
3502 Angelucci St., Suite 320  
San Diego, CA 92111  
Ph. 619-583-6243  
Fax 619-569-0363  
Contact: Lisa Michello  
1,2,3,4,6,7A

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

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

Luth Research Inc.  
3030 Plaza Bonita Rd.  
National City, CA 92050  
Ph. 619-479-5891  
Fax 619-479-4869  
Contact: Patsy Trice  
1,3,4,6,7A

Luth Research Inc.  
3456 Camino Del Rio No. #101  
San Diego, CA 92108  
Ph. 619-283-7333  
Fax 619-283-1251  
Contact: Betty Jo Lopez  
1,3,4,6,7B

**THE QUESTION SHOP inc.**

In Southern California

Successfully Serving Clients Since 1982

A Complete Field Service

Call Ryan Reasor  
(714) 974-8020

Recruiting Guaranteed

Compare Our Rates  
Compare Your Results  
You Will Be Glad You Did

Circle No. 857 on Reader Card

WE KNOW THAT THERE'S NO DRESS REHEARSAL FOR FOCUS GROUPS ...THE 1<sup>ST</sup> TIME IS A "TAKE."

**FAST PROFESSIONAL COST-EFFECTIVE**

**Responsive Communication**

EXPERT FULL SERVICE QUALITATIVE CAPABILITY ALSO AVAILABLE  
**Based in the 6<sup>th</sup> largest city in the U.S.- San Diego, California**

**ANALYSIS/ RESEARCH LIMITED**

Skylight Plaza, Suite 180 • 4655 Ruffner St. • San Diego, CA 92111

**(619) 268-4800 FAX (619) 268-4892**

Circle No. 858 on Reader Card



Luth Research Inc.  
1640 Camino Del Rio No. #1275  
San Diego, CA 92108  
Ph. 619-299-7487  
Fax 619-299-0513  
Contact: Sandi Fagan  
1,3,4,6,7A

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

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

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

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

**Taylor Research**  
3990 Old Towne Ave. #201A  
San Diego, CA 92110  
Ph. 619-299-6368  
Contact: Harriet Huntley  
1,3,4,6,7B  
(See advertisement on p. 20)

## SAN FRANCISCO

ConStat, Inc.  
450 Sansome, Ste. #1100  
San Francisco, CA 94111  
Ph. 415-274-6600  
Contact: Brian Kirby  
1,3,6,7B

**Consumer Research Assocs./Superrooms**  
111 Pine Street, 17th Floor  
San Francisco, CA 94111  
Ph. 415-392-6000  
Fax 415-392-7141  
Contact: Rich Anderson  
1,2,3,4,6,7B  
(See advertisement on p. 65)

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

**Ecker & Associates**  
220 So. Spruce Ave, Ste. 100  
So. San Francisco, CA 94080  
Ph. 415-871-6800  
Fax 415-871-6815  
Contact: Betty Rosenthal  
1,2,3,4,6,7B  
(See advertisement on p. 30)

**Ecker & Associates**  
222 Front St., 3rd Floor  
San Francisco, CA 94111  
Ph. 415-871-6800  
Fax 415-871-6815  
Contact: Betty Rosenthal  
1,2,3,4,6,7B  
(See advertisement on p. 30)

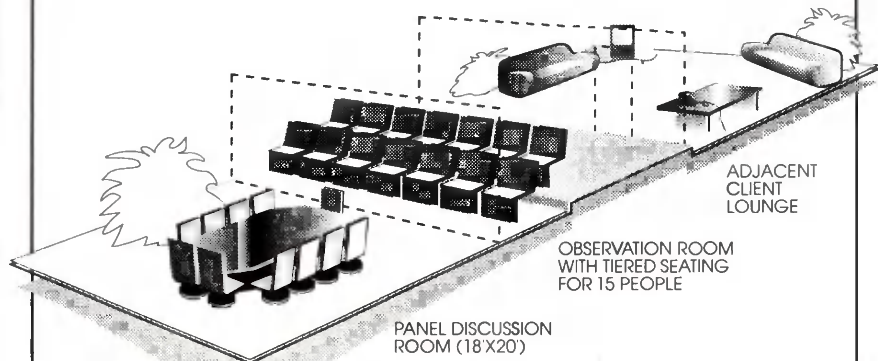
Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

S A N F R A N C I S C O

*Superrooms*<sup>TM</sup>

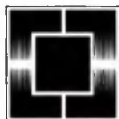
## DELUXE FOCUS GROUP SUITES

2 LUXURIOUS SUITES WITH FLOOR TO CEILING MIRRORS



*"One of the best focus group facilities in the country."*

- Silent, 24-hour air conditioning system; separate temperature controls for panel and observation rooms.
- Professional audio system; PZM microphones; Nakamichi recording equipment.
- Comfortable one-an-one depth interview rooms.
- Kitchen area for test product preparation.
- Reliable recruiting from our extensive database or client-provided lists.
- Sumptuous client meals catered by fine San Francisco restaurants.
- Convenient financial district (downtown) location; close to major hotels, shopping, theaters and nightlife.



**Consumer Research Associates**

111 Pine Street, 17th Floor  
San Francisco, CA 94111-5619

TEL 415/392-6000 • FAX 415/392-7141



**MARGARET YARBROUGH  
& ASSOCIATES, INC.  
FIELD SERVICES**

934 Shorepoint Ct., Suite 100  
Alameda, CA 94501  
(415) 521-6900  
FAX (415) 521-2130

**Elrick & Lavidge Inc.**  
 111 Maiden Lane, 6th Floor  
 San Francisco, CA 94108  
 Ph. 415-434-0536  
 Fax 415-391-0946  
 Contact: Donald Kunstler  
 1,3,4,6,7B  
 (See advertisement on p. 101)

**Equifax/Quick Test Qpinion Ctrs.**  
 203 Southland Mall  
 Hayward, CA 94545  
 Ph. 415-785-4650  
 Contact: Sue Gomez  
 1,3,4,6,7A  
 (See advertisement on p. 3)

**Equifax/Quick Test Qpinion Ctrs.**  
 1268 Town Center  
 Sunnyvale, CA 94086  
 Ph. 408-773-9777  
 Fax 408-739-1357  
 Contact: Ali Arastu  
 1,3,4,6,7A  
 (See advertisement on p. 3)

**Fleischman Field Research, Inc.**  
 1655 No. Main Street, Ste. 320  
 Walnut Creek, CA 94596  
 Ph. 415-942-2600  
 Fax 415-989-4506  
 Contact: Alex Rogers  
 1,2,3,4,6,7B  
 (See advertisement on p. 67)

**Fleischman Field Research, Inc.**  
 220 Bush St., Ste. 1212  
 San Francisco, CA 94104  
 Ph. 415-398-4140  
 Fax 415-989-4506  
 Contact: Molly Fleischman  
 1,2,3,6,7B  
 (See advertisement on p. 67)

**Friedman Marketing/San Francisco**  
 5800 Northgate Mall  
 San Rafael, CA 94903  
 Ph. 415-472-5394  
 Fax 415-472-5477  
 Contact: Paula Crimmins  
 1,3,4,6,7A  
 (See advertisement on p. 73)

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

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

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

**Nichols Research**  
 795 E. El Camino Real  
 Sunnyvale, CA 94087  
 Ph. 408-773-8200  
 Contact: Mimi Nichols  
 1,3,4,6,7A

**Nichols Research**  
 333 W. El Camino Real, #180  
 Sunnyvale, CA 94087  
 Ph. 408-773-8200  
 Fax 408-733-8564  
 Contact: Mimi Nichols  
 1,3,4,6,7B

**Nichols Research**  
 1820 Galindo Ste. 3  
 Concord, CA 94520  
 Ph. 415-687-9755  
 Fax 415-686-1384

Contact: Sherry Dillon  
 1,3,4,6,7B

**Proview**  
 577 Airport Blvd., Suite 130  
 Burlingame, CA 94010  
 Ph. 415-344-6383  
 Fax 415-344-3217  
 Contact: Jean Douglas  
 1,3,4,6,7B

**Public Response Associates**  
 601 Van Ness Ste. 2056  
 San Francisco, CA 94102  
 Ph. 415-771-2525  
 Fax 415-931-9062  
 Contact: Louise Blalock  
 1,3,6,7D

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

**Tragon Corporation**  
 365 Convention Way  
 Redwood City, CA 94063  
 Ph. 415-365-1833  
 Fax 415-365-3737  
 1,3,4,6,7B

**Margaret Yarbrough & Associate**  
 934 Shorepoint Ct., Ste. 100  
 Alameda, CA 94501  
 Ph. 415-521-6900  
 Fax 415-521-2130  
 Contact: Margaret Yarbrough  
 1,2,3,4,5,6,7B  
 (See advertisement on p. 66)

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

# FLEISCHMAN FIELD RESEARCH & SAN FRANCISCO



## SIMPLY THE BEST.



FLEISCHMAN FIELD RESEARCH provides interviewing and focus group recruiting coverage of the San Francisco Bay Area's 6 million diverse, upscale and professional population.

Our four luxury focus group rooms with tiered viewing rooms seating twelve to fifteen (three with adjacent fully-equipped client offices) are located in San Francisco's financial district, and in suburban Walnut Creek.

On-site central location supervision and monitoring, careful, meticulous recruiting

by our seasoned, well-educated staff, and broadcast quality audio/visual systems are just some of the many features which help ensure you a successful focus group.

With both a suburban and downtown location, FLEISCHMAN FIELD RESEARCH is ideally situated for executive/technical and consumer recruiting and interviewing.

Please call FLEISCHMAN FIELD RESEARCH for a competitive bid, references and more information on our qualitative and quantitative services.

**FLEISCHMAN FIELD RESEARCH**  
*San Francisco's Premiere Field Service*

220 Bush Street, Suite 1500, San Francisco, CA 94104  
 1655 N. Main Street, Suite 320, Walnut Creek, CA 94596

(415) 398-4140 • FAX (415) 989-4506

## SAN JOSE

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

### San Jose Focus

3032 Bunker Hill Lane, #105  
Santa Clara, CA 95054  
Ph. 408-988-4800  
Fax 408-988-4866  
Contact: Colleen Flores  
1,3,4,6,7B  
(See advertisement on p. 120)

## COLORADO

### COLORADO SPRINGS

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

### Consumer Pulse of Colorado Springs

750 Citadel Drive East  
Colorado Springs, CO 80909  
Ph. 719-596-6933  
Fax 719-480-0176  
Contact: Laura Wassil Millensifer  
1,3,6,7D  
(See advertisement on p. 84)

Barbara Prince Assoc. Inc.  
3650 Austin Bluff Pkwy.  
Colorado Springs, CO 80918  
Ph. 719-594-9192  
1,3,4,6,7A

### U. S. Research Corp.

Chapel Hills Mall, #315  
1710 Briargate Blvd.  
Colorado Springs, CO 80918  
Ph. 719-598-8070  
Contact: Norma Burndt  
1,3,4,6,7A  
(See advertisement on p. 91)

## DENVER

### Bennett Research, Inc.

14200 Alameda Avenue  
Aurora, CO 80012  
Ph. 303-341-1211  
Fax 303-341-4469  
Contact: Patty Pacheco  
1,3,4,6,7A  
(See advertisement on p. 83)

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

### Consumer Pulse of Denver

6810 So. Dallas Way  
Englewood, CO 80112  
Ph. 303-799-4849  
Fax 719-480-0176  
Contact: Laura Wassil Millensifer  
1,3,4,5,6,7B  
(See advertisement on p. 84)

### Equifax/Quick Test Opinion Ctrs.

203 Villa Italia Mall  
Lakewood, CO 80226  
Ph. 303-937-0144  
Fax 303-937-0502  
Contact: Matthew Johnson  
1,3,4,6,7A  
(See advertisement on p. 3)

### Fieldwork Denver Inc.

900 Auraria Pkwy., Ste.#601  
Denver, CO 80204  
Ph. 303-825-7788  
1,3,6,7B  
(See advertisement on p. 96)

### Friedman Marketing/Boulder

Crossroads Mall  
1600 28th St., #277  
Boulder, CO 80301  
Ph. 303-449-4632 or 313-569-0444  
Fax 303-449-1484  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

### Friedman Marketing/Denver

6510 W. 91st Ave., Ste.#106  
Westminster, CO 80030  
Ph. 303-428-8803 or 313-569-0444  
Fax 303-430-4719  
Contact: Paula Crimmins  
1,3,4,6,7B  
(See advertisement on p. 73)

### Friedman Marketing/Denver

Southwest Plaza Mall  
8501 West Bowles Avenue  
Littleton, CO 80123  
Ph. 303-972-8734 or 313-569-0444  
Fax 303-933-0476  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

Information Research Inc  
10650 E. Bethany Drive  
Aurora, CO 80014  
Ph. 303-751-0190  
Contact: Norman Pettitt  
1,3,4,5,6,7B

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

Message Factors Inc.  
2620 So. Parker Road, Ste. #275  
Aurora, CO 80014  
Ph. 303-750-5005  
Contact: John Maben  
1,3,6,7B

### Plaza Research

Denver, CO  
Ph. 201-265-7500  
Contact: Jeffrey Robbins  
Opening Spring, 1991  
(See advertisement on p. 98)

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

### Quality Controlled Services

Cinderella City Mall  
701 W. Hampden Ave. Space R-13  
Englewood, CO 80110  
Ph. 303-789-0565  
Fax 303-789-0573  
Contact: Dunlap Scott  
1,3,4,6,7A  
(See advertisement on p. 59)

## Hartford Research Center

## New Haven Research Center

## Sacramento Research Center

Each of our facilities is designed for 20 clients to view a focus group. Wrap-around mirrors provide a panoramic view of respondents. Clients have room to enjoy their sessions.

The directors of our facilities, Mary Ann, Nancy, Gail and Sharon, are detail-type people. They see that food is served beautifully, hotels treat clients exceptionally and respondents are recruited with precision.

### Fresh Respondents

The Hartford, New Haven, and Sacramento markets have high per capita incomes **and** fresh respondents. Ninety-five per cent of the population in each market has never been to a focus group. When you need the best facility, detailed recruiting, and fresh respondents call.....

**Connecticut** (203)236-6133  
**National (Except CT/CA)** (800)235-5028  
**California** (916)383-2965

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

## CONNECTICUT

### BRIDGEPORT

Firm Facts Interviewing  
307 Kenyon Street  
Stratford, CT 06497  
Ph. 203-375-4666  
Fax 203-375-6034  
1,3,4,6,7D

J.B. Martin Interviewing Service  
4695 Main Street  
Bridgeport, CT 06606  
Ph. 203-371-4158  
Fax 203-371-5001  
Contact: Joan Martin  
1,3,4,6,7B

### DANBURY

Performance Plus Inc.  
7 Backus Avenue  
Danbury, CT 06810  
Ph. 508-872-1287  
Contact: Shirley Shames  
1,2,3,4,6,7A

### HARTFORD

Beta One, Inc  
270 Farmington Ave., Ste. 126  
Farmington, CT 06032  
Ph. 800-447-BETA  
Contact: Marnie Honiberg  
1,3,4,6,7B

**Hartford Research Center**  
1321 Silas Deane Hwy., 2nd Flr.  
Wethersfield, CT 06109  
Ph. 203-236-6133 or 800-235-5028  
Fax on Request  
Contact: Mary Ann Pacocha  
1,3,6,7B  
(See advertisement on p. 68)

### NEW HAVEN

**New Haven Research Center**  
Washington Street  
North Haven, CT 06473  
Ph. 203-236-6133 or 800-235-5028  
Contact: Gail Luzietti  
1,3,6,7B  
(See advertisement on p. 68)

Res-A-Vue  
20 Commerce Park Rd.  
Milford, CT 06460  
Ph. 203-878-0944  
Fax 203-878-3726  
Contact: John Kelman  
1,2,3,4,6,7B

### NORWALK

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

## STAMFORD

Access Research, Inc.  
8 Griffin Road N.  
Windsor, CT 06095  
Ph. 203-688-8821  
Fax 203-688-2053  
Contact: Robert Platkin  
1,3,6,7B

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

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

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

**Focus First America**  
969 High Ridge Road  
Stamford, CT 06905  
Ph. 203-322-1173  
Fax 203-968-0421  
Contact: Susan Weiss  
1,2,3,4,5,6,7B  
(See advertisement on p. 69)

#### Codes:

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

#### Location:

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



# Word of Mouth says it all.

One moderator after another has told us they are telling someone else about Focus First America. Maybe it's our staff, a dedicated bunch who listen before they speak and have the experience to act on what they say. Might be our recruiting talent. Could be our facilities which are new, spacious and offer a variety of technical equipment... a room for every need you might say. Some just like our gourmet cooking.

There are probably hundreds of reasons why we are meeting the needs of one moderator after another. Most important however, is the fact we're the talk of the town.

For complete information and a full color brochure describing our facilities, please call or write to us today. Ask for Susan Weiss...we promise a fast response.



969 HIGH RIDGE ROAD, STAMFORD, CONNECTICUT 06905/203-322-1173

A FULL SERVICE QUALITATIVE RESEARCH FACILITY

## WASHINGTON, D.C.

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

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

### Consumer Pulse of Washington

8310 C Old Court House Rd.  
Vienna, VA 22182  
Ph. 703-442-0960  
Fax 703-442-0967  
Contact: Tricia Barnes  
1,3,4,5,6,7B  
(See advertisement on p. 84)

### Covington-Burgess Market Research Svce.

1921 Eleventh Street N.W.  
Washington, D.C. 20001  
Ph. 202-745-0919  
Fax 202-797-8562  
1,3,4,5,6,7D  
(See advertisement on p. 70)

**Reliable and  
reputable in the  
greater Washington,  
D.C. Metropolitan  
area, Maryland  
and Virginia**

- CENTRAL TELEPHONE INTERVIEWING
- SUPERVISED INTERVIEWERS
- FOCUS GROUPS
- ON-SITE INTERVIEWING
- PRODUCT PLACEMENTS
- IN-STORE AUDITS
- DEMONSTRATORS
- SAMPLING

**KEYED TO FLEXIBILITY  
IN MARKETING**



COVINGTON-BURGESS

MARKET RESEARCH SERVICE INC.  
1921 ELEVENTH STREET, N.W.  
WASHINGTON, D.C. 20783  
(202) 745-0919

Circle No. 884 on Reader Card

G/M/K Focus  
927 15th Street  
Washington, D.C. 20005  
Ph. 202-789-2000  
Fax 202-289-2557  
Contact: Kristine Kohlman  
1,3,6,7B

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

**House Market Research Inc.**  
1201 Seven Locks Rd., Ste. #200  
Potomac, MD 20854  
Ph. 301-424-1930  
Fax 301-424-3128  
Contact: Karen House-Sapp  
1,3,4,6,7B  
(See advertisement on p. 56)

**House Market Research Inc.**  
3500 East West Hwy.  
Hyattsville, MD 20782  
Ph. 301-559-7060 or 301-424-1930  
Fax 301-424-3128  
Contact: Mollye Meyer  
1,2,3,4,5,6,7A  
(See advertisement on p. 56)

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

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

McLaughlin Research Interviewing Service  
1118 Galloway St. NE  
Washington, D.C. 20011  
Ph. 202-526-0177  
Fax 202-526-8747  
1,3,6,7C

Olchak Market Research  
6194 Greenbelt Road  
Greenbelt, MD 20770  
Ph. 301-441-4660  
Fax 301-474-4307  
Contact: Jill Siegel  
1,3,6,7A

**Quality Controlled Services**  
6710 E. Springfield Mall  
Springfield, VA 22150  
Ph. 703-971-6717  
Fax 703-922-5946  
Contact: Cynthia Dunn  
1,3,4,6,7A  
(See advertisement on p. 59)

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

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

## FLORIDA

### DAYTONA BEACH

Cunningham Field Services  
555 W. Granada  
Daytona Beach, FL 32114  
Ph. 904-258-3906  
1,3,4,5,6,7A

### FORT LAUDERDALE / BOCA RATON

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

Florida in Focus, Inc.  
915 Middle River Drive  
Ft. Lauderdale, FL 33304  
Ph. 305-566-5729  
Contact: Doris Wagman  
1,3,4,6,7B

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

Mar's Surveys, Inc.  
1700 No. University Drive  
Coral Springs, FL 33071  
Ph. 305-755-2805  
Fax 305-755-3061  
Contact: Ronald Teblum  
1,3,4,6,7B

Perceptive Market Research, Inc.  
2306 SW 13th St., #409  
Gainesville, FL 32608  
Ph. 904-336-6760  
Fax 904-336-6763  
Contact: Elaine M. Lyons-Lepke  
1,3,6,7D

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

### FORT MYERS

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

## JACKSONVILLE

Tom Dale Market Research  
235 Margaret Street  
Neptune Beach FL 32233  
Ph. 212-758-9777  
1,6 7B

Irwin Research Services, Inc.  
900 University Blvd. N, Suite 606  
Jacksonville, FL 32211  
Ph. 904-744-7000  
Fax 904-744-2090  
Contact: Scott Irwin  
1,3,4,6,7D

## MELBOURNE

**Equifax/Quick Test Opinion Ctrs.**  
Melbourne Square Mall #577  
1700 W. Newhaven Ave.  
Melbourne, FL 32904  
Ph. 407-729-9809  
Fax 407-729-9551  
Contact: Lori Ryan  
1,3,4,6,7A  
(See advertisement on p. 3)

## MIAMI

BSR Field Services  
2121 Ponce De Leon Blvd., #1250  
Coral Gables, FL 33134  
Ph. 305-448-7622  
1,2,3,6,7B

Findings International Corp.  
8885 S.W. 11th St.  
Miami, FL 33165  
Ph. 305-266-9798  
Fax 305-264-5584  
Contact: Orlando Esquivel  
1,3,4,6,7C

Jean M. Light Interviewing Service  
8415 Coral Way, Suite 201  
Miami, FL 33155  
Ph. 305-264-5780  
Contact: Jean Light  
1,3,6,7A

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

**Rife Market Research, Inc.**  
1111 Park Center Blvd., Ste. #111  
Miami, FL 33169  
Ph. 305-620-4244  
Fax 305-621-3533  
Contact: Mary Rife  
1,3,4,6,7B  
(See advertisement on p. 55)

**Rife Market Research, Inc.**  
Skylake Mall  
1758 NE Miami Gardens  
No. Miami, FL 33179  
Ph. 305-620-4244  
Fax 305-621-3533  
Contact: Mary Rife  
1,3,4,6,7A  
(See advertisement on p. 55)

Strategy Research Corp.  
100 NW 37th Ave.  
Miami, FL 33125  
Ph. 305-649-5400  
1,3,6,7B

Weitzman & Philip, Inc.  
850 Ives Dairy Road  
Miami, FL 33179  
Ph. 305-467-2644 or 305-653-6323  
Contact: Daniel Philip  
1,2,4,6,7A

## ORLANDO

The Datafax Co., Inc.  
2600 Maitland Center Pkwy. Ste #170  
Maitland, FL 32751  
Ph. 407-660-8878  
Fax 407-660-1730  
Contact: Gordon McAleer  
1,3,6,7B

Pilar Ellis Market Research Inc.  
500 N. Orlando Ave. Ste. #1398  
Winter Park, FL 32789  
Ph. 407-628-1835  
Fax 407-628-0571  
1,2,3,4,6,7D

**Equifax/Quick Test Opinion Ctrs.**  
Lake Square Mall  
10401-082 Hwy. 441  
Leesburg, FL 34788  
Ph. 904-365-0505  
Fax 904-365-2005  
Contact: Douglas Fedele  
1,3,4,6,7A  
(See advertisement on p. 3)

**U.S. Research Corp.**  
Florida Mall Room 422  
Orlando, FL 32809  
Ph. 407-830-4542  
Fax 407-830-6064  
Contact: Ellen Shamblin  
1,3,4,6,7A  
(See advertisement on p. 91)

**U.S. Research Corp.**  
560 Osceola St.  
Altamonte Springs, FL 32701  
Ph. 407-830-4542  
Contact: Ellen Shamblin  
1,3,4,5,6,7C  
(See advertisement on p. 91)

**U.S. Research Corp.**  
1650 Sand Lake Rd., Ste. #213  
Orlando, FL 32809  
Ph. 407-830-4542  
Contact: Ellen Shamblin  
1,3,4,6,7B  
(See advertisement on p. 91)

## PENSACOLA

Sand Dollar Research, Inc.  
5100 North 9th Ave. M-1209  
Pensacola, FL 32504  
Ph. 904-478-9274  
1,3,4,6,7A

## SARASOTA

Starr Research  
8201 So. Tamiami Trail  
Sarasota, FL 34238  
Ph. 813-925-7827  
Fax 813-922-3289  
Contact: Vicki Pobicki  
1,2,3,4,6,7A

## TALLAHASSEE

**Friedman Marketing/Florida**  
Tallahassee Mall  
2415 N. Monroe St., #708  
Tallahassee, FL 32303  
Ph. 904-385-4399 or 313-569-0444  
Fax 904-385-3481  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

## TAMPA/ST. PETERSBURG

Adam Market Research, Inc.  
4010 Boy Scout Blvd., Suite 755  
Tampa, FL 33607  
Ph. 813-875-4005  
Fax 813-875-4055  
Contact: Mark Siegel  
1,3,4,6,7B

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

**Equifax/Quick Test Opinion Ctrs.**  
Countryside Mall, #832  
2601 U.S. Hwy 19 North  
Clearwater, FL 34621  
Ph. 813-797-4868  
Fax 813-796-2616  
Contact: Bessie Zantopoulos  
1,3,4,6,7A  
(See advertisement on p. 3)

Florida Focus, Inc.  
2535 Landmark Dr., Suite 109  
Clearwater, FL 34621  
Ph. 813-796-4957  
Contact: Jackie Green  
1,3,4,6,7B

IDD Market Research  
5706 Benjamin Ctr. Dr., # 118  
Tampa, FL 33634  
Ph. 813-884-0088  
Contact: Isabel Dunn  
1,3,4,6,7B

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

**Marketing and Store Services, Inc.**

Urban Center II  
 4890 W. Kennedy Blvd., #120  
 Tampa, FL 33609  
 Ph. 813-289-4500  
 Fax 813-289-3760  
 Contact: Gwen Weinberger  
 1,3,4,6,7B  
 (See advertisement on p. 72)

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

**Quality Controlled Services**

4904 Eisenhower Blvd., Ste. 160  
 Tampa, FL 33634  
 Ph. 813-886-4830  
 Fax 813-886-5431  
 Contact: Suzanne Lucas  
 1,3,4,6,7B  
 (See advertisement on p. 59)

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

Suburban Associates Inc.  
 4350 W. Cypress, Ste. 535  
 Tampa, FL 33607  
 Ph. 813-874-3423  
 Fax 813-875-6789  
 1,3,4,6,7B

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

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

Total Research Corp.  
 5130 Eisenhower Blvd., Ste. 210  
 Tampa, FL 33634  
 Ph. 813-887-5544  
 Fax 813-882-0293  
 Contact: Cynthia Williams  
 1,3,4,6,7B

**WEST PALM BEACH**

Hazleton Focus Groups  
 900 Osceola Drive  
 West Palm Beach, FL 33409  
 Ph. 407-471-5310  
 Fax 407-471-5295  
 1,3,6,7B

Profile Marketing Research  
 4020 So. 57 Avenue  
 Lake Worth, FL 33463  
 Ph. 407-965-8300  
 Contact: Judy Hoffman  
 1,3,6,7B

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

**GEORGIA****ATLANTA**

Arena Research  
 1 Dunwoody Park, Suite 128  
 Dunwoody, GA 30338  
 Ph. 404-496-6090  
 Fax 404-493-4216  
 Contact: Steve Israel  
 1,3,6,7B

Atlanta Marketing Research Center  
 3355 Lenox Rd. NE., Ste. 660  
 Atlanta, GA 30326  
 Ph. 404-239-0001  
 Fax 404-237-1235  
 Contact: Carol Smith  
 1,3,6,7B

# WE'VE MOVED!

## SUCH LUXURY AND CONVENIENCE!

Just walk across the luxurious Sheraton Grand Hotel Lobby to our new focus group facilities...or cross the street (from the Sheraton Grand Lobby) and you'll be able to visit our new mall facility.

## TWO GREAT MOVES IN ONE MONTH!

We are located in the Urban Center which adjoins the Sheraton Grand Hotel. The Urban Center is located within the heart of Tampa with Tampa's airport being just two miles away. Across the street is the West Shore Mall featuring over one hundred specialty stores and three department stores, such as Maas Brothers / Jordan Marsh, Maison Blanche, and JCPenney. Our newest mall facility is located in this upscale mall. Just imagine, both of our focus and mall facilities across the street from each other and only two miles from the airport!

The Urban Center is actually two separate buildings, the Urban Center I and the Urban Center II. The Sheraton Grand Hotel is located between the two buildings and gives the appearance of one large building. The three buildings are joined together so you do not have to go outside when you leave the hotel and attend focus groups in our new facility.

The Sheraton Grand Hotel is a four star hotel and offers airport limousine service every thirty minutes. Just think of the convenience for you and your clients. You can skip the expense of a rental car. The hotel limousine will pick you up at the airport and deliver you to our hotel. Your clients can check into the hotel, walk across the lobby into our first floor facility.

# MASS

## MARKETING AND STORE SERVICES, INC.

URBAN CENTER II  
 4890 W. KENNEDY BLVD., SUITE 120  
 TAMPA, FLORIDA 33609

*Call Gwen Weinberger*

**813-289-4500**  
**FAX 289-3760**





Compass Marketing Research  
 3294 Medlock Bridge Rd., Ste. 100  
 Norcross, GA 30092  
 Ph. 404-448-0754  
 Fax 404-416-7586  
 Contact: Anne Rast  
 1,3,4,6,7C

Consumer Search  
 4166 Buford Hwy.  
 Atlanta, GA 30345  
 Ph. 404-321-1770  
 Fax 404-636-3037  
 Contact: Barry Tannenbaum  
 1,3,4,6,7D

Data Tabulating Service  
 3323 Chamblee-Dunwoody Road  
 Atlanta, GA 30341  
 Ph. 404-455-0114  
 Fax 404-458-8926  
 1,3,6,7B

**Elrick & Lavidge Inc.**  
 1990 Lakeside Pkwy., 3rd Flr.  
 Tucker, GA 30084  
 Ph. 404-938-3233  
 Fax 404-621-7666  
 Contact: Michael Hardin  
 1,3,4,6,7B  
 (See advertisement on p.101)

**Equifax/Quick Test Opinion Ctrs.**  
 Town Center at Cobb  
 400 Ernest Barret Pkwy.  
 Kennesaw, GA 30144  
 Ph. 404-423-0884  
 Fax 404-424-5354  
 Contact: Barry McCoy  
 1,3,4,6,7A  
 (See advertisement on p. 3)

**Equifax/Quick Test Opinion Ctrs.**  
 4205 Roswell Rd.  
 Atlanta, GA 30342  
 Ph. 404-843-3807  
 Fax 404-843-9733  
 Contact: James Tackett  
 1,3,4,6,7B  
 (See advertisement on p. 3)

Heakin Research Inc.  
 2100 Pleasant Hill Road  
 Duluth, GA 30136  
 Ph. 404-476-0714  
 Contact: Terri Williams  
 1,3,6,7A

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

Kenneth Hollander Associates  
 3490 Piedmont Rd., Ste. 920  
 Atlanta, GA 30305  
 Ph. 404-231-4399  
 1,3,4,6,7B

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

State	Market	Size of Focus Room	Seats for Client Viewing Room
Arizona	Phoenix	18 x 20	12
Arkansas	Little Rock	16 x 16	12
California	Monterey/Salinas	14 x 16	12
	San Francisco	15 x 16	14
	Los Angeles	15 x 20	20
Colorado	Boulder	16 x 18	14
	Denver - Westminster	14 x 16	14
	Littleton	10 x 16	6
Florida	Tallahassee	15 x 20	12
Iowa	Des Moines	12 x 10	6
Louisiana	New Orleans	16 x 16	14
Michigan	Detroit (3)	12 x 15	8
		20 x 40	14
		16 x 16	12
Mississippi	Jackson	10 x 12	6
New York	Westchester County	16 x 16	12
Oklahoma	Tulsa	16 x 16	14
Tennessee	Memphis	19 x 30	12
Utah	Salt Lake City	14 x 16	10
Washington	Seattle	14 x 16	10
Wisconsin	Green Bay/Appleton	20 x 25	12

# Let Our Family Put You in Focus.

With The Friedman Marketing Organization, your focus group is family business. Consider Friedman's resources: **21 fully equipped focus group rooms; 26 permanent mall facilities; 19 door-to-door markets; and 3 central Wats facilities.**

All this in 25 different markets nationwide. For a bid on your next focus group or further information on Friedman's full range of data collection services, call us at **313-569-0444**.



**The Friedman Marketing Organization**  
 NATIONAL HEADQUARTERS  
 25130 Southfield Road, Suite 200  
 Southfield, MI 48075  
 Tel. (313) 569-0444 Fax (313) 569-2813

**READING THE MINDS OF THE MARKETS!**



**“Finally,  
clear marketing research.  
Thanks.”**

The hands-on C/J research team can help clarify your marketing research strategies—bringing your best possible alternatives into focus.

Years of research experience give C/J the resources to clear through the “numbers game” fog and get to the heart of your exact situation with specific recommendations on how to *act* upon the findings — so you can make informed, intelligent marketing decisions.

Whether you move in the competitive healthcare, industrial or consumer environment, don't be left in the mist — let C/J help clear the way to sound marketing strategies.

Observe the meaningful interaction taking place in our modern



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*focus group* room while you relax in our large, comfortable client viewing room, supported by the latest A/V



For more complete information about our company, just write, phone or fax for our capabilities brochure.



**C/J RESEARCH, INC.**

C/J Research, Inc.  
3150 Salt Creek Lane  
Arlington Heights, IL 60005  
Phone: 800/323-0266  
or 708/253-1100  
Fax: 708/253-1587

recording equipment.

Or, for fast, cost-effective flexibility without the risk of overlooking the impact of your or your *competitor's* special marketing efforts, a *Continuous Tracking* program using our 100+ position CRT equipped telephone centers may be just what you need to clarify your marketing picture.

**C/J Research also collects and interprets data by:**

- WATS Telephone/CRT assisted
- Mall intercepts — nationwide
- Personal door-to-door interviewing
- Physician/Executive/Industrial interviews
- Exit interviews
- Central location pre-recruited interviews

We sincerely welcome the opportunity to clarify your future research needs.

Jackson Associates Inc.  
3070 Presidential Dr. #123  
Atlanta, GA 30340  
Ph. 404-454-7060  
Fax 404-986-2828  
Contact: Margaret Hicks  
1,3,4,6,7B

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

Joyner Hutcheson Research Inc.  
1900 Century Place  
Atlanta, GA 30345  
Ph. 404-321-0953  
Fax 404-634-8131  
Contact: Wanda Hutcheson  
1,2,3,4,6,7B

Lansdell and Associates, Inc.  
5052 Clark Howell Hwy.  
Atlanta, GA 30349  
Ph. 404-765-0936  
Contact: Doris Lansdell  
1,3,4,6,7B

MacFarlane & Company Inc.  
1900 Emery St. NW., Ste. 450  
Atlanta, GA 30318  
Ph. 404-352-2290  
Fax 404-352-2299  
1,3,6,7B

Message Factors  
5208 Roswell Rd.  
Atlanta, GA 30342  
Ph. 404-256-9405  
Fax 404-256-9457  
Contact: Russell Boyd  
1,3,6,7C

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

**Plaza Research**  
2401 Lake Park Drive  
Atlanta, GA 30080  
Ph. 404-432-1400  
Fax 404-432-0730  
Contact: Bonnie Connell  
1,2,3,4,5,6,7B  
(See advertisement on p. 98)

Precision Field Services Atlanta, Inc.  
3405 Piedmont Rd.  
Atlanta, GA 30305  
Ph. 404-266-8666  
Fax 404-266-0208  
Contact: Patricia Sawyer  
1,3,4,5,6,7B

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

**Quality Controlled Services**  
1945 Cliff Valley Way, Ste. #250  
Atlanta, GA 30329  
Ph. 404-321-0468  
Fax 404-636-3276  
Contact: Susan Lipsitz  
1,3,4,6,7B  
(See advertisement on p. 59)

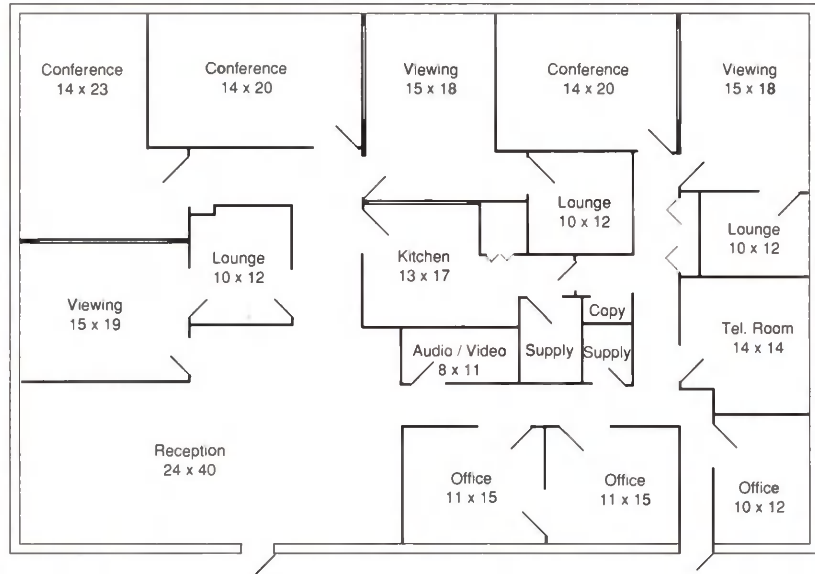
Scotti Research  
1800 Peachtree Road NW., Ste. #500  
Atlanta, GA 30309  
Ph. 404-352-0686  
1,3,4,5,6,7B

John Stolzberg Market Research  
1800 Century Blvd., Ste. #795  
Atlanta, GA 30345  
Ph. 404-329-0954

Contact: John Stolzberg  
1,3,4,6,7B

**Superior Research**  
1155 Hammond Dr.  
Atlanta, GA 30328  
Ph. 404-394-4400  
Fax 404-391-9345  
Contact: Rhoda Davis  
1,2,3,4,5,6,7B  
(See advertisement on p. 75)

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

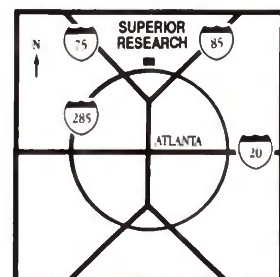


# SUPERIOR RESEARCH

ATLANTA'S NEWEST FOCUS GROUP FACILITY  
OWNED AND MANAGED BY RHODA DAVIS AND DEBBIE HUNTER

- THREE SPACIOUS FOCUS GROUP SET-UPS
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- EASY ACCESS TO MAJOR HIGHWAYS AND AIRPORTS

**SUPERIOR RESEARCH**  
1155 HAMMOND DRIVE  
SUITE 5090-E  
ATLANTA, GA 30328  
TELEPHONE 404-394-4400  
FAX 404-391-9345



T & K Research Center  
245 Peachtree Center #308  
Atlanta, GA 30303  
Ph. 404-578-9085  
Fax 404-977-0833  
Contact: Peggy Kane  
1,2,3,6,7B

## GAINESVILLE

Jackson Associates Inc.  
1285 W. Washington Street  
Gainesville, GA 30501  
Ph. 404-536-2054  
Contact: Margaret Hicks  
1,3,6,7A

## HAWAII

### HONOLULU

East West Institute  
220 S. King St., Ste. #975  
Honolulu, HI 96813  
Ph. 808-528-4050  
1,3,6,7B

## IDAHO

### BOISE

E.S. Field Services  
1111 S. Orchard, #150  
Boise, ID 83705  
208-343-9556  
208-343-0648  
Contact: Steve Swann  
1,3,6,7B

## ILLINOIS

### CHICAGO

Adler Weiner Research Company  
34 E. Oak St., 3rd Floor  
Chicago, IL 60611  
Ph. 312-463-5552  
Fax 312-463-7639  
Contact: Eileen Dorfman  
1,3,4,6,7B

Adler Weiner Research Company  
6500 N. Lincoln Ave., #200  
Chicago, IL 60645  
Ph. 312-675-5011  
Fax 312-675-5698  
Contact: Betty Weiner  
1,3,4,6,7C

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

Assistance In Marketing  
1650 N. Arlington Heights Rd.  
Arlington Heights, IL 60004  
Ph. 708-392-5500  
Contact: Maureen Fields  
1,3,4,5,6,7B

Assistance In Marketing  
Route 31 and 72  
Dundee, IL 60118  
Ph. 708-428-0885  
Fax 312-392-5841  
Contact: Maureen Fields  
1,3,4,6,7A

Assistance In Marketing  
2828 N. Clark Street  
Chicago, IL 60657  
Ph. 312-477-3139  
Fax 312-392-5841  
Contact: Maureen Fields  
1,3,4,6,7A

Baxter Research Interviewing  
270 W. North Avenue  
Villa Park, IL 60181  
Ph. 708-832-2617  
1,3,4,6,7A

Bryles Survey Service  
6847 W. 159th Street  
Tinley Park, IL 60477  
Ph. 708-532-6800  
Contact: Bob Bryles  
1,3,4,6,7A

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

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

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

**C/J Research, Inc.**  
3150 Salt Creek Lane  
Arlington Heights, IL 60005  
Ph. 708-253-1100  
Fax 708-253-1587  
Contact: Sherri Binke  
1,3,6,7B  
(See advertisement on p. 74)

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

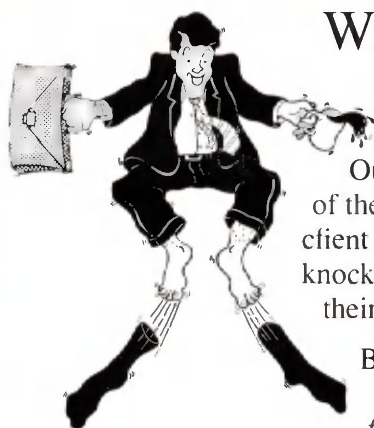
Car-Lene Research, Inc.  
188 So. Waukegan Street  
Deerfield, IL 60015  
Ph. 708-564-1454  
1,3,4,6,7A

**Chicago Focus**  
7 E. Huron  
Chicago, IL 60611  
Ph. 312-951-1616  
Fax 312-951-5099  
Contact: Lynn Rissman  
1,3,4,6,7C  
(See advertisement on p. 120)

Comiskey Research  
205 W. Grand Ave., Ste. #108  
Bensenville, IL 60106  
Ph. 708-860-2255  
Contact: Sig Saltz  
1,3,4,6,7B

Communications Workshop, Inc.  
168 N. Michigan Ave.  
Chicago, IL 60601  
Ph. 312-263-7551  
Contact: Wilma M. Blagaich  
1,2,3,4,6,7B

Consumer and Professional Research, Inc.  
3612 W. Lake Ave.  
Wilmette, IL 60091  
Ph. 708-256-7744  
Fax 708-251-7662  
Contact: Don Morich  
1,3,6,7B



## WE'RE GONNA KNOCK YOUR SOCKS OFF!

Focusscope has a new look!  
Our new facilities include three state  
of the art qualitative suites with private  
client lounges and all the right amenities to  
knock the socks off both moderators and  
their clients.

But we're not just another pretty face.  
At Focusscope you can still rely on  
*full groups of qualified respondents*  
and our famous attention to detail...right down to brimming bowls  
of m&m's in each viewing room.

Focusscope's facilities, recruiting, service...hang on to your socks!



**focuscope**

1100 W. Lake Street, Ste. 60  
Oak Park IL 60301 Phone: 708/386-5086

**Consumer Surveys Company**  
 Northpoint Shopping Center  
 304 E. Rand Road  
 Arlington Heights., IL 60004  
 Ph. 708-394-9411  
 Fax 708-394-0001  
 Contact: Floyd Berlant  
 1,3,4,6,7A  
 (See advertisement on p. 77)

Data Research, Inc.  
 1311 Butterfield Rd., Ste. #304  
 Downers Grove., IL 60515  
 Ph. 708-971-2880  
 1,3,6,7B

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

**Elrick & Lavidge, Inc.**  
 3 Westbrook Corp. Ctr., #600  
 Westchester., IL 60154  
 Ph. 708-449-5300  
 Fax 708-449-4498  
 Contact: Jan Gebhardt  
 1,3,4,6,7B  
 (See advertisement on p. 101)

**Equifax/Quick Test Opinion Ctrs.**  
 Ford City Shopping Ctr  
 7601 S. Cicero Ave.  
 Chicago., IL 60652  
 Ph. 312-581-9400  
 Fax 312-581-9758  
 Contact: Phil Wysocki  
 1,3,4,6,7A  
 (See advertisement on p. 3)

**Equifax/Quick Test Opinion Ctrs.**  
 429 Hawthorne Center  
 Vernon Hills., IL 60061  
 Ph. 708-367-0036  
 Fax 708-367-4863  
 Contact: Sandy Lewis  
 1,3,4,6,7A  
 (See advertisement on p. 3)

Facts In Focus, Inc.  
 Highway 59 & New York St.  
 Aurora., IL 60505  
 Ph. 708-898-2166  
 1,3,4,5,6,7A

**Fieldwork Chicago, Inc.**  
 6200 N. Hiawatha, Ste. #720  
 Chicago., IL 60646  
 Ph. 312-282-2911  
 Fax 312-282-8971  
 Contact: Alice White  
 1,3,4,5,6,7B  
 (See advertisement on p. 96)

**Fieldwork Chicago-O'Hare, Inc.**  
 8420 W. Bryn Mawr  
 Chicago., IL 60631  
 Ph. 312-714-8700  
 Fax 312-714-0737  
 Contact: Susan Brody  
 1,3,4,6,7B  
 (See advertisement on p. 96)

**Focuscope, Inc.**  
 1100 West Lake St., Ste #60  
 Oak Park., IL 60301  
 Ph. 708-386-5086  
 Fax 708-386-1207  
 Contact: Ann Rooney  
 1,3,4,5,6,7B  
 (See advertisement on p. 76)

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

**MEMO TO:** All Marketing Research Professionals,  
 Moderators and Clients

**FROM:** CONSUMER SURVEYS COMPANY

**MESSAGE:** You Deserve To Be Pampered!

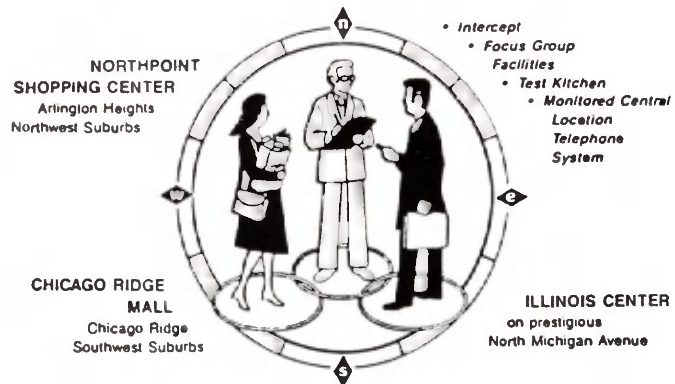
You get off a cramped airplane, drive through an unfamiliar city to arrive, barely on time, at a research facility where you spend time in a cramped, too warm/too cold viewing room, craning your neck to see around a cameraman who is busily videotaping your group.

Next time, pamper yourself at our new focus facility at the Northpoint Shopping Center. Relax in our spacious client lounge. Monitor the group in the lounge, or in our tiered, airy, observation room along with your 15 agency and corporate traveling companions. You'll feel refreshed by our separate air/heating system. View your group through an insulated one-way window stretching from the desktop writing ledge to the ceiling while a cameraman records the session from a remote video system located at the rear of the room, thereby providing you an unobstructed view.

While you are comfortably watching your moderator capture every nuance, you can periodically jump up and utter those immortal words. . . "That's right! That's exactly what I've been telling you!"

Come join us in a research environment designed to provide both comfort and quality research. After all, you are worth it.

**In Chicago, when you demand excellence. . .**



If It's Worth Doing, It's Worth Doing Well



**CONSUMER SURVEYS**  
 NORTHPOINT SHOPPING CENTER  
 304 E. Rand Road, Suite 220  
 Arlington Heights, IL 60004 3147

Floyd N. Berlant  
 PRESIDENT  
 708/394-9411

Goldring and Company, Inc.  
820 No. Orleans, Ste. #210  
Chicago,, IL 60610  
Ph. 312-440-5252  
Fax 312-266-1742  
1,2,3,4,6,7B

Heakin Research, Inc.  
3615 Park Drive, Ste. #101  
Olympia Fields,, IL 60461  
Ph. 708-503-0100  
Contact: Pat Wroble  
1,3,4,6,7B

Home Arts Guild Research Center  
35 E. Wacker Drive  
Chicago,, IL 60601  
Ph. 312-726-7406  
Contact: Roy Roberts  
1,3,4,5,6,7B

Illinois Center Market Research  
151 N. Michigan Ave., Ste. 2413  
Chicago,, IL 60601  
Ph. 312-856-1697  
Fax 312-856-0122  
Contact: Peggy Ryan  
1,3,4,6,7B

**Kapuler Survey Center**  
North Arlington Atrium  
3436 No. Kennicott  
Arlington Heights,, IL 60004  
Ph. 708-870-6700  
Contact: Deanna Springer Abramowitz  
1,3,4,6,7B  
(See advertisement on p. 52)

Marketing Services  
2525 Gross Point Road  
Evanston,, IL 60201  
Ph. 708-864-4100  
1,3,6,7C

Mid-America Research  
280 Orland Square Shopping Center  
Orland Park,, IL 60462  
Ph. 708-349-0888  
1,3,4,6,7A

Mid-America Research  
999 N. Elmhurst Rd.  
Mt. Prospect,, IL 60056  
Ph. 708-392-0800  
1,3,4,6,7A

National Data Research, Inc.  
770 Frontage Rd., #110  
Northfield,, IL 60093  
Ph. 708-501-3200  
Fax 708-501-2865  
Contact: Val Maxwell  
1,3,4,6,7B

National Qualitative Centers  
625 N. Michigan Avenue  
Chicago,, IL 60611  
Ph. 312-642-1001  
Fax 312-649-5812  
Contact: Sandy Nidetz  
1,2,3,4,6,7B

**Oakbrook Interviewing Center**  
1415 W. 22nd St., Ste. #220  
Oak Brook,, IL 60521  
Ph. 708-574-0330  
Fax 708-574-0358  
Contact: Irene Potocki  
1,3,4,5,6,7B  
(See advertisement on p. 78 )

**O'Hare in Focus**  
1011 E. Touhy Ave., Ste. #440  
Des Plaines,, IL 60018  
Ph. 708-299-6636  
Fax 708-824-3259  
Contact: Renie Vitellaro  
1,3,4,5,6,7B  
(See advertisement on p. 23 )

**Plaza Research**  
5450 N. Cumberland Ave.  
Chicago,, IL 60656  
Ph. 312-714-9600  
Fax 312-714-9604  
Contact: Holly Epstien  
1,3,4,6,7B  
(See advertisement on p. 98)

Precision Field Services  
7900 Milwaukee Ave., Ste. #22  
Niles,, IL 60648  
Ph. 708-966-8666  
Fax 708-966-9551  
Contact: Iona Adelman  
1,3,4,5,6,7A

**Quality Controlled Services**  
2000 Spring Road  
Oak Brook,, IL 60521  
Ph. 708-620-5810  
Fax 708-620-8804  
Contact: Andrea Wilk  
1,3,4,6,7B  
(See advertisement on p. 59)

Smith Research  
1121-P Lake Cook Road  
Deerfield,, IL 60015  
Ph. 708-948-0440  
Fax 708-948-8350  
Contact: Kevin Smith  
1,2,3,4,6,7B

Smith Research  
150 E. Huron, Ste. #720  
Chicago,, IL 60611  
Ph. 708-948-0440  
Fax 708-948-8350  
Contact: Kevin Smith  
1,2,3,4,6,7B

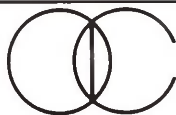
Survey Center, Inc.  
455 E., Illinois  
Chicago,, IL 60611  
Ph. 312-321-8100  
Fax 312-321-0607  
1,2,3,4,5,6,7D

Time N Talent, Inc.  
7337 N. Lincoln Ave.  
Lincolnwood,, IL 60664  
Ph. 708-675-0200  
Contact: Myra Balaban  
1,3,4,6,7B

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

**U.S. Research Corp.**  
300 Marquardt Drive  
Wheeling, IL 60090  
Ph. 708-520-3600  
Fax 708-520-7933 or 520-3621  
Contact: Dennis Hill  
1,3,6,7C  
(See advertisement on p. 91 )

View Point, Inc.  
3059 W. Palmer Square  
Chicago, IL 60647



## **OAKBROOK INTERVIEWING CENTER...** **in the heart of the Chicago Metropolitan area.**

Beautifully designed and decorated, the center has four spacious conference rooms with large, tiered viewing rooms and private client areas, and two fully equipped kitchens, one with viewing. Every need of the experienced moderator has been anticipated, including superb recruiting from a widely diverse area. And a professional staff attends to your needs throughout the most demanding day.

The Oakbrook Interviewing Center...quite possibly, the finest focus group facility in the Chicago area, where warmth and comfort are evident, and attention to detail and service is the rule, not the exception.

For a brochure call or write Irene Potocki  
1415 West 22nd Street Oak Brook, IL 60521  
(708) 574-0330 / (708) 574-9358[fax]

Circle No. 871 on Reader Card

Ph. 312-276-3900  
1,3,4,6,7C

## PEORIA

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

## INDIANA

### EVANSVILLE

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

Product Acceptance & Research(PAR)  
1510 W. Franklin St.  
Evansville, IN 47710  
Ph. 812-425-3533  
Fax 812-421-6806  
1,3,4,6,7B

Product Acceptance & Research(PAR)  
1139 Washington Square Mall  
Evansville, IN 47715  
Ph. 812-473-5116  
Fax 812-421-6806  
1,3,4,6,7A

### FORT WAYNE

Dennis Research Services, Inc.  
3502 Stellhorn Rd.  
Ft. Wayne, IN 46815  
Ph. 800-837-2442  
Fax 219-485-1476  
Contact: Pat Slater  
1,3,4,6,7B

Dennis Research Services, Inc.  
4201 Coldwater Road  
Ft. Wayne, IN 46805  
Ph. 219-484-2986  
Fax 219-485-1476  
Contact: Linda Hammer  
1,3,4,6,7A

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

## INDIANAPOLIS

**Herron Associates, Inc.**  
710 Executive Park Drive  
Greenwood IN 46143  
Ph. 317-882-3800  
Fax 317-882-4716  
Contact: Dorothy Serrano  
1,3,4,6,7B  
(See advertisement on p. 36)

**Herron Associates, Inc.**  
Washington Square Mall  
Indianapolis, IN 46229  
Ph. 317-882-3800  
Fax 317-882-4716  
Contact: Dorothy Serrano  
1,3,4,6,7A  
(See advertisement on p. 36)

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

Strategic Marketing & Research  
303 No. Alabama, #210  
Indianapolis, IN 46204  
Ph. 317-262-4680  
1,3,6,7B

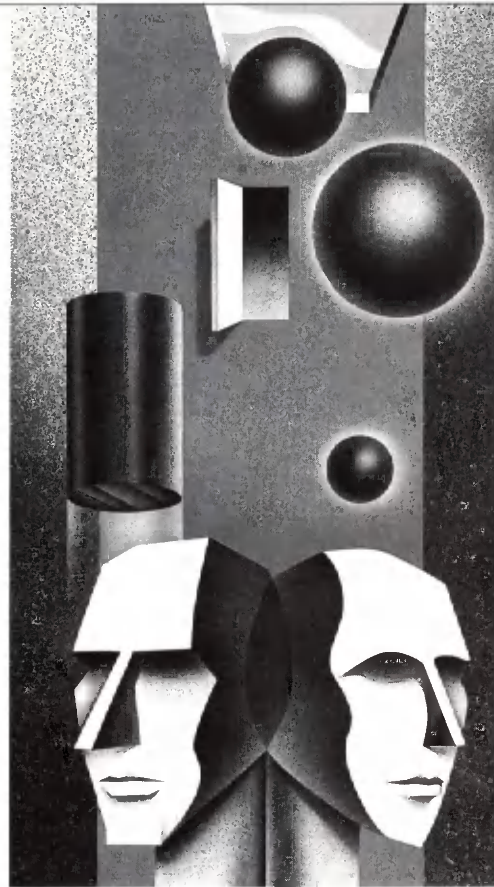
**Walker: Data Source**  
3939 Priority Way So. Dr.  
Indianapolis, IN 46280  
Ph. 317-843-3939  
Fax 317-843-8638  
Contact: Marlene Berwer  
1,3,4,6,7B  
(See advertisement on p. 79)

#### Codes:

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

#### Location:

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



### IT'S THE THOUGHT THAT COUNTS.

THE QUALITY OF THOUGHT THAT IS INVESTED IN EACH FOCUS GROUP IS DIRECTLY PROPORTIONATE TO THE QUALITY OF SERVICE RETURNED. THAT'S OUR SINGULAR APPROACH TO FOCUS GROUP TESTING. FROM RECRUITING THROUGH SHOW RATE, WITH STATE-OF-THE-ART FACILITIES, NO DETAIL IS TOO INSIGNIFICANT TO BE CONSIDERED ANYTHING LESS THAN MAJOR. THAT'S HOW WE'VE EARNED OUR REPUTATION FOR MORE THAN 50 YEARS. REMEMBER, IF IT'S THE SERVICE YOU'RE LOOKING FOR, IT'S THE THOUGHT THAT COUNTS. CONSIDER THE SOURCE—WALKER:DATASOURCE. CALL MARLENE BREWER AT 1-800-334-3939.

**WALKER:**  
**DATASOURCE**<sup>®</sup>  
COLLECTION • PROCESSING • MANAGEMENT

3939 Priority Way S. Dr. • P.O. Box 80432 • Indianapolis, IN 46280-0432 • (317) 843-8989  
An affiliate of Walker Research, L.P.

## **SOUTH BEND**

Research Centre, Inc.  
103 West Wayne St., #304  
South Bend, IN 46601  
Ph. 219-287-7070  
Fax 219-236-6060  
Contact: Rita Runyon  
1,2,3,4,6,7B

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

## **IOWA**

### **CEDAR RAPIDS/ WATERLOO**

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

### **DAVENPORT**

Per Mar Research Services  
322 Brady Street  
Davenport, IA 52801  
Ph. 319-322-1960  
Fax 319-322-1370  
1,3,6,7C

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

## **DES MOINES**

**Friedman Marketing/Des Moines**  
Southridge Mall  
1111 E. Army Post Rd., #158  
Des Moines, IA 50315  
Ph. 515-287-4744 or 313-569-0444  
Fax 515-287-5937  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73 )

IMR Systems, Ltd.  
507 Tenth St., #802  
Des Moines, IA 50309  
Ph. 515-282-7800  
Contact: William Tooley  
1,3,6,7B

Mid-Iowa Interviewing  
1551-35th St., #157A  
West Des Moines, IA 50265  
Ph. 515-225-6232  
Fax 515-225-1184  
Contact: Betty O'Connor  
1,3,4,6,7A

Per Mar Research Services  
2901 Douglas Ave., Ste. #1A  
Des Moines, IA 50310  
Ph. 515-255-2218  
Fax 515-255-3664  
1,3,6,7C

## **KANSAS**

### **KANSAS CITY (See Kansas City, MO)**

### **TOPEKA**

Central Research Corp.  
900 Bank IV Tower  
Topeka, KS 66603  
Ph. 913-233-8948  
Fax 913-233-8956  
Contact: Donald Hardesty  
1,3,6,7B

### **WICHITA**

Data Net-Wichita  
7700 E. Kellogg, M-3  
Wichita, KS 67207  
Ph. 316-682-6655  
Fax 316-682-6664  
Contact: Clyde K. Nitta  
1,3,4,6,7A

Marketing Support Services, Inc.  
200 No. Broadway, #220  
Wichita, KS 67202  
Ph. 316-263-3949  
Fax 316-292-3274  
Contact: Keneth F. Smith  
1,3,7B

Name Services Unlimited  
1786 So. Seneca, #6  
Wichita, KS 67213  
Ph. 316-264-3670  
Contact: Linda McFadden  
1,3,6,7B

**U.S. Research Corp.**  
Town West Square, Store 804  
Wichita, KS 67209  
Ph. 316-943-1153  
1,3,4,6,7A  
(See advertisement on p. 91 )

Wichita Marketing Research, Inc.  
224 Ohio  
Wichita, KS 67214  
Ph. 316-263-6433  
Fax 316-263-0885  
Contact: Esther Headley  
1,3,7C

## **KENTUCKY**

### **LEXINGTON**

Wilkerson & Associates  
330 E. Main St., Ste. 200  
Lexington, KY 40507  
Ph. 606-231-9481  
1,3,6,7B

### **LOUISVILLE**

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

Personal Opinion, Inc.  
3415 Bardstown Rd., Ste. 206A  
Louisville, KY 40218  
Ph. 502-451-1971  
Fax 502-451-3940  
Contact: Melissa Smith  
1,2,3,4,5,6,7B

Southern Research Services, Inc.  
1930 Bishop Lane, #921  
Louisville, KY 40218  
Ph. 502-454-0771  
Contact: Sharron Hermanson  
1,3,4,6,7B

Southern Surveys, Inc.  
1519 Gagel Avenue  
Louisville, KY 40216  
Ph. 502-367-7199  
1,3,4,6,7B

Stevens Research Services, Inc.  
3010 Hikes Lane  
Louisville, KY 40220  
Ph. 502-456-5300  
1,2,3,4,5,6,7C

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

## **OWENSBORO**

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

## **LOUISIANA**

### **BATON ROUGE**

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



JKB and Associates  
2223 Quail Run Dr., C-2  
Baton Rouge, LA 70808  
Ph. 504-766-4065  
Fax 504-766-9597  
Contact: Joan Berg  
1,3,4,6,7B

Saurage-Thibodeaux Research, Inc.  
4000 So. Sherwood Forest Blvd., #501  
Baton Rouge, LA 70816-4366  
Ph. 504-293-2415  
Fax 504-295-0009  
Contact: Susan Saurage-Thibodeaux  
1,3,6,7B

## NEW ORLEANS

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

### Friedman Marketing/New Orleans

Belle Promenade Mall  
1701 Barataria Blvd., Ste. 666  
Marrero, LA 70072  
Ph. 504-340-0972  
Fax 504-340-7965  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

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

Linden Research Services Corp.  
197-36 Westbank Exp.  
Gretna, LA 70053  
Ph. 504-368-9825  
1,3,4,6,7A

N G L Research Services, Inc.  
4300 S. I-10 Service Rd., Ste 115  
Metairie, LA 70001  
Ph. 504-456-9025  
Fax 504-456-9072  
Contact: Lena Webre  
1,3,4,6,7B

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

## SHREVEPORT

DCW & Associates  
2229 Beckett, Ste. B  
Bossier City, LA 71111  
Ph. 318-742-0126  
Contact: Dorothy Webb  
1,6,7D

Melton Market Research  
2835 Hollywood Ave., Ste. 270  
Shreveport, LA 71108  
Ph. 318-631-5356  
Fax 318-635-7128  
Contact: Alene Melton  
1,3,6,7B

## MAINE

### PORTLAND

Consumer Research of Maine  
672 Ocean Avenue  
Portland, ME 04103  
Ph. 207-773-3849  
Fax 207-871-0186  
Contact: Susan W. Jordan  
1,2,3,4,6,7D

Market Research Unlimited, Inc.  
40 Atlantic Place  
S. Portland, ME 04106  
Ph. 207-775-7249  
Fax 207-775-5223  
1,3,4,5,6,7B

Strategic Marketing Services  
148 Middle Street  
Portland, ME 04101  
Ph. 207-774-6738  
Fax 207-772-4842  
Contact: David Hill  
1,3,4,6,7C

## MARYLAND

### BALTIMORE

A-H Interviewing  
3610 Milford Mill Rd.  
Baltimore, MD 21207  
Ph. 301-922-9186  
1,3,4,6,7B

Baltimore Research Agency  
8320 Bellona Ave., Ste. 40  
Baltimore, MD 21204  
Ph. 301-583-9991  
Fax 301-484-0252  
1,3,6,7B

### Chesapeake Surveys

305 W. Chesapeake Ave., Ste. L19  
Towson, MD 21204  
Ph. 301-296-4411  
Fax 301-828-6520  
Contact: Carolyn Hilton  
1,3,4,6,7B  
(See advertisement on p. 81)

### Consumer Pulse of Baltimore

8200 Perry Hall Blvd.  
Baltimore, MD 21236  
Ph. 301-256-7700  
Fax 301-256-5148  
Contact: Pam Jones  
1,3,4,5,6,7A  
(See advertisement on p. 84)

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

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

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

#### Codes:

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

#### Location:

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

# CHESAPEAKE SURVEYS

Welcomes You to Baltimore

#### Our Services Include:

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

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

Carolyn Hilton  
Field Director

#### CHESAPEAKE SURVEYS

305 W. Chesapeake Ave., Suite L19 • Towson, MD 21204  
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Opinion Centers America  
1410 No. Crain Highway, Ste. 9B  
Glen Burnie, MD 21061  
Ph. 301-760-0052  
Fax 301-760-6744  
Contact: Sylvia Yaeger  
1,3,4,6,7B

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

Opinion Centers America  
6400 Rossville Blvd.  
Baltimore, MD 21237  
Ph. 301-391-7750  
Fax 301-760-6744  
Contact: Sylvia Yaeger  
1,3,4,6,7A

## MASSACHUSETTS

### BOSTON

**Bennett Research, Inc.**  
230 Western Ave., Ste. 201  
Boston, MA 02134  
Ph. 617-254-1314  
Fax 617-254-1857  
Contact: Ann Alpert  
1,3,4,5,6,7B  
(See advertisement on p. 83)

**Bennett Research, Inc.**  
Assembly Square  
133 Middlesex Avenue  
Somerville, MA 02145  
Ph. 617-623-2330  
Contact: Stacey Black  
1,3,4,6,7A  
(See advertisement on p. 83)

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

CSI Qualitative Research Center  
400 Atlantic Ave.  
Boston, MA 02110  
Ph. 800-227-0666  
Fax 203-748-1735  
Contact: Karen Forcade  
1,3,4,6,7B

CSI Qualitative Research Center  
Northshore Mall  
Peabody, MA 01960  
Ph. 800-227-0666  
Fax 203-748-1735  
Contact: Karen Forcade  
1,3,4,5,6,7A

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

Dorr & Sheff, Inc.  
190 North Main Dr.  
Natick, MA 01760  
Ph. 508-650-1292  
Fax 508-650-4722  
Contact: Garry Sheff  
1,3,4,6,7B

**Equifax/Quick Test Opinion Ctrs.**  
Watertown Mall  
550 Arsenal St.  
Watertown, MA 02172  
Ph. 617-924-8486  
Fax 617-923-0261  
Contact: Brent Wooten  
1,3,4,6,7A  
(See advertisement on p. 3)

**Equifax/Quick Test Opinion Ctrs.**  
Dedham Mall, Route 1  
Dedham, MA 02026  
Ph. 617-326-0865  
Fax 617-320-0049  
Contact: Dolly Rooney  
1,3,4,5,6,7B  
(See advertisement on p. 3)

**Equifax/Quick Test Opinion Ctrs.**  
Hamilton Plaza  
680 Worcester Rd.  
Framingham, MA 01701  
Ph. 508-872-1800  
Fax 508-875-4719  
Contact: John Boni  
1,3,4,6,7B  
(See advertisement on p. 3)

**Fieldwork Boston, Inc.**  
800 South Street  
Waltham, MA 02154  
Ph. 617-899-3660  
Contact: Vincent Stolo  
1,2,3,4,6,7B  
(See advertisement on p. 96)

First Market Research Corp.  
121 Beach Street  
Boston, MA 02111  
Ph. 617-482-9080 or 800-347-7811  
Fax 617-482-4017  
1,3,6,7B

National Field & Focus, Inc.  
190 N. Main Street  
Natick, MA 01760  
Ph. 508-655-1926  
Contact: Brenda Chartoff

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

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

# Qualitative Research With New Meaning

**Qual·i·ta·tive Fo·cus** (kwŏl'ə·tā'tiv fō'kəs) *n.* 1. The best focus group facility in New England. **a.** Located 30 minutes from Boston. **b.** Custom designed table seating 12 in a 16'x20' conference room. **c.** Comfortable 16'x16' 2-tiered observation room seating 15 with a 5'x15' 1 way mirror. **d.** Fully equipped test kitchen. **e.** State-of-the-art audio and video systems. 2. A division of Research Data Inc. **a.** Highly trained recruiters for group and in-depth interviews. **b.** Professional moderators available for local and national studies. **c.** Full-service experience for complete factual analysis and written reporting.

Let us help you define your objectives  
and meet all your research goals.



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**A DIVISION OF RESEARCH DATA, INC.**

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

Locations	Permanent Locations Facility	Full Kitchen	Observation Room	Focus Facilities with moderators	Executive Interviewing	In-store Interviewing	Central Telephone	Door to door	Coding and Tabbing
Boston HQ Boston, MA		✓	✓	✓	✓	✓	✓	✓	✓
So. Shore Plaza Boston, MA	✓	✓							✓
Assembly Sq. Mall Boston, MA	✓	✓	✓	✓					✓
Rivergate Mall Nashville, TN	✓	✓			✓	✓	✓		✓
Aurora Mall Denver, CO	✓	✓	✓	✓	✓	✓	✓		✓
Northwoods Mall Charleston, SC	✓	✓	✓	✓		✓	✓		✓
Middlesex Mall So. Plainfield, NJ	✓	✓			✓	✓	✓	✓	✓
Menlo Park * Edison, NJ	✓	✓	✓	✓	✓	✓	✓		✓

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



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

South Shore Plaza  
250 Granite Str.  
Braintree, MA 02184  
(617) 849-1692

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

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

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

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

Middlesex Mall  
Stelton & Hadley Roads  
South Plainfield, NJ 07080  
(201) 548-2900

\* Re-opening 1991

Circle No. 875 on Reader Card

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

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

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

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

**Qualitative Focus**  
(Div. of Research Data, Inc.)  
624 Worcester Rd.  
Framingham, MA 01701  
Ph. 508-875-1300  
Fax 508-872-2001  
1,3,4,6,7B  
(See advertisement on p. 82)

Survey and Research Service, Inc.  
2400 Massachusetts Ave.

Cambridge, MA 02140  
Ph. 617-864-7794  
Contact: Agnes Piandes  
1,3,4,6,7B

## SPRINGFIELD/HOLYOKE

CSI Qualitative Research Center  
South Maple Street  
Springfield, MA 01035  
Ph. 800-227-0666  
Fax 203-748-1735  
Contact: Karen Forcade  
1,3,4,6,7A

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

Trends of Springfield  
Performance Plus, Inc.  
591 Memorial Drive  
Chicopee, MA 01020  
Ph. 508-872-1287  
Contact: Shirley Shames  
1,3,4,6,7A

Western Massachusetts Interviewing Service  
2341 Boston Road  
Wilbraham, MA 01095  
Ph. 413-599-1781  
Contact: Anita Tarallo  
1,3,4,6,7A

## WORCESTER

**Equifax/Quick Test Opinion Ctrs.**  
275 Worcester Center  
Worcester, MA 01608  
Ph. 508-754-3960  
Fax 508-799-0282  
Contact: Debbie LeGuern  
1,3,4,6,7A  
(See advertisement on p. 3)

## MICHIGAN

### DETROIT

Amrigon  
2750 So. Woodward  
Bloomfield Hills, MI 48304  
Ph. 313-332-2300  
1,3,6,7B

**Consumer Pulse of Detroit**  
725 S. Adams, Ste. 2605  
Birmingham, MI 48009  
Ph. 313-540-5330  
Fax 313-645-5685  
Contact: Mary Taras  
1,3,4,5,6,7B  
(See advertisement on p. 84)

Detroit Marketing Services, Inc.  
26237 Southfield Rd.  
Lathrup Village, MI 48076  
Ph. 313-569-7095  
Fax 313-569-8927  
Contact: Phyllis Huls  
1,2,3,4,5,6,7C

Detroit Marketing Services, Inc.  
29755 Plymouth Rd.  
Livonia, MI 48150  
Ph. 313-427-5360  
Fax 313-569-8927  
Contact: Diane Wojkowski  
1,3,4,5,6,7A


**Equifax/Quick Test Opinion Ctrs.**  
Southland Center Mall  
23000 Eureka Road  
Taylor, MI 48180  
Ph. 313-287-3600  
Fax 313-287-3840  
Contact: Kathy Bragg  
1,3,4,6,7A  
(See advertisement on p. 3)

**Friedman Marketing/Detroit**  
Oakland Mall  
350B W 14 Mile Road  
Troy, MI 48083  
Ph. 313-589-0950 or 313-569-0444  
Fax 313-589-0271  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)


**Friedman Marketing/Detroit**  
French-Town Square Mall  
2121 N. Monroe Street, Unit 105  
Monroe, MI 48161  
Ph. 313-241-1610 or 313-569-0444  
Fax 313-241-6804  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

**Friedman Marketing of Detroit**  
25130 Southfield Rd. #102  
Southfield, MI 48075  
Ph. 313-569-0444  
Fax 313-569-2813  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)


**WATS/  
Central Telephone**




**Data Processing**



**Mail  
Interviews**



**CRT Interviewing  
(Mails & Phones)**




**THE 18  
FOCUS GROUP  
AND ONE-ON-ONE  
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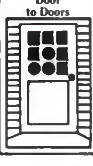
**Date Tests**



**Focus Groups**



**Door  
to Doors**



**Baltimore Charlotte Cincinnati Cleveland**  
**Colorado Springs Denver Detroit**  
**Los Angeles Milwaukee Philadelphia Washington, D.C.**

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

Heakin Research-Detroit  
Macomb Mall  
Roseville, MI 48066  
Ph. 313-294-3232  
Contact: Don Jezak  
1,3,4,6,7A

Market Interviews Div. MOR.PACE  
31700 Middlebelt Rd..  
Farmington Hills, MI 48334  
Ph. 800-879-7223  
Contact: MaryAnn Adams  
1,2,3,4,5,6,7B

Nordhaus Research, Inc.  
20300 W. 12 Mile Rd.  
Southfield, MI 48076  
Ph. 313-827-2400  
Fax 313-827-1380  
Contact: Jean Delegarde  
1,3,4,6,7B

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

**Product & Consumer Evaluations**  
31700 Middlebelt Rd..  
Farmington Hills, MI 48334  
Ph. 800-878-PACE  
Contact: Kathy Patrignani  
1,2,3,4,5,6,7B  
(See advertisement on p. 13)

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

**TRENDFACTS Field Services**  
31800 Northwestern Hwy., Ste. 380  
Farmington Hills, MI 48334-1665  
Ph. 313-855-7811  
Fax 313-855-2368  
Contact: Paula Cornwall or Ann Kwasny  
1,2,3,4,5,6,7B  
New Facilities Jan., 1991

Yee/Minard and Associates  
27300 W. 11 Mile Rd., Ste. 500  
Southfield, MI 48034  
Ph. 313-352-3300  
Fax 313-352-3787  
Contact: Lynne Goodman  
1,3,6,7B

## GRAND RAPIDS

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

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

Datatrack, Inc.  
Eastbrook Mall  
Grand Rapids, MI 49508  
Ph. 616-776-7230  
Fax 616-776-7212  
Contact: Pamela Schichtel  
1,2,3,4,6,7A

Nordhaus Research, Inc.  
2449 Camelot Court  
Grand Rapids, MI 49506  
Ph. 616-942-9700  
Fax 616-942-1325  
Contact: Jean Delegarde  
1,3,6,7B

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

## KALAMAZOO

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

## LANSING

Capitol Research Services  
401 So. Washington Sq. 2nd Flr.  
Lansing, MI 48933  
Ph. 517-484-5440  
Fax 517-322-0640  
Contact: Rachelle Souser  
1,3,6,7B

## MINNESOTA

### MINNEAPOLIS/ST. PAUL

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

Colle and McVoy Research  
7900 International Dr., #700  
Bloomington, MN 55425  
Ph. 612-851-2566  
Fax 612-854-8639  
Contact: Steve Akerson  
1,3,6,7B

CIMR, Concepts In Marketing Research  
400 N. Robert St.  
St. Paul, MN 55101-2098  
Ph. 612-228-5667  
Fax 612-223-4488  
Contact: Kelly Quehl  
1,3,6,7B

Cook Research & Consulting, Inc.  
6600 France Ave. So., Ste. 214  
Minneapolis, MN 55435  
Ph. 612-920-6251  
Fax 612-920-1230  
Contact: Harold Cook  
1,3,4,5,6,7B

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

## Dynamic Observations

2900 Rice Street, Ste. 290  
St. Paul, MN 55113  
Ph. 612-481-6937  
Fax 612-481-0200  
Contact: Carrie Cardinal-Bale  
1,2,3,4,5,6,7A  
(See advertisement on p. 85)

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

The Market Place Mall  
2900 Rice Street North  
Suite 290  
Saint Paul, MN 55113  
Phone: 612-481-6937  
Fax: 612-481-0020

**Dynamic Observations**  
your focus group facility

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**Focus Market Research, Inc.**  
 801 W. 106th St., Ste. 201  
 Bloomington, MN 55420  
 Ph. 612-881-3635  
 Fax 612-881-1880  
 Contact: Judy Opstad  
 1,2,3,4,5,6,7B  
 (See advertisement on p. 86)

**Focus Market Research, Inc.**  
 4956 Lincoln Drive  
 Edina, MN 55436  
 Ph. 612-933-0449  
 Contact: Judy Opstad  
 1,2,3,4,5,6,7B  
 (See advertisement on p. 86)

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

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

**Ideas To Go, Inc**  
 One Main at Riverplace, #504  
 Minneapolis, MN 55414  
 Ph. 612-331-1570  
 Contact: Fred S. Meyer  
 1,2,3,6,7D  
 (See advertisement on p. 87)

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

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

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

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

C.J. Olson Market Research, Inc.  
 708 So. 3rd St., Ste. 105 East  
 Minneapolis, MN 55415  
 Ph. 612-339-0085  
 Fax 612-334-3169  
 1,3,6,7B

Orman Guidance Research, Inc.  
 715 Southgate Office Plaza  
 5001 W. 80th St.  
 Minneapolis, MN 55437  
 Ph. 612-831-4911  
 Fax 612-831-4913  
 Contact: Allan Orman  
 1,2,3,4,5,6,7B

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

**Quality Controlled Services**  
 2622 W. Lake St., Ste. 150  
 Minneapolis, MN 55416  
 Ph. 612-926-2646  
 Fax 612-926-6281  
 Contact: Kathryn Riemer  
 1,3,6,7B  
 (See advertisement on p. 59)

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

## FOCUS in the Minneapolis/St. Paul Market

When your projects include the Minneapolis/St. Paul market, turn to FOCUS. We will provide you and your client with respondents screened in strict accordance to your specifications, within your deadline. Established in 1972, FOCUS is an experienced field service agency with reliable and conscientious staff. Our clients are our best source of new business . . . so please feel free to ask us for references.

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- Test Kitchens with one way mirrors
- Central Phone — WATS
- Mall Intercept
- Executive & medical
- All phases of consumer interviewing
- Vehicle Clinics

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Each location has two focus rooms and a test kitchen. The four large and accommodating conference rooms have ample space for display and demonstration. The client viewing rooms are spacious and seat 12 in comfort. Test kitchens are fully equipped and provide excellent viewing. All rooms offer:

- Large 5 x 10 double paned one way mirrors
- Professionally installed sound systems
- Client guest offices with private phones
- Separate entrances for clients
- Video jacks with taping available
- Security lock up in all areas
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- Minutes from the airport and better hotels

Our goal is to make you and your clients comfortable at our facility. We believe that a combination of quality control standards, spacious working conditions and a friendly, hospitable staff will provide you with the working atmosphere you deserve.

Contact Judy Opstad at  
**FOCUS**  
 Market Research, Inc.

801 West 106th Street      4956 Lincoln Drive  
 Bloomington, MN 55420      Edina, MN 55436  
 612/881-3635

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

**Rockwood Research**  
1751 W. County Road B  
St. Paul, MN 55113  
Ph. 612-631-1977  
Fax 612-631-8198  
Contact: Lisa Schwartz  
1,3,6,7B  
(See advertisement on p. 87)

Twin City Interviewing Service, Inc.  
3225 Hennepin Ave. So.  
Minneapolis, MN 55408  
Ph. 612-823-6214  
Fax 612-823-6215  
Contact: Beth Fischer  
1,2,3,4,6,7C

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

## WILLMAR

Olsen Marketing, Inc.  
310 So. First St.  
Willmar, MN 56201  
Ph. 612-231-1970  
Contact: Chris Olsen  
1,6,7B

*For Groups in Minneapolis*

## THE FOCUS GROUP FACILITY CLIENTS AND RESPONDENTS LOVE TO VISIT

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- **Big, Flexible Rooms** can be set living-room or conference style, or for kids on the carpeting.
- **Designed-for-Clients Observation Rooms**— Two tiers. 15' mirrors. Private phone areas.
- **Professionalism and TLC**— a commitment to providing a comfortable and problem-free project to meet your needs.

Call Virginia Morse  
(612) 331-1570

**ideas  
to go**<sub>LINC</sub>

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**THE  
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DIFFERENCE**

## Your room with a view

**Where you conduct your focus group interviews does make a difference.**

At Rockwood Research the difference is:

- Thousands of fresh respondents within a few miles of our offices.
- An ideal Twin Cities location.
- An experienced professional staff.
- Modern, state-of-the-art facilities.



Our completely remodeled moderating area includes a large focus group room, a spacious observation room, private client offices and high-quality recording equipment. Ceiling-mounted microphones are connected to large speakers so you never miss a word from the respondents.

Call us when you need focus group interviewing in the Twin Cities.

**Rockwood Research**  
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# MISSISSIPPI

## JACKSON

**Friedman Marketing/Jackson**  
 1275 Metro Center Mall  
 Jackson, MS 39209  
 Ph. 601-352-9340 or 313-569-0444  
 Fax 601-355-3530  
 Contact: Paula Crimmins  
 1,3,4,6,7A  
*(See advertisement on p. 73 )*

Message Factors, Inc.  
 715 S. Pear Orchard Rd., Suite 307  
 Ridgeland, MS 39157  
 Ph. 601-977-1100  
 Fax 601-977-1100  
 Contact: Schuyler "Skye" Jones  
 1,3,6,7B

# MISSOURI

## JEFFERSON CITY

Klein Market Test, Inc.  
 226 East Dunklin  
 Jefferson City, MO 65101  
 Ph. 314-635-9600  
 Contact: Ann Klein  
 1,3,6,7B

# KANSAS CITY

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

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

Flaspohler-Rose Market Research, Inc.  
 4330 Shawnee Mission Pkwy., #222  
 Shawnee Mission, KS 66205  
 Ph. 913-384-1337  
 Contact: Jill Rogers  
 1,2,3,4,6,7B

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

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

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

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

Market Research Institute, Inc.  
 7315 Frontage Rd., Ste. 200  
 Merriam, KS 66204  
 Ph. 913-236-6060  
 Fax 913-236-6094  
 Contact: Donald Weston  
 1,2,3,4,6,7B

**Quality Controlled Services**  
 Corporate Woods Office Park  
 10875 Grandview St., Ste. 2230  
 Overland Park, KS 66210  
 Ph. 913-345-2200  
 Fax 913-345-2070  
 Contact: Shirley Musgrave  
 1,3,4,5,6,7B  
*(See advertisement on p. 59)*

**Quality Controlled Services**  
 8600 Ward Parkway  
 Kansas City, MO 64114  
 Ph. 816-361-0345  
 Contact: Iva Schlatter  
 1,3,4,6,7A  
*(See advertisement on p. 59)*

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 V.L.Sevala or  
 K.A.Kardenetz

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Quality-On-Time Interviewing  
8889 Bourgade Ave.  
Lenexa, KS 66219  
Ph. 913-894-9012  
Fax 913-894-5240  
Contact: William Foley  
1,3,6,7B

Valentine Radford  
911 Main St.  
Kansas City, MO 64105  
Ph. 816-842-5021  
Fax 816-472-5177  
1,3,6,7B

## ST. LOUIS

**ACG Research Solutions**  
120 South Central, Suite 1750  
St. Louis, MO 63105  
Ph. 314-726-3403  
Fax 314-726-2503  
Contact: Vicki Savala  
1,3,6,7B  
(See advertisement on p. 88)

Bryan Research  
820 S. Main Street  
St. Charles, MO 63301  
Ph. 314-946-8007  
Fax 314-946-8168  
Contact: Susan Bryan  
1,3,4,6,7B

**Consumer Opinion Search**  
10795 Watson Rd.  
St. Louis, MO 63127  
Ph. 314-965-0053  
Fax 314-965-8042  
Contact: Carol McGill  
1,3,4,6,7B  
(See advertisement on p. 49)

**Consumer Opinion Search**  
1279 Mid Rivers Mall  
St. Louis, MO 63376  
Ph. 314-926-0247  
Fax 314-965-8042  
Contact: Carol McGill  
1,3,4,6,7A  
(See advertisement on p. 49)

**Consumer Opinion Council Research Ctr.**  
222 So. Meramec Ave., #301-02  
St. Louis, MO 63105  
Ph. 314-863-3780  
Fax 314-863-2880  
Contact: Genny Schumacher  
1,2,3,4,6,7B  
(See advertisement on p. 89)

**Equifax/Quick Test Opinion Ctrs.**  
505 Northwest Plaza  
St. Ann, MO 63074  
Ph. 314-291-8888  
Fax 314-291-8581  
Contact: Fletcher Peacock  
1,3,4,6,7A  
(See advertisement on p. 3)

Fact Finders  
11960 Westline Industrial Dr., Ste. 105  
St. Louis, MO 63146  
Ph. 314-469-7373  
Fax 314-469-0758  
Contact: Sandra Christie  
1,3,6,7B

Lucas Market Research  
13250 New Halls Ferry Rd.  
Florissant, MO 63033  
Ph. 314-838-0696  
Fax 314-838-1996  
Contact: Mary Lucas  
1,3,4,5,6,7C

**Marketeam Associates**  
1807 Park 270 Dr., Suite 300  
St. Louis, MO 63146  
Ph. 314-878-7667  
Fax 314-878-7616  
Contact: Denise Titus  
1,3,4,6,7B  
(See advertisement on p. 89)

**Marketeam Associates**  
515 No. Sixth St., #374  
St. Louis, MO 63101  
Ph. 314-569-1324  
Fax 314-241-6429  
Contact: Joyce Klostermann  
1,3,6,7A  
(See advertisement on p. 89)

**Marketing Horizons, Inc.**  
605 Old Ballas Rd., Ste. 101  
St. Louis, MO 63141  
Ph. 314-432-1957  
Fax 314-432-7014  
Contact: Renee Fredman  
1,3,4,6,7B  
(See advertisement on p. 88)

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	



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Peters Marketing Research, Inc.  
 12400 Olive Blvd., Suite 225  
 St. Louis, MO 63141  
 Ph. 314-469-9022  
 Fax 314-469-7436  
 Contact: Tina Peters-Price  
 1,3,4,6,7B

Pragmatic Research, Inc.  
 222 So. Meramec Ave., #301  
 St. Louis, MO 63105  
 Ph. 314-863-2800  
 Contact: Swaran L. Saxena, Pres.  
 1,3,4,6,7B

**Quality Controlled Services**  
 1655 Des Peres Rd.  
 St. Louis, MO 63131  
 Ph. 314-966-6595  
 Fax 314-822-4294  
 Contact: Yvonne Filla  
 1,3,4,6,7B  
 (See advertisement on p. 59)

**Superior Surveys of St. Louis**  
 10795 Watson Rd.  
 St. Louis, MO 63127  
 Ph. 800-325-4982  
 Fax 314-965-8042  
 Contact: Trish Dunn  
 1,3,4,6,7B  
 (See advertisement on p. 90)

**Superior Surveys of St. Louis**  
 1279 Mid Rivers Mall  
 St. Louis, MO 63376  
 Ph. 314-278-8463  
 Fax 314-965-8042  
 Contact: Trish Dunn  
 1,3,4,6,7A  
 (See advertisement on p. 90)

**U. S. Research Corp.**  
 338 Jamestown Mall  
 Florissant, MO 63034  
 Ph. 314-741-0284  
 Contact: Jackie Weise  
 1,3,4,6,7A  
 (See advertisement on p. 91)

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

## SPRINGFIELD

Bryles Survey Service  
 227 Battlefield Mall  
 Springfield, MO 65804  
 Ph. 708-532-6800  
 Fax 708-532-1880  
 Contact: Bob Bryles  
 1,3,4,6,7A

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

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

## MONTANA

### GREAT FALLS

Intermountain SIR  
 902 3rd Avenue So.  
 Great Falls, MT 59405  
 Ph. 406-727-7050  
 Fax 406-727-7847  
 Contact: Jan Reagor  
 1,3,6,7B

## NEBRASKA

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Coy/Pedco  
 380 Bruce Dr.  
 Lincoln, NE 68510  
 Ph. 402-488-3753  
 1,3,6,7A

Codes:	Location:
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2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
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Lyndhurst, NJ 07071  
(201) 507-9600

## OMAHA

**Midwest Survey, Inc.**  
8922 Cuming  
Omaha, NE 68114  
Ph. 402-392-0755  
Fax 402-392-1068  
Contact: Jim Krieger  
1,3,4,6,7C  
(See advertisement on p. 92)

Wiese Research Associates  
10707 Pacific St., Suite 202  
Omaha, NE 68114  
Ph. 402-391-7734  
Fax 402-391-0331  
Contact: Cathy Morrissey  
1,3,6,7B

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## NEVADA

### LAS VEGAS

Las Vegas Surveys  
900 E. Karen Dr., Ste. B212  
Las Vegas, NV 89109  
Ph. 702-796-6451  
1,3,4,6,7C

### RENO

Sierra Market Research  
63 Keystone Ave., #302  
Reno, NV 89503  
Ph. 702-786-6556  
Fax 702-786-3279  
Contact: Carl Bergemann  
1,3,6,7B

## NEW HAMPSHIRE

### MANCHESTER

American Research Group, Inc.  
814 Elm Street  
Manchester, NH 03101  
Ph. 603-624-4081  
Fax 603-627-1746  
Contact: Robin Lindley  
1,3,6,7B

Granite State Mktg. Rch., Inc.  
1 North main  
Derry, NH 03038  
Ph. 603-434-9141  
Fax 603-434-4176  
Contact: Dorothy Bacon  
1,4,6,7B

New England Interviewing, Inc.  
5 Coliseum Ave.  
Nashua, NH 03063  
Ph. 603-889-8222  
Fax 603-883-1119  
Contact: Joan Greene  
1,3,4,6,7B

New England Interviewing, Inc.  
650 Elm Street  
Manchester, NH 03101  
Ph. 603-641-1222  
Fax 603-883-1119  
Contact: Stella McDaniel  
1,3,4,6,7B

## NEW JERSEY

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### ATLANTIC CITY

Survey Central, Inc.  
1270 W. Washington Ave., #310  
Cardiff, NJ 08232  
Ph. 609-383-1700  
Fax 609-383-1783  
Contact: Jody Scharf  
1,3,6,7B

## PRINCETON

Research 100  
29 Emmons Drive  
Princeton, NJ 08540  
Ph. 609-924-6100  
Fax 609-452-0138  
Contact: Michael Sandler  
1,3,4,6,7B

Response Analysis  
377 Wall Street  
Princeton, NJ 08540  
Ph. 609-921-3333  
Fax 609-921-2611  
Contact: James Fouss  
1,3,6,7B

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

Total Research Corporation  
Princeton Corporate Center  
5 Independence Way CN5305  
Princeton, NJ 08543  
Ph. 609-921-8100  
Fax 609-987-8839  
Contact: James Alleborn  
1,3,4,6,7B

## NEW MEXICO

### ALBUQUERQUE

Business Information Group  
7800 Marble N.E., Suite 6  
Albuquerque, NM 87110  
Ph. 505-265-4760  
Fax 505-265-5062  
Contact: Carol Jacobus  
1,3,6,7B

### Sandia Marketing Services

Coronado Mall  
923 Coronado Center  
Albuquerque, NM 87110  
Ph. 505-883-5512  
Fax 505-883-4776  
Contact: Lana Scutt  
1,3,4,6,7A  
(See advertisement on p. 95)

### Sandia Marketing Services

2201 San Pedro NE, Bldg. 1, #230  
Albuquerque, NM 87110  
Ph. 505-883-5512  
Fax 505-883-4776  
Contact: Lana Scutt  
1,2,3,4,5,6,7B  
(See advertisement on p. 95)

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
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1124 Villa Linda Mall  
Santa Fe, NM 87505  
Ph. 505-471-1699  
Fax 505-471-4336  
Contact: Coral Bradley  
1,3,4,6,7A  
(See advertisement on p. 3)

## NEW YORK

## ALBANY

### Equifax/Quick Test Opinion Ctrs.

428 Mohawk Mall  
Schenectady, NY 12304  
Ph. 518-370-5077  
Fax 518-370-5054  
Contact: Scott Burgess  
1,3,4,6,7A  
(See advertisement on p. 3)

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

## BUFFALO

Buffalo Survey & Research, Inc.  
1249 Eggert Rd.  
Buffalo, NY 14226  
Ph. 716-833-6639  
Fax 716-834-0396  
1,3,4,6,7C

Ruth Diamond Market Research  
770 Alberta Dr.  
Buffalo, NY 14226  
Ph. 716-836-1110  
Fax 716-836-1114  
Contact: Harvey Podolsky  
1,3,4,6,7A

Goldhaber Research Associates  
One NFA Park  
Amherst, NY 14228  
Ph. 716-689-3311  
Fax 716-689-3342  
1,6,7B

Marketing Decision Group, Inc.  
9141 Main Street  
Buffalo, NY 14031  
Ph. 716-634-2045  
1,3,4,6,7C

Marion Simon Research Services  
C103 Walden Galleria  
Cheektowaga, NY 14225  
Ph. 716-684-8025  
Fax 716-684-3009  
Contact: Marion Simon  
1,3,4,6,7A  
(See advertisement on p. 99)

Survey Svce. of Western New York  
1911 Sheridan Drive  
Buffalo, NY 14223  
Ph. 716-876-6450  
Fax 716-876-0430  
Contact: Susan Adelman  
1,2,3,4,6,7C

Survey Svce. of Western New York  
4545 Transit Road  
Williamsville, NY 14221  
Ph. 716-876-6450  
Fax 716-876-0430  
Contact: Susan Adelman  
1,3,4,6,7A

Survey Svce. of Western New York  
3701 W. McKinley Parkway  
Blasdell, NY 14219  
Ph. 716-876-6450  
Fax 716-876-0430  
Contact: Susan Adelman  
1,3,4,6,7A

## NEW YORK CITY

Accu-Trend Inc.  
1045 Route 109  
Lindenhurst, NY 11757  
Ph. 516-957-8811  
Fax 516-957-8938  
1,3,6,7C

A La Carte Research  
6800 Jericho Tpke, Suite 114W  
Syosset, NY 11791  
Ph. 516-364-4004  
Fax 516-364-4683  
Contact: Phyllis Gorin  
1,3,6,7B

Alenik-Rudman Research  
151-17 82 Street  
Howard Beach, NY 11414  
Ph. 718-835-3100  
Fax 718-641-6310  
Contact: Roberta Rudman  
1,3,6,7D

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

Assistance In Marketing, NY  
Galleria Mall, 100 Main St.  
White Plains, NY 10601

Ph. 201-569-1919  
Fax 201-569-8128  
Contact: Wayne Odle  
1,3,4,6,7A

Beta Research Corp.  
6400 Jericho Turnpike  
Syosset, NY 11791  
Ph. 516-935-3800  
Fax 516-935-4092  
1,3,6,7B

### The Conference Center of New Rochelle

3 Cottage Place  
New Rochelle, NY 10801  
Ph. 914-576-3800  
Contact: Annette Walker  
1,3,4,6,7B  
(See advertisement on p. 96)

CSI Qualitative Research Ctr.  
Wayne Towne Center  
Intersections of Rts. 23,46 & 80  
Wayne, NJ 07470  
Ph. 800-227-0666  
Fax 203-748-1735  
Contact: Karen Forcade  
1,2,3,4,5,6,7A

Tom Dale Market Research  
160 East 48th Street  
New York, NY 10017  
Ph. 212-758-9777  
1,3,4,5,6,7B

DTW Marketing Research Group  
227 Route 206  
Flanders, NJ 07836  
Ph. 201-584-2500  
Fax 201-584-2400  
1,6,7B

#### Codes:

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

#### Location:

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

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### SANDIA MARKETING SERVICES

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Albuquerque, New Mexico 87110  
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Toll free: 1-800-950-4148  
(Also in Coronado Mall.)

**Ebony Marketing Research, Inc.**  
 2100 Bruckner Blvd.  
 Bronx, NY 10473  
 Ph. 718-217-0842  
 Contact: Bruce Kirkland  
 1,3,4,6,7B  
 (See advertisement on p. 7)

**Ebony Marketing Research, Inc.**  
 2100 Bartow Ave,  
 Baychester Bronx  
 New York, NY 10473  
 Ph. 718-526-0432  
 Fax 718-526-3204  
 Contact: Bruce Kirkland  
 1,3,4,6,7B  
 (See advertisement on p. 7)

**Equifax/Quick Test Opinion Ctrs.**  
 11 Rye Ridge Plaza  
 Rye Brook, NY 10573  
 Ph. 914-937-0220  
 Fax 914-937-0561  
 Contact: Ruth Suhr  
 1,3,4,6,7B  
 (See advertisement on p. 3)

**Equifax/Quick Test Opinion Ctrs.**  
 #370 Sunrise Mall  
 Massapequa, NY 11758  
 Ph. 516-541-5100  
 Fax 516-541-1099  
 Contact: Sina Ehrenfreund  
 1,3,4,6,7A  
 (See advertisement on p. 3)

**Fieldwork East, Inc.**  
 Two Executive Dr.  
 Fort Lee, NJ 07024  
 Ph. 201-585-8200  
 Contact: Carol Tauben  
 1,2,3,4,5,6,7B  
 (See advertisement on p. 96)

**Fieldwork East at Westchester, Inc.**  
 555 Taxter Road  
 Elmsford, NY 10523  
 Ph. 914-347-2145  
 Contact: Carol Tauben  
 1,2,3,4,5,6,7B  
 (See advertisement on p. 96)

George Fine Research  
 220 No. Central Park Ave.  
 Hartsdale, NY 10530  
 Ph. 914-328-0200  
 1,3,6,7B

Focus America  
 1140 Sixth Ave., 9th Floor  
 New York, NY 10036  
 Ph. 212-302-1808  
 Contact: David Schreier  
 1,3,4,6,7B

**Focus Plus**  
 Div. of ASI Market Research, Inc.  
 79 Fifth Avenue  
 New York, NY 10003  
 Ph. 212-807-9393  
 Fax 212-645-3171  
 Contact: Liz Lobrano  
 1,3,4,6,7B  
 (See advertisement on p. 97)

**Focus Plus**  
 Div. of ASI Market Research, Inc.  
 141 Fifth Avenue  
 New York, NY 10010  
 Ph. 212-807-9393  
 Fax 212-645-3171  
 Contact: Liz Lobrano  
 1,3,4,6,7B  
 (See advertisement on p. 97)

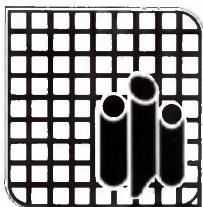
The Focus Room & Field Service, NY  
 231 Central Ave.  
 White Plains, NY 10606  
 Ph. 914-682-8404  
 Fax 914-428-3925  
 1,2,3,4,6,7B

**The Best In Quality And Service**

**FIELDWORK, INC.**

Large one-way mirrored conference rooms  
 Fully equipped test kitchens  
 Separate client entrance  
 One-on-One interview rooms  
 Ample parking  
 Convenient to all major hotels and airports  
 All in-house recruiting

**For All Your Focus Group Needs**



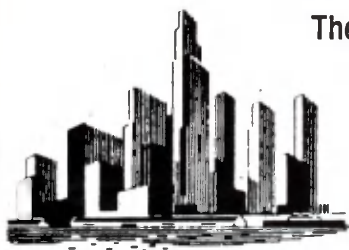
Boston (617) 899-3660  
 East (Fort Lee) (201) 585-8200  
 East (Westchester) (914) 347-2145  
 Chicago (312) 282-2911  
 Chicago at O'Hare (312) 714-8700  
 Denver (303) 825-7788  
 Phoenix (602) 438-2800

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**GET OUT OF TOWN!!!!!!**

...just out of town  
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 The ideal-cross section of suburbia



**Let Us Cater to You!**

We offer a modern and spacious facility (just 2 blocks from Metro North Station, right off I-95), excellent recruiting staff, and the utmost in hospitality. Get the right people at the right place for the right price! Call Annette Walker.

**The Conference Center of New Rochelle**  
 3 Cottage Place  
 New Rochelle, N.Y. 10801  
 (914) 576-3800

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Focus Room of New Jersey  
285 Grand Avenue  
5 Patriot Center  
Englewood, NJ 07631  
Ph. 201-569-1919  
Contact: Donna Weinberg  
1,3,4,6,7B

**Friedman Marketing/New York**  
Jefferson Valley Mall  
650 Lee Blvd., E-1  
Yorktown Heights, NY 10598  
Ph. 914-962-9400 or 313-569-0444  
Fax 914-962-1067  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

Glickman Research Associates  
354 Old Hook Road, #204  
Westwood, NJ 07675  
Ph. 201-664-6688  
Fax 201-664-0590  
1,3,6,7B

Ideal Field Services, Inc.  
1242 Green Acres Mall  
Valley Stream, NY 11581  
Ph. 516-561-1723  
1,3,4,6,7A

Interviewers For Research/Suburban Associates  
517 Route 1 South  
Iselin, NJ 08830  
Ph. 201-855-8900  
Fax 201-855-9291  
1,2,3,4,6,7B

J & R North  
Harrison Street  
New Rochelle, NY 10801  
Ph. 914-235-8335  
1,3,4,6,7A

Long Island Groups In Focus LTD  
1185 Northern Blvd.  
Manhasset, NY 11030  
Ph. 516-365-8630  
Fax 516-365-4913  
Contact: Annette Heller  
1,2,3,4,5,6,7C

**Manhattan Opinion Center**  
369 Lexington Ave.  
New York, NY 10017  
Ph. 212-972-5553  
Fax 212-557-3085  
Contact: Jana Warren  
1,3,6,7B  
(See advertisement on p. 98)

**Meadowlands Consumer Center**  
The Plaza at the Meadows  
700 Plaza Drive, 2nd Flr.  
Secaucus, NJ 07094  
Ph. 201-865-4900  
Fax 201-865-0408  
Contact: Janis Wagman  
1,2,3,4,5,6,7B  
(See advertisement on p. 55)

# FOCUS Plus...

## Qualitative Research with all the pluses:

- + Nationwide network
- + Professional in-house recruiting
- + Fast turn-around
- + Guaranteed special-audience recruiting
- + One of the largest conference rooms in N.Y.C.
- + Comfort and luxury



## Our Location

Focus Plus is centrally located between Manhattan's two most important business districts—the area between midtown and Wall Street, now fashionably known as the "SOFI" district or South of the Flatiron building.

**Focus Plus**  
(212) 807-9393  
79 FIFTH AVENUE  
FIFTH FLOOR  
NEW YORK, N.Y. 10003  
(BETWEEN 15th & 16th)

**Focus North**  
141 FIFTH AVENUE  
FIFTH FLOOR  
NEW YORK, N.Y. 10010  
(BETWEEN 20th & 21st)

**Codes:**

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

**Location:**

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

MetroMarket Research Center  
855 Valley Road  
Clifton, NJ 07013  
Ph. 201-470-0044  
Fax 201-470-0397  
1,3,4,5,6,7B

T. A. Miller Company, Inc.  
1060 Clifton Ave.  
Clifton, NJ 07015  
Ph. 201-778-6011  
Contact: Thomas Miller  
1,3,4,6,7B

Murray Hill Center  
205 Lexington Avenue  
New York, NY 10016  
Ph. 212-889-4777  
Fax 212-683-2282  
Contact: Sue Winer  
1,3,4,6,7B

New York Conference Center, Inc.  
240 Madison Avenue  
New York, NY 10016  
Ph. 212-682-0220  
Fax 212-682-0214  
1,3,6,7B

**New York Focus**  
12 East 41st St.  
New York, NY 10017  
Ph. 212-481-3780  
Fax 212-779-8623  
Contact: Nancy Opoczynski  
1,3,4,6,7B  
(See advertisement on p. 120)

Peters Marketing Research  
615 W. Mt. Pleasant Ave.  
Livingston, NJ 07039  
Ph. 201-535-6488  
Fax 201-535-9887  
1,3,6,7B

**Plaza Research**  
120 Rte. 17 North  
Paramus, NJ 07652  
Ph. 201-265-7500  
Fax 201-265-7269  
Contact: Jeffrey Robbins  
1,2,3,4,5,6,7B  
(See advertisement on p. 98)

The Product Development Workshop  
195 Columbia Turnpike  
Florham Park, NJ 07932  
Ph. 201-765-0077  
Contact: Donna Weinberg  
1,3,4,5,6,7B

Q and A Research, Inc.  
1701 Sunrise Hwy.  
Bay Shore, NY 11706  
Ph. 516-968-6868  
1,3,4,6,7A

Rich Interviewing, Inc.  
2611 Pettit Ave.  
Bellmore, NY 11710  
Ph. 516-826-8822  
1,3,4,6,7B

St. George Research  
1025 W. St. George Avenue  
Linden, NJ 07036  
Ph. 201-486-5700  
Fax 201-486-5643  
Contact: Barbara Studney  
1,3,6,7B

Schlesinger Associates, Inc.  
Levinson Plaza, Ste. 302  
2 Lincoln Highway  
Edison, NJ 08820  
Ph. 201-906-1122  
Fax 201-906-8792  
Contact: Steven Schlesinger  
1,2,3,4,6,7B

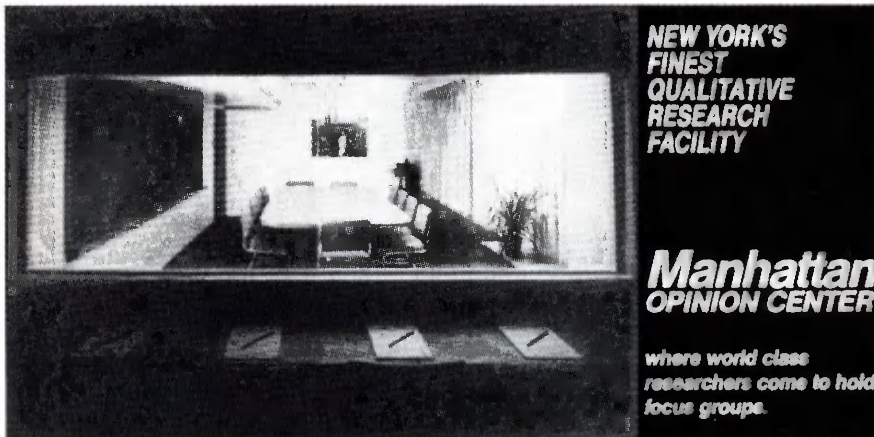
Audrey Schiller Market Research  
3601 Hempstead Turnpike  
Levittown, NY 11756  
Ph. 516-731-1500  
Contact: Audrey Schiller  
1,3,4,6,7B

Smith Davis Communication Rsch.  
Rt 299 Time Square Bldg., #203  
Highland, NY 12528  
Ph. 914-883-7241  
Fax 914-883-7673  
Contact: Martha Levin  
1,3,6,7B

Suburban Associates  
579 Franklin Turnpike  
Ridgewood, NJ 07450  
Ph. 201-447-5100  
Fax 201-447-9536  
1,2,3,4,6,7C

Technical Analysis  
20 E. Oakdene Ave.  
Teaneck, NJ 07666  
Ph. 201-836-1500  
Fax 201-836-1959  
Contact: Pat Herman  
1,2,3,4,6,7B

Wolf/Altschul/Callahan, Inc.  
171 Madison Avenue, #1100  
New York, NY 10016  
Ph. 212-725-8840  
1,3,4,6,7B



**NEW YORK'S  
FINEST  
QUALITATIVE  
RESEARCH  
FACILITY**

**Manhattan  
OPINION CENTER**

*where world class  
researchers come to hold  
focus groups.*

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# PLAZA RESEARCH

State of the Art  
Focus Group Facilities

**New York  
Los Angeles  
Chicago  
Dallas  
Denver  
Atlanta  
Philadelphia**

NATIONAL HEADQUARTERS:  
120 Route 17 North, Paramus, NJ 07652 (201) 265-7500  
Pamela Rakow, Executive Director

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## ROCHESTER

Gordon S. Black Corp.  
1661 Pennfield Rd.  
Rochester, NY 14625  
Ph. 716-248-2805 or 800-866-7655  
1,3,6,7B

**BRX/Global, Inc.**  
169 Rue De Ville  
Rochester, NY 14618  
Ph. 716-442-0590  
Fax 716-442-0840  
Contact: Joel Axelrod  
1,3,4,5,6,7B  
(See advertisement on p. 99)

Car-lene Research, Inc.  
Marketplace Mall  
3400 W. Henrietta Rd.  
Rochester, NY 14623  
Ph. 716-424-3203  
Fax 716-292-0523  
1,3,4,5,6,7A

**Marion Simon Research Services**  
49 Wildbriar Rd.  
Rochester, NY 14623  
Ph. 716-359-1510  
Fax 716-334-9423  
Contact: Marion Simon  
1,3,4,6,7C  
(See advertisement on p. 99)

SMG Research  
260 East Avenue  
Rochester, NY 14604  
Ph. 716-263-2614  
Fax 716-271-6250  
1,3,6,7B

The Sutherland Group, Ltd.  
1160-B Pittsford-Victor Rd.  
Pittsford, NY 14534  
Ph. 716-586-5757  
1,3,6,7B

## SUFFOLK COUNTY

J & R Mall Research  
800 Montauk Hwy.  
Shirley, NY 11967  
Ph. 516-399-0200  
1,3,4,6,7A

## SYRACUSE

KS&R Consumer Testing Center  
Shoppingtown Mall  
Syracuse, NY 13214  
Ph. 800-289-8028  
Fax 315-471-0115  
1,2,3,4,6,7A

McCarthy Associates  
Penn Cam Mall  
5775 South Bay Road  
Syracuse, NY 13041  
Ph. 315-458-9320  
1,2,3,4,6,7A

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

**Marion Simon Research Services**  
Northern Lights Mall  
Syracuse, NY 13212  
Ph. 315-455-5952  
Fax 315-455-1826  
Contact: Marion Simon  
1,3,4,6,7A  
(See advertisement on p. 99)

## NORTH CAROLINA

### ASHEVILLE

American Sales & Marketing  
216 Vance Street  
Hendersonville, NC 28739  
Ph. 704-693-1971  
Contact: Dorothy Rogat  
1,6,7B

# BRX/GLOBAL, INC.

## We Focus on Your Interests



### IN UPSTATE NEW YORK

- 8 minutes from airport and center of city
- Ample, free parking adjacent to building
- 13' x 20' conference room
- Bi-level viewing room, comfortably seats 15
- Uniquely styled V-shaped table
- Separate moderator's station
- State-of-the-art audiovisual equipment
- Compact, fully equipped test kitchen

169 Rue de Ville • Rochester, New York 14618  
Telephone: (716) 442-0590 FAX: (716) 442-0640

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Providing  
Reliable,  
Cost-Effective,  
**Data Collection**  
for three key  
New York markets  
Syracuse • Rochester • Buffalo  
is what we do best!

For more information on our organization, and how we can best serve yours through focus groups, mall intercepts, central telephones, audits, and our other services, please call.

**Marion Simon  
Research Service, Inc.**  
Syracuse                      Rochester                      Buffalo  
**(716) 359-1510**

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## CHARLOTTE

Catherine Bryant & Assoc.  
353 Jonestown Rd., Suite 124  
Winston-Salem, NC 27104  
Ph. 919-766-8966  
Contact: Cathy Bryant  
1,3,6,7A

Charlotte Research Services  
301 E. Kingston Avenue  
Charlotte, NC 28203  
Ph. 704-333-5028  
Contact: Elizabeth Peeler  
1,3,6,7B

**Consumer Pulse of Charlotte**  
Eastland Mall  
5625 Central Avenue  
Charlotte, NC 28212  
Ph. 704-536-6067  
Contact: Betty Collins  
1,3,4,5,6,7A  
(See advertisement on p. 84)

**Equifax/Quick Test Opinion Ctrs.**  
2300 W. Meadowview Rd., #203  
Greensboro, NC 27407  
Ph. 919-854-3333  
Contact: Dan Glackin  
1,3,4,6,7B  
(See advertisement on p. 3)

FacFind, Inc.  
2101 E. Rexford Rd., Suite 123  
Charlotte, NC 28211  
Ph. 704-365-8474  
Fax 704-365-8741  
Contact: Martha Harbison  
1,3,4,6,7B

Homer/Leibowitz Market Research  
333 Four Seasons Town Centre  
Greensboro, NC 27407  
Ph. 919-294-9415  
Fax 919-294-6116  
Contact: Leonard Homer  
1,3,4,6,7A

KPC Research  
908 S. Tryon Street  
Charlotte, NC 28202  
Ph. 704-358-5754 or 342-1626  
Fax 704-342-1600  
Contact: Linda Dawley  
1,3,6,7B

Leibowitz Market Research Assoc.  
One Parkway Plaza, Ste. 110  
Charlotte, NC 28217  
Ph. 704-357-1961  
Fax 704-357-1965  
Contact: Teri Leibowitz  
1,3,4,6,7B

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

MarketWise, Inc.  
1332 E. Morehead St., #100  
Charlotte, NC 28204  
Ph. 704-332-8433  
Fax 704-332-0499  
Contact: Beverly Kothe  
1,3,4,6,7B

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

## RALEIGH

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

**Equifax/Quick Test Opinion Ctrs.**  
South Square Mall  
4001 Chapel Hill Blvd.  
Durham, NC 27707  
Ph. 919-489-3104  
Fax 919-489-8316  
Contact: Beth Simons  
1,3,4,6,7A  
(See advertisement on p. 3)

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

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

L and E Research  
4009 Barrett Dr., Ste. 101  
Raleigh, NC 27609  
Ph. 919-782-3860  
Fax 919-787-3428  
1,3,4,6,7B

Management Rsch. & Plng. Corp.  
303 Blake St., #200  
Raleigh, NC 27601  
Ph. 919-856-1144  
Fax 919-856-0020  
1,3,6,7B

A North Carolina State  
Interviewing Service  
4208 Six Forks Rd.  
Bldg. 2, Ste. 333  
Raleigh, NC 27609  
Ph. 919-781-0555 or 781-7810  
1,3,6,7B

## WINSTON-SALEM

Bellomy Research, Inc.  
108 Cambridge Plaza Dr.  
Winston-Salem, NC 27104  
Ph. 919-765-7676 or 800-443-7344  
Fax 919-765-8084  
Contact: Lora Sessions  
1,3,4,5,6,7C

The Customer Center, Inc.  
3528 Vest Mill Rd  
Winston-Salem, NC 27103  
Ph. 919-768-7368  
Contact: Tara Olson  
1,3,6,7C

## OHIO

### AKRON

Opinion Centers Akron  
2872 West Market Street  
Akron, OH 44313  
Ph. 216-867-0885  
Contact: Betty Schwarcz  
1,3,4,6,7B

*Cincinnati's Premiere Focus Group*

*Facilities*

## THE ANSWER GROUP

- Two outstanding focus group facilities, our Downtown facility and our Blue Ash facility on Cincinnati's northeast side.
- Large focus group interview rooms with contemporary styling for relaxed conversation.
- Spacious viewing rooms which seat 12 comfortably.
- Recruitment of qualified consumers and professionals according to exact specifications.
- Emphasis on client service and prompt, expert attention to your market research needs.

Call Lynn Grome at  
(513) 247-2200

**THE ANSWER GROUP**  
4665 Cornell Road, Suite 150  
Cincinnati, OH 45241

## CINCINNATI

ADI Research, Inc.  
(See Matrixx Marketing)

Advanced Research In Marketing  
10133 Springfield Pike  
Cincinnati, OH 45215  
Ph. 513-772-2929  
Fax 513-772-0731  
Contact: Judy Christman  
1,3,4,6,7C

Alliance Research, Inc.  
538 Centre View Blvd.  
Crestview Hills, KY 41017  
Ph. 606-344-0077  
Fax 606-344-0078  
Contact: Molly Moreland  
1,3,6,7B

**The Answer Group**  
4665 Cornell Rd., Ste. 150  
Cincinnati, OH 45241  
Ph. 513-247-2200  
Fax 513-489-9130  
Contact: Lynn Grome  
1,3,4,6,7B  
(See advertisement on p. 100)

**The Answer Group**  
Downtown Cincinnati  
Cincinnati, OH 45242  
Ph. 513-247-2200  
Fax 513-489-9130  
Contact: Lynn Grome  
1,3,6,7B  
(See advertisement on p. 100)

Assistance In Marketing, Inc.  
11890 Montgomery Rd.  
Cincinnati, OH 45249  
Ph. 513-683-6600  
Fax 513-683-9177  
Contact: Irwin Weinberg  
1,3,4,5,6,7C

Assistance In Marketing  
9523 Colerain Avenue  
Cincinnati, OH 45251  
Ph. 513-385-8228  
Fax 513-683-9177  
Contact: Irwin Weinberg  
1,3,6,7A

Assistance In Marketing, Inc.  
Florence Mall  
Florence, KY 41042  
Ph. 606-283-1232  
Fax 513-683-9177  
Contact: Irwin Weinberg  
1,3,4,6,7A

B & B Research Services, Inc.  
8005 Plainfield Rd.  
Cincinnati, OH 45236  
Ph. 513-793-4223  
Fax 513-793-9117  
Contact: James Moler  
1,3,4,6,7B

Burke Marketing Research  
Gwynne Bldg., 6th & Main Sts.  
Cincinnati, OH 45202  
Ph. 513-852-8676  
Fax 513-852-3013  
Contact: Rod Cober  
1,3,6,7B

**Consumer Pulse of Cincinnati**  
514 Forest Fair Drive  
Cincinnati, OH 45240  
Ph. 513-671-1211  
Contact: Susan Lake  
1,3,4,5,6,7A  
(See advertisement on p. 84)

Consumer Testing Services  
of Greater Cincinnati  
311 Philadelphia St.  
Covington, KY 41011  
Ph. 606-431-7700  
1,3,6,7B

**Elrick & Lavidge, Inc.**  
11 Triangle Park Dr.  
Cincinnati, OH 45246  
Ph. 513-772-1990  
Fax 513-772-2093  
Contact: James Palmer  
1,3,6,7B  
(See advertisement on p. 101)

**Fields Marketing Research, Inc.**  
7979 Reading Rd.  
Cincinnati, OH 45237  
Ph. 513-821-6266  
Fax 513-821-0210  
Contact: Ken A. Fields  
1,2,3,6,7B  
(See advertisement on p. 104)

**Codes:**

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

**Location:**

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

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**"I believe anything worth doing is worth doing very well. That's why I like E&L. We have no room for mediocrity."**

**A**t Elrick & Lavidge, we value the kind of people who value challenge. Without them, our nationwide data collection and processing facilities would be useless.

That's one reason we attract the calibre of people we do—energetic planners, thinkers and research analysts, from backgrounds like computer science, economics, marketing and psychology.

These are people who come to you already up to speed on your issues and speaking your language—like Laurie Butler, at left, Vice President and an expert at in-depth moderating and qualitative research.

E & L people like Laurie Butler offer powerful thinking you can profit from. When you have marketing research needs, aren't they the kind of people you want on your side?

**ELRICK & LAVIDGE**  
MARKETING RESEARCH

Because Knowledge Is Power.

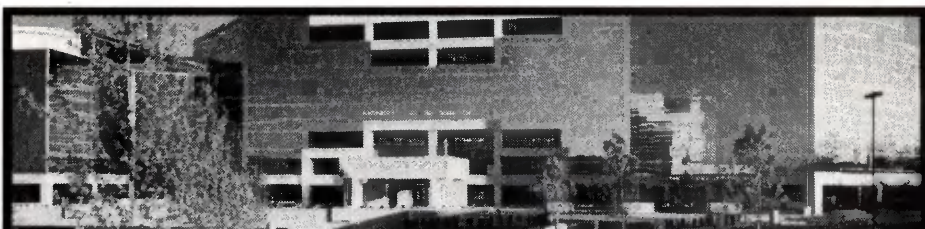
ATLANTA:(404)938-3233 CHICAGO:(312)726-0666 LOS ANGELES:(213)375-3191 NEW YORK AREA:(201)599-0755 SAN FRANCISCO:(415)434-0536

Circle No. 898 on Reader Card

**MarketVision Research, Inc.**  
 4500 Cooper Rd.  
 Cincinnati, OH 45242  
 Ph. 513-791-3100  
 Fax 513-791-3103  
 Contact: Ellen Benner  
 1,3,4,5,6,7B  
 (See advertisement on p. 103)

**Matrixx Marketing**  
 8044 Montgomery Rd., Ste. 625  
 Cincinnati, Oh 45236  
 Ph. 513-984-2470  
 Fax 513-984-3422  
 Contact: Tanya Mahon  
 1,2,3,4,6,7B  
 (See advertisement on p. 102 )

**QFact Marketing Research, Inc.**  
 9908 Carver Rd.  
 Cincinnati, OH 45242  
 Ph. 513-891-2271  
 Fax 513-791-7356  
 Contact: Beverly Shores  
 1,3,4,5,6,7B  
 (See advertisement on p. 105)



**MATRIXx MARKETING RESEARCH  
 HAS THE  
 MOST MODERN AND CONVENIENT  
 FOCUS GROUP FACILITIES IN CINCINNATI.**

**OUTSTANDING FACILITIES**

- Two completely equipped focus group/client viewing rooms with audio/video recording.
- Recruiting and focus group sessions conducted seven days/week.
- On-line, computerized respondent database.
- Complete kitchen/food service.
- Experienced managers and supervisors; trained personnel.

**CONVENIENT LOCATION**

- Next to Kenwood Towers Centre, the most prestigious regional mall in Cincinnati.
- In the suburbs, yet less than 15 minutes from downtown Cincinnati.

**MODERN BUILDING**

- 24 hour on site security.
- Kenwood Towers, a landmark office-complex development.

**DIVERSE AREA COMPOSITION**

- Demographics
  - 73,000 households within five mile radius of the Towers.
  - Median education - 13 years.
  - Median household income - \$30,000 (30% over \$40,000).
  - Home values - 15% above national average.
- Available on request - Detailed demographics and 40-Cluster PRIZM Lifestyle profile data for 1, 3, & 5 mile areas.

For on-the-spot bidding and availability information, please call:



Towers of Kenwood West  
 Suite 625  
 8044 Montgomery Road  
 Cincinnati, Ohio 45236  
 (513) 984-2470

Circle No. 899 on Reader Card

**FOCUS GROUPS  
 OF CLEVELAND**

*Yes... Cleveland!*

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 4941 Paddock Rd.  
 Cincinnati, OH 45237  
 Ph. 513-242-6700  
 Contact: Barbara Newman  
 1,3,6,7B

Spar/Burgoyne  
 705 Central Ave., Ste. 500  
 Cincinnati, OH 45202  
 Ph. 513-621-7000  
 1,3,4,6,7B

**CLEVELAND**

Business Research Services  
 23825 Commerce Park  
 Cleveland, OH 44122  
 Ph. 216-831-5200  
 Contact: Tony Ramacciatti  
 1,3,4,6,7B

Cleveland Survey Center  
 691 Richmond Mall  
 Cleveland, OH 44143  
 Ph. 216-321-0006  
 Fax 216-461-9525  
 1,3,4,6,7A

**Consumer Pulse of Cleveland**  
 4301 Ridge Road  
 Cleveland, OH 44144  
 Ph. 216-351-4644  
 Fax 216-351-7876  
 Contact: Veronica Hoffman McCready  
 1,3,4,6,7C  
 (See advertisement on p. 84)

**Focus Groups of Cleveland**  
 2 Summit Park Dr., Ste. 225  
 Cleveland, OH 44131  
 Ph. 216-642-8883  
 Fax 216-461-9525  
 Contact: Betty Perry  
 1,3,4,6,7B  
 (See advertisement on p. 102 )

Heakin Research, Inc.  
 Severance Center  
 3542 Mayfield Road  
 Cleveland Heights, OH 44118  
 Ph. 216-381-6115  
 Contact: Laurel Taichnar  
 1,3,4,6,7A

The Maffett Research Group  
 25111 Country Club Blvd., Ste. 290  
 No. Olmsted, OH 44070  
 Ph. 216-779-1303  
 Fax 216-779-2718  
 Contact: Tiina Pampe  
 1,3,4,6,7B

Codes:	Location:
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2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

**Marketeam Associates**  
3645 Warrensville Center Rd.  
Shaker Heights, OH 44122  
Ph. 216-491-9515  
Fax 216-491-8552  
Contact: Nikki Klonaris  
1,3,6,7B  
(See advertisement on p. 89)

National Market Measures, Inc.  
781 Beta Archade  
Mayfield Village, OH 44143  
Ph. 216-473-7766  
Fax 216-473-0428  
1,2,3,6,7B

National Market Measures, Inc.  
28901 Clemens Road  
Westlake, OH 44134  
Ph. 216-473-7766  
Fax 216-892-0002  
1,2,3,6,7B

Opinion Centers America, Inc.  
22021 Brookpark Rd.  
Cleveland, OH 44126  
Ph. 216-779-3000  
Contact: Betty Schwarcz  
1,3,4,5,6,7C

Rosen Research  
25906 Emery Road  
Cleveland, OH 44128  
Ph. 216-464-5240  
Fax 216-464-7864  
Contact: Eric Silver  
1,2,3,4,5,6,7C

Strategic Consumer Research, Inc.  
26250 Euclid Avenue  
Cleveland, OH 44132  
Ph. 216-261-0308  
1,3,6,7B

## COLUMBUS

B & B Research Service, Inc.  
1365 Grandview Avenue  
Columbus, OH 43212  
Ph. 614-486-6746  
Fax 614-486-9958  
Contact: James Moler  
1,3,6,7B

Clark Jones Inc.  
1029 Dublin Road  
Columbus, OH 43215  
Ph. 614-488-2466  
Fax 614-488-2964  
Contact: Hilary Wallach  
1,3,6,7C

Focus and Phones, Inc.  
2655 Oakstone Dr.  
Columbus, OH 43231  
Ph. 614-895-5800  
Fax 614-895-5840  
Contact: Anita Ingalls  
1,3,4,6,7B

Focus Plus  
At Shelly Berman Communicators  
707 Park Meadow Rd.  
Westerville, OH 43081

Ph. 614-891-7070  
Contact: Melanie Woisin  
1,3,4,6,7C

**Quality Controlled Services**  
Crossroads Center  
7634 Crossroads Dr.  
Columbus, OH 43219  
Ph. 614-436-2025  
Fax 614-436-7040  
Contact: Judy Golas  
1,3,4,6,7B  
(See advertisement on p. 59)

Dwight Spencer & Associates Inc.  
1290 Grandview Avenue  
Columbus, OH 43212  
Ph. 614-488-3123  
Contact: Betty Spencer  
1,3,4,5,6,7C

T.I.M.E. Market Research  
4265 Westland Mall  
Columbus, OH 43228  
Ph. 614-276-6336  
Fax 614-276-3303  
Contact: Anita Ingalls  
1,3,4,6,7A

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- M.R.A.**
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Ruth Elliott Research Services  
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Dayton, OH 45439  
Ph. 513-294-5959  
Fax 513-294-8518  
Contact: Dianne Howell  
1,3,4,5,6,7B

The Opinion Center  
Upper Valley Mall-Upper Valley Pike  
Springfield, OH 45504  
Ph. 513-579-1555  
Fax 513-562-8819  
Contact: Ruth Hull  
1,3,4,5,6,7A

**QFact Marketing Research, Inc.**  
8163 Old Yankee St.  
Dayton, OH 45459  
Ph. 513-891-2271  
Fax 513-435-3457  
Contact: Beverly Shores  
1,3,6,7B  
(See advertisement on p. 105)

Shiloh Research Associates, Inc.  
16 West Wenger Rd., Ste. B  
Englewood, OH 45322  
Ph. 513-836-9485  
Fax 513-836-9497  
Contact: Laura Martin  
1,3,4,5,6,7B

T.I.M.E. Market Research  
560 Dayton Mall  
Dayton, OH 45459  
Ph. 513-433-6296  
Fax 513-433-5954  
Contact: Anita Ingalls  
1,3,4,6,7A

**TOLEDO**

Barbour Research, Inc.  
5241 Southwyck Blvd., Ste. 201  
Toledo, OH 43614  
Ph. 419-866-3475  
Fax 419-866-3478  
1,3,6,7B

Market Research of Toledo  
3103 Executive Pkwy., Ste. 106  
Toledo, OH 43606  
Ph. 419-534-4705  
Fax 419-531-8950  
Contact: Sharon Schweickert  
1,3,6,7B

Package Factors, Inc.  
3736 Sylvan Wood Dr.  
Sylvania, OH 43560  
Ph. 419-841-9224  
1,3,6,7B

Codes:	Location:
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2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	



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#### Equifax/Quick Test Opinion Ctrs.

1153 Crossroads Mall  
Oklahoma City, OK 73149  
Ph. 405-631-9738  
Fax 405-632-0750  
Contact: Mary Rose  
1,3,4,6,7A  
(See advertisement on p. 3)

Johnson Marketing Research  
2915 Classen Blvd., Ste. 350  
Oklahoma City, OK 73106  
Ph. 405-528-2700  
1,3,4,6,7B

Oklahoma City Research  
Ruth Nelson Research Services  
2501 W. Memorial Dr.  
Oklahoma City, OK 73134  
Ph. 303-758-6424 or 405-752-4710  
Fax 405-751-1743  
Contact: Ruth Nelson  
1,3,4,6,7A

Oklahoma Market Research/Data Net, Inc.  
3909 Classen Blvd., Ste. 200  
Oklahoma City, OK 73118  
Ph. 405-525-3412  
Fax 405-525-3419  
1,3,4,6,7B

### TULSA

Cunningham Market Research  
4107 So. Yale, #LA 107  
Tulsa, OK 74135  
Ph. 918-664-7485  
1,3,4,5,6,7A

#### Friedman Marketing/Tulsa

Eastland Mall  
14002 E. 21st, St., #144  
Tulsa, OK 74108  
Ph. 918-234-3337 or 313-569-0444  
Fax 918-234-3793  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

Tulsa Surveys  
4530 So. Sheridan #101  
Tulsa, OK 74135  
Ph. 918-836-6614  
Fax 918-838-2439  
1,3,6,7B

Tulsa Surveys  
Woodland Hills Mall  
7021 So. Memorial Drive  
Tulsa, OK 74133  
Ph. 918-836-4512  
Fax 918-838-2439  
1,3,6,7A

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

## OREGON

### EUGENE

MarStat Market Research  
71 E. 28 Avenue  
Eugene, OR 97405  
Ph. 503-484-6176  
Contact: LaDeane Pryor  
1,3,4,6,7B

### PORTLAND

Columbia Information Systems  
333 SW. 5th Avenue, #200  
Portland, OR 97204  
Ph. 503-225-0112  
1,3,6,7B

Data Unlimited, Inc.  
9900A SE. Washington, Mall 205  
Portland, OR 97216  
Ph. 503-256-0987  
1,3,4,6,7A

Gargan & Associates, Inc.  
2705 E. Burnside, Ste. 200  
Portland, OR 97214  
Ph. 503-234-7111  
Fax 503-233-3865  
Contact: Ginger Shank  
1,3,4,6,7B

#### Gilmore/Northwest Surveys

5322 NE Irving  
Portland, OR 97213  
Ph. 503-245-4014  
Fax 503-280-1130  
Contact: Yvonne Eby  
1,3,6,7B  
(See advertisement on p. 116)

Griggs-Anderson Field Research  
110 SW. Yamhill  
Portland, OR 97204  
Ph. 503-241-8700  
Fax 503-241-8716  
1,3,4,6,7A

Image Analysis Market Research  
4386 SW. Macadam, #301  
Portland, OR 97201  
Ph. 503-227-5763  
Fax 503-274-2303  
1,6,7B

Management/Marketing Associates  
Bank of California Tower  
707 SW. Washington St., Ste. 1460  
Portland, OR 97205  
Ph. 503-228-9327  
Fax 503 248-1952  
Contact: Donald Jacobson  
1,2,6,7B

Market Decisions Corporation  
8959 SW. Barbur Blvd., Ste. 204  
Portland, OR 97219  
Ph. 503-245-4479  
Fax 503-245-9677  
Contact: Philip Cartwright  
1,3,6,7B

Market Trends, Inc.  
2130 SW. Jefferson, Ste. 200  
Portland, OR 97201  
Ph. 503-224-4900  
Fax 503-224-0633  
1,3,4,6,7B

Omni Research  
9414 SW. Barbur Blvd., Ste. A  
Portland, OR 97219  
Ph. 503-245-4014  
Fax 503-245-9065  
Contact: Chris Robinson  
1,3,6,7B

## PENNSYLVANIA

### ALLENTOWN

Parkwood Research Associate  
4635 Crackersport Rd.  
Allentown, PA 18104  
Ph. 215-481-0102  
Fax 215-395-8027  
Contact: Kathleen Follweiler  
1,3,4,6,7B

### ERIE

Heintz Research  
709 Park Avenue South  
Erie, PA 16502-1238  
Ph. 814-452-6474  
1,3,4,6,7D

T.I.M.E. North  
3854 Walker Blvd.  
Erie, PA 16509  
Ph. 814-868-0873  
1,3,6,7B

### HARRISBURG

The Bartlett Group  
3690 Vartan Way  
Harrisburg, PA 17110  
Ph. 717-540-9900  
Fax 717-540-9338  
Contact: Jeff Bartlett  
1,3,6,7C

### PHILADELPHIA

All-Ways Advertising Co.  
Smylie Times Bldg., Ste. 100  
8001 Roosevelt Blvd.  
Philadelphia, PA 19152  
Ph. 215-332-9000  
Fax 215-331-8031  
Contact: Robert Lieberman  
1,3,4,6,7B

#### Consumer Pulse of Philadelphia

Plymouth Meeting Mall #2203  
Plymouth Meeting, PA 19462  
Ph. 215-825-6636  
Contact: Linda Crowder  
1,3,4,5,6,7A  
(See advertisement on p. 84)

The Data Group  
Meetinghouse Business Center  
2260 Butler Pike, Ste. 150  
Plymouth Meeting, PA 19462  
Ph. 215-834-2080  
Fax 215-834-3035  
Contact: Kathy Leister  
1,3,6,7B

Davis and Company  
3901 Market Street, Ste. 12  
Philadelphia, PA 19104  
Ph. 215-222-3000  
1,3,6,7B

**Equifax/Quick Test Opinion Ctrs.**  
Moorestown Mall  
Moorestown, NJ 08057  
Ph. 609-234-5440  
Fax 609-235-2691  
Contact: Dot Muir  
1,3,4,6,7A  
(See advertisement on p. 3)

**Equifax/Quick Test Opinion Ctrs.**  
Neshaminy Mall #109  
Bensalem, PA 19020  
Ph. 215-322-0400  
Fax 215-322-5412  
Contact: Alice Osborne  
1,3,4,6,7A  
(See advertisement on p. 3)

**Focus Suites of Philadelphia**  
One Bala Plaza, Ste. 622  
Bala Cynwyd, PA. 19004  
Ph. 215-667-1110  
Fax 215-667-4858  
Contact: Kathy Jonik  
1,3,4,6,7B  
(See advertisement on p. 119)

**Group Dynamics In Focus, Inc.**  
555 City Line Ave., Ste. 580  
Bala Cynwyd, PA 19004  
Ph. 215-668-8535  
Fax 215-668-2072  
Contact: Merle Holman  
1,3,4,6,7B  
(See advertisement on p. 108)

**JRP Marketing Research Service**  
100 Granite Drive, Terrace Level  
Media, PA 19063  
Ph. 215-565-8840  
Fax 215-565-8870  
Contact: Paul Frattaroli  
1,3,4,6,7B  
(See advertisement on p. 107)

**JRP Marketing Research Services, Inc.**  
108 Oxford Valley Mall  
Langhorne, PA 19047  
Ph. 215-565-8840  
Fax 215-565-8870  
Contact: Paul Frattaroli  
1,3,4,6,7A  
(See advertisement on p. 107)

Mar's Surveys, Inc.  
Cinnaminson Mall, Rte. 130  
Cinnaminson, NJ 08054  
Ph. 609-786-8514  
Fax 609-786-0480  
Contact: Judy Abrams  
1,3,6,7B

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**JRP**  
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Booz Allen & Hamilton, Inc.  
1700 Market Street, #1700  
Philadelphia, PA 19103  
Ph. 215-496-6800  
1,3,6,7B

**Philadelphia Focus, Inc.**  
100 No. 17th St.  
Philadelphia, PA 19103  
Ph. 215-561-5500  
Fax 215-561-6525  
1,3,6,7B  
(See advertisement on p. 109)

**Plaza Research**  
Two Greentree Centre  
Marlton, NJ 08053  
Ph. 609-596-7777  
Fax 609-596-3011  
1,2,3,4,5,6,7B  
Contact: Annette Guss  
(See advertisement on p. 98)

**Quality Controlled Services**  
A2577 Interplex Drive  
Trevose, PA 19047  
Ph. 215-639-8035  
Fax 215-639-8224  
Contact: Mitzi Keller  
1,3,4,6,7C  
(See advertisement on p. 59)

Quality In Field  
308 Lakeside Drive  
Southampton, PA 18066  
Ph. 215-698-0606  
1,3,4,6,7B

Research Inc.  
521 Plymouth Rd., Ste. 115  
Plymouth Meeting, PA 19462  
Ph. 215-941-2700 or 800-828-3228  
Fax 215-941-2711  
Contact: Rosemarie Huber  
1,2,3,4,6,7B

Research Options  
521 Plymouth Rd., Suite 107  
Plymouth Meeting, PA 19462  
Ph. 215-828-2390  
Contact: Jack McAleer  
1,3,4,6,7B

**Savitz Research Center, Inc.**  
Valley Forge Plaza  
1150 First Ave., Ste. 750  
King of Prussia, PA 19406  
Ph. 215-962-0609  
Fax 215-962-0613  
Contact: Harriet Silverman  
1,3,4,6,7B  
(See advertisement on p. 113)

**Savitz Research Center, Inc.**  
3007 Willow Grove Park Mall  
2500 Moreland Road  
Willow Grove, PA 19090  
Ph. 215-657-6660  
Fax 215-657-1915  
Contact: Harriet Silverman  
1,3,4,6,7A  
(See advertisement on p. 113)

Strategic Marketing Corp.  
GSB Bldg., Ste. 802  
City Line & Belmont Aves.  
Bala Cynwyd, PA 19004  
Ph. 215-667-1649  
Fax 215-667-0628  
1,3,6,7B

Suburban Associates  
587 Bethlehem Pike, Ste. 800  
Montgomeryville, PA 18936  
Ph. 215-822-6220  
Fax 215-822-2238  
1,3,4,6,7B

**U. S. Research Corp.**  
224 Echelon Mall  
Voorhees, NJ 08043  
Ph. 609-772-2220  
Contact: Jackie Weise  
1,3,4,6,7A  
(See advertisement on p. 91)

The Vanderveer Group  
555 Virginia Drive  
Fort Washington, PA 19034  
Ph. 215-646-7200  
1,3,4,5,6,7B

## PITTSBURGH

Allegheny Marketing Group  
Osborne Plaza  
1106 Ohio River Blvd.  
Sewickley, PA 15143  
Ph. 412-741-2410  
1,3,4,6,7B

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
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4. Test Kitchen	7D Other
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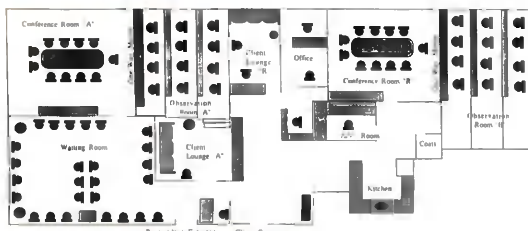
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President



I N C.  
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(215) 561-5500

Campos Market Research  
216 Blvd. of the Allies  
Pittsburgh, PA 15222  
Ph. 412-471-8484  
Fax 412-471-8497  
Contact: Yvonne Campos  
1,3,4,6,7B

Data InFormation  
Century III Mall, Room 934  
3075 Clairton Rd.  
W. Mifflin, PA 15123  
Ph. 412-655-8690  
Contact: Nancy Palyo  
1,3,4,6,7A

Greater Pittsburgh Research Service  
5950 Steubenville Pike  
Pittsburgh, PA 15136  
Ph. 412-788-4570  
Fax 412-788-4582  
Contact: Ann Urban  
1,3,6,7B

Heakin Research, Inc.  
1000 Ross Park Mall Rd.  
Pittsburgh, PA 15237  
Ph. 412-369-4545  
Contact: Leslie Pape  
1,3,4,6,7A

Noble Interviewing  
1610 Potomac  
Pittsburgh, PA 15216  
Ph. 412-343-6455  
1,2,3,6,7B

Noble Interviewing  
North Hill Village Mall  
McKnight Road  
Pittsburgh, PA 15237  
Ph. 412-343-6455  
1,3,4,6,7C

Santell Market Research  
300 Mt. Lebanon Blvd., Ste. 2204  
Pittsburgh, PA 15234  
Ph. 412-341-8770  
Fax 412-341-8770  
1,3,6,7B

T.I.M.E. East Market Research  
280 Ohio Valley Mall  
St. Clairsville, OH 43950  
Ph. 614-695-6288  
Fax 614-695-5163  
Contact: Anita Ingalls  
1,3,4,6,7A

Truxell Interviewing Services  
Monroeville Mall, Rm. 256  
Monroeville, PA 15146  
Ph. 412-373-3670  
Fax 412-373-5076  
Contact: Helen Truxell  
1,3,4,5,6,7A

**SCRANTON/WILKES  
BARRE**

Pennsylvania Research Institute  
118 Woodside Drive  
Clarks Summit, PA 18411  
Ph. 717-587-2633  
Contact: Stanley Lefkowitz  
1,3,7B

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

**YORK**

Polk-Lepson Research Group  
108 Pauline Drive  
York, PA 17402  
Ph. 717-741-2879  
Contact: David Polk  
1,3,6,7B

**RHODE ISLAND**

**PROVIDENCE**

Alpha Research Associates, Inc.  
395 Smith Street  
Providence, RI 02908  
Ph. 401-861-3400  
Contact: Cathy Camille  
1,3,6,7C

**Rhode Island Survey & Research**

690 Warren Ave.  
E. Providence, RI 02914  
Ph. 401-438-4120  
Fax 401-438-3617  
Contact: Martha Baker  
1,2,3,4,6,7B  
*(See advertisement on p. 31)*

**SOUTH CAROLINA**

**CHARLESTON**

**Bernett Research, Inc.**  
62 Northwoods Mall  
2150 Northwoods Blvd.  
N. Charleston, SC 29418  
Ph. 803-553-0030  
Fax 803-553-0526  
Contact: Judy Glass  
1,3,4,6,7A  
*(See advertisement on p. 83)*

**COLUMBIA**

Marketsearch Corporation  
2721 Devine St.  
Columbia, SC 29205  
Ph. 803-254-6958  
Fax 803-799-9180  
1,3,4,6,7C

Metromark Market Research, Inc.  
3030 Devine St.  
Columbia, SC 29205  
Ph. 803-256-8694  
Fax 803-254-3798  
Contact: Emerson Smith  
1,3,6,7C

**GREENVILLE**

Carolina Market Research  
88 Villa Road  
Greenville, SC 29615  
Ph. 803-233-5775  
Contact: Elizabeth Buchanan  
1,3,4,6,7C

Market Insight  
530 Howell Rd. #205  
Greenville, SC 29615  
Ph. 803-292-5187  
1,3,4,5,6,7B

ProGen Research  
712 No. Main St.  
Greenville, SC 29609  
Ph. 803-271-0643  
1,3,6,7C

**SOUTH DAKOTA**

**SIoux FALLS**

American Public Opinion Survey  
and Market Research  
1320 So. Minnesota Ave.  
Sioux Falls, SD 57105  
Ph. 605-338-3918  
Fax 605-334-7473  
1,2,3,4,5,6,7C

Phoenix Systems, Inc.  
525 W. 22nd  
Sioux Falls, SD 57105  
Ph. 605-339-3221  
Fax 605-339-0408  
Contact: Sharon Hunt  
1,3,6,7B

**TENNESSEE**

**CHATTANOOGA**

Wilkins Research Services  
1921 Morris Hill Road  
Chattanooga, TN 37421  
Ph. 615-894-9478  
Fax 615-894-9478  
1,3,4,5,6,7C

**KNOXVILLE**

H M R Associates  
1423 Coker Ave.  
Knoxville, TN 37917  
Ph. 615-522-4532  
1,3,4,5,6,7C

T.I.M.E. South  
East Towne Mall  
3029 Mall Rd.  
Knoxville, TN 37924  
Ph. 615-544-1885  
Fax 615-544-1802  
Contact: Anita Ingalls  
1,3,4,6,7A

**MEMPHIS**

Chamberlain Market Research  
1036 Oakhaven Rd  
Memphis, TN 38119  
Ph. 901-763-0405  
Fax 901-763-0660  
1,2,3,4,5,6,7B

**Friedman Marketing/Memphis**  
Century Plaza Bldg., Ste. 1 & 2  
5830 Mt. Moriah  
Memphis, TN 38115  
Ph. 901-795-0073 or 313-569-0444  
Fax 901-360-1268  
Contact: Paula Crimmins  
1,3,4,6,7B  
*(See advertisement on p. 73)*

Heakin Research, Inc.  
5501 Winchester, Suite 6  
Memphis, TN 38115  
Ph. 7901-795-8180  
Contact: Betty Huber  
1,3,4,6,7B

Market Development Associates  
5050 Poplar, Ste. 821  
Memphis, TN 38157  
Ph. 901-682-1011  
Fax 901-682-1627  
Contact: James Mecredy  
1,3,6,7B

PWI Research  
1755 Lynnfield, Ste. 249  
Memphis, TN 38119  
Ph. 901-682-2444  
Fax 901-682-2471  
Contact: Karen Reddin  
1,3,6,7B

Venture Marketing Associates, Inc.  
3845 Viscount, Suite 3&4  
Memphis, TN 38118  
Ph. 901-795-6720  
Fax 901-795-6763  
Contact: Larry Berry  
1,2,3,6,7B

## NASHVILLE

**Equifax/Quick Test Opinion Ctrs.**  
Hickory Hollow Mall #1123  
Nashville, TN 37013  
Ph. 615-731-0900  
Fax 615-731-2022  
Contact: Tom Frydrych  
1,3,4,6,7A  
(See advertisement on p. 3)

NCG Research  
2100 West End Avenue, Ste. 800  
Nashville, TN 37203  
Ph. 615-327-3373  
1,3,6,7B

**Quality Controlled Services**  
Fairlawns Bldg, 5203 Maryland Way  
Nashville, TN 37027  
Ph. 615-383-5312  
Fax 615-292-4416  
Contact: Nancy Proctor  
1,3,4,6,7B  
(See advertisement on p. 59)

20/20 Research  
2303 21st Ave. S. 2nd Flr.  
Nashville, TN 37212  
Ph. 615-885-2020  
Fax 615-385-0925  
Contact: Greg Fuson  
1,2,3,6,7B

## TEXAS

### AMARILLO

**Opinions Unlimited, Inc.**  
8201 SW 34th.  
Amarillo, TX 79121  
Ph. 806-353-4444  
Fax 806-353-4718  
Contact: Anndel Hodges  
1,3,4,6,7C  
(See advertisement on p. 111)

### AUSTIN

**Equifax/Quick Test Opinion Ctrs.**  
Barton Creek Square  
2901 Capitol Texas Hwy.  
Austin, TX 78746  
Ph. 512-327-8787  
Fax 512-327-7460  
Contact: Patty Franchina  
1,3,4,6,7A  
(See advertisement on p. 3)

NuStats, Inc.  
816 Congress Ave., Ste. 300  
Austin, TX 78701  
Ph. 512-469-6400  
Fax 512-469-6408  
Contact: Carlos Arce  
1,3,6,7B

RPC Market Research/Texas Field Svcs.  
3200 Red River, Ste. 302  
Austin, TX 78705  
Ph. 512-459-3139  
Fax 512-472-2232  
Contact: Ester Smith  
1,3,4,6,7B

RPC Market Research/Texas Field Svcs.  
1200 Highland Mall  
Austin, TX 78752  
Ph. 512-472-7765  
Fax 512-472-2232  
Contact: Ester Smith  
1,3,6,7A

Tammadge Market Research  
1616 B Rio Grande  
Austin, TX 78701  
Ph. 512-474-1005  
Fax 512-370-0339  
Contact: Melissa Pepper  
1,3,6,7C

## CORPUS CHRISTI

**Equifax/Quick Test Opinion Ctrs.**  
Sunrise Mall  
5858 S. Padre Island Dr., #38  
Corpus Christi, TX 78412  
Ph. 512-993-6200  
Fax 512-991-6029  
Contact: Lorna Miller  
1,3,4,5,6,7A  
(See advertisement on p. 3)

## DALLAS/FT. WORTH

Accurate Research, Inc.  
2214 Paddock Way Dr. #100  
Grand Prairie, TX 75050  
Ph. 214-647-4277  
Fax 214-641-1549  
Contact: Jeri Harwell  
1,3,4,6,7C

Brisendine and Associates, Inc.  
9619 Wendell Rd.  
Dallas, TX 75243  
Ph. 817-292-8073  
Contact: Betty Munger  
1,3,4,6,7B

Brisendine and Associates, Inc.  
4800 So. Hulen St., Ste. 1248  
Ft. Worth, TX 76132  
Ph. 817-292-8073  
Contact: Betty Munger  
1,3,4,6,7A

Databank Marketing Research  
Rt. 1, 109F Hwy. 718  
Rhame, TX 76078  
Ph. 817-489-2300  
1,2,3,4,5,6,7C

**Dallas Focus**  
511 E. John W. Carpenter Frwy., #100  
Irving, TX 75062  
Ph. 214-869-2366  
Fax 214-869-9174  
Contact: Robin McClure  
1,3,4,6,7B  
(See advertisement on p. 120)

Fenton Swanger Consumer Research  
14800 Quorum Dr., Ste. 250  
Dallas, TX 75240  
Ph. 214-934-0707  
1,3,4,6,7B

Fenton Swanger Consumer Research  
Town East Mall  
Mesquite, TX 75150  
Ph. 214-934-0707  
1,3,4,6,7A

Fenton Swanger Consumer Research  
Galleria Mall  
Dallas, TX 75240  
Ph. 214-934-0707  
1,3,4,6,7A

Focus On Dallas  
12240 Inwood Rd., #400  
Dallas, TX 75244  
Ph. 214-960-5850  
1,3,4,6,7B

Heakin Research, Inc.  
Fort Worth Town Center  
4200 So. Freeway, Ste. B-31  
Ft. Worth, TX 76115  
Ph. 817-926-7995  
Contact: Vivian Taylor  
1,3,4,6,7A

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National Data Research  
15340 Dallas Parkway, Suite 2740  
Dallas, TX 75248  
Ph. 708-501-3200  
Contact: Val Maxwell  
1,3,4,6,7B

**Plaza Research**  
14160 Dallas Parkway  
Dallas, TX 75240  
Ph. 214-392-0100  
Fax 214-386-6008  
Contact: Susan Trace  
1,2,3,4,5,6,7B  
(See advertisement on p. 98)

Probe Research  
2723 Valley View Lane  
Dallas, TX 75234  
Ph. 214-241-6696  
Fax 214-241-8513  
Contact: Richard Harris  
1,3,4,6,7C

**Quality Controlled Services**  
14683 Midway Rd., Ste. 100  
Dallas, TX 75244  
Ph. 214-458-1502  
Fax 214-490-3065  
Contact: Joyce Clifton  
1,3,4,6,7B  
(See advertisement on p. 59)

RPC Market Research/Texas Field Svcs.  
7557 Rambler Rd., Suite 706  
Dallas, TX 75231  
Ph. 800-288-9287  
Fax 512-472-2232  
Contact: Ester Smith  
1,3,6,7B

**Savitz Research Center, Inc.**  
13747 Montfort, Ste. 111  
Dallas, TX 75240  
Ph. 214-386-4050  
Fax 214-661-3198  
Contact: Harriet Silverman  
1,3,4,6,7B  
(See advertisement on p. 113)

**Savitz Research Center, Inc.**  
2053 The Parks at Arlington Mall  
3811 So. Cooper  
Arlington, TX 76015  
Ph. 817-467-6437  
Fax 817-467-6552  
Contact: Harriet Silverman  
1,3,4,6,7A  
(See advertisement on p. 113)

Texas Audits & Surveys  
Rt. 1, 7 Green Oaks  
Rhome, TX 76078  
Ph. 817-489-2016  
1,3,4,5,6,7B

Tops In Research, Inc.  
2925 LBJ Freeway, Ste. 121  
Dallas, TX 75234  
Ph. 214-484-9901  
Fax 214-484-4090  
Contact: Elayne Fairchild  
1,2,3,6,7B

Tops In Research, Inc.  
Beltline Rd. & Hwy. 183  
Irving, TX 75062  
Ph. 214-484-9901  
Fax 214-484-4090  
Contact: Elayne Fairchild  
1,2,3,4,5,6,7A

Codes:	Location:
1. Conference Style Room	7A Shopping Mall
2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
5. Test Kitchen w/ Obs. Room	
6. Video Equipment Available	

## EL PASO

Aim Research  
10456 Brian Mooney  
El Paso, TX 79935  
Ph. 915-591-4777  
Fax 915-595-6305  
Contact: Bob Adams  
1,3,4,6,7C

## HOUSTON

CQS  
1726 Augusta, Ste. 150  
Houston, TX 77057  
Ph. 713-783-9111  
1,3,4,5,6,7B

Creative Consumer Research  
4133 Bluebonnet  
Stafford, TX 77477  
Ph. 713-240-9646  
Fax 713-240-3497  
1,3,4,6,7B

**Equifax/Quick Test Opinion Ctrs.**  
Sharpstown Center  
7500 Bellaire Blvd., Ste. 762  
Houston, TX 77036  
Ph. 713-988-8988  
Fax 713-988-1781  
Contact: Portia Cotton  
1,3,4,6,7A  
(See advertisement on p. 3)

Field Services of Houston  
10001 Westheimer, #1240  
Houston, TX 77042  
Ph. 713-785-1927  
1,3,4,6,7A

Heakin Research, Inc.  
5085 Westheimer, Ste. 3897  
Houston, TX 77056  
Ph. 713-871-8542  
Contact: Maggie Franek  
1,3,4,6,7A

Heakin Research  
San Jacinto Mall #1670  
Baytown, TX 77521  
Ph. 713-421-2584  
Contact: Valerie Owens  
1,3,4,6,7A

Houston Consumer Research  
730 Almeda Mall  
Houston, TX 77075  
Ph. 713-944-1431  
Fax 713-944-3527  
1,3,4,6,7A

International Forum Corporation  
11111 Richmond, Ste. 111  
Houston, TX 77082  
Ph. 713-784-2222  
1,3,6,7B

In-Touch Research, Inc.  
1710 Highway 6 South, Ste. D  
Houston, TX 77077  
Ph. 713-497-2828  
Fax 713-497-4059  
Contact: Debbie Thigpen  
1,3,4,6,7B

In-Touch Research, Inc.  
307 Northwest Mall  
Houston, TX 77092  
Ph. 713-682-1682  
Fax 713-682-1686  
Contact: Debbie Thigpen  
1,3,4,5,6,7A

Key Research, Inc.  
3115 W. Loop So., #32  
Houston, TX 77027  
Ph. 713-840-7711  
Contact: Jean Stanley  
1,3,6,7B

MVA Research  
1726 Augusta, #100  
Houston, TX 77057  
Ph. 713-783-9109  
Fax 713-783-4238  
Contact: Michael Pope  
1,2,3,4,5,6,7B

**Quality Controlled Services**  
1560 W. Bay Area Blvd., Ste. 130  
Friendswood, TX 77546  
Ph. 713-488-8247  
Fax 713-486-3831  
Contact: Adelaide Ferguson  
1,3,4,6,7B  
(See advertisement on p. 59)

RPC Market Research/Texas Field Svcs.  
6750 West Loop South, Suite 680  
Bellaire, TX 77401  
Ph. 800-288-9287  
Fax 512-472-2232  
Contact: Ester Smith  
1,3,6,7B

**Savitz Research Center, Inc.**  
1122 Deerbrook Mall  
20131 Highway 59  
Humble, TX 77338  
Ph. 713-540-2020  
Fax 713-540-2026  
Contact: Harriet Silverman  
1,3,4,6,7A  
(See advertisement on p. 113)

## LUBBOCK

UMS Research Group  
1516 53rd Street  
Lubbock, TX 79412  
Ph. 800-858-4567  
1,3,4,6,7C

## SAN ANTONIO

Creative Consumer Research  
5411 Bandera Rd., Ste. 307  
San Antonio, TX 78238  
Ph. 512-520-7025  
Fax 512-680-9906  
1,3,6,7B

**Equifax/Quick Test Opinion Ctrs.**  
Windsor Park Mall, Ste. 14B  
San Antonio, TX 78218  
Ph. 512-657-9424  
Fax 512-657-9432  
Contact: Ernestene Suhler  
1,3,4,6,7A  
(See advertisement on p. 3)

Galloway Research Service  
4346 NW Loop 410  
San Antonio, TX 78229  
Ph. 512-734-4346  
Fax 512-732-4500  
Contact: Patrick Galloway  
1,2,3,4,6,7C

L. Tucker Gibson and Associates  
1046 Grand Central Pkwy. So.  
San Antonio, TX 78232  
Ph. 512-496-1166  
1,3,6,7B



National Data Network  
4103 Parkdale St.  
San Antonio, TX 78229  
Ph. 512-699-9781  
Fax 512-699-0605  
1,3,6,7B

Promark, Professional Marketing Svcs.  
1777 N.E. Loop 410, Ste. 801  
San Antonio, TX 78217  
Ph. 512-822-1200  
Contact: Deborah Prost  
1,3,4,6,7B

## UTAH

### SALT LAKE CITY

**Friedman Marketing/Salt Lake City**  
2051 Layton Hills Mall  
Layton, UT 84041  
Ph. 801-544-8688 or 313-569-0444  
Fax 801-546-6075  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73 )

Utah Market Research  
Ruth Nelson Research Services  
50 So. Main Street  
Salt Lake City, UT 84144  
Ph. 303-758-6424 or 801-363-8726  
Fax 801-321-4904  
Contact: Ruth Nelson  
1,3,4,6,7A

Valley Research & Survey  
1104 East Ashton Ave. #106  
Salt Lake City, UT 84106  
Ph. 801-467-4476  
Fax 801-487-3531  
Contact: Sally Christiansen  
1,3,4,6,7B

Your Opinion Counts  
Gay Hill Field Service  
4835 Highland Drive  
Salt Lake City, UT 84117  
Ph. 801-261-4117  
Fax 801-268-0247  
Contact: Gay Hill  
1,3,6,7A

## VIRGINIA

### NORFOLK/VIRGINIA BCH

Continental Research  
4500 Colley Ave.  
Norfolk, VA 23508  
Ph. 804-489-4887  
Contact: Nanci Glassman  
1,3,6,7B

**Equifax/Quick Test Opinion Ctrs.**  
816 Greenbrier Cir., Suite 208  
Chesapeake, VA 23320  
Ph. 804-523-2505  
Fax 804-523-0463  
Contact: Gerri Kennedy  
1,3,4,6,7B  
(See advertisement on p. 3)

**Norfolk Focus Group Centre**  
Div. of Martin Research, Inc.  
#5 Koger Executive Ctr. #110  
Norfolk, VA 23502  
Ph. 804-455-8463  
Fax 804-499-8445  
Contact: Suzanne Deibler  
1,3,6,7B  
(See advertisement on p. 115)

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Basso Survey Services, Ltd.  
The Shops At Willow Lawn  
616 No. Office Tower  
Richmond, VA 23230  
Ph. 804-285-2113  
1,3,6,7A

**Capital Focus Group Centre**  
Div. of Martin Research Inc.  
8100 Three Chopt Rd., #203  
Richmond, VA 23229  
Ph. 804-285-3165  
Contact: Kathryn McGuire  
1,3,6,7B  
(See advertisement on p. 115)

Pappas Research  
7437B Midlothian Trnpe  
Richmond, VA 23225  
Ph. 804-276-8537  
Contact: Katherine Pappas  
1,3,4,6,7A

Richmond Focus Group Ctr.  
6802 Paragon Place, Suite 210  
Richmond, VA 23230  
Ph. 804-288-0590  
Fax 804-288-3234  
Contact: Terry Brisbane  
1,3,6,7B

**Southeastern Institute of Research**  
2325 W. Broad St.  
Richmond, VA 23220  
Ph. 804-358-8981  
Fax 804-358-9761  
Contact: Burnette Wilks?  
1,3,6,7B  
(See advertisement on p. 114)

## ROANOKE

**Roanoke Focus Group Centre**  
Div. of Martin Research, Inc.  
2122 Carolina Ave. SW  
Roanoke, VA 24014  
Ph. 703-342-5364  
Fax 703-982-8101  
Contact: Margorie Jeskey  
1,3,4,6,7C  
(See advertisement on p. 115)

## WASHINGTON

## SEATTLE/TACOMA

**Consumer Qpinion Services**  
12825 1st Ave. So.  
Seattle, WA 98168  
Ph. 206-241-6050  
Fax 206-241-5213  
Contact: Jerry Carter  
1,3,4,6,7C  
(See advertisement on p. 115)

**Consumer Qpinion Services**  
10829 NE 68th St., Bldg. B  
Kirkland, WA 98033  
Ph. 206-241-6050  
Fax 206-241-5216  
Contact: Jerry Carter  
1,3,4,6,7B  
(See advertisement on p. 115)

**Equifax/Quick Test Qpinion Ctrs.**  
Tacoma Mall Shopping Center, #699  
Tacoma, WA 98409  
Ph. 206-474-9980  
Fax 206-473-1931  
Contact: Debbie Champagne  
1,3,4,6,7A  
(See advertisement on p. 3)

**Equifax/Quick Test Qpinion Ctrs./Seattle**  
Crossroads Mall  
15600 North East 8th, Ste. F13  
Bellevue, WA 98008  
Ph. 206-641-1188  
Contact: Debbie Champagne  
1,3,4,6,7A  
(See advertisement on p. 3)

**Friedman Marketing/Seattle**  
South Hill Mall  
3500 Meridian South  
Puyallup, WA 98371  
Ph. 206-840-0112 or 313-569-0444  
Fax 206-840-0517  
Contact: Paula Crimmins  
1,3,4,6,7A  
(See advertisement on p. 73)

**Gilmore/Northwest Surveys**  
2324 Eastlake Ave. E., Ste. 300  
Seattle, WA 98102  
Ph. 206-726-5555  
Fax 206-726-5620  
Contact: Vikki Murphy  
1,3,6,7B  
(See advertisement on p. 116)

GMA Research Corp.  
11808 Northup Way  
Bellevue, WA 98005  
Ph. 206-827-1251  
Fax 206-828-6778  
Contact: Donald Morgan  
1,3,4,6,7B

Hebert Research, Inc.  
13705 Bel-Red Road  
Bellevue, WA 98005  
Ph. 206-643-1337  
1,3,6,7B

MACS  
4500 9th Avenue N.E., Suite 316  
Seattle, WA 98105  
Ph. 206-545-8144  
Contact: Leslie Lytle  
1,3,6,7B

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**Southeastern  
Institute of  
Research, Inc.**

*Custom Marketing Research*

Market Data Company  
1111 Fawcett Avenue, Ste. 105  
Tacoma, WA 98402  
Ph. 206-383-1100 or 800-735-7021  
Contact: Gene Starr  
1,3,6,7B

Market Trends, Inc.  
3633 136th Place SE, Ste. 110  
Bellevue, WA 98006  
Ph. 206-562-4900  
Fax 206-562-4843  
1,2,3,4,6,7B

## SPOKANE

Consumer Opinion Services, Inc.  
315 Northtown Mall  
Spokane, WA 99207  
Ph. 206-241-6050  
Contact: Jerry Carter  
1,3,4,6,7A  
(See advertisement on p. 115)

Inland Market Research Center  
1715 "B" N Atlantic  
Spokane, WA 99205  
Ph. 509-326-8040  
1,3,6,7B

Market Trends Research, Inc.  
East 130 Indiana, #B  
Spokane, WA 99207  
Ph. 509-325-8080  
Fax 509-325-8068  
1,3,4,6,7C

## YAKIMA

Gargan & Associates, Inc.  
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Contact: Ginger Shank  
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Nitro, WV 25143  
Ph. 304-755-5889  
Fax 304-342-1941  
Contact: Sandy McMillion  
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Ryan/Samples Research, Inc.  
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Charleston, WV 25301  
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Fax 304-342-1941  
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Appleton, WI 54913  
Ph. 414-730-2240 or 313-569-0444  
Fax 414-730-2247  
Contact: Paula Crimmins  
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(See advertisement on p. 73)

### GREEN BAY

Wisconsin Research, Inc.  
1270 Main Street  
Green Bay, WI 54302  
Ph. 414-436-4646  
Fax 414-436-4651  
Contact: Barbara Smits  
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Fax 608-222-6761  
Contact: Trudy Young  
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Wisconsin Research  
122 East Olin  
Madison, WI 53713

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Fax 608-258-3667  
Contact: Maxine Trakel  
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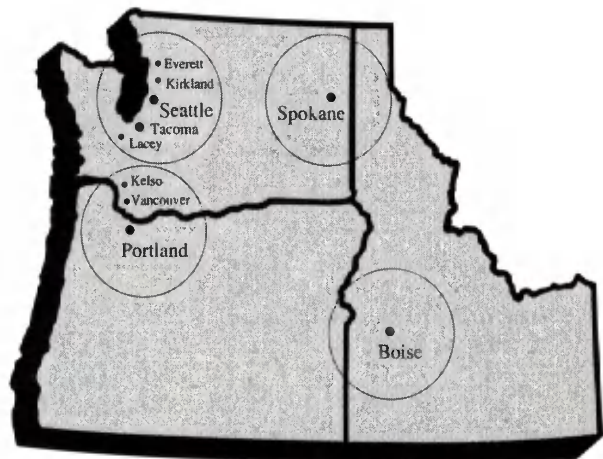
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(See advertisement on p. 84 )

Dieringer Research Associates  
3064 No. 78th Street  
Milwaukee, WI 53222  
Ph. 414-445-1717  
Fax 414-445-4275  
Contact: Robert Dieringer  
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Focus and Facts  
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Fax 414-475-0842  
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Fax 414-273-3158  
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Criterion Research Corp.  
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Fax 204-783-9748  
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Canada Market Research Ltd.  
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Toronto, ON M5R 3K4  
Ph. 416-964-9222  
1,3,6,7B

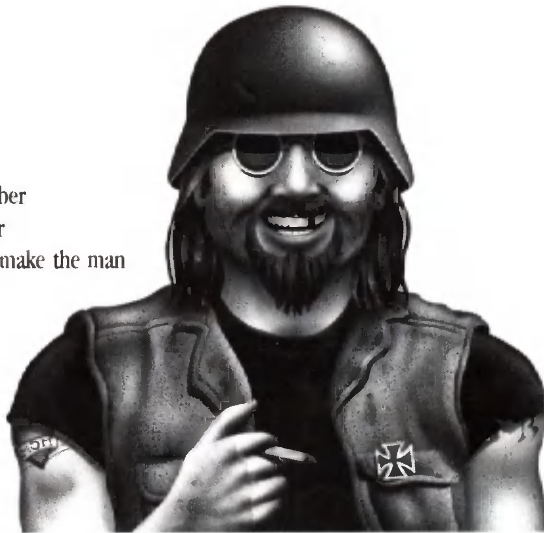
Contemporary Research Centre Ltd.  
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Codes:	Location:
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2. Living Room Style	7B Office Building
3. Observation Room	7C Free Standing
4. Test Kitchen	7D Other
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Male, 25-40  
Enjoys outdoors  
Social club member  
Frequent traveler  
Believes clothes make the man



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## Trade Talk

continued from p. 118

insurance industry.

"When people go through an experience like that there's a feeling of a lack of stability, of being unsettled, and what that means is that if you can show some way that your product or service can give people a greater feeling of stability or security, you're tapping into a kind of unspoken concern. This finding applies to many industries, but I came across it in an article on group life insurance."

While Sharp is often asked to gather numbers—what she calls "hard" information—it is in the more nebulous world of opinions and commentary—or "soft" information—that she makes some of her most useful finds.

"People like facts and statistics, because they're tangible and verifiable. But I think the soft information is also valuable, even though it's more readily dismissed, because that's where the clues are, the insights, and perspectives."

It is also important, she says, to be open to information that challenges your opinions or beliefs, about your market, or even the world around you, because this can often be the source of new insights.

"Most of us, when we find information that's different or unusual, we tend to dismiss it. The more diverse and open-

minded you can be, the better.

"For example, a few years ago, I read an article on how single people spend their money. It said that single women over 55 spend more money than single men over 55 on cars, and conversely, that men of that age spend more on apparel. That's the opposite of everything we believe, and even if you're not marketing cars or apparel, it's telling you that something is going on with that age group. And maybe it's something you hadn't considered before and which could be an opportunity.

"You have to wonder, how did a competitor come out with something that never even occurred to you? It could be an ad campaign, or the way they position their product, or the features they're touting. What was it that they knew that you didn't know?"

Sharp says she is surprised that so little "future researching" is done prior to primary research. "It seems to me that your primary research is most valuable when you have some clues to what might be happening in the near future. If you can incorporate that information into your primary research, you have the opportunity to check it out perhaps six months to a year before those changes become larger trends or movements." □

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(See advertisement on p. 120)

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## Survey Monitor

continued from 23

painted the inside or outside of their homes. The Survey of American Consumers by Mediamark Research Inc. identifies who buys all the paint:

—Men and women are about equal in being purchasers of house paint (33.4% and 31.1%, respectively).

—Married consumers are more prone to buy paint (37.6%) than singles (24.5%).

—People ages 35 to 54 represent about two out of five buyers (38.4). Younger adults ages 18 to 24 and those 65 years of age and older are less inclined to paint their homes.

—People living in cities are as likely to buy paint as those living in the suburbs.

—While Americans throughout the country take paint brush or roller firmly in hand, more of those living in the North East and North Central regions do this than those living in the West.

The most popular retail outlets for buying paint are: paint store, hardware store, department store. Premixed paints and custom color paints are equally popular. The survey also reports on the most popular brands that Americans prefer, including Sears, Sherwin Williams, Glidden, and Benjamin Moore.

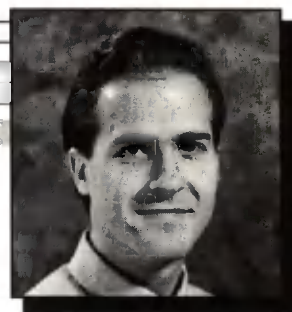
## Most Americans are pleased with telephone service

According to a recent national survey, the majority of Americans are pleased with the quality of service they receive from telephone companies. Six of ten people (60%) are satisfied, and 31% are very satisfied. Only 7% are dissatisfied or very dissatisfied. The study was conducted by Maritz Marketing Research Inc.

The survey shows women are somewhat happier than men with the service they receive. Women outnumber men in the very satisfied category by eight percentage points.

Billing that's easier to understand tops the list of improvements Americans would make at the phone company. Almost one of five people (19%) say billing is a problem. Second on the list of improvements is better sound quality, chosen by 14% of respondents. Then comes faster handling of problems (13%) and knowledgeable employees (12%). Closing out the top five is greater dependability, cited by 6% of respondents.

Discounted long distance plans are highly touted by all carriers. But, according to the poll, many people remain unconvinced of their worth. About one-quarter (26%) think they are of little value, while 32% rate them an average value. Only 34% of people say the plans are a good value. Men are more critical of the plans, giving them lower marks than women.



by Joseph Rydholm  
managing editor

## Researching the future

**M**uch of the information gathering done prior to a research project aims to collect facts and figures about the past and present state of the market for a particular product or service. What have the trends been? Who uses the product? Who doesn't and why?

But what about the future? Seena Sharp, owner of Hermosa Beach, California-based Sharp Information Research prefers to look ahead—one, two, three, years ahead, if possible. She locates business and marketing information for clients in a wide range of industries and applications.

To find her information, Sharp spends much of her time in libraries, poring over publication indexes and association directories, accessing on-line databases, and on the phone, talking to trade journal editors, association heads, government experts.

"There are people who have been investigating things that influence your industry or your product directly or indirectly. There are clues all the time out there and it's the savvy marketer who will pick up on those clues and try to make them work for them."

One of the main ideas Sharp stresses to her clients is the importance of staying informed about future trends.

"The focus of our work is to look for information that will

give our clients a competitive edge in the future. We don't really spend a lot of time looking at what has happened up until today. We look for information that will point out opportunities or warn clients of potential problems or threats.

"There are so many changes that are occurring in our world today, you cannot do business just by knowing what's going on in your industry. You really have to be aware not only of what's going on in industries that are directly and indirectly related to yours, you have to be aware of changes in the economy, attitudes, behaviors, lifestyles and how they will affect your product in the future."



Sharp

For example, she says, while doing research on group life insurance many years back, she came across information on the effect that "transitioning"—changing jobs, going through a divorce, caring for parents who become ill—might have on the

continued on p. 117

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