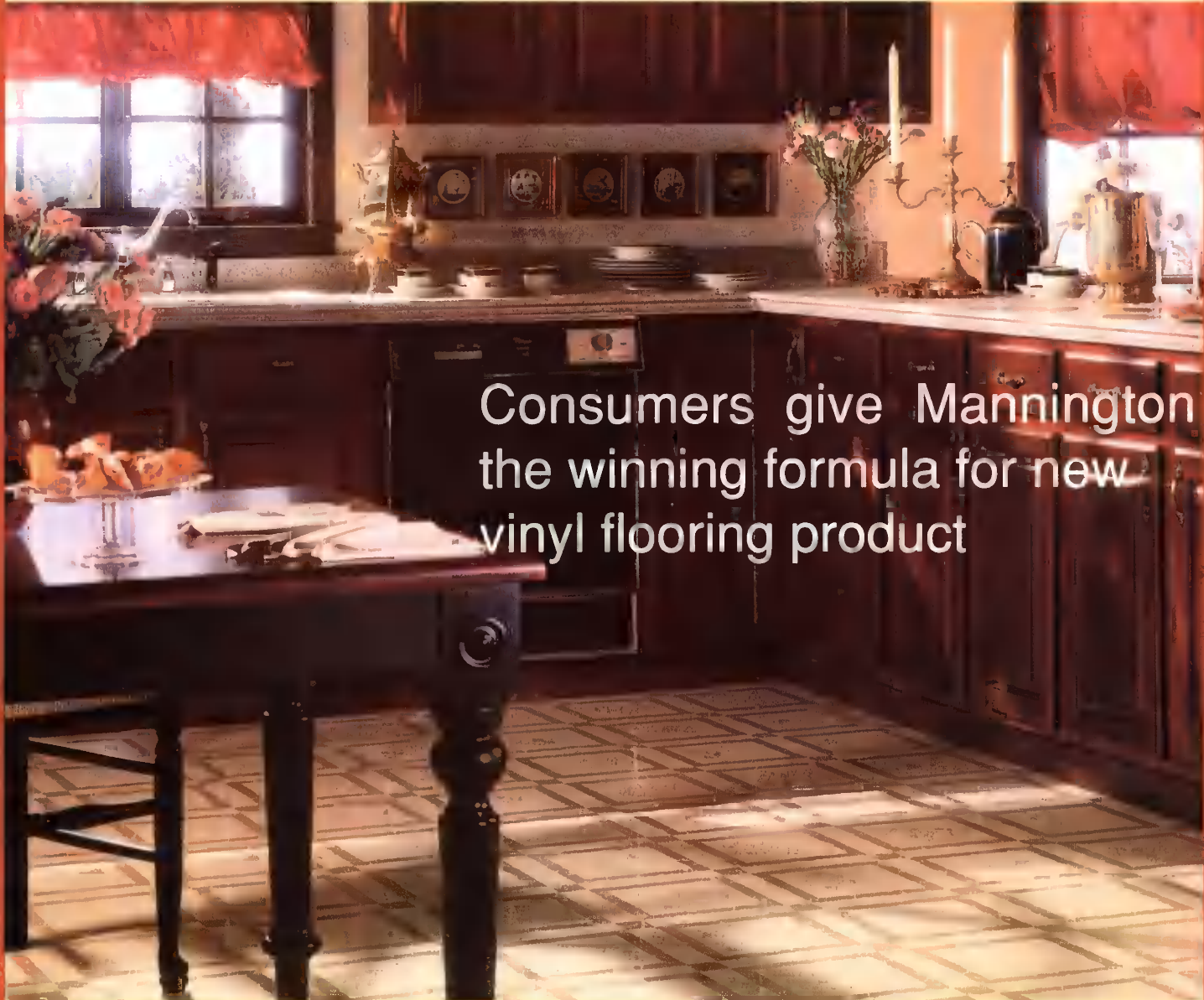


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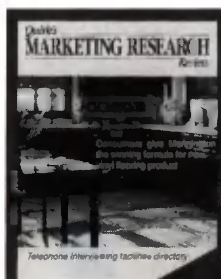
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Cover

Consumer research played a major role in the creation of Mannington Gold vinyl flooring. Photo courtesy of Mannington Resilient Floors.



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Going for the gold

Consumers give Mannington a winning formula for new vinyl flooring product

by Joseph Rydholm
managing editor



When Mannington Resilient Floors introduced its ManningtonGold line of vinyl flooring last fall, the timing, it appeared, couldn't have been worse. The Salem, New Jersey based unit of Mannington Mills pumped an unprecedented \$50 million into rolling out a new product in an industry feeling the full effect of a national recession. But with competitors Armstrong and Congoleum facing financial troubles, Mannington knew that the time was right, says Santo Torcivia, vice president for business analysis and planning, Mannington Resilient Floors.

"The timing of the introduction in terms of the economic environment was purposeful. We knew what we were doing. We picked the exact time of the year we wanted to do it. Everything was designed to be most fortuitous for Mannington."

And fortuitous it was. The stylish and durable Mannington Gold flooring has been a smash hit with consumers and improved Mannington's reputation with the trade. "Our research and development staff did a tremendous job in translating the research into a product within the time frame that they were given to do it. The product has been a success beyond all expectations and it's done tremendous things not only for Mannington with the trade but with its market share as well. It has driven a whole revitalization of the Mannington line," Torcivia says.

Years of research

The introduction of Mannington Gold was the culmination of years of consumer research and the product of Mannington's decision to shift from being a manufacturing driven firm to a more market driven one. That process began with the hiring of Tom McAndrews as president of Mannington Resilient Floors in 1989. McAndrews had been with Dupont, where he orchestrated the introduction of the highly successful Stainmaster carpet line, which gave a much needed boost to a slumping industry. Mannington hoped to score the same kind of hit by creating a new flooring product that offered consumers features that Mannington research had shown were missing from products currently on the market.

The effort to find out what those features were began in 1987 with a number of research efforts. First came strategic research with retailers and others in the trade to gauge perceptions of Mannington vis a vis its competitors and to determine what the company should do to increase and improve its industry profile. This was followed by consumer research to learn what hot buttons the company needed to push.

In addition to a telephone survey, Mannington used HTI Custom Research's monthly mail omnibus study to determine some basic purchase dynamics and the demographics of purchasers of floor coverings during the previous year. Consumers were asked about their level of satisfaction with the different kinds of floor coverings and what their strong and weak points were, Torcivia says.

"Because Mannington manufactures many types of floor coverings—wood, carpet, ceramic tile, vinyl—we measure usage in all of those areas. That research becomes useful for us later because if we want to go back to consumers and find out some detailed information, we already have a pool of names of people who have recently bought floor covering. Screening for floor covering purchases can be rather expensive and time consuming because it is a low incidence purchase, so HTI affords us a reasonable way to pick up the low incidence samples."

Two main weaknesses

Consumers indicated that the two main

weaknesses of vinyl flooring were its lack of resistance to scuffing and indentations. Ceramic tile resisted these problems, but the research showed that it had its own comfort-related problems. Consumers viewed it as cold and unforgiving—if something fell on it, it broke, whereas with vinyl, the object might not break, but it could dent the floor.

With the help of the Vienna, Virginia office of Market Dynamics, Mannington performed statistical analysis of the research data to get an idea of how Mannington compared to competitors and how the different types of floor covering compared to each other in attributes such as maintenance, appearance, etc. "We plotted vinyl with wood, ceramic and



carpeting along those dimensions to get a better understanding of our category," Torcivia says.

At the same time, various (often conflicting) reports of certain problems with vinyl flooring began to trickle in from the field. But the market was performing well, so no action was deemed necessary, Torcivia says. "It was difficult at that time to quantify the problems. The manufacturing people want to say the sales people can't sell. The sales people say the manufacturers don't know how to make a product. The manufacturing people will say, well, everybody's having the same problem. It goes back and forth. At that time, the market was growing so quickly, a lot of things got masked. Sales were going up, profits were going up, and nobody wanted to hear about problems."

New product necessary

During 1988-9 ceramic tile began to make inroads against vinyl, and rumblings about vinyl flooring from the industry continued. Following the early research studies, Mannington began efforts to increase awareness of its brand name while manufacturing the same products. But it was clear that a new product

was necessary.

"Our research & development people said, 'Look, our sales people keep telling us we have to design something new and every three weeks they change the specs on us. We're sick of going down a road and having to reverse 180 degrees. We want some very specific market research.' Our marketing people were saying the same thing: What is it that people want in a vinyl flooring?"

With Market Dynamics and New York-based Meyers Research Mannington performed a full scale customer satisfaction survey of Mannington customers (using names taken from Mannington warranty cards) and of users of competitors' products in the high-end price categories who had purchased flooring within the past 18 months.

"We went out and visited them in their homes and talked to them about their vinyl floor coverings. We found that our satisfaction rate was lower than that for Armstrong. But across the board there was fairly high dissatisfaction rate for all vinyl floor coverings for indentations, either from high heels or furniture or dropped cans. The study gave us a good idea of the size of and context for the problems we were hearing from the field," Torcivia says.

This information was supplemented with interviews with retailers across the country who gave their impressions of Mannington, Armstrong and the products of other manufacturers.

The research confirmed that the drawbacks of vinyl floor covering were making customers for ceramic tile. "The indentation and scuffing situations were acute enough that people were buying ceramic as a reaction to the problems they had with vinyl," Torcivia says.

Conjoint studies

Armed with a definite direction to go in, the Mannington R&D staff developed a product to resist indentation and scuffing, and Mannington Gold was born. While the product was in testing, conjoint studies, done with Total Research, Princeton, New Jersey were performed to find the right mix of product features and pricing and also to predict sales volume.

"When you dial one product feature up, you dial another one down, so we wanted to be sure that what we dialed up

were the hot buttons for the customer and what got dialed down in the process were the things that mattered less. That's why we needed to be sure that the features we had were the things that people really wanted. Scuff resistance and indentation resistance were by far the most significant issues. The conjoint study not only helped us come up with the proper product attributes and pricing but we also found out how we should market the product and it also predicted a sales volume."

Guarantees tested

Though testing showed that Mannington Gold would perform just as consumers wanted, the company faced the problem of convincing consumers that the product would deliver on its promises. "One of the issues that we struggled with was, how do you prove that your product does what you say it will do? We tested all kinds of guarantees with consumers and basically people said, 'If a company backs up its product, and put its money where its mouth is, we tend to

believe them.' The thing is, what makes people skeptical is all the fine print, the exclusions."

So Mannington introduced an unconditional guarantee stating that the company would replace any Mannington Gold floor free of charge during the first year if consumers were unsatisfied with it for any reason. Mannington Gold also carries a ten-year warranty against wear and manufacturing defects.

Torcivia says that in the research, though consumers had high standards, they didn't place unrealistic demands on the product. "People had reasonable expectations. They know that if they walk on a product day in and day out and the sun shines on it, it will wear over time. The whole concept of Gold was that we wanted to set a new standard—that's how the product name evolved. Prior to Gold, the standard that products were measured by in the industry was the Armstrong inlaid products. But that reputation was based on a product that bears little resemblance to the product it has today, and the performance of it is not worthy of a standard, that's why we felt it was attackable."

Styling issues

At the same time, separate from the conjoint work, research was conducted on styling issues. Using a display similar to those found in the retail setting, a variety of flooring samples from Mannington and its competitors were tested with consumers in mall facilities around the country.

(Torcivia credits the Mannington carpentry department with greatly simplifying the task of transporting and displaying the numerous heavy samples. A special mobile rack was created that moved on rollers for easy loading and unloading so that the rack could be taken to any location for testing. "I have to give kudos to our carpentry department. They designed the whole thing and it looked great. I just gave them some specs and they drew it up and built it and it was exactly what we were looking for.")

Respondents were screened to exclude people with a dislike of vinyl floors. "There are some people that consider vinyl floors to be plastic floors. We didn't want those people telling us what was good design."

Standard designs that were already popular weren't tested. Only those that continued on p. 38



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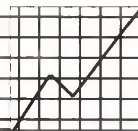
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Structured Equation Models: an introduction

by Mike Fassino

Editor's note: Mike Fassino is managing director of Fassino Associates, a marketing science company based in Media, PA.

Readers of the Data Use column are by now familiar with the measurement of utility. Conjoint analysis has emerged as a powerful and widely accepted methodology for determining the perceived value of product/service attributes and the availability of software to assist with the design of conjoint tasks and the estimation of utility values ensures that an even wider audience will be attracted to these procedures.

The purpose of this month's column is not to explore conjoint analysis. It is to introduce market researchers to a technique known as Structured Equations Models (SEM). This technique is also frequently referred to as Causal Modeling and as Latent Variable Modeling. Some authors refer to these models as LISREL models, though LISREL is really the name of a computer program that performs structured equation modeling. In the hope of illustrating the managerial usefulness of these procedures, we will illustrate how they might be used to "get behind" the results of conjoint analysis to more fully understand the motivational, perceptual or psychological determinants of perceived value and thereby suggest strategies and tactics to manipulate consumers' perceptions of value.

An obvious "shortcoming" of conjoint analysis is that the utility values are static representations of preference. We have put the word "shortcoming" in quotations because we certainly do not view this as an inadequacy, it is just a limitation of conjoint analysis. The limitation is that the utility values are stripped of the psychological context in which they arose. We will present SEM as a way of reintroducing the psychological context, though other researchers view SEM in a far more general nature. Our discussion of SEM will be notably void of statistical and mathematical details and controversies (and they are many); instead it will focus on two very specific and practical applications. For the more general and technical developments, the interested reader is referred to the November, 1982 issue of the *Journal of Marketing Research* which was devoted entirely to structured equation models.

To motivate the discussion, suppose we had the following

two data sets:

1. The part-worth utility values for three features of new automobiles obtained through conjoint analysis. Let these three features be Acceleration, Cost and Size.
2. Ratings of agreement or identification on a battery of 20 attitudinal, lifestyle and demographic data.

Our interest is in relating these two sets of data to each other. The traditional approach would involve some sort of regression analysis of the utility values onto the battery of agreement ratings. To avoid ambiguity in terminology, the battery of agreement ratings will be called independent variables and the set of utility values are the dependent variables.

If there was a substantial (and meaningful) pattern of correlation between the attitudinal items, we would probably first perform a factor analysis of these and then use the resulting factors as our independent variables.

Such an analysis would provide:

1. A set of weights indexing the magnitude and direction of the relationship between each of the independent variables and the dependent variable. We will call these regression coefficients.
2. A measure of the overall strength of the relationship between the two data sets. We will call this R-square.
3. The interrelationship of the items. We will call this factor loadings.

SEM grew out of this analytic tradition and it provides these three interpretive tools, but SEM also has 7 other attractive features that recommend its use in market research:

1. Adjusting the factor loadings and regression coefficients so as to maximize R-square;
2. Second and higher order factor structures;
3. Relational chains;
4. Decomposition of direct and indirect effects;
5. Sets of "dependent variables";
6. Assertion of causal relations between independent and dependent variables;
7. General models beyond OLS such as GLS, ELS and distribution-free regression.

The remainder of this article will be devoted to illustrating the first five of these features of SEM. Assertion of causality and general models require too much technical discussion to develop here.

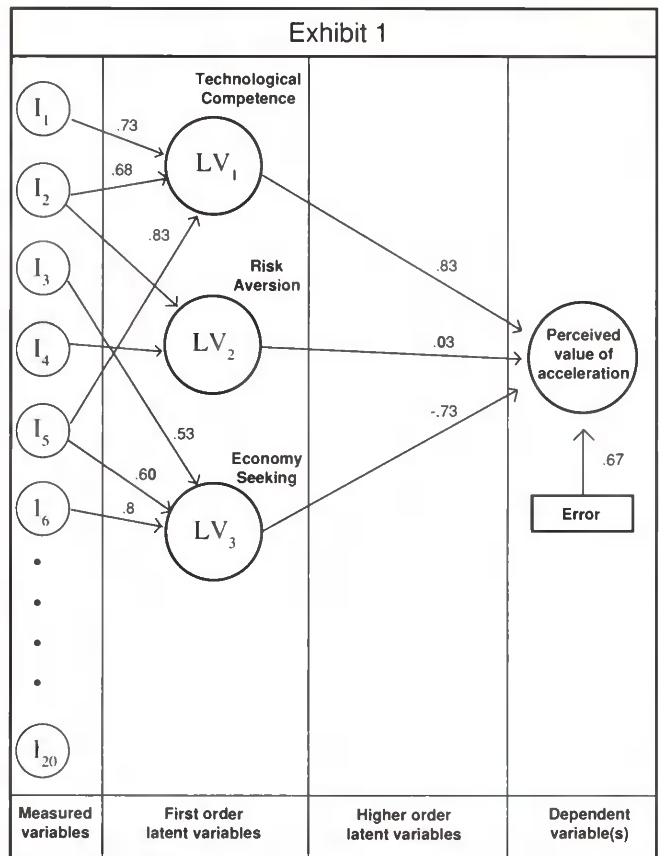
Exhibit 1 shows a set of hypothetical results around which we

can build our demonstration. In this figure, the circles labeled I1 to I20 represent the twenty attitude and lifestyle questions. Each of these 20 items has an arrow pointing toward a column of circles in the middle of the figure. The circles in the middle represent latent variables (more on these later). Each latent variable, in turn, has an arrow pointing toward the dependent variable, in this case the perceived value (utility) of Acceleration. The dependent variable also has an arrow directed at it from a box labeled error. Each arrow has a number associated with it. The numbers from the items to the latent variables are analogous to factor loadings, those from the latent variables to the dependent variable are analogous to regression coefficients and those between the dependent variable(s) and error is analogous to R-square.

The results of SEM are almost always presented in diagrams of this type, known as Path Diagrams.

1. **Latent Variables:** A latent variable is an unmeasured, holistic variable. It could be argued that items 1, 2, and 5 are all different measures of the same underlying cognitive domain. The underlying cognitive domain is the latent variable. The numbers on the arrows between the measured variable carries in defining the latent variable, just like a factor loading. In our example, measured items 1, 2 and 5 all contribute substantial weight to the latent variable we have called Technological Competence.

In other words, these three items have a large correlation across respondents and we argue that this correlation is due to the fact that they all address some aspect of Technological Competence. (To be exact, the assertion is that the latent variable, Technological Competence is the cause of the observed pattern of high correlation between these items).



Items 3 and 6, on the other hand, do not relate to Technological Competence, but to the third latent variable, Economy Seeking. So far, everything should be pretty familiar. We would derive

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names for the latent variables by looking at the items which contribute large weights, just as in factor analysis.

Now the arrows projecting from the latent variables to the dependent variable deserve special attention. This is the weight each latent variable carries in “driving” the perceived value of the dependent variable, Acceleration. The path diagram indicates that as the strength of respondents’ association with the items that form the Technological Competence latent variable increase, so too does the perceived value of Acceleration. On the other hand, as their association with the items in the Economy Seeking latent variable increase, the perceived value of Acceleration decreases.

The arrow labeled error can be thought of as a measure of the overall fit of the model, analogous to an R-square value in regression.

This should all sound very much like the traditional approach where we first perform a factor analysis of the items and then use factor scores as the independent variables. But there is one very, very large difference between the traditional two step approach and the SEM approach: in the traditional approach the two steps, forming factors and regression, are completely independent. The correlation between items determines the definition of the factors—and this correlation is entirely independent of the degree of relationship between the items and the dependent variable.

In the SEM approach, the definition of the latent variables (i.e. the weight the items carry in defining the latent variables, the first set of arrows, the factor loadings) is adjusted so that the degree of relationship between the latent variables and the dependent variable is maximized. In the traditional approach, you would form your factors and then hope they explained a sizable portion of the variance in the dependent variable, using the R-square value as a measure of how well your hope was realized. With the SEM approach, the very definition of the factors is achieved so as to maximize the amount of variance explained in the dependent variable. Two important implications of this iterative, variance-maximizing approach to forming factors are:

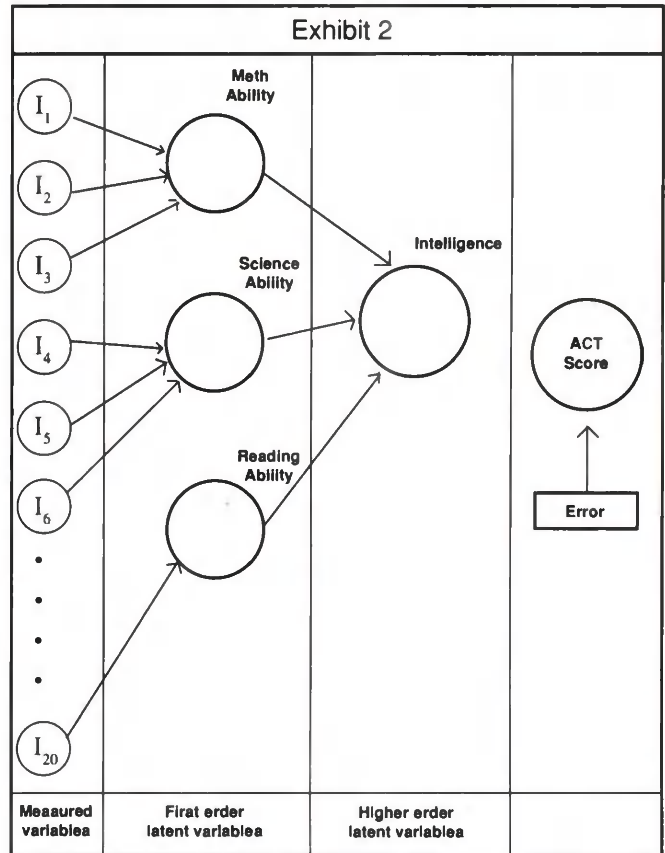
- The interpretation of the latent variables in an SEM analysis are generally clearer and more unequivocal than in factor analysis;
- The resulting latent variables are more managerially actionable since they are defined with explicit reference to the dependent variable.

2. **Second and higher order factor structure:** In factor analysis, the factors are always uncorrelated: the relationship is between the items and the factors, there is no relationship between the factors themselves. In the SEM approach, there can be very rich patterns of relationship between the latent variables. In fact, it is common in SEM to find “higher order factors.”

Let me give an example of a higher order factor that will also drive home the distinction between the SEM and the factor analytic approach. Suppose we gave a group of children a test in which there were several algebra problems, several science problems and several problems which tested the students’ ability to analyze and organize reading material. In such a test, we are likely to find very high correlation between all the algebra items—a student who solves one will likely solve many others. Similarly, we are likely to find a high correlation between all of the reading comprehension items. If we performed a factor analysis of these data, we would find three factors: Mathematical Ability, Reading Comprehension and

Science Ability (see Exhibit 2).

These three factors would result because there would be a very high degree of correlation between all of the questions tapping a specific discipline. If we did this analysis using SEM, we would also come up with these four factors (but we would call them latent variables). But in factor analysis, these four factors would be forced to be uncorrelated. That is, there would



be zero correlation between a student’s mathematical ability and science ability. That is just the way factor analysis works (even though you can end up with correlations after a rotation, the original extraction of the factors results in their mutual orthogonality).

If we instead used the SEM approach, we would most likely find that there is a discernible pattern of correlation between these four latent variables. We could then hypothesize that these four latent variables are all different measures of some other underlying factor, in this case, intelligence.

Intelligence would be a higher order factor. The situation is depicted in Exhibit 2.

Now, if we had some other variable like ACT scores, we could set up the analysis so that the definition of the latent variables, and, therefore the higher order factors, best predict ACT scores! And rather, for instance, than all of the algebra items loading equally onto the Mathematical Abilities latent variable (as would be the case in factor analysis), we might find that those that deal with trigonometry have a greater weight than those that deal with fractions, the implication being that a student’s ability in trigonometry is a better predictor of ACT scores than their ability with fractions. Thus, if we wanted to impact ACT scores, we should provide remedial education in trigonometry. Extensions of this line of thinking into marketing should be evident.

Higher order factors deserve greater recognition and attention among marketing researchers. It may well be the case that

advertising's effect is on higher order factors rather than individual items. Standard methodologies which show advertising to be ineffective may be addressing the wrong level of the hierarchy. Moreover, it is known that consumers process and assimilate information into chunks or clusters; each chunk would correspond to a higher order latent variable.

3. **Relational chains:** A hierarchical pattern emerges in SEM: if you have several measured items with a stable pattern of correlation, you will get a latent variable. If you have several latent variables with a stable pattern of correlation, you will get a second order latent variable. If you have several second order latent variables with a stable pattern of correlation, you will get a third order latent variable, etc. Each successive level of this relational chain results in latent variables of greater abstraction and generality than the level below, as intelligence is a more abstract but general concept than science abilities. Although increasingly abstract and general, higher order latent variables continue to be "tied" to the original items in two meaningful ways:

1. The pattern of relationship between the measured items is caused by the higher order variables;

2. The weight variables at one level of the chain carry in defining latent variables at the next order of the chain maximize the regression coefficients at each step along the chain.

This gives rise to an important idea we will return to below: at any given level of the chain, the variables one level below the current level are independent variables and the variables at the current level are dependent variables. This allows us to use sets of variables as the dependents, rather than a single variable, as is the case in regression analysis. More on this below.

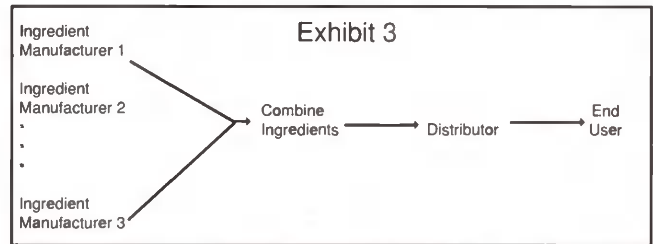
It is entirely possible for a measured variable to have a strong relationship with a latent variable at some level, but only a weak relationship with the variables one level below. For instance, one might find that Respondent Income has a small and statistically negligible relationship with all of the 20 attitude items, but the relationship of Income with a latent variable (itself defined in terms of these twenty items) could turn out to be very large and statistically significant, since we would be examining the relationship of income with a more holistic aggregate.

One very promising application of SEM in marketing research involves modeling value chains in business-to-business marketing. Space prohibits a detailed discussion of this application, but we can outline the idea as in Exhibit 3. Here we show a value chain with four levels. At the first level, several firms produce material that are combined at the second level of the chain. Firms in the third level of the chain distribute the product manufactured at the second level (from components manufactured at the first level) to consumers at the fourth level.

A model can be developed wherein each level of this value chain corresponds to a set of latent variables. In this example we would have first, second, third and fourth order latent variables. The degree to which each level of the chain "agrees" about the value of the various elements introduced at levels below it corresponds to differentials in the weights linking the various levels. The notion of "value adding" can then be put into an empirical framework—value adding occurs when consumers at a given level of the relational chain have a greater weight for a variable than consumers one link away. SEM, therefore, might help market researchers more meaningfully understand business-to-business marketing where there are several firms contributing to a product's final quality, and each firm has a different value structure, different levels of quality and service, different pricing, etc.

A formally similar problem results if you want to relate product features to a brand's self- and cross-price elasticity of demand coefficients. What we are saying, in short, is that SEM allows one to make a strong bridge between different portions of a survey or between different databases.

4. **Decomposition of direct and indirect effects:** It may be the case that not all of a measured variable's relationship with the dependent variable is mediated through a first order latent variable. Everyone who has ever done a regression analysis with factor scores knows this, since whenever a regression



coefficient is less than 1.0, this is potentially the case.

The point is that any independent variable (whether it is a measured variable or a latent variable) can have both direct and indirect effects on the dependent variable. In our example relating childrens' academic abilities to ACT scores, vocabulary would have two paths through which it effects ACT scores (See Exhibit 4). First, vocabulary would have an effect mediated through the Reading Skills latent variable. This is an indirect effect. Vocabulary would also have a direct effect on ACT scores, since the test assumes a level of familiarity with English. In other words, some of the relationship between Vocabulary and ACT Scores can be explained in terms of a

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child's Reading Ability (which itself can be explained in terms of intelligence) and some of the relationship between Vocabulary and ACT Scores is not explained by Reading Ability, but is unique and independent of Reading Ability. These are direct effects, effects not mediated by any intervening variable. Again, extension of this example to marketing situations should be straightforward.

In the language of SEM, this is known as Effects Decomposition. SEM provides a rich set of procedures for determining the portion of a relationship mediated through some other latent variable(s) and the portion that is unique, both of which can be influenced by marketing tactics in different ways.

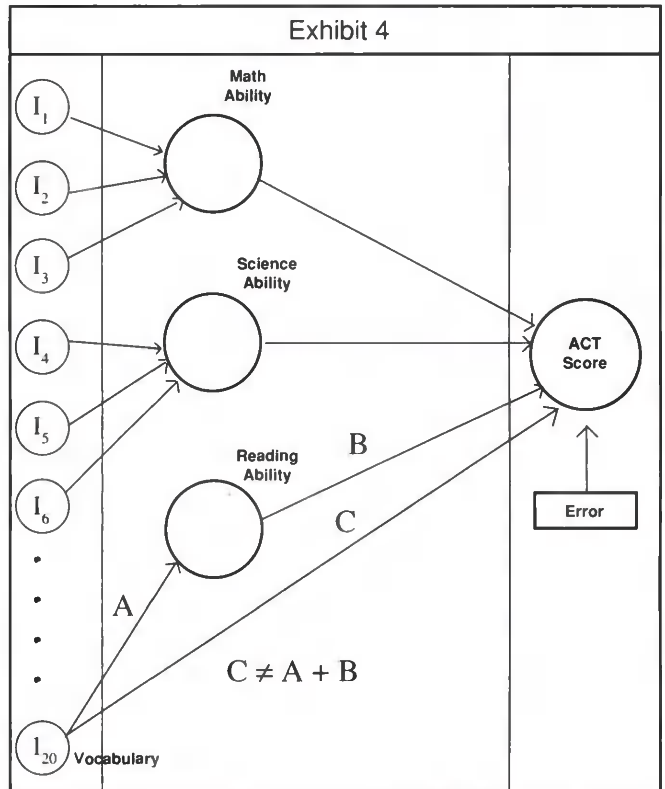
Taken together, the idea of direct and indirect effects and chains of higher order latent variables give a market researcher the ability to develop very detailed and sophisticated models of market response.

5. Sets of "dependent variables": So far, our discussion has used only one dependent variable, ACT Scores or perception of value for a specific product attribute. This was just for simplification. Unlike regression analysis, where there is only one dependent variable, SEM provides the facility for having many dependent variables (as is really the case in the real world where preference, purchase intent, price sensitivity and brand loyalty are all interdependent, correlated dependent variables and all of the marketing mix are independent variables).

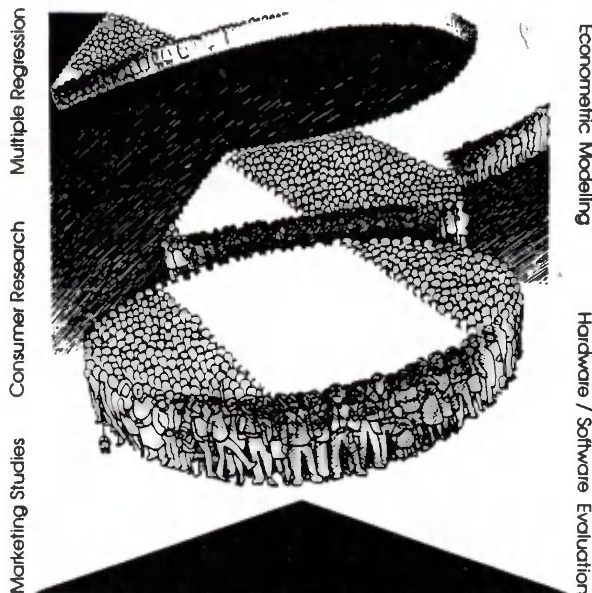
As already intimated, the notion of dependent and independent variables is not as rigid in SEM as it is in regression. Any variable can be either a dependent or independent variable, depending on how you want to think about a system of relationships. As mentioned, at any given level of a relational chain, the variables at that level are dependent variables and the variables one level below it are independent variables. (If we add two

important concepts—directionality of effect and priority in time—the SEM models cease to be correlational and become causal models).

In our original example, we have three dependent variables, the three features of a new car studied with conjoint analysis. Using the traditional techniques, you would do three separate regression analyses with no real relationship between the indi-



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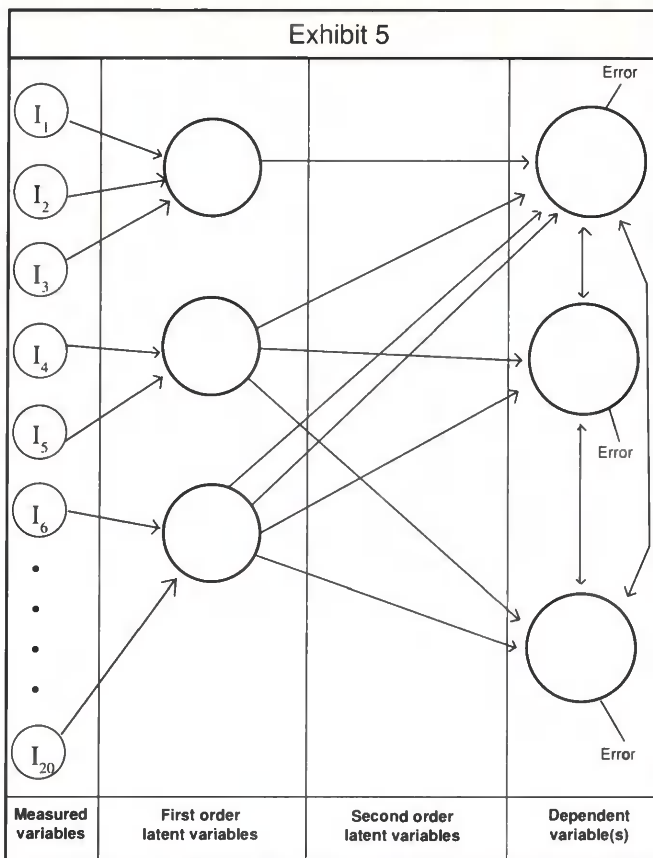
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vidual results. SEM will solve for the regression weights of all three dependent variables simultaneously. SEM will also show you the relationship between the three dependent variables, something traditional regression analysis can not do (since there is only one dependent variable). This is illustrated in Exhibit 5 by the double headed arrows between the dependent variables, indicating that there is a correlation between each. (The observant reader will have guessed that a latent variable could be put "after" the three dependent variables to explain the correlation between them). And if one posits intervening latent variables between the measured variables and the set of dependent variables, SEM will define the latent variables so as to maximize the relationship with all three of the dependent variables, using both direct and indirect paths!

Hopefully, this article will have suggested the versatility and power of SEM. It is important to note, however, that SEM is really a modeling system and not a data reduction methodology. This means that in order to build a higher order latent variable model with measured variables having both direct and indirect effects, one needs to have a pretty good understanding of how a marketplace is structured. SEM is best used for testing the relative adequacy of several competing models of how a market is structured, rather than for discovery how a market is structured.

Some of the ways we have used SEM include:

1. Using conjoint analysis derived utility values as the dependent variable and attitudinal items as the independent variables to determine how association with the attitudinal variables "drive" perceptions of value;



2. Using ideal points derived from perceptual maps as the dependent variable and conjoint derived utility values as the independent variable;

3. Extensive applications in developing formal models of customer satisfaction;

4. In tracking studies to illustrate how the weights between levels of the relational chain change over time;

5. In advertising research to determine the "level of processing" where advertising is exerting its effect;

6. In business-to-business research to understand value chains and value adding;

7. To more fully understand and document difference in market segments. Here segment membership is a latent variable;

8. To relate price sensitivity and brand loyalty to both product and respondent attributes;

9. To develop the prediction equations that serve as the basis to virtual reality software—market simulation software that includes an extensive enough array of variables to more fully mimic a marketplace, unlike the familiar simulators which use only a few respondents and product features and therefore simulate only a small corner of reality.

A final word of caution. There are now two publicly available packages for structured equation modeling: LISREL and EQS. Both require a pretty good level of familiarity with the concepts of SEM and statistical methods. Both have the ability to quickly solve meaningless models! Anyone interested in doing structured equation modeling is well advised to avail themselves of training; the technique is not too tolerant of errors and has not developed to the point where one can do a "canned" structured equation model. Nonetheless, in the right hands, SEM provides a powerful statistical technology for building bridges between seemingly disparate databases and going "behind" the numbers to understand the psychological context which gave rise to the particular numbers. □

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How to maximize the benefits of computer assisted telephone interviewing

by Alan Dutka

Editor's note: Alan Dutka is president of National Survey Research Center, Brecksville, Ohio.

Computer assisted telephone interviewing (CATI) can increase accuracy, improve productivity, reduce turnaround time and provide greater management control. Sixteen critical features of CATI technology will help ensure that these benefits are actually achieved.

The hardware and software alternatives to implement CATI applications are almost limitless. Hardware choices range from stand-alone personal computers to networked terminals in a large mainframe computer environment. Software options vary from individually written applications to sophisticated generic survey generators.

No single choice will best satisfy the demands of every company. Variables influencing the selection include projected volume, time requirements, budgets, technical expertise and company culture. Every CATI installation, however, should contain these sixteen features to ensure success:

1. Complex skip patterns logic must be accommodated. Correct branching on every questionnaire is a major competitive advantage of CATI.

2. Responses not within the defined permissible range must be instantaneously rejected. If a rating from 1 to 5 is required, then no other response can be accepted. The interviewer must be immediately prompted to correct an inaccurate response. The prompting can be an audible "beep" or a visual flashing message. This logic can be used effectively whenever the range of permissible responses is known in advance (rating, demographics, ZIP codes, telephone exchanges, etc.).

3. Consistency checks among answers to logically related questions must be performed. The interviewer should be prompted to probe responses that appear contradictory. Any required changes must be easy to implement.

For example, suppose that a respondent answers that the heating system in the home is 15 years old. Later the interviewer determines that the home is only 10 years old. One of the two ages may be in error since second hand heating systems are rarely installed. The interviewer should immediately receive a script to clarify the apparent problem and to make any necessary changes in the data.

4. "Backward navigation" logic must be included to correct errors that are uncovered during an interview. For example, an interviewer may discover during an interview that the respondent is reversing a rating scale. The problem

must be rapidly corrected while the interview is in progress. Handwritten notes to change the computer file after the fact are almost guaranteed to create problems and errors. Backtracking logic can be especially challenging when surveys contain complex branching ("skip-pattern") logic.

5. Questions in a long list (such as rating of performance attributes in a customer satisfaction study) must be rotated to minimize bias due to question ordering. The questions should appear in a random order—not just beginning at a random start.

6. Demographic tabulations must be calculated on-line. At any point in the survey you should know exactly how many respondents fall into the critical demographic categories (females, young adults, high income families, etc.). The laborious hand tabulations at the end of the day should be completely eliminated.

7. Open ended responses should be readily available for editing, coding and reporting.

8. Instructions to interviewers should be highlighted in reverse video for easy recognition. For example, one recent study of advertising awareness required branching based on the response to an open-ended question. The branching alternatives needed to be highly visible since

interviewers made the branching decision based on the respondent's answers.

9. Interviewers notes (customer names, callback dates and times, etc.) should be easy to enter and retrieve.

10. The CATI software may not perform complex statistical analyses or develop comprehensive reports. An easy interface to other required software, however, is essential.

11. Statistics should be readily available to control quality, evaluate interviewer productivity and compare bidding assumptions with actual experience. A log (not available to the interviewer) should record the dispensation of every attempted call, the time interval between calls and the time required to conduct each completed interview.

12. Comprehensive computer backup procedures must be implemented to minimize the risk of information loss due to computer or power failure.

13. Security procedures should include locks on all computers and password-protected access to surveys by individual project. Access to every survey should require an individual password. Interviewers should not have access to computer programs or project related statistics.

14. Hardware and software must be configured to provide acceptable performance. Personal computers must have the required speed and internal memory to avoid delays during interviewing. Networked applications cannot overload the mainframe computer's capacity. Response time delays while an interview is being conducted cannot be tolerated.

15. The computer code must be easy to change or modify. Although comprehensive pretesting will uncover most problems, the possibility still exists that a change will be necessary while the project is in progress.

16. CATI technology will improve the quality of survey results. The technology, however, must also enhance quality

control procedures. Careful planning is required since advanced technology can hinder rather than improve the quality control process.

For example, suppose that a supervisor is evaluating the quality of open-ended responses. A comparison between the supervisor's notes while monitoring the interview and the interviewer's work is relatively easy using paper questionnaires. Quality control will be more difficult if the open-ended responses are contained in a computer file that is difficult to ac-

cess.

Telephone research has developed from poorly supervised home interviewing to centralized facilities with continuous monitoring. Computer assisted telephone interviewing is another step in this development. The return on investment will be maximized by increasing service, accuracy and productivity while controlling costs. These sixteen critical features will help ensure that the CATI technology achieves the desired benefits. □



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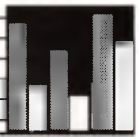
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Most are satisfied with telephone service

According to a recent national survey by Maritz Marketing Research, 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 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.

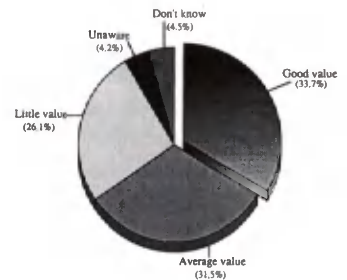
Billing that's easier to understand tops the list of improvements Americans would make at the phone company. Almost one

in 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. The only significant difference in how men and women rank improvements is that men place better sound quality second. Women rank it fourth.

Discounted long distance plans are highly touted by almost 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 VALUE OF DISCOUNTED LONG DISTANCE SERVICES



the plans, giving them lower marks than women.

Six years after the break up of the Bell system, most Americans say it has had virtually no effect on their overall view of telephone service. The survey reveals over two-thirds of people believe service is about the same now as before divestiture. While 14% say service is better, 11% rate it worse.

According to the survey, the one-telephone household has almost become an anomaly. Seventy-three percent of homes now have more than one telephone. Of those, 38% have three or more and 6% have five or more.

Consumers rate banking service

A survey of Michigan residents by Harrington Market Research, Kalamazoo, Michigan, asked respondents how satisfied they were generally, with the cus-

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tomers service at their bank, S&L, or credit union. 91% were somewhat or very satisfied. In addition, they were asked how often they actually visit their bank, whether in person, via the drive-thru or phone. 82% of respondents said they visit, drive-thru, or call their bank once a week or more often. In the third question, respondents were read a list of four common customer complaints about banks, savings and loans, and credit unions and asked to state which was most irritating to them. Forty-two percent felt that banking hours were too short or not convenient; 41% agreed with the statement that the lines are too long; and 13% felt that tellers weren't knowledgeable enough to answer customer questions.

The naked truth about sleeping in the nude

The percentage of Americans sleeping in the nude has increased from 12% in 1985 to 16% in 1991, according to research by Bruskin Associates of New Brunswick, New Jersey. While the proportion of women who wear nothing has remained at 6%, the proportion of bare men has increased from 19% to 26%. The 1985 study revealed that people 25-35 years old were most likely to sleep in the nude. Sleeping in the nude is now prominent among those 25-49. The practice is most popular among people living in the West (19%), followed by people living in the North Central and Southern regions (16%), and least popular among Easterners (13%). Men who wear garments at night are most likely to be found in pajamas (31%), underwear (29%), T-shirts or undershirts (9%), or sweat pants (7%). Women are most likely to wear a nightie or a nightgown (55%), pajamas (20%), T-shirts or undershirts (10%), nightshirt (9%), or sweat pants (5%).

Single copy magazine sales fell

Although continuing a record sales pace through the first half of 1990, single copy (retail) magazine sales fell off in the second half, down 9.3% versus the same period a year ago, according to the Periodicals Institute, West Caldwell, New Jersey. For the same period, magazine units were off 9.8%. Paperback book sales were off 13.6%. The \$3.6 billion in magazine sales achieved for full year 1990 showed an increase over full year figures for 1987 and 1988. In fact, first half 1990 figures are higher than first half

1989. However, because of unprecedented growth in the second half of 1989, sales comparing full year 1990 magazine sales to full year 1989 show a 4.1% decline. "The recession afflicting so many products, industries, and services hit publications hard in the last half of 1990. Rising unemployment and lower household income threw up barriers to impulse sales, severely afflicting magazines and books, which are among the highest in impulse sales at retail," says Jack Fitzmaurice, president, Periodicals Institute.

Hispanics say President Bush is most admired

President George Bush has surpassed Pope John Paul II as the person most admired by U.S. Hispanics, according to the latest MDI Hispanic Poll, a telephone study of more than 700 self-identified Hispanics conducted by San Diego-based Market Development, Inc. In response to the question, "What well-known person living today do you most admire?" respondents in each of the six major U.S. Hispanic markets surveyed and in all demographic subgroups voiced strong admiration of Bush. Pope John Paul II

ranked second behind Bush in the current poll, in contrast to the pope's "most admired" status among Hispanics in the MDI Hispanic Poll conducted in June 1990. Admiration of Bush was especially high among U.S.-born Hispanics.

The high admiration of Bush among U.S. Hispanics is consistent with other, previously released, MDI Hispanic Poll results, which showed that two-thirds of those polled approve of the way the president is handling his job and the situation in the Middle East. Even Hispanics who gave less-than-satisfactory marks to Bush for his support of Hispanics in education, business opportunities and political appointments, expressed approval of Bush's overall performance.

Following Bush and the pope among the top ten individuals "most admired" by U.S. Hispanics (with their June-1990 ranking are: singer Julio Iglesias (3rd); former President Ronald Reagan (4th); actor Andres Garcia (unranked); singer Vicente Fernandez (unranked); singer Juan Gabriel (unranked); singer/actor Jose Luis Rodriguez (unranked); Mother Teresa, who fell from fifth to ninth place, overall; and actor Charles Bronson (unranked) and Mikhail Gorbachev (sixth), who tied for tenth place.

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NAMES OF NOTE

G. Bernard Yevin has joined *Epley Marketing Services, Inc.* of Cedar Rapids, IA as director of research services. **Sharon Lorher** has been promoted to marketing coordinator. **Kathy Ralfs** has been promoted to field director.

Nicholas W. Iadicicco has joined *ICR Survey Research Group*, Media, PA, as

vice president and account executive. Previously he was a senior consultant with *Opinion Research Corp.*

Meyers Research Center of New York has named **Murry Packer** vice president.

Bruno & Ridgway Research Ascts.,

Princeton, NJ, has named **Henry Khost Jr.** and **Gary Spack** senior research managers and **Jill Beene** research analyst.

Mary Ann Schmidt has joined *Alliance Research, Inc.*, Cincinnati, as vice president, analytical services.

Ron Zolno, vice president/director of planning and research at *Ogilvy & Mather/Houston* has been selected to the Advertising Steering Group of the Marketing Science Institute, a non-profit consortium of industry practitioners and academicians.

Barbara Wells has been named research department director at *The Dallas Morning News*.

Bloomfield Hills, MI-based *Research Data Analysis* has named **Frank Forkin** applied statistics vice president and **Christi Walters** and **Todd Markusic** senior project directors.

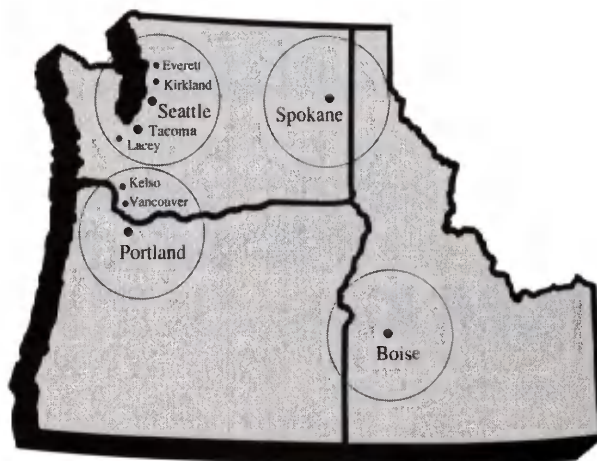
Raymond S. Evans, **Michael R. Hoffman** and **William J. Secrest** have joined the sales staff of *Customer Insight Company*.

Paul A. Warner Associates, Inc., Atlanta, has named **Peter A. Corteville** vice president/associate.

Cynthia S. Calvert has joined the Columbus, OH office of *Project Research* as an account executive.

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Brenda Chartoff has opened **National Field & Focus/Boston**, a focus group and data collection firm located outside of Boston at 190 No. Main St., Natick, MA 01760. Telephone 508-655-1926.

Michael Wolfe, president of **Information for Marketing Inc.** (Infomark), Cincinnati, has joined forces with James M. Zorbo, president of the **Zorho Company** of Battle Creek, MI to form an information training and consulting organization helping packaged goods companies with their external scanner data, single-source data and internal sales information. For more information, contact Mike Wolfe at 513-563-3515 or Jim Zorbo at 616-962-6503.

Brittain Associates has moved. The firm is now located at 3400 Peachtree Road NE, Suite 1015, Atlanta, GA 30326. The phone number remains 404-365-8708.

Glickman Research Associates has moved. The firm is now located at 160 Paris Avenue, Northvale, NJ 07647. Telephone 201-767-8888. Fax 201-767-6933.

Minneapolis-based **Project Research** has opened an office in Columbus at RiversEdge Corporate Center, 1335 Dublin Rd., Suite 200A, Columbus, OH 43125. Telephone 614-481-3564. Fax 614-481-3501.

Savitz Research Center has expanded its Dallas facilities to include a 30' x 23' focus group/multi-purpose room, a sec-

ond set of one-on-one rooms with viewing and expanded kitchen. For more information, contact Harriet Silverman at 214-386-4050.

The Question Shop, Inc. has opened a full service market research division to go along with its field service. The new division will work out of the same location at: Nohl Plaza, 1500 E. Lincoln Ave., Orange, CA 92665. Contact Ryan Reasor at 714-974-8020 for more information.

B. Angell & Associates has moved to 4709 Golf Rd., Skokie, IL 60076. Telephone 708-677-8888.

Survey Solutions, Inc. has moved to 9817 Countryshire Lane, Olivette, MO 63141. Telephone 314-721-0999.

As part of an agreement between **Maritz Marketing Research**, St. Louis, and **Marketing Intelligence Corporation** of Tokyo, Maritz will market the Japanese Overseas Travelers' Index (JOTI) in the U.S. and provide ad hoc services to Marketing Intelligence Corporation's clients. The JOTI is a syndicated study of Japanese travelers' buying habits and preferences when overseas. Marketing Intelligence Corp. will serve the needs of Maritz' U.S. clients in Japan. For more information, contact Phil Wiseman at Maritz headquarters, 1297 No. Highway Drive, St. Louis, MO, 63099.

Allan Floyd Marketing Research, Allan Floyd, principal, has opened at 2001 Killebrew Dr., Suite 155, Minne-

apolis, MN 55425. Telephone 612-854-4568. Fax 612-854-1105.

Statpac, Inc. has moved to 3814 Lyndale Ave. So., Minneapolis, MN 55409. Telephone 612-822-8252. Fax 612-822-1700.

Paul A. Warner Associates, Inc. and **Atlanta Marketing Research Center** have relocated their Atlanta offices to Ten Lenox Pointe, N.E., Atlanta, GA 30324. Telephone 404-239-0101.

Survey Service of Western New York, Inc. will become a unit of The Adelman Group, a full service research company. Susan R. Adelman will continue as president, Betty Tringali, vice president, and James Bachwitz, vice president client and computer services.

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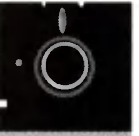
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Special report on Europe's baby boomers

A special report in the monthly newsletter *Market:Europe* examines European baby boomers. The report, "The Post-Wall Consumer: Europe's Baby Boom Generation," looks at the demographic, social, and economic make-up of boomers in many nations. Its author is Cheryl Russell, former editor of *American Demographics* and current contributing writer for *Money* magazine. For more information, contact Doris Walsh at 607-277-0934.

New teenage telephone omnibus

ICR Survey Research Group, Media,

PA, announces a new telephone omnibus called TeenEXCEL as a companion to its EXCEL adult omnibus. TeenEXCEL will consist of 500 interviews per month among a nationally representative sample of teenagers from 12-17 years of age. Interviewing will be structured so that the sample is divided evenly among 12-14 and 15-17 year olds and males and females. A sample balancing program will be utilized to ensure that, when tabulated, the sample reflects the national teenage population. For more information, contact ICR at 215-565-9280 or 800-633-1986.

New program for opinion research with PCs

Computers for Marketing Corporation

introduces Surveyor, a PC toolkit for opinion research that lets users compose questionnaires, collect and enter data, and issue reports and analyses. Surveyor runs on fully compatible IBM-PCs with 286 chip, 640K memory, 20 MB hard disk, high density floppy drive and DOS 3.3 or higher. For more information, contact CfMC at 415-777-0470.

Kids Study examines 6-14 year olds

A study of the media habits, product purchase preferences and product purchase influence of kids 6-14 is available from Simmons Market Research Bureau. The Kids Study uses personal interviews with kids ages 6-14 and a self-administered questionnaire for the parents to gather information on product and service categories such as breakfast foods, beverages, electronics and entertainment. For more information, contact Simmons MRB at 212-916-8900.

Firm offers statistical support

Meyers Research Center now offers a new service called Analytic Integration which is designed to provide clients with statistical and analytical support and service. The focus of the service is data connectivity, an analytical discipline which combines data gathered using different research methodologies, such as consumer and sales data and in-house share data. For more information, contact Murry Packer at 212-391-0166.

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System captures responses to open-ended questions in CATI

by Barry Feinberg

Editor's note: Barry Feinberg is vice president, research director, for Burson-Marsteller, New York.

Audits & Surveys Voice/CATI is a system that records a respondent's spoken answers to open-ended questions and stores them as a digital file along with other questionnaire responses. Because of this capability, we in the research industry can begin to solve problems that are sometimes associated with capturing and analyzing open-ended responses, especially on computer assisted telephone interviewing (CATI) systems.

The system described here is one I helped develop and used as a research company executive at Audits & Surveys and one that I am now using as a research company client at Burson-Marsteller. Since 1987, studies using A&S VOICE/CATI have been conducted among consumers, business executives, and professionals.

Research needs

The primary interest in developing the system was to overcome some of the limitations inherent in capturing responses to open-end questions—especially on CATI systems and especially for studies and questionnaire items which would elicit long open-end replies. In CATI systems, responses that call for a choice among stated alternatives are easily keyed into the computer by the interviewer. Open-ended questions, however, ideally

require the interviewer to type or write verbatim the respondent's reply. Since it may be physically impossible for the interviewer to capture the respondent's entire answer in this fashion, interviewers are sometimes instructed to record "key words or phrases" when it is not possible to capture the entire verbatim.

Also, many times, interviewers will ask the respondent to slow down in an

attempt to capture all the information. This can break the spontaneity of the response, dampen the respondent's involvement, or even make the respondent lose his or her train of thought. Given enough interruption on the part of the interviewer, the respondent may intentionally or unintentionally truncate his or her response.

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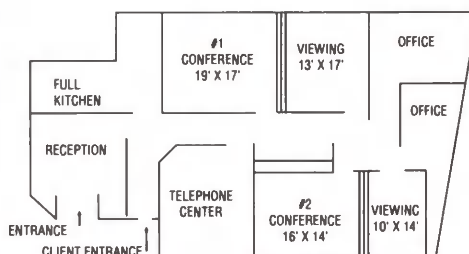
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Natural group interviewing revisited

by Michael E. Curtis

Editor's note: Michael Curtis is a research analyst with the Detroit automotive group of Maritz Marketing Research.

The importance of understanding major purchase decisions at the "natural group" level was first discussed in *Quirk's Marketing Research Review* in the article "Natural Group Interviewing" by David Pagnucco and Robert Quinn, which appeared in the December, 1988 issue. In the interim, Maritz Marketing Research has conducted some preliminary research among natural groups. The purpose of this article is to update the original article and to chart some future areas of study.

As Pagnucco and Quinn pointed out, research that focuses on product purchase behavior is generally conducted at the individual level. This is partly a result of the methodologies available, such as quantitative surveys and one-on-one qualitative interviews. These methods focus on individual attitudes and behaviors. The methods are appropriate in most instances, since purchase behavior is typically an individual phenomenon. There are purchase decisions, however, that cannot universally be assumed to occur at the individual level.

Groups of two or more individual oftentimes play a role in the decision making process. The decision making roles within a group may be implicit, as when one individual orders a pizza with specific toppings, taking into account the known preferences of other family members who will be eating it. The roles may

also be explicitly played out, with group members taking a more active role in the purchasing process. This would seem to be most likely to occur with items that are highly salient to several members of the group. High cost, high involvement items such as housing, transportation and travel fall into this category. Natural group interviewing, then, is an approach designed to take into account the explicit interactions that occur within primary group decision making processes.

The Automotive Research Group of Maritz has included the natural group interviewing (NGI) concept as part of three major product clinics conducted between June, 1989 and August, 1990. In June, 1989, 17 natural groups, consisting of husband and wife, were recruited to participate in an automotive clinic as an adjunct to the more typically recruited individual car owners. The groups were randomly divided into three clusters and different data collection strategies were applied to each.

Cluster One used a single questionnaire that was jointly completed by the couple. They were instructed to discuss each question before coming to a joint decision, then to record a single answer on the questionnaire. Cluster Two couples were given separate questionnaires to fill out and instructed not to discuss their answers. Cluster Three was similar to Cluster Two, except that following the completion of the questionnaire, the couple was instructed to sit down and jointly fill out a combined questionnaire based on input from their individual questionnaires. Following the quantitative data collection a short one-on-one interview was conducted with each couple to assess

reaction the overall process. The intended purpose of this study was to gain some initial qualitative insight into the NGI process.

The second and third studies to make use of NGI were part of a product clinic conducted in Chicago and San Jose during August, 1990. The NGI process was used in a more mainstream fashion here. Recruiting for all clinic respondents was based on vehicle ownership and purchase decision makers for the vehicle. If more than one person was involved in the purchase decision of a vehicle the second decision maker was invited to participate. In no case was a third person invited as part of the same group. Most groups consisted of husband and wife, but in one case the group was made up of a father and his son.

Groups were screened to determine who the principal driver of each vehicle was. This person was assigned primary responsibility for completing the quantitative portion of the questionnaire. Both respondents were allowed to participate in the qualitative interviews that took place; similar in nature to a semi-structured focus group format. Upon completion of the study the interviewers were debriefed to obtain their perceptions of the NGI process.

The following perceptions are based on the three trials of NGI which were conducted.

Natural group decision making process

A significant subset of vehicle purchase decisions are apparently made by natural groups. Based on respondents who qualified and agreed to participate in two

of our automotive clinics, 31% in Chicago and 40% in San Jose were natural groups. According to a 1987 *Newsweek*/Maritz Marketing Research study, 48% of new car purchase decisions are made by two or more people.

The overwhelming majority of groups that we interviewed, consisting primarily of married couples, indicated that individual members had equal involvement in their most recent new car purchase decision.

Natural groups use a number of approaches to resolve differences of opinion regarding vehicle purchase decisions. Some of the most common methods include:

- Discuss differences of opinion, then reevaluate the vehicle.
- Look at other attributes such as price, standard features, roominess, etc., to try to resolve the difference.
- Find an alternative vehicle as a compromise.
- Obtain more information with which to make a decision, such as through a test drive of the vehicle.
- Use dealer options or after-market purchases to resolve differences.
- Evaluate the importance of the feature or characteristic in dispute.
- Set minimum vehicle standards and designate other attributes as flexible.
- Give the primary driver final decision making power.
- Have each member make decisions within their areas of expertise.

Quantitative data collection

Both data collection and interpretation are problematic. If each group member individually completes a questionnaire, how are the data to be combined in a meaningful fashion? Treating them as individual respondents biases the overall sample by weighting the data in favor of groups. Taking a group average for each question assumes equal input into each facet of the evaluation process—an assumption which may not be valid.

An alternative method seems to be a combined response where group members conduct their own form of "averaging." That is, the group completes the product evaluation in a manner they deem most appropriate. This format has been criticized because in some cases participation is very unequal. A husband may, for example, take charge of the evaluation, thereby allowing his wife very little

input. An argument could be made, however, that the internal dynamics reflected in this situation would also be reflected in a purchase decision as well. The method becomes self weighting in this respect, with each group deciding internally whose opinions are most important on any individual question. Most of the groups seem to operate in this fashion, with an individual dominating a portion of the evaluation process. For example, the wife may be the primary evaluator of the interior since she will drive the vehicle most often. Her husband may have more mechanical knowledge and therefore his

opinion will weigh more heavily with respect to powertrain issues. The end result using this method would seem to reflect most accurately the dynamics involved in the group's real-life purchase decision.

This method works well for product feature evaluations, but it is not so obviously correct for conducting image assessments. What happens when individual group members have very different images of a vehicle? Can a "natural group image" be developed that is consistent with the methodology used to collect

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Designing screening questionnaires to minimize dishonest answers

by Kevin M. Waters

Editor's note: Kevin Waters is research technologist at the National Food Processors Association (NFPA). Under the National Food Laboratory, a contract research subsidiary of NFPA, he specializes in sensory, consumer, and marketing research studies of consumer packaged goods.

With the number of research studies occurring everyday, the chance of being screened for participation in a study is increasing. Just as the chance of participating in a research study increases, so does the likelihood of individuals participating in multiple studies over a specified time. This is particularly inherent with organizations who screen and recruit from lists or databases of respondents.

Re-use of respondents in research studies results in "test-wise" individuals. One could hypothesize that "test-wise" individuals, as opposed to "naive" individuals, generally can anticipate what might be asked of them in research studies, particularly during the screening process. Excessive knowledge of screening questions might encourage panelists to falsely answer questions for the sake of being included in the study.

With this in mind, screening questionnaires should be designed to maximize the likelihood of obtaining honest answers from respondents to various selection criteria questions. Examples presented in this article include the addition of a "dummy" termination question, the use of dummy variables or categories, and/or the use of an open-ended question instead of a closed-ended one. Utilizing

these techniques, and more importantly, periodically changing them, may tend to keep all prospective study respondents guessing and create less routine screeners. Since the screening process is an integral part of any research study, the additional time to screen via the format discussed in this article should be considered insignificant compared to the benefits and

One could hypothesize that "test-wise" individuals, as opposed to "naive" individuals, generally can anticipate what might be asked of them in research studies, particularly during the screening process. Excessive knowledge of screening questions might encourage panelists to falsely answer questions for the sake of being included in the study.

reassurance it could provide.

Dummy termination questions

One example designed to minimize the routine nature of screeners, and also reduce dishonest answers from study to study, is to incorporate a dummy termination question which is read to respondents immediately after they terminate for any one of the study criteria ques-

tions. In doing so, the study criteria are in a sense being concealed, perhaps decreasing the chance of false answers from respondents screened for future studies. Thus, if a respondent indicates that they have participated in a research study within the past six weeks and the study criteria requires no past participation within the past three months, the dummy termination question would be asked prior to actual termination of the respondent. Regardless of how the respondent answers the dummy termination question, the interviewer is instructed to conclude the conversation at that point (e.g., "Thank you for your time" or "We already have the quota filled for that category").

The dummy termination question should be straightforward; as an example, "How many children do you currently have living in your home?" Changing these questions from screener to screener is recommended to avoid patterns which may prompt false answers from respondents. Failure to change such questions would lead to the routineness issue already discussed.

Age

Appearing in just about all screeners, questions pertaining to age often create reluctance, and possibly a greater likelihood of dishonest answers, among respondents. Standard phrasing of age questions on screeners tends to clue respondents into the categories that are considered terminates. A typical example might be: "Into which of the following age groups do you fall? 25 and under?, 26-35, 36-45, 46-55, 56 and over." The nature of this question suggests that the broad "25 and under" or "56 and over" categories

probably are not meaningful to the study. Realizing this, a respondent might decide to stretch the truth and state a category with the narrow, more defined range. These, of course, are respondents who should not be a part of the study. One means of minimizing this is to include dummy age ranges in the response categories. For example, using the information from above, the response categories could be increased from 5 to 7: "17 and under, 18-25, 26-35, 36-45, 46-55, 56-65, 65 and over." Making it more difficult for respondents to outguess the system will make it less likely that inappropriate respondents will find a way into your study.

Competitive employment

As researchers, we want to be careful to exclude respondents who are employed in competitive fields. One way of dealing with competitive employment is to read a list of occupations of concern along with one or two dummy occupations. This uses the logic discussed above for age; that is, panelists screened previously might be cognizant of the fact that certain occupations lead to termination. It is these panelists who may falsely answer "no" to the routine list of occupations which typically appear on screeners. Examples of occupations that are routinely mentioned in screeners are advertising agencies, marketing research firms, manufacturers of the product/service of interest, public relation firms, newspapers, and TV or radio stations. Respondents who indicate "yes" to these occupations are terminated from the study.

A way of minimizing false answers in this area is to not only include, but also periodically change, the dummy occupations. For example, the above list can be lengthened by one or two occupations, preferably using a rotation scheme to change the starting point. The dummy occupations should be unrelated to the list of actual occupations to keep the respondents on their toes. Changing them periodically, such as every six months, will minimize the routineness that the question prompts. When using this format, a lead-in that works nicely is: "We are interested in talking with people who work in various industries. Do you or does anyone in your household work for the following?"

Past participation/recency of use/recency of purchase

Most organizations or groups sponsoring research studies specify that respon-


dents must not have participated in a study prior to the one in question within a certain time period: e.g., 1, 3, 6 months. It is interesting to note the large number of screeners that phrase questions in the format of, "Have you participated in a research study within the past X months?" This fairly clearly specifies to the respondent that X months is the critical parameter for this question. Respondents who realize this could be more prone to answering dishonestly. A better way to handle this question is to replace the yes/no question with an open-ended one: "When was the last time that you partici-

pated in a research study?" If the respondent answers within the x month period, they continue to the next question; if not, they are terminated.

The same method can also be applied to criteria pertaining to recency of using or purchasing goods, services, etc. For example, if the study of interest requires people who have used chunky peanut butter within the past six weeks, a question phrased in an open-ended format would probably prompt more honest answers. Thus, the question "How long has it been since you have consumed chunky peanut butter?" is preferred over "Have

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you consumed chunky peanut butter within the past six months?" The former prompts an infinite number of answers with less chance of false information, whereas the latter may clue respondents into the critical time parameter and perhaps prompt a false "yes."

A second method, pertaining to the recency of use/recency of purchase questions, deals with concealing the good or service being screened for by incorporating one or two dummy goods/services. For example, "For each of the following products, please indicate how long it has been since you have consumed them: apple juice, peanut butter, tortilla chips." Response to the dummy products would be disregarded, and the answer to the product in question would be considered in the continue/terminate decision. Concealing the product, as above, reduces the chance of revealing the product being tested, which in turn could minimize dishonest responses, particularly when phrased in an open-ended manner.

Attitude toward product/service

It is also common to confirm that respondents have a positive attitude/interest in the good or service being researched.

By this point in the screener, respondents have answered and qualified for most criteria required for the study. They realize if they answer another question or two that an invitation to participate in the research study will be likely, with a chance of receiving some form of incentive.

With this in mind, it may not be prudent to ask an attitude question only on the product or service to be tested, as it may invite an answer intended to get the respondent into the study instead of the respondent's honest attitude. To avoid this, dummy products should be incorporated into the list.

Thus, if one wanted to confirm that respondents had a positive attitude toward maple syrup on pancakes, rather than simply eliciting a response for this product, responses for two additional products could be obtained, such as ketchup on french fries and strawberry jam on wheat bread. As before, responses to the dummy products are disregarded. This would conceal the product of interest, assuming that questions in the interview prior to this one have not suggested otherwise. Also of importance is choosing appropriate dummy products to avoid a list with an outlier. For example, it may

not be wise to include such items as "orange soda" or "grape soda" with "maple syrup on pancakes." Of the three, maple syrup on pancakes is clearly the odd sample, which may affect how a respondent answers the attitude question.

Conclusion

The screening process builds the foundation for reliable and valid data collection. While it is not appropriate to trick respondents during the screening process, it is important to elicit honest answers from perspective respondents. This can be accomplished with properly designed and well-thought-out screening questionnaires. Some of the information discussed above could be considered to achieve this, particularly if those interviewed are, or are on the verge of becoming, "test-wise." While the points discussed in this article may lengthen the screener, the additional time is generally minimal and worth the extra expense. This is particularly rewarding if it leads to honest answers, more valuable data, and fewer respondents who disqualify at the time of the actual study when rescreened based on questions asked during the initial screening process. □



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This is, obviously, not a desirable situation when the purpose of an open-ended response is to elicit in the respondent's own words whatever it is he or she wants to say. As a result, either we have to accept, in some cases, a response that has been abbreviated by the interviewer reflecting what the interviewer thinks are the key elements in a respondent's answer, or a response interrupted or abbreviated by the respondent.

And of course, part of the problem is that open-ended entry into a CATI system is done on a keyboard and is dependent upon the interviewer's typing skills.

In addition to the limitations inherent in collecting open-end responses, there are several related to analysis and presentation of results. In the first instance when the open-end information is entered into the system basically as a typed transcript one loses the notion of the interactive "conversation" between the interviewer

and the respondent that many times evolves through persistent probing.

At the same time, we lose all information on "how" the response is given in addition to the information we might lose on "what" is said due to the interviewer's inability to get it all down. For many research topics capturing intonations, intensity of feelings, pauses and the like—respondent verbal characteristics that might make his or her response unique—are lost.

Correspondingly, when the data are reported they are typically presented as coded with representative verbatims "salt and peppering" the text. In a sense, we have lost the ability to report the richness of the response and a sense of its immediacy.

Since a great deal of telephone interviewing is conducted using CATI systems, we decided to tackle some of these research limitations using the newly available voice recording and playback capabilities that are on the market. Taking a voice recording chip and developing proprietary hardware and software, we put together the A&S VOICE/CATI system.

The system has several capabilities:

1. First, one can record the entire open-ended response in the respondent's own voice. This allows the researcher to overcome the limitations associated with being unable to capture the entire open-ended response, breaking spontaneity, response truncation, interviewer interpretation and lack of typing skills. The need for a separate recording device like a tape recorder is eliminated.

2. The system, as an option, allows the recording of the interviewer's voice as the question is asked. This allows for the capture, report and analysis of the conversation between the interviewer and respondent. And the researcher can capture and analyze the "how" of the response as well as the "what" of the response. We are also able to do the same for what the interviewer says.

3. Another feature is that the system stores the response on computer as a digital file on hard disk or floppies. This capability allows us to file, sort, and rear-



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range the voice data like any other computer files.

4. We can also transmit the voice data over long distance by telephone lines like any other data, or by floppies by mail to researchers with the appropriate playback hardware.

The system's hardware consists of a personal computer terminal (we've used Toshiba laptops, PCs, Texas Instruments portables) with a voice capture chip. The

PCs and sister terminals are connected to a VAX computer via modem. The installation also consists of an interviewing telephone and a speaker to hear the interview when played back.

The software has been developed such that most of the procedures from questionnaire writing to simple analysis can be conducted on the terminal by an analyst and interviewer. For example:

1. Normal CATI system allows an analyst the ability to write the questionnaire right onto the system. With this system the procedure is similar. All open-ended questions that the analyst wants to voice record can be written into the questionnaire in the normal manner. There are menu driven instructions for the questionnaire designer to follow when writing an A&S VOICE/CATI question.

2. Once an interview is completed it is immediately available for playback, like any other CATI interview. The file is coded by telephone number so an analyst can call up any interview by telephone number. Likewise, if there is more than one A&S VOICE/CATI question in a questionnaire, by a menu instruction, the analyst can call up responses to that one question for one interview or for all interviews one after another.

3. The on-screen menu also allows the interviewer to code the response after it has been listened to and enter that code into the system record on the spot. Suppose an analyst had coded the responses by an intensity of response scale with 1 being most intense and 5 being least intense, then once all the responses had been coded, they could be immediately played back by code. One could hear all the 1's first and then all the 5's and so on.

4. In addition to developing codes and entering them into the record for each question, during analysis and preparation for reporting, open-end responses can be sorted and played back by responses to other questions or by traditional demographic questions like age, sex, income or any combination.

Working with the system has raised several methodological issues that we

have begun to address.

First, is the issue of informed consent. Our legal people advised us that if we are recording voices over the telephone, respondents must be informed and give their consent to our doing so. In addition to the normal confidentiality and anonymity protections we inform respondents about, before administering a question using the system, we advise the respondent as follows:

"The next question is an open-ended question. In order to capture everything you say, I would like to record your answer in your own voice on our computer system. Would that be all right?"

Our experience has been that only a handful of respondents refuse to be recorded and in that situation we type in responses in the normal manner. Therefore, the issue of cooperation bias, whether those who agree to have their voice recorded and those who refuse our different, has not appeared.

Another issue we face is whether the act of recording changes responses. As an example, think about your last experience being tape recorded or the last time you spoke to an answering machine. We find there is sometimes a tendency for respondents to assume a more formalized verbal posture and tone, to be more careful about word selection, to slow speed, and to even lower their voices in both volume of pitch. The question is whether this is changing the quality and character of the information we gather on the system.

Since we now have the ability to hear and analyze "how" things are said, we are faced with the challenge of how to code the "how." Some of the more straightforward kinds of very subjective coding are levels of intensity of response where the coder is given the task of deciding how strongly the respondent feels about an issue, product, or candidate.

The bottom line is whether the additional information we gather on A&S VOICE/CATI improves our ability to understand what respondents know and believe, and our ability to predict what they will do in the future, be it relation to media habits, product purchasing, supporting an issue or voting for a candidate.

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Natural Group

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image assessments from an individual? Is it more appropriate in such a case to collect individual responses from each group member? Perhaps assigning the task to the principal driver or decision maker provides the optimal solution; however, it begs the question of what role image plays in the group decision making process compared to individual decisions.

Other difficulties arise with the collection of demographic and psychographic data. Some factors, such as household income, are captured in the same way as always, and are thus unaffected. Age can be more of a problem to define, particularly when the natural group spans multiple generations. As suggested, perhaps the demographic and psychographic profiles should be obtained only from the principal driver or decision maker. On the other hand, perhaps individual profiles are meaningless in group purchase situations and need not be collected.

Qualitative data collection

A particularly effective use of natural group interviewing involves the collection of qualitative data. Using an interviewer in a semi-structured one-on-two interview (similar to a focus group format) can provide a gold mine of information. Individuals feed off of one another in providing insight into feature preferences and purchase decisions. This format is particularly useful when used to provide breadth and depth to quantitative data. This is also a particularly good avenue for exploring the self-weighted group dynamics as they impact the decision making process.

Show rates

Another factor we were interested in looking at was respondent show rates. Typically, anywhere from 60-90% of people recruited to participate in an automotive clinic actually show up. Rates tend to vary by city, location within the city, weather conditions, competing activities in the city and numerous other factors. Our first bout with recruiting natural groups entailed a small subsample of 17 groups in Chicago as part of a larger overall study. All 17 groups showed, for a 100% show rate.

In two subsequent studies, one in Chicago and another in San Jose, direct com-

parisons were made between the show rates of individuals and natural groups. In both cases, although sample sizes were small, the individual show rates were slightly higher. In Chicago, 64 of 78 individuals (82%) versus 26 of 37 natural groups (70%) showed up to participate in the study. The San Jose numbers were 50 of 60 (83%) and 30 of 40 (75%) respectively. Although neither result is statistically significant at a 95% confidence level, there is clearly no evidence to suggest that natural groups would provide a higher show rate, which is what we had originally hoped for.

Recruiting

Another area that natural groups may differ from individual respondents is in the initial recruiting stage. Potential respondents are contacted via phone and interviewed on a series of screening questions appropriate for the particular study being conducted. If the person answers all screening questions properly, he or she is invited to participate in the study. Some accept and others decline. Standard procedure has always been to allow only one individual per household to view the vehicles on display due to the high security nature of some of the pre-production vehicles. This was often disincentive for individuals since they were unable to bring another family member along. We felt that by integrating the natural group concept a higher proportion of acceptors would be obtained. Although no experimental data were obtained to directly compare acceptance rates, natural groups were more likely to agree to participate in the subjective view of the telephone interviewers who conducted the recruiting.

So where do we go from here?

Given the proportion of new car purchase decisions made by natural groups, it is imperative that the behavior be reflected in marketing research methodological designs. Problems discussed in this article with data collection at the group level should be addressed rather than ignored. Data collection may be cleaner by utilizing the standard, individual respondent approach, but erroneous results are just as likely to occur as any time you have a sample which is not representative of the targeted universe.

Using the group interview design, data collection problems occur. Addressing

the measurement of traditional demographic, psychographic and image assessment variables becomes an important consideration. Is it possible, and more importantly, is it valid to obtain a group image assessment or group psychographic profile? The answer may be yes for groups such as married couples and no for multi-generational groups like father and son. Perhaps the problem can be alleviated by rethinking market segmentation strategies along a different series of variables.

Thus far, the groups we have addressed have been limited to two individuals; typically married couples. Is it worth the additional complexity to invite a third, or even fourth, decision maker when appropriate? Not only might it be useful, within certain vehicle segments at least, it may be highly desirable. For example, vehicles such as minivans may have very diverse usage patterns within the same household. Individual decision makers within the group may key on different features such as gas mileage, cargo capacity, people capacity, towing capabilities, maneuverability, etc. By not inviting all decision makers, one or more key features related to the actual purchase decision may be artificially downplayed.

This article raises more questions than it answers. Perhaps the most compelling one concerns whether natural group decisions can be accurately measured indirectly through an individual member. If so, the discussion put forth in the article can be largely ignored. If not, these issues must be addressed. An a priori argument would suggest that the burden of proof lies with proponents of the "individual as spokesperson" perspective. □

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Chamberlain Rsch. Cnsltnts.
LaScola Qualitative Research
Doreen Mole Qual. Rsch. Inc.

PUBLISHING

First Market Rsch(J. Heiman)
D.S. Fraley & Associates
The Looking Glass Group
PlayLab/TrendFacts
Research, Inc.
Thorne Creative Research

RESTAURANT/FAST FOOD

PlayLab/TrendFacts

RETAIL

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

SENIORS

Research, Inc.
Snell Associates, Inc.
TrendFacts

SMALL BUSINESS/ENTREPRENEURS

Access Research, Inc.
Research, Inc.

SOFT DRINKS, BEER, WINE

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& Market Research Corp
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Thorne Creative Research
Paul A. Warner Associates, Inc.

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TELECOMMUNICATIONS

Creative Marketing Solutions
Cunninghis Associates
Decision Research
First Market Rsch(J. Heiman)
D.S. Howard Assoc., Inc.
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Research, Inc.
Southeastern Institute of Rsch.
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Yarnell, Inc.

TELECONFERENCING

Rockwood Research Corp.

TELEPHONE FOCUS GROUPS

Market Navigation, Inc.
Research, Inc.
Telesession Corporation
TrendFacts

TEENAGERS

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Greenfield Consulting Group, Inc.
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PlayLab
Research, Inc.
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TOYS/GAMES

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TRANSPORTATION SERVICES

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TRAVEL

Mar-Quest Research, Inc.
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UTILITIES

Chamberlain Rsch. Cnsltnts.

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Mannington Gold

continued from p. 8

Torcivia calls the "reach" designs were tested. After paging through the samples to get a feel for them, consumers rated patterns and colors. After all the samples were rated, they chose the one that they liked best, second best, etc., and those they liked the least. If respondents gave the samples a very high or a very low rating, verbatims were taken of their explanations why.

"We had the verbatims written up and

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our stylists could use them to correct any problems that consumers had with the designs. We found out a lot of information. For example, people liked certain designs, but pointed out that they wouldn't buy them for maintenance reasons. 'This color would show dirt too easily, this design would be too hard to keep clean.' This was the first time we had done any styling research and we started to see certain problems with some of the designs and factor them into our understanding."

Predicted sales

Thus far, the style research has accurately predicted the sales of certain Mannington Gold designs, Torcivia says. "They're selling now much in the way they were predicted to sell, except for one, that was found to be a far and away winner and it's selling like the rest of them."

Torcivia says that this is probably because of bias in the testing process. "To make sure that these people weren't just doing a beauty pageant, we asked them to pick the floors as if they were picking them for their own home. Then we tried to get a feeling for what their home decor was. What we don't know is, what the universe of home decors are. So even though they told us what their home decor is, one, there is always inaccuracy in their definition, and two, even though we had some prior research into the home decor universe, most of it's eclectic, and therefore it's meaningless in terms of trying to balance a sample against. We recognize that and we're currently looking into redesigning our testing process.

"We accept that styling is an important issue, but we address that at the point of sale. We want the customer to come to our display because our floors are better and we feel that if we've done our homework in terms of styling research that he or she will have no problem finding something that meets their color and design needs. The hook is durability, not styling," Torcivia says.

Massive program

Once the product was ready, the next task was to mount a massive marketing and public relations program. For this Mannington turned to the Weightman Group, a Philadelphia-based firm that Mannington has worked with since 1983.

In addition to introducing the new prod-

uct, Mannington wanted to increase consumer and trade awareness of the Mannington name. Mannington and the Weightman Group decided that the best tool to accomplish both of those goals was a huge television advertising campaign. Until that point, says Betty Tuppeny, senior vice president and management supervisor, Weightman Advertising, the industry had traditionally relied on print advertising.

"Mannington was moving from being a trade-focused manufacturer to a consumer-focused company. One of the first things they had to do was establish themselves to the consumer. They had, relative to Armstrong and Congoleum, a weak brand awareness as a flooring company. So we needed to use the launch of Mannington Gold to almost instantaneously establish Mannington as a high quality flooring company that was going to deliver products that fulfilled consumers' needs," Tuppeny says.

Awareness doubled

The original television spot, "Breaking the Shine Barrier," was updated for the most recent campaign, which began airing in March. In addition, a host of new print ads were created for consumer publications. After the first seven week flight of television advertising, consumers' unaided and aided awareness of Mannington doubled.

"As a number two brand, we needed a pull strategy," Mannington's Santo Torcivia says. "One that was designed to create demand for the product, knowing that the trade would not fight a pre-sold customer. In addition, we knew the product would perform, so we wanted to communicate the features of the product to the market at large. We could not rely on the trade to do that. We wanted to influence people that might be going into a ceramic tile center or to a carpet store and tell them, Hey, Mannington has a better vinyl product.

"The other reason was, the number one way to influence the trade is to consumer advertise. We raised the stakes to the market by advertising to consumers, and because Armstrong and Congoleum are financially constrained, we knew no one would be able to compete at the level of consumer advertising that we had raised the ante to."

John Duke, director of research, Weightman Advertising, says that the

Mannington Gold television spots were intended to push people into action. "This is a category in which there are a lot of fence sitters. You think about getting a floor, and then you think about it some more. The television (spot) was a way to nudge those people a little bit, to make the flooring more personally relevant to people."

Pushing people into action was also one of the intentions behind the extensive Mannington Gold guarantee, Tuppeny says. "The warranty is really a tie breaker for the consumer. A lot of people consider flooring, beyond the pattern and color, from a manufacturing standpoint, to be a commodity product. Consumers want to know what the differences are. We found (the guarantee) was a very useful point of sale tool, to able to say this brand is guaranteed to provide customer satisfaction and this one isn't."

"With the guarantee, we wanted to say, 'Here's what we found out the consumers wanted through the research. Here's the product we developed and it is by far superior. We're so sure of it that we're going to put our money where our mouth is and we will replace any floor during the first year with literally no questions

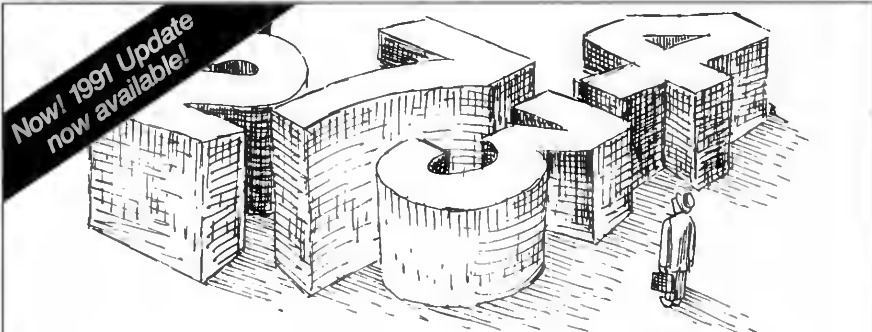
asked,'" Tuppeny says.

Television also offered an advantage over print in that it helped meet an objective of the Mannington Gold introduction, which was to take the competition by surprise. Because of the lead time that many magazines require in production, print ads for Mannington Gold would

have had to be delivered to the magazines months before the planned launch date, and there were concerns over the possibility of information leaking to competitors.

Supplemented techniques

In testing the ads, Duke says that




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Weightman supplemented its usual research techniques to suit the aims of the Mannington ads. "When we did the ad testing we incorporated designs that would allow us to do two things. We wanted to

persuasion measure that would also allow us to capture attitude change on behalf of people.

"The product category has its own set of needs. Because vinyl flooring is some-

information search and process a lot of information and learn a lot about the different products available. So we couldn't use the traditional persuasion measure, which was, 'Now that you've seen the advertising, how likely are you to buy?' The ad has to have staying power, so that when the consumer does go to the store, even if it's several months down the road, their memory is jogged," Duke says.

Struck it rich

By all indications, Mannington has struck it rich with Mannington Gold. Sales are up, tracking studies with the trade have shown extremely high awareness of Mannington Gold, and a large percentage of retailers have said that Mannington was the brand they were recommending most to consumers. And research has found significant increases in all of the attribute ratings over the previous year.

"It's very much been a classic marketing exercise, a consumer-driven product development process and introduction where you find out where the needs and the gaps and then dedicate and mobilize all resources to fulfill them," Duke says. □



use the traditional measures to make sure the advertising is working in terms of recall and diagnostics, and also to use a

thing that people are not always in the market for. A lot of things happen during the buying process, you go on an infor-

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1991

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TELEPHONE INTERVIEWING

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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ALABAMA

BIRMINGHAM

Connections, Inc. #4 Office Park Circle/Suite 310 Birmingham, AL 35223 Ph. 205/879-1255 Fax 205/870-3502 Contact: Rebecca Watson	15	0	15	0
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Graham & Assoc., Inc. 3000 Riverchase Galleria/ #310 Birmingham, AL 35244 Ph. 205/985-3099 Fax 205/985-3066 Contact: Cindy Eanes	25	10	25	0
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New South Research, Inc. 700 So. 28th St./ Ste. 106 Birmingham, AL 35233 Ph. 205/322-9988 or 800/289-7335 Fax 205/322-8608 Contact: Louis Wilhite	20	0	20	0
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Scotti Research-Parker Div. 2121 Warrior Rd. Birmingham, AL 35208 Ph. 205/781-3265 Contact: Nell Cain	8	0	8	0
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ALASKA

ANCHORAGE

Dittman Research Corporation 8115 Jewel lake Road Anchorage, AK 99502 Ph. 907/243-3345 Fax 907/243-7172 Contact: Lisa V. Bullion	16	0	0	0
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ARIZONA

PHOENIX

Arizona Market Research Ruth Nelson Research Svcs. Executive Park Offices 10220 North 31st St./ #122 Phoenix, AZ 85051 Ph. 602/944-8001 Fax 602/944-0130	15	0	15	0
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Behavior Research Center, Inc. 1117 No. 3rd St. Phoenix, AZ 85002 Ph. 602/258-4554 Fax 602/252-2729 Contact: Jennifer Page	20	0	20	12
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Bergo & Assoc./Ask Arizona Tri-City Mall 1948 W. Main Mesa, AZ 85201 Ph. 602/464-5885 or 800/999-1200 Fax 602/464-9284 Contact: Beth Aguirre	8	6	8	0
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DataSource 4515 S. McClintock Dr./Ste 101 Tempe, AZ 85282 Ph. 602/831-2971 Fax 602/831-2971 Contact: Nancy Hayslett	77	31	77	77
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Friedman Marketing 1889 E. Camelback Road Phoenix, AZ 85016 Ph. 602/264-1133 Fax 602/266-9051 Contact: Louise Dickinson	17	0	17	17
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(See Advertisement Page 74)

Gikas International 5515-1 No. 7th Street Phoenix, AZ 85014 Ph. 602/265-2890 Fax 602/234-3955 Contact: Kathie Coppes	8	2	8	0
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Innovative Query, Inc. 8687 E. Via De Ventura/ #216 Scottsdale, AZ 85258 Ph. 602/483-7505 Fax 602/483-9388 Contact: Shirley Dalziel	18	16	16	0
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O'Neil Associates, Inc. 412 East Southern Avenue Tempe, AZ 85282 Ph. 602/967-4441 Fax 602/967-6122 Contact: Michael J. O'Neil	14	0	14	0
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Quality Controlled Services (QCS) 6360-3 Thomas Rd./ Ste. 330 Scottsdale, AZ 85251 Ph. 602/941-0048 or 800/325-3338 Fax 602/941-0949 Contact: Dorothy Simon	12	12	12	12
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(See Advertisement Page 43)

Time N Talent Scottsdale Pl/5725 Scottsdale Rd. Scottsdale, AZ 85253 Ph. 602/423-0200 Fax 602/941-8892 Contact: Wendy Walker	8	0	8	0
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Winona Market Research Bureau 8800 North 22nd Avenue Phoenix, AZ 85021-4258 Ph. 602/371-8800 Fax 602/943-3554 Contact: Richard McCullough	266	266	266	266
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TUCSON

Field Market Research, Inc. 6045 E. Grant Road Tucson, AZ 85712 Ph. 602/886-5548 Fax 602/886-0245 Contact: Ralph Rhoades	55	0	55	0
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Quality Controlled Services (QCS) 4500 N. Oracle/Box 360 Tucson, AZ 85705 Ph. 602/887-3502 or 800/325-3338 Fax 602/887-4480 Contact: Annette Idso	10	10	10	0
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 3607 W. Magnolia / Ste. N 20 0 20 0
 Burbank, CA 91505
 Ph. 818/848-8282
 Fax 818/846-9912
 Contact: Ed Goldbaum

Ask Southern California, Inc.
 1224 E. Katella Ave. Ste. 100 30 0 30 0
 Orange, CA 92667 (See Advertisement Page 29)
 Ph. 714/744-2744
 Fax 714/744-2933
 Contact: Sue Amidei

Assistance In Marketing
 Huntington Center Mall 20 20 20 0
 7777 Edinger Ave.,#201
 Huntington Beach, CA 92647
 Ph. 714/891-2440
 Fax 714/898-1126
 Contact: David Weinberg

Barna Research Group
 722 W. Broadway 28 24 28 0
 Glendale, CA 91204
 Ph. 818/500-8481
 Fax 818/246-7684
 Contact: George Barna

California Survey Research
 5400 Van Nuys Blvd./Suite 307 21 16 21 21
 Van Nuys, CA 91401
 Ph. 818/986-9444
 Fax 818/986-1353
 Contact: Ken Gross

Consumer Pulse of Los Angeles
 Galleria at South Bay #269
 1815 Hawthorne 20 12 20 0
 Redondo Beach, CA 90278 (See Advertisement Page 45)
 Ph. 213/371-5578 or 800/336-0159
 Fax 213/542-2669
 Contact: Angie Abell

Creative Data, Inc.
 7136 Haskell Ave./Suite 101 22 0 10 0
 Van Nuys, CA 91406-4198
 Ph. 818/988-5411
 Fax 818/988-4057
 Contact: Abby Goldstein

Davis Market Research Services
 23801 Calabasas Road 40 29 40 40
 Calabasas, CA 91302
 Ph. 818/888-2408
 Fax 818/888-6691
 Contact: Carol Davis

Field Dynamics Marketing Research
 17547 Ventura Blvd. /Suite 308 35 0 24 24
 Encino, CA 91316 (See Advertisement Page 25)
 Ph. 818/783-2502
 Fax 818/905-3216
 Contact: Nancy Levine

Field Research Corp.
 11846 Ventura Blvd./#205 36 20 36 36
 Studio City, CA 91604
 Ph. 818/980-8040
 Contact: Robert Shipley

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Cunningham Field Service
 Central Mall, Ste. 40 No. 19 8 19 19
 Fort Smith, AR 72903
 Ph. 501/484-5637
 Fax 501/484-7379
 Contact: Craig Cunningham

LITTLE ROCK

Arkansas Answers
 8001 Geyer Sprgs/Ste B 13 0 13 0
 Little Rock, AR 72209
 Ph. 501/568-0260
 Fax 501/568-5232
 Contact: Ginger Mansfield

Miller Research Group, Inc.
 10 Corporate Hill Dr/Ste 100 19 0 19 0
 Little Rock, AR 72205
 Ph. 501/221-3303
 Fax 800/327-8831
 Contact: David F. Miller

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 Two Financial Ctr., 50 0 50 50
 10825 Financial Pkwy.
 Little Rock, AR 72211
 Ph. 501/661-7000
 Fax 501/661-7099
 Contact: Vance McConnell

CALIFORNIA

BAKERSFIELD

Marketing Works
 1311 California Avenue 12 0 4 0
 Bakersfield, CA 93304
 Ph. 805/326-1012
 Fax 805/326-0903
 Contact: Debbie Duncan

FRESNO

AIS Market Research
 2070 No. Winery 30 25 30 30
 Fresno, CA 93703
 Ph. 209/252-2727
 Fax 209/252-8343
 Contact: Tommy Dillon

Bartels Research
 145 Shaw Avenue 50 0 50 12
 Clovis, CA 93612
 PH. 209/298-7557
 Contact: Janis Takata

Nichols Research
 557 E. Shaw 20 0 20 0
 Fresno, CA 93710
 Ph. 209/226-3100
 Contact: Chris Figuera

Gikas International
2146 E. Lincoln Ave. 23 12 23 23
E. Anaheim, CA 92806
Ph. 714/778-2910
Fax 714/778-4937
Contact: Nancy Fidel

Interviewing Service of Amer.
16005 Sherman Way/#209 100 80 100 100
Van Nuys, CA 91406
Ph. 818/989-1044
Fax 818/782-1309
Contact: Michael Halberstam

MSI International
12604 Hidden Creek Way, Ste. A 35 35 35 35
Cerritos, CA 90701
Ph. 213/802-8273
Fax 213/802-1643
Contact: Richard Hurlburt

Nat'l Marketing Research of Cal.
347 South Ogden Drive 24 0 24 0
Los Angeles, CA 90036
Ph. 213/937-5110
Fax 213/652-0120
Contact: Carole Lazurus

PKM Marketing Research
1240 West La Habra Blvd., #A 35 2 35 0
La Habra, CA 90631
Ph. 213/694-4534
Fax 213/697-8964
Contact: Patricia Koerner

Plog Research
18631 Sherman Way 20 0 20 0
Reseda, CA 91335
Ph. 818/345-7363
Fax 818/345-9265
Contact: Sally Sasson

Quality Controlled Services (QCS)
17100 Pioneer Blvd. 50 50 50 50
Artesia, CA 90701 (See Advertisement Page 43)
Ph. 213/402-6640 or 800/325-3338
Fax 213/809-0422
Contact: Peggy Daust

Quality Controlled Services (QCS)
15827 Russell Street 8 5 8 0
Whittier, CA 90603 (See Advertisement Page 43)
Ph. 213/947-2533 or 800/325-3338
Fax 213/947-0178
Contact: Carol Balcom

The Question Shop, Inc.
1500 E. Lincoln 20 0 20 0
Orange, CA 92665 (See Advertisement Page 33)
Ph. 714/974-8020
Fax 714/921-4762
Contact: Ryan Reasor

Sievers Research Company Inc.
1414 Fair Oaks, /Ste. 9 20 0 20 0
So. Pasadena, CA 91030
Ph. 818/441-5900
Fax 818/799-1964
Contact: Bob Sievers

So. California Interviewing Svce.
17200 Ventura Blvd. 15 0 15 0
Encino, CA 91316
Ph. 818/783-770 or 800/872-4022
Fax 818/783-8626
Contact: Ethel Brook

SACRAMENTO

Ask America Marketing Research
1932 Stockton Blvd. 15 0 15 0
Sacramento, CA 95816
Ph. 916/452-3300
Contact: Michael Pettengill

KCA Research, Inc.
701 Howe Avenue/Ste H-58 10 10 10 0
Sacramento, CA 95825
Ph. 916/920-2841
Fax 916/920-1840
Contact: Judy Bromley

Research Unlimited
1012 Second Street 15 0 15 0
Sacramento, CA 95814
Ph. 916/446-6064
Fax 916/448-2355
Contact: Hugh Miller

SAN DIEGO

Analysis Research Ltd.
4655 Ruffner St./Suite 180 18 5 18 18
San Diego, CA 92111
Ph. 619/268-4800 or 800/824-9029-d.t. 772
Fax 619/268-4892
Contact: Arline Lowenthal

CIC Research
1215 Cushman Avenue 56 6 56 0
San Diego, CA 92110
Ph. 619/296-8844
Fax 619/297-8038
Contact: Joyce Revlett

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SAN FRANCISCO

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
Directions In Research, Inc. 5353 Mission Center Rd./Ste.219 San Diego, CA 92108 Ph. 619/299-5883 Fax 619/299-5888 Contact: David S. Phife	31	10	31	0
Fogerty Research 4915 Mercury Street San Diego, CA 92111 Ph. 619/268-8505 Fax 619/496-2015 Contact: Patty Fogerty	55	30	55	5
Fogerty Research 5751 Menorca Drive San Diego, CA 92124 Ph. 619/268-8506	12	0	12	0
San Diego Surveys, Inc. 4616 Mission Gorge Road San Diego, CA 92120 Ph. 619/265-2361 Contact: Jean Van Arsdale	38	0	38	0
Taylor Research 3990 Old Town Ave/ Ste. 201A San Diego, CA 92110 Ph. 800/262-4426 or 619/299-6368 Contact: Harriet Huntley	25	0	25	0
Westat, Inc. 3156 Vista Way/#300 Oceanside, CA 92054 Ph. 609/721-2800	75	75	75	75

ADF Research 1456 Lincoln Avenue San Rafael, CA 94901 Ph. 415/459-1115 Fax 415/457-2193 Contact: Art Faibisch	30	15	30	0
Consumer Research Associates 111 Pine St./Ste. 1715 San Francisco, CA 94111 Ph. 415/392-6000 Fax 415/392-7141 Contact: Mike Mallone	15	0	0	1
Corey, Canapary & Galanis 447 Sutter Street San Francisco, CA 94108 Ph. 415/397-1200 Fax 415/433-3809 Contact: Elizabeth Canapary	25	0	6	0
Elrick & Lavidge, Inc. 111 Maiden Lane San Francisco, CA 94108 Ph. 415/434-0536 Fax 415/391-0946 Contact: Donald A. Kunstler	24	24	24	24
Evans Research Associates 120 Howard St/Suite 660 San Francisco, CA 94105 Ph. 415/777-9888 Fax 415/777-9281 Contact: Sara Bailas	24	17	24	24
Field Management Association 400 El Cerrito Plaza El Cerrito, CA 94530 Ph.415/527-8030 Contact: Hal Berke	20	0	20	0
Field Research Corporation 234 Front Street San Francisco, CA 94111 Ph. 415/392-5763 Fax 415/434-2541 Contact: Jon Masland	45	45	45	45
Fleischman Field Research 220 Bush Street, Ste. 1212 San Francisco, CA 94104 Ph. 415/398-4140 Fax 415/989-4506 Contact: Andy Fleischman	45	0	45	45
Nichols Research, Inc. 333 W. El Camino Real/Ste 180 Sunnyvale, CA 94087 Ph. 408/773-8200	30	10	30	0
Nichols Research, Inc. 1155 Newpark Mall Newark, CA 94560 Ph. 408/773-8200	10	0	10	0
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 182-2nd Street, 4th Floor 30 20 30 30
 San Francisco, CA 94105 (See Advertisement Page 46)
 Ph. 415/543-3777 or 800/876-3770
 Fax 415/543-3553
 Contact: Rick Synder

Tragon Corporation
 365 Convention Way 12 0 12 0
 Redwood City, CA 94063
 Ph. 415/365-1833
 Fax 415/365-3737
 Contact: Brian McDermott

Margaret Yarbrough & Assocs.
 934 Shore Point Ct./Ste. 100 20 0 20 20
 Alameda, CA 94501
 Ph. 415/521-6900
 Fax 415/521-2130
 Contact: Margaret Yarbrough/Diane Kientz

SAN JOSE

Phase III Market Research
 1150 No. 1st Street 15 0 15 0
 San Jose, CA 95112
 Ph. 408/947-8661
 Contact: Nancy Pitta

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

COLORADO

COLORADO SPRINGS

Consumer Pulse of Colorado Springs
 750 Citadel Drive East 8 4 8 0
 Citadel Mall #1084 (See Advertisement Page 45)
 Colorado Springs, CO 80909
 Ph. 303/480-0128 or 800/336-0159
 Fax 719/596-6935
 Contact: Karin Hendersin

DENVER

Burke Marketing Research
 3805 Marshall/Suite 300 65 65 65 65
 Wheatridge, CO 80033
 Ph. 513/852-4707
 Fax 303/431-6365
 Contact: Beth Teenan

Colorado Market Research
 Ruth Nelson Research Svcs.
 2149 S. Grape St. 70 0 70 8
 Denver, CO 80222
 Ph. 303/758-6424
 Fax 303/756-6467

Consumer Pulse of Denver
 5801 W. 44th Avenue 30 12 30 30
 Lakeside Mall /#B-119 (See Advertisement Page 45)
 Denver, CO 80212
 Ph. 303/480-0128 or 800/336-0159
 Fax 303/480-0176
 Contact: Karin Hendersin

Gikas International
 Cinderella Mall, Suite 33 6 5 6 0
 Englewood, CO 80110
 Ph. 303/789-0565
 Fax 303/789-0573
 Contact: Dunlap Scott

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

Lester Telemarketing, Inc.
 333 W. Hampden/Ste 600 100 24 100 100
 Denver, CO 80110
 Ph. 303/761-4635
 Fax 303/761-5419
 Contact: Mary L. Paganelli

Phone Survey Inc.
 333 Logan St./Ste. 220 31 3 31 31
 Denver, CO 80203
 Ph. 303/722-6878
 Fax 303/722-4866
 Contact: Cathy Wahl

The Research Center
 550 So. Wadsworth Blvd., Ste. 101 40 10 40 28
 Denver, CO 80226 (See Advertisement Page 31)
 Ph. 303/935-1750
 Fax 303/935-4390
 Contact: Annie Sampogna-Reid

Talmey-Drake Research
 100 Arapahoe 48 48 48 48
 Boulder, CO 80302
 Ph. 303/443-5300
 Contact: Dan Hoffman

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

CONNECTICUT

HARTFORD

Beta One
 270 Farmington Ave., Ste. 127 25 0 13 13
 Farmington, CT 06032
 Ph. 203/677-7711 or 800/447-2382
 Fax 203/677-4967
 Contact: John Bourget

NEW HAVEN

Lester Telemarketing, Inc.
 19 Business Park Drive 60 10 60 60
 Branford, CT 06405
 Ph. 203/488-5265
 Fax 203/488-5265
 Contact: Mary L. Paganelli

NORWALK

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

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

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STAMFORD

The Consumer Dialogue Center
25 Third St.
Stamford, CT 06905
Ph. 203/356-1678
Fax 203/327-9061
Contact: Susan Baines

35	0	35	35
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Coast To Coast Telephone Center
1351 Washington Blvd.
Stamford, CT 06902
Ph. 203/325-2335 or 800/288-6299
Fax 203/964-8269
Contact: Jim Trullinger

30	30	30	30
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Communication Center, Inc.
1350 Connecticut Ave. N.W./Ste 407
Washington D.C. 20036
Ph. 202/223-4747
Fax 202/223-4245
Contact: Michael Mermelstein

225	0	225	225
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(See Advertisement Page 49)

Consumer Pulse of Washington
8310C Old Courthouse Road
Vienna, VA 22182
Ph. 703/442-0960 or 800/336-0159
Fax 703/442-0967
Contact: Tricia Barnes

22	10	22	0
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(See Advertisement Page 45)

Covington-Burgess Market Research
1921 Eleventh St., NW
Washington D.C. 20001
Ph. 202/745-0919
Contact: Elizabeth Burgess

20	0	14	0
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Decision Data Collection
7405 Colshire Dr/Ste 218
McLean, VA 22102
Ph. 703/556-7746
Fax 703/356-1680
Contact: Dale Brown

25	0	25	0
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Gikas International
11611 Old Georgetown Road
Rockville, MD 20852
Ph. 301/468-2380
Fax 301/770-0171
Contact: Larry Moyer

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Peter D. Hart Research Assoc., Inc.
1724 Connecticut Ave. N.W.
Washington, D.C. 20009
Ph. 202/234-5570
Fax 202/232-8134
Contact: Toni Robinson

84	0	84	0
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HTI Custom Rsch, Div. NPD
6525 Belcrest Rd, #50
Hyattsville, MD 20782
Ph. 301/779-7950
Fax 301/779-4210
Contact: Leslie Ferons

45	45	45	45
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KCA Research, Inc.
5501 Cherokee Ave/#111
Alexandria, VA 22312
Ph. 703/642-5220
Fax 703/256-1061
Contact: Robert L. Hielt or Kimberly Dawson

24	24	24	0
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Metro Research Services, Inc.
10710 Lee Highway/Suite 207
Fairfax, VA 22030
Ph. 703/385-1108
Fax 703/385-8620
Contact: Nancy Jacobs

11	0	11	0
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National Research, Inc.
5335 Wisconsin Ave. NW/#710
Washington, DC 20015
Ph. 202/686-9350
Contact: Rebecca L. Craig

60	0	60	0
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Olchak Market Research
6194 Greenbelt Road
Greenbelt, MD 20770
Ph. 301/441-4660
Fax 301/474-4307
Contact: Jill L. Siegel

15	0	15	0
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Quality Controlled Services (QCS)
6710 E. Springfield Mall
Springfield, VA 22150
Ph. 703/971-6717 or 800/325-3338
Fax 703/922-5946
Contact: Cynthia Dunn

8	8	0	0
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(See Advertisement Page 43)

Westat, Inc.
1650 Research Blvd.
Rockville, MD 20850
Ph. 301/251-1500
Contact: Pat Skinner

75	75	75	75
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Westat, Inc.
5303K Spectrum Dr.
Frederick, MD 21701
Ph. 301/662-0027

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Woelfel Research
2222 Gallows Road, Ste. 220
Vienna, VA 22182
Ph. 703/560-8400
Fax 703/560-0365
Contact: Jeff Adler

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FLORIDA

FORT LAUDERDALE

Connect USA, Inc.
9050 Pines Blvd.,/Ste. 335
Fort Lauderdale, FL 33024
Ph. 305/437-8902
Fax 305/437-8997
Contact: Ethel Owrey

20	0	20	20
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Mar's Surveys
1700 University Drive/#205
Coral Springs, FL 33071
Ph. 305/755-2805
Fax 305/755-3061
Contact: Ronald Teblum

28	10	16	0
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JACKSONVILLE

A T & T American Transtech
8000 Baymeadows Way
Jacksonville, FL 32216
Ph. 904/636-2221
Fax 904/636-3975
Contact: Karen Haberer

1944	1944	1944	1944
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Make the right connection

Make your life easier — bring us on line

We meet your needs better than anyone else because our data conforms to the most rigorous standards of reliability, our costs are among the industry's lowest, and our turnaround is unbeatable. These are not idle boasts...just ask our clients!

Speed

From the simplest to the most complex projects, we can meet your interviewing schedules and provide data overnight.

Quality

To insure they are the best, all CCI employees face a three-part screening program and a rigorous training course before they ever pick up a telephone. An important CCI philosophy is retaining our staff, and our success in this respect makes us extremely strong in the reliability of our services.

Convenience

Our state-of-the-art 300 WATS lines tele-research facilities offer you the most cost-effective calling to any media market across America.

Call us today and let us put our experience to work for you.



Communications Center, Inc.

Washington, D.C.
(202) 223-4747

Denver
(303) 745-0169

Louisville
(502) 452-1095

Indianapolis
(317) 781-9009



“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



focus group room while you relax in our large, comfortable client viewing room, supported by the latest A/V

© 1990 C/J Research, Inc.



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
- Mail 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.

Irwin Research Services, Inc.

900 University Blvd. No., #606 70 70 70 0
 Jacksonville, FL 32211 (See Advertisement Page 51)
 Ph. 904/744-7000
 Fax 904/744-2090
 Contact: Scott Irwin

MIAMI

BSR Field Services 30 10 30 0
 2121 Ponce de Leon Blvd.
 Coral Gables, FL 33134
 Ph. 305/448-7622 or 800/282-2771
 Fax 305/448-6825
 Contact: Dan Clapp

Findings Int'l. Corp. 20 0 3 0
 9100 Coral Way, Ste. #6
 Miami, FL 33165
 Ph. 305/225-6517
 Fax 305/225-6522
 Contact: Orlando Esquivel

Light Interviewing Svcs., Inc. 25 0 25 25
 8415 Coral Way, #201
 Miami, FL 33155
 Ph. 305/264-5780
 Fax 305/264-6419
 Contact: Jean Light

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

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

Weitzman & Philip, Inc. 30 0 23 0
 850 Ives Dairy Rd
 Miami, FL 33179
 Ph. 305/653-6323
 Fax 305/653-4016
 Contact: Natalie Weitzman

ORLANDO

Central Florida Market Research, Inc. 12 0 12 0
 1065 Maitland Commons Blvd.
 Maitland, FL 32751
 Ph. 407/660-1808
 Fax 407/660-9670
 Contact: Vicky L. Stevens

New Directions Marketing Research, Inc. 10 10 10 0
 2670 W. Fairbanks Avenue
 Winter Park, FL 32789
 Ph. 407/740-7500
 Fax 407/740-7575

United States Research Company
 445 Osceola Street 28 0 28 28
 Altamonte Springs, FL 32701 (See Advertisement Page 55)
 Ph. 407/830-4542
 Fax 407/830-6064
 Contact: Barbara Nolan

SARASOTA

Mid-America Research, Inc. 6 6 6 0
 303 U.S. 301 Blvd. West# 811
 Bradenton, FL 34205
 Ph. 813/746-1849
 FAX 708/259-7259
 Contact: Sharon White

When it comes to telephone interviewing, she's our voice of experience.



MARY ELLEN FASANO brings nearly 10 years of front line experience to her new role as executive director of Irwin's telephone survey center.

Ask Mary Ellen a question about telephone interviewing, and you can be almost certain she knows the answer first-hand. Computer-assisted polling techniques... interviewer training and retraining... quality control procedures... client monitoring systems. Name your subject and ask Mary Ellen.

A native of Saddle Brook, New Jersey and a graduate of William Paterson College in Wayne, New Jersey, Mary Ellen taught school briefly and then tried telephone interviewing on a part-time basis. The field fascinated her and she

went on to become a shift supervisor; a senior project director; vice president and general manager of a 100-employee interviewing network, and director of operations for a 45-station WATS facility.

Now she's in charge of Irwin's 70-line telephone survey center. And she's ready to help you benefit from Irwin's Ci2 CATI system and experienced core of high quality interviewers.

Puzzled by a problem? Need a quick estimate? Have a rush project with an impossible deadline? Call Mary Ellen at 904/744-7000.

Irwin Research Services, Inc.

Comprehensive Field Testing

900 University Boulevard North • Suite 606 Jacksonville, Florida 32211
 904/744-7000 • FAX 904/744-2090
 Member: A.M.A.— M.R.A.

TALLAHASSEE

MGT of America, Inc.
2425 Torreya Drive
Tallahassee, FL 32303
Ph. 904/386-3191
Fax 904/385-4501
Contact: Ray Thompson

	20	0	20	0
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TAMPA

Herron Associates, Inc.
600 North Westshore Blvd., #702
Tampa, FL 33609
Ph. 813/282-0866
Contact: Elaine Herron-Cravens

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Quality Controlled Services (QCS)

4904 Eisenhower Blvd.
Tampa, FL 33634
Ph. 813/886-4830 or 800/325-3338
Fax 813/886-5431
Contact: Suzanne Lucas

	14	14	14	14
	(See Advertisement Page 43)			

Schwartz Field Inc.
8902 No. Dale Mabry/#102
Tampa, FL 33614
Ph. 813/933-8060
Fax 813/935-3496
Contact: Bonita Schwartz

	10	0	10	0
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Suburban Associates
Tampa Conference Center
4350 W. Cypress/#535
Tampa, FL 33607
Ph. 813/874-3423
Fax 813/825-6789
Contact: Mandy Transki

	24	8	24	0
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Total Research Corporation
5130 Eisenhower Blvd/Ste 210
Tampa, FL 33634
Ph. 813/887-5544
Fax 813/882-0293
Contact: Cindy Williams

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GEORGIA

ATLANTA

Atlanta Marketing Research Ctr.
10 Lenox Pointe
Atlanta, GA 30324
Ph. 404/239-0001
Fax 404/237-1235
Contact: Carol Smith

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

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Compass Marketing Research
3294 Medlock Bridge Rd/#100
Norcross, GA 30092
Ph. 404/448-0754
Fax 404/416-7586
Contact: Anne Rast

	80	75	75	40
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Elrick & Lavidge, Inc.
1990 Lakeside Pkwy/3rd Flr
Tucker, GA 30084
Ph. 404/938-3233
Fax 404/621-7666
Contact: Raymond Beard

	50	50	50	50
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Jackson Associates Inc.
3070 Presidential Dr/#123
Atlanta, GA 30340
Ph. 404/454-7060
Fax 404/986-2828
Contact: Margaret Hicks

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Joyner Hutcheson Research, Inc.
1900 Century Place
Atlanta, GA 30345
Ph. 404/321-0953
Fax 404/634-8121
Contact: Wanda L. Hutcheson

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Lansdell & Associates, Inc.
5052 Clark Howell Hwy.
Atlanta, GA 30349
Ph. 404/765-0936
Fax 404/767-3124
Contact: Doris Lansdell

	27	0	27	27
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McConnell Research Services, Inc.
10 Perimeter Park Dr., #110
Atlanta, GA 30341
Ph. 404/451-6236
Fax 404/451-6184
Contact: Joy McConnell

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Mid-America Research, Inc.
3393 Peachtree Road N.E.
Atlanta, GA 30326
Ph. 404/261-8011
Fax 708/259-7259
Contact: Joan Ferdinands

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Precision Field Services
3405 Piedmont Rd./Ste. 175
Atlanta, GA 30305
Ph. 404/266-8666
Fax 404/266-0208
Contact: Pat Sawyer

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Quality Controlled Services (QCS)

1945 Cliff Valley Way/Ste 250
Atlanta, GA 30329
Ph. 404/321-0468 or 800/325-3338
Contact: Susan Lipsitz

	14	5	14	0
	(See Advertisement Page 43)			

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

	17	0	10	0
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IDAHO

BOISE

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

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ILLINOIS

CHICAGO

Adler Weiner Research Co.
6500 No. Lincoln
Lincolnwood, IL 60645
Ph. 708/675-5011
Fax 708/675-5698
Contact: Eileen Dorfman

	12	8	0	0
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Assistance In Marketing
1650 No. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 708/392-5500
Fax 708/392-5841
Contact: Maureen Fields

	12	12	12	12
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Irwin Broh & Associates, Inc.
1011 E. Touhy Avenue
Des Plaines, IL 60018
Ph. 708/297-7515
Fax 708/297-7847
Contact: David Waitz

	20	5	20	20
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Central Telephone Interviewing Sys.(CTIS)

6445 N. Western Avenue 50 50 50 50
 Chicago, IL 60645 (See Advertisement Page 2)
 Ph. 312/274-3700
 Fax 312/274-4021
 Contact: Mark Pilarski

C/J Research, Inc.

3150 Salt Creek Lane 100 65 100 100
 Arlington Heights, IL 60005-8760 (See Advertisement Page 50)
 Ph. 708/253-1100
 Fax 708/253-1587

C/J Research, Inc.

367 Georgetown Square 20 10 20 20
 Wood Dale, IL 60191 (See Advertisement Page 50)
 Ph. 708/766-0404

Communications Research, Inc.

233 E. Wacker Drive/Ste 2105 25 0 25 0
 Chicago, IL 60601
 Ph. 312/938-0200
 Fax 312/938-8711
 Contact: Kathy Beimfohr

Communications Workshop, Inc.

168 No. Michigan Avenue 30 0 30 30
 Chicago, IL 60601
 Ph. 312/263-7551
 Fax 312/332-6115
 Contact: Wilma Blagaich

Consumer & Professional Research, Inc.

3612 W. Lake Ave./P.O. Box 729 14 10 14 14
 Wilmette, IL 60091
 Ph. 708/256-7744
 Fax 708/251-7662
 Contact: Margie Morich

Conway/Milliken & Associates

875 No. Michigan 30 25 30 30
 Chicago, IL 60611
 Ph. 312/787-4060
 Fax 312/787-4156
 Contact: Rose Randle

Data Research, Inc.

1311 Butterfield Rd/Ste 304 30 0 30 30
 Downers Grove, IL 60515
 Ph. 708/971-2880
 Fax 708/971-2267
 Contact: Ken Jennrich

Elrick & Lavidge, Inc.

3041 Woodcreek Drive 42 9 42 42
 Downers Grove, IL 60515
 Ph. 708/810-0100
 Fax 708/810-1471
 Contact: Rudy Rau

Focuscope, Inc.

1100 W. Lake Street 15 0 15 0
 Oak Park, IL 60301
 Ph. 708/386-5086
 Fax 708/386-1207
 Contact: Ann Rooney

Goldring & Company, Inc.

820 No. Orleans/Ste 210 13 0 13 13
 Chicago, IL 60610
 Ph. 312/440-5250
 Fax 312/266-1742
 Contact: Stephanie Frank

Heakin Research, Inc.

3615 Park Drive/Ste 101 60 17 60 60
 Olympia Fields, IL 60461
 Ph. 708/503-0100
 Fax 708/503-0101
 Contact: Suzin Kortocrax

Ingram Research, Inc.

OS 125 Church St./P.O. Box 175 25 0 25 25
 Winfield, IL 60190
 Ph. 708/462-0402
 Fax 708/462-7153
 Contact: Ronald G. Ingram

Kapuler Survey Center

3436 N. Kennicott 140 140 100 100
 Arlington Heights, IL 60035
 Ph. 708/870-6700
 Fax 708/392-2122
 Contact: Sandy Greenfield

Maritz Marketing Research, Inc.

400 No. Schmidt Rd. 85 32 85 85
 Bolingbrook, IL 60439
 Ph. 708/759-0700
 Fax 708/759-0700
 Contact: Frankye Woodruff

Market Facts, Inc.

National Telephone Center 60 60 60 60
 1560 Sherman Ave., Ste. 210
 Evanston, IL 60201
 Ph. 708/864-5100
 Fax 708/864-5100 ext. 107
 Contact: Lee Leonhardt

Market Facts, Inc.

National Telephone Center 53 53 53 53
 1010 Lake Street
 Oak Park, IL 60301
 Ph. 708/524-2001
 Fax 708/524-2001 ext. 265
 Contact: Kevin Coughlin

Market Facts, Inc.

National Telephone Center 24 24 24 24
 4260 Westbrook Drive
 Aurora, IL 60504
 Ph. 708/851-NTC3
 Fax 708/851-NTC3 ext. 254
 Contact: Donna Barnes

Mid-America Research, Inc.

999 No. Elmhurst Rd. 22 16 16 0
 Mt. Prospect, IL 60056
 Ph. 708/392-0800
 Fax 708/259-7259
 Contact: Betty Jorgensen

Millward Brown, Inc.

1245 E. Diehl Rd. 45 34 45 45
 Naperville, IL 60653
 Ph. 708/505-0066
 Fax 708/505-0077

National Data Research, Inc.

770 Frontage Rd/Ste 110 22 0 22 0
 Northfield, IL 60093
 Ph. 708/501-3200
 Fax 708/501-2865
 Contact: Val Maxwell

Precision Field Services

7900 N. Milwaukee Avenue 30 6 30 20
 Niles, IL 60648
 Ph. 708/966-8666
 Fax 708/966-9551
 Contact: Scott Adleman

Quality Controlled Services (QCS)

Oak Brook East 10 5 10 0
 2000 Spring Road, Suite 100 (See Advertisement Page 43)
 Oak Brook, IL 60521
 Ph. 708/990-8300 or 800/325-3338
 Fax 708/990-8188
 Contact: Andrea Wilk

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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The Research Group 8289 Golf Road Niles, IL 60648 Ph. 708/966-8900 Fax 708/966-8871	20	0	20	0
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Research House, Inc. 6901 No. Lincoln Lincolnwood, IL 60646 Ph. 708/677-4747 Fax 708/677-7990 Contact: Jane Zembler	24	0	24	0
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Smith Medical Market Research, Inc. 1121-P Lake Cook Rd. Deerfield, IL 60015 Ph. 708/948-0440 Fax 708/948-8350 Contact: Kevin Smith	24	14	24	14
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Survey Center, Inc. 455 E. Illinois Street Chicago, IL 60611 Ph. 312/321-8100 Fax 312/321-0607 Contact: Pam Kaplan	130	30	130	70
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TeleAmerica Research Inc. 1945 Techny Rd/Ste 3 Northbrook, IL 60002 Ph. 708/480-1560 Fax 708/480-6055 Contact: Larry Kaplan	54	50	54	54
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TeleAmerica Research Inc. 1822 Ridge Ave. Evanston, IL 60201 Ph. 708/480-1560 Fax 708/480-6055 Contact: Larry Kaplan	65	50	65	65
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Time N Talent, Inc. Lincolnwood Corp. Ctr./ 7337 N. Lincoln Lincolnwood, IL 60646 Ph. 708/675-0200 Fax 708/675-0225 Contact: Myra Balaban	10	0	10	0
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Time N Talent, Inc. Meadowtown Mall/1400 E. Golf Rd Rolling Meadows, IL 60008 Ph. 708/806-0006 Fax 708/806-0782 Contact: Harry Balaban	6	2	6	0
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United States Research Company 300 Marquardt Dr. Wheeling, IL 60090 Ph. 708/520-3600 Fax 708/520-3621 Contact: Dennis Hill	100	25	100	100
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(See Advertisement Page 55)

PEORIA

Scotti Marketing Research, Inc. 1118 No. Sheridan Road Peoria, IL 61606 Ph. 309/673-6194 Contact: Mark E. Bishop	14	0	14	0
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ROCKFORD

Millward Brown, Inc. 7115 Windsor Lake Pkwy. Loves Park, IL 61111 Ph. 815/654-6300 Fax 815/654-6317	105	75	105	105
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Millward Brown, Inc. 3929 Broadway Rockford, IL 61108 Ph. 815/226-5678 Fax 815/226-2253	40	30	40	40
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ROCK ISLAND

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

FORT WAYNE

Dennis Research Services, Inc. 3502 Stelhorn Rd. Fort Wayne, IN 46815 Ph. 219/485-2442 Fax 219/485-1476 Contact: Pat Slater/Deanna Dennis	25	0	25	25
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INDIANAPOLIS

DataSource 3939 Priority Way So. Drive Indianapolis, IN 46280-0432 Ph. 317/843-8620 Fax 317/843-8638 Contact: Terry Reilly/Doug Hooten	70	70	70	70
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Herron Associates, Inc. 710 Executive Park Dr. Greenwood, IN 46143 Ph. 317/882-3800 Fax 317/882-4716 Contact: Sue Nielsen	26	12	26	0
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Strategic Marketing & Research, Inc. 303 N. Alabama/Ste 210 Indianapolis, IN 46204 Ph. 317/262-4680 or 800/424-6270 Fax 317/262-4513 Contact: Gary Warren	24	24	24	24
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IOWA

CEDAR RAPIDS

Epley Marketing Services, Inc. Brenton Financial Center, Ste. 370 150 First Ave. N.E. Cedar Rapids, IA 52401 Ph. 319/363-6101 Contact: Sharon Ayers	15	15	9	0
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* STATIONS - No. of interviewing stations at this location
 * CRT'S - No. of stations using CRT'S for interviewing
 * ON-SITE - No. of stations which can be monitored on-site
 * OFF-PREMISES - No. of stations which can be monitored off-premises

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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Frank N. Magid Associates One Research Center Marion, IA 52302 Ph. 319/377-7345 Fax 319/377-5861 Contact: JoEllen Walker Rehder	95	30	95	0
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DAVENPORT

Per Mar Research 322 Brady St. Davenport, IA 52801 Ph. 319/322-1960 Fax 319/322-1370 Contact: Lisa Rodriguez	15	0	15	0
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Scotti Marketing Research, Inc. 320 W. Kimberly Rd. Davenport, IA 52806 Ph. 319/386-1905 Contact: Carol Menke	10	0	10	0
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DES MOINES

IMR Systems, Ltd. 507-10th Street Des Moines, IA 50309 Ph. 515/282-7800 Fax 515/282-6358 Contact: Marti Bobertz	15	15	15	15
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Per Mar Research 2901 Douglas/Ste 1A Des Moines, IA 50310 Ph. 515/255-2218 Fax 515/255-3664 Contact: Mary Vortherms	12	0	12	0
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MASON CITY

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

KANSAS CITY

(See Kansas City, MO)

WICHITA

Data Net-Wichita 7700 E. Kellogg /#231 Wichita, KS 67207 Ph. 316/682-6655 Fax 316/682-6644 Contact: Clyde Nitta	7	0	5	0
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The Research Partnership, Inc. and Wichita Marketing Research, Inc. 224 No. Ohio Wichita, KS 67208 Ph. 316/263-6433 Fax 316/263-0885 Contact: Esther Headley	10	0	10	0
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KENTUCKY

LEXINGTON

Wilkerson and Associates 330 E. Main Street Lexington, KY 40507 Ph. 606/231-9481 Fax 606/231-9356	10	5	10	0
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LOUISVILLE

Davis Research Services, Inc. 4229 Bardstown Rd. Louisville, KY 40218 Ph. 502/499-0607 Fax 502/459-0155 Contact: Joan C. Davis	16	5	16	16
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Personal Opinion, Inc. 3415 Bardstown Road/Ste 206A Louisville, KY 40218 Ph. 502/451-1971 Fax 502/451-3940 Contact: Melissa Smith	20	6	3	0
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Southern Research Services, Inc. 1930 Bishop Lane Louisville, KY 40218 Ph. 502/454-0771 Fax 502/458-5773 Contact: Sharron Hermanson	25	0	25	25
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Stevens Research Services, Inc. 3010 Hikes Lane Louisville, KY 40220 Ph. 502/456-5300	14	4	14	0
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Wilkerson and Associates 3339 Taylorsville Road Louisville, KY 40205 Ph. 502/459-3133 Fax 502/459-8392 Contact: Suzanne Elder	30	15	30	30
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BATON ROUGE

Gulf States Research Center 7361-A Florida Blvd Baton Rouge, LA 70806 Ph. 800/848-2555 Contact: Robert Landsberger	30	0	30	0
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Market Research & Issues Mgmt. 500 Laurel/Ste 603 Baton Rouge, LA 70801 Ph. 504/387-6766 Fax 504/387-6769 Contact: Deane Maughan	40	0	40	0
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Saurage-Thibodeaux Research, Inc. 4000 S. Sherwood Forest Blvd. #501 Baton Rouge, LA 70816-4366 Ph. 504/293-2415 Fax 504/295-0009 Contact: Jude Olinger	8	8	8	8
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NEW ORLEANS

Analytical Studies, Inc.
708 Rosa 18 7 18 0
Metairie, LA 70005
Ph. 504/835-3508
Contact: Myrtle Grosskopf

Linden Research Services
197-36 Westbank Exp. 13 0 13 0
Gretna, LA 70001
Ph. 504/368-9825
Fax 504/368-9866
Contact: Marty Olson

NGL Research Services, Inc.
4300 So. I-10 Svce Rd/#115 21 0 16 16
Metairie, LA 70001
Ph. 504/456-9025
Fax 504/456-9072
Contact: Lena Webre

MAINE

BANGOR

Northeast Research
Maine Nat'l Bank Bldg./P.O. Box 9. 12 0 12 0
Orono, ME 04473
Ph. 207/866-5593
Contact: David Kovenock

MARYLAND

(Also See Distriet of Columbia)

BALTIMORE

Assistance In Marketing-Baltimore
1410 N. Crain Hwy. 32 10 10 0
Glen Burnie, MD 21064
Ph. 301/760-0052
Fax 301/760-6744
Contact: Becky Valenta

Assistance In Marketing-Baltimore
101 E. Chesapeake Ave. 10 10 10 0
Towson, MD 21204
Ph. 301/337-5000
Fax 301/337-5089
Contact: Grace Evans

Chesapeake Surveys
305 W. Chesapeake Ave/Ste L19 30 0 30 30
Towson, MD 21204
(See Advertisement Page 21)
Ph. 301/296-4411
Fax 301/828-6350
Contact: Carolyn Hilton

Consumer Pulse of Baltimore
8200 Perry Hall 22 12 22 0
1152 White Marsh Mall
(See Advertisement Page 45)
Baltimore, MD 21236
Ph. 301/931-6700 or 800/336-0159
Fax 301/931-6711
Contact: Pam Jones

Maryland Marketing Source
817 Maiden Choice Lane /Ste 150 20 16 13 13
Baltimore, MD 21228
Ph. 301/247-3276
Fax 301/536-1858

MASSACHUSETTS

BOSTON

Atlantic Marketing Research Co., Inc.
109 State Street 26 0 26 0
Boston, MA 02109
Ph. 617/720-0174
Fax 617/589-3731
Contact: Peter F. Hooper

Bernett Research
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Boston, MA 02134
Ph. 617/254-1314
Fax 617/254-1857
Contact: Bernyce Hayes

Dorr & Sheff, Inc.
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Natick, MA 01760
Ph. 507/650-1292
Fax 507/650-4722
Contact: Gary Sheff

Performance Plus, Inc.
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Framingham, MA 01701
Ph. 508/872-1287
Fax 508/879-7108
Contact: Shirley Shames

Research Data, Inc.
624 Worcester Road 55 24 55 55
Framingham, MA 01701
Ph. 508/875-1300
Fax 508/872-2001
Contact: Charles Kenney

SPRINGFIELD

Quality Controlled Services (QCS)
Holyoke Mall at Inglesig 1 0 1 0
50 Holyoke Street
(See Advertisement Page 43)
Holyoke, MA 01040
Ph. 413/533-6180 or 800/325-3338
Fax 413/532-6855
Contact: Ivy Ward

MICHIGAN

DETROIT

Amrigon
2750 S. Woodward 150 150 150 0
Bloomfield Hills, MI 48304
Ph. 313/332-2300
Fax 313/333-9710
Contact: Richard Smith

Consumer Pulse of Detroit
725 South Adams Rd. 60 30 60 60
Birmingham, MI 48009
(See Advertisement Page 45)
Ph. 313/540-5330 or 800/336-0159
Fax 313/645-5685
Contact: Mary Taras

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Fax 313/663-9084
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Lathrup Village, MI 48076
Ph. 313/569-7095
Fax 313/569-8927
Contact: Phyllis J. Huls

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

Friedman Marketing
25130 Southfield Rd
Southfield, MI 48075
Ph. 313/569-0444
Fax 313/569-2813
Contact: Deanna Quarters

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17117 W. Nine Mile Rd/#1020
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Ph. 313/559-7860
Fax 313/559-2421
Contact: Sheila Smith

Information Transfer Systems, Inc.
307 No. First Street
Ann Arbor, MI 48103
Ph. 313/994-0003
Fax 313/994-1228
Contact: Bruce M. Brock

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31700 Middlebelt Rd., Ste. 200
Farmington Hills, MI 48334
Ph. 313/737-5300
Fax 313/737-5329

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

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

Research Data Analysis
450 Enterprise Ct.
Bloomfield Hills, MI 48013
Ph. 313/332-5000
Fax 313/332-4168
Contact: Linda Gibbons

TRENDFACTS Research/Field Svcs
Division of The Creative Group, Inc.
31800 Northwestern Hwy./# 380-385
Farmington Hills, MI 48018
Ph. 313/855-7810 or 7811
Fax 313/855-2368
Contact: Brett Blackwell or Lynette Rasalan

GRAND RAPIDS

Breakthru Surveys, Inc.
535 Greenwood SE
Grand Rapids, MI 49506
Ph. 616/451-9219
Fax 616/451-8812
Contact: Sona Barnes

Datatrack, Inc.
161 Ottawa Avenue NW
Grand Rapids, MI 49503
Ph. 616/776-7230
Fax 616/776-7212
Contact: Pamela S. Schichtel

Nordhaus Research, Inc.
2449 Camelot Court
Grand Rapids, MI 49506
Ph. 616/942-9700
Fax 616/942-1325
Contact: Jean Delgarde

Western Michigan Research, Inc.
6143 1/2-28th Street SE
Grand Rapids, MI 49546
Ph. 616/949-8724
Fax 616/949-8511
Contact: Nancy Vanderveer

KALAMAZOO

Bo Mar Research, Inc.
511 Monroe Street
Kalamazoo, MI 49007
Ph. 616/342-5880
Fax 616/342-2809

LANSING

Capitol Research Services
401 S. Washington Square
Lansing, MI 48933
Ph. 517/484-5440
Fax 517/322-0640
Contact: Rachele Souser

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Minneapolis, MN 55435
Ph. 612/920-6251
Fax 612/920-1230
Contact: Harold W. Cook

Custom Research Inc.
10301 Wayzata Blvd./
P.O. Box 26695
Minneapolis, MN 55426-0695
Ph. 612/542-0800
Fax 612/542-0864
Contact: Beth Rounds

Bette Dickinson Research, Inc.
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Minneapolis, MN 55422
Ph. 612/521-7635
Contact: Bette Dickinson

Jeanne Drew Surveys, Inc.
5005 1/2 34th Avenue So.
Minneapolis, MN 55417
Ph. 612/729-2306
Fax 612/729-7645
Contact: Jeanne Drew

Focus Market Research, Inc.
801 West 106th Street
Bloomington, MN 55420
Ph. 612/881-3635
Fax 612/881-1880
Contact: Judy Opstad

N.K.Friedrichs & Associates, Inc.
431 So. 7th St./2500 Centre Vlg.
Minneapolis, MN 55415
Ph. 612/333-5366
Fax 612/344-1408
Contact: Betty Hill

IMI Research Corporation
8100 26th Avenue South
Minneapolis, MN 55425
Ph. 612/854-1570
Fax 612/854-5732
Contact: Kirk Watson

Minnesota Opinion Research, Inc.
7901 Xerxes Ave. So., Ste. 300
Bloomington, MN 55431
Ph. 612/881-2380
Fax 612/881-6201
Contact: Kristin McGrath

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF- PREMISES
MRC, Inc. 5820-74th Ave. No/Ste 105 Brooklyn Park, MN 55443 Ph. 612/561-4467 Fax 612/560-0630 Contact: Tammi Baker	11	0	11	0
C.J. Olson Market Research, Inc. 708 So. 3rd St./ #105E Minneapolis, MN 55415 Ph. 612/339-0085 Fax 612/339-1788 Contact: Carolyn J. Olson	14	0	14	0
Orman Guidance Research, Inc. 715 Southgate Office Plaza Minneapolis, MN 55437 Ph. 612/831-4911 Fax 612/831-4913 Contact: Allan D. Orman	13	0	13	0
Plasman & Associates, Inc. 7301 Ohms Lane/#390 Minneapolis, MN 55439 Ph. 612/831-5421 Fax 612/835-6453 Contact: S.K. Plasman	14	14	14	0
Project Research, Inc. University Technology Center 1313 Fifth Street SE Minneapolis, MN 55414 Ph. 612/331-9222 Fax 612/331-1726 Contact: Kevin Menk or Lynn Nadeau	37	20	37	37
Quality Controlled Services (QCS) 2622 W. Lake Street Minneapolis, MN 55416 Ph. 612/926-2646 or 800/325-3338 Fax 612/926-6281 Contact: Kathy Reimer	31	12	31	31
(See Advertisement Page 43)				
Research Systems, Inc. 1809 So. Plymouth Road /Ste 325 Minnetonka, MN 55343 Ph. 612/544-6334 Fax 612/544-6764 Contact: Bill Whitney	16	0	16	0
Rockwood Research Corp. 1751 West County Road "B" St. Paul, MN 55113 Ph. 612/631-1977 Fax 612/631-8198 Contact: Dale Longfellow	60	45	60	60
(See Advertisement Page 40)				
Twin City Interviewing Service 3225 Hennepin Avenue So. Minneapolis, MN 55408 Ph. 612/823-6214 Contact: Beth Fischer or Nancy Lichy	10	0	10	0
Winona MRB 8200 Humboldt Avenue South Minneapolis, MN 55431 Ph. 612/881-5400 Contact: William Kendall	20	0	20	20

MISSOURI

KANSAS CITY

The Field House 7220 West 98th Terrace Overland Park, KS 66212 Ph. 913/341-4245 Fax 913/341-4245 Contact: Ellen Dimbert	31	8	31	0
Market Research Institute 7315 Frontage Rd/ Ste 200 Merriam, KS 66204 Ph. 913/236-6060 Fax 913/236-6094 Contact: Don Weston	24	17	24	8
Quality Controlled Services (QCS) 10875 Grandview Street Corporate Woods Off Pk/#2230 Overland Park, KS 66210 Ph. 913/345-2200 or 800/325-3338 Fax 913/345-2070 Contact: Shirley Musgrave	48	45	48	48
(See Advertisement Page 43)				
Quality Controlled Services (QCS) 8600 Ward Parkway Kansas City, MO 64114 Ph. 816/361-0345 or 800/325-3338 Fax 816/361-3580 Contact: Iva Schlatter	15	5	15	15
(See Advertisement Page 43)				
Quality On Time Interviewing 8889 Bourgade Ave. Lenexa, KS 66219 Ph. 913/894-9012 Fax 913/894-5240 Contact: Diane Hernandez	14	10	14	0
Valentine-Radford Research Group P.O. Box 13407 Kansas City, MO 64199 Ph. 816/842-5021 Fax 816/472-5177 Contact: Annie Heck	58	58	58	16
ST. LOUIS				
Business Response, Inc. 1974 Innerbelt Bus. Ctr. Dr. St. Louis, MO 63114 Ph. 314/426-6500 Fax 314/426-6935 Contact: Donald Kornblet	36	36	36	0
Consumer Opinion 10795 Watson Road St. Louis, MO 63127 Ph. 314/965-0053 Fax 314/965-8042 Contact: Carol McGill	12	0	12	12
Consumer Opinion Council 222 So. Meramec/ Ste. 301-02 St. Louis, MO 63105 Ph. 314/863-3780 Fax 314/863-2880 Contact: Genny Schumacher	16	0	16	16

Project Research would like to thank all the people who have contributed to our success.

MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS	MINNEAPOLIS
ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362	ACME Acme Machine Works 479-2362
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In the past few years, Project Research has enjoyed substantial growth. Particularly in the area of telephone research. With that in mind, we'd like to single out the individuals who have played such important roles.

Next time you're looking for a research company, call Kevin Menk at (612) 331-9222. If you'd like a reference, we'd be happy to supply some names.



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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF- PREMISES
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Conway/Milliken & Assoc. 13545 Barrett Parkway Dr. St. Louis, MO 63021 Ph. 314/821-5600 Fax 314/821-8923 Contact: Carol Nusgrave	48	42	48	48
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Fact Finders, Inc. 11960 Westline Ind. Dr/Ste 105 St. Louis, MO 63146 Ph. 314/469-7373 Fax 314/469-0758 Contact: Dianne Stang	28	15	28	28
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Marketeam Associates 1807 Park 270 Dr/Ste 300 St. Louis, MO 63141 Ph. 314/878-7667 Fax 314/878-7616 Contact: Denise Titus	35	0	35	30
(See Advertisement Page 62)				

Marketeam Associates 348 Brookes Drive Hazelwood, MO 63042 Ph. 314/731-2005 Fax 314/731-1105 Contact: Kathy Salmons	20	20	20	20
(See Advertisement Page 62)				

Marketing Horizons, Inc. 1001 Craig Road St. Louis, MO 63146 Ph. 314/432-1957 Fax 314/432-7014 Contact: Renee Fredman or Pat Luehrmann	20	0	20	20
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Peters Marketing Research, Inc. 12655 Olive Blvd/#250 St. Louis, MO 63141 Ph. 314/542-0011 Contact: Anne Fleming	25	0	25	25
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Quality Controlled Services (QCS) 1655 Des Peres Rd/Ste 110 St. Louis, MO 63131 Ph. 314/966-6595 or 800/325-3338 Fax 314/822-4294 Contact: Yvonne Filla	20	5	20	0
(See Advertisement Page 43)				

Quality Controlled Services (QCS) St. Louis Survey Center 3630 So. Geyer Rd/Ste 112 Sunset Hills, MO 63127 Ph. 314/822-4145 or 800/325-3338 Fax 314/822-9145 Contact: Shirley Plevyak	55	30	55	55
(See Advertisement Page 43)				

Superior Surveys of St. Louis 10795 Watson Road St. Louis, MO 63127 Ph. 314/965-0023 Fax 314/965-8042 Contact: Trish Dunn	16	0	16	16
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Westgate Research, Inc. 650 Office Parkway Creve Coeur, MO 63141 Ph. 314/567-3333 Fax 314/567-7131 Contact: Germaine Eley	36	36	36	0
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Wetterau Consumer Research 8920 Pershall Rd. St. Louis, MO 63042 Ph. 314/595-1607 Fax 314/595-1620 Contact: Bruce A. Kondracki	15	15	15	15
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SPRINGFIELD

Martell Research 3 Corporate Centre/Ste 3-300 Springfield, MO 65804 Ph. 417/882-5999 Fax 417/882-3309 Contact: Ruth Keller	8	0	8	0
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NEBRASKA

LINCOLN

The Gallup Organization 300 South 68th Street Lincoln, NE 68510 Ph. 402/489-9000 Fax 402/486-6402 Contact: Max Larson	575	400	575	575
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Wiese Research Associates, Inc. 1630 South 70th St. Lincoln, NE 68510 Ph. 412/391-7734 Contact: Tom Wiese	60	0	60	0
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Marketeam Associates

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OMAHA

Gilmore/Northwest Surveys, Inc.

1620 Harney Street 24 24 24 24
Omaha, NE 68102 (See Advertisement Page 23)
Ph. 402/346-6767
Contact: Robin Tilton

Midwest Survey, Inc.

8922 Cuming Street 15 0 12 0
Omaha, NE 68114
Ph. 402/392-0755
Fax 402/392-1068
Contact: Jim Krieger

Wiese Research Associates, Inc.

10707 Pacific St/Ste 202 30 0 30 30
Omaha, NE 68114
Ph. 402/391-7734
Contact: Tom Wiese

NEVADA

LAS VEGAS

I/H/R Research Group- Las Vegas

4440 S. Maryland Pkwy., Ste. 203 75 50 75 75
Las Vegas, NV 89119 (See Advertisement Page 63)
Ph. 702/734-0757
Contact: Lynn Stalone

Las Vegas Surveys, Inc.

1516 E. Eastern Avenue 21 0 21 0
Las Vegas, NV 89104
Ph. 702/598-0400
Contact: Carlos Kelly

RENO

C/J Research, Inc.

Pioneer Pl/673 E. Moana Lane 20 0 20 20
Reno, NV 89510 (See Advertisement Page 50)
Ph. 702/827-1155

MarkeTec, Inc.

1547 So. Virginia/#5 6 0 6 0
Reno, NV 89502
Ph. 702/329-5174
Fax 702/322-6116
Contact: Kimberlee Tolkien

NEW HAMPSHIRE

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Fax 603/883-1119
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ASBURY PARK

Centrac, Inc.
317 Brick Blvd. 75 60 75 75
Brick Town, NJ 08723
Ph. 908/920-0500
Fax 908/920-3896

NEW BRUNSWICK

Bruskin Associates
Metropolitan Corporate Center I 140 140 140 140
100 Metroplex Drive
New Brunswick, NJ 08817-2684
Ph. 908/249-1800
Fax 908/572-7980
Contact: David Bender

Capricorn Mktg Rsch Field Svce

322-D Englishtown Rd. 28 0 28 28
Old Bridge, NJ 08857 (See Advertisement Page 64)
Ph. 201/251-9000
Fax 201/251-9008
Contact: Patti Pcolar

NORTHERN NEW JERSEY

Opinion Research Corporation
100 Corporate Court 85 60 85 85
So. Plainfield, NJ 07080 (See Advertisement Page 65)
Ph. 201/769-8200
Fax 201/769-4842
Contact: Rob Karczewski

PRINCETON

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

TRENTON

Response Analysis Corp.
2635 Quaker Bridge Rd. 29 0 29 29
Trenton, NJ 08619
Ph. 609/587-1022
Fax 609/921-2611
Contact: Ed Nystrom

NEW MEXICO

ALBUQUERQUE

Gilmore/Northwest Surveys, Inc.
2400 Louisiana Ave. N.E. 20 18 20 20
AFC Bldg. #4, Ste. 110 (See Advertisement Page 23)
Albuquerque, NM 87110
Ph. 505/888-3536
Contact: Frank Luna

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

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Fax 518/439-7612
Contact: Stephen A. Ribner

On-Line Communications, Inc.
11724-26 Fifth Avenue 40 40 40 40
Troy, NY 12180
Ph. 518/272-1184
Contact: Peggy O'Connor

BUFFALO

The Adelman Group/Survey Service
of Western New York
1911 Sheridan Drive 20 20 15 0
Buffalo, NY 14223
Ph. 716/876-6450
Fax 716/876-0430
Contact: Susan Adelman

Centrac, Inc.
4245 Union Rd. 36 30 36 36
Buffalo, NY 14225
Ph. 716/632-5822
Fax 716/632-7283

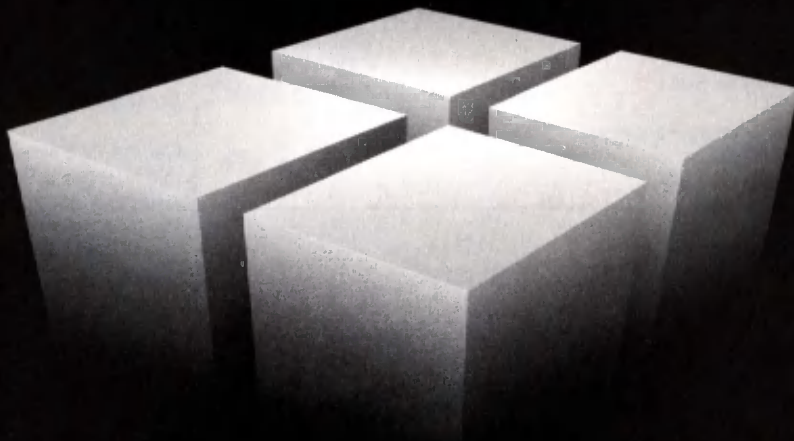
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 * CRT'S - No. of stations using CRT'S for interviewing
 * ON-SITE - No. of stations which can be monitored on-site
 * OFF-PREMISES - No. of stations which can be monitored off-premises

ORGANIZATION STATIONS CRT'S ON-SITE OFF-PREMISES

Marketing Decisions Group, Inc.
 9141 Main Street 30 6 30 30
 Buffalo, NY 14031
 Ph. 716/634-2045
 Contact: Arup Sen

Smartline Systems, Inc.
 Empire Tower, Ste. 510 35 35 35 35
 Buffalo, NY 14202
 Ph. 716/842-2003
 Fax 716/842-2020
 Contact: Lynn M. Holbel

NEW YORK CITY

AHF Marketing Research
 20 West 33rd Street 75 70 70 60
 New York, NY 10001
 Ph. 212/244-5555 or 800/TAKE AHF
 Fax 212/268-0586
 Contact: Bill Monsky

Ala Carte Research
 420 Jericho Turnpike 16 0 16 16
 Jericho, NY 11753
 Ph. 516/822-2050
 Fax 516/822-2056
 Contact: Phyllis Gorin

A thru Z Marketing Research
 52 Fulton Street 25 0 25 25
 New York, NY 10038
 Ph. 212/608-3100
 Fax 212/608-4966
 Contact: Andrea Waller

Beta Research Corporation
 6400 Jericho Turnpike 10 0 6 6
 Syosset, NY 11791
 Ph. 516/935-3800
 Fax 516/935-4092
 Contact: Richard Welch

BKF Marketing Group
 14 West 23 Street 30 16 30 30
 New York, NY 10010
 Ph. 212/206-0700
 Fax 212/675-4795
 Contact: Michal Brown

Edward Blank Assoc.
 71 West 23rd Street 200 200 200 200
 New York, NY 10010
 Ph. 212/741-8133
 Contact: Ed Blank

Brehl Assoc. Marketing Research
 11 Grace Avenue 20 0 20 0
 Great Neck, NY 11021
 Ph. 516/466-6882
 Contact: Mona Nicot

Centrac, Inc.
 48 Industrial West 20 12 20 20
 Clifton, NJ 07012
 Ph. 201/777-6000
 Fax 201/777-7134
 Contact: Ron Leeds

Central Marketing, Inc.
 30 Irving Place 150 150 150 150
 New York, NY 10003
 Ph. 212/260-0070
 Contact: Carol McMahon

Central Telephone Interviewing Sys.(CTIS)

650 Ave. of the Americas 20 20 20 20
 New York, NY 10011 (See Advertisement Page 2)
 Ph. 212/627-1277
 Fax 212/627-2034
 Contact: Nina Mathus

CMR Market Research Inc.
 240 Madison Avenue 20 0 0 0
 New York, NY 10016
 Ph. 212/986-6900
 Fax 212/986-7628
 Contact: Gary Solohatz

Diversified Research, Inc.
 16 N. Astor Street 50 25 50 0
 Irvington, NY 10533
 Ph. 914/591-5440
 Fax 914/591-4013
 Contact: Michael LaVelle

Ebony Marketing Research, Inc.
 193-34 85th Rd 29 0 29 29
 Holliswood, NY 11423
 Ph. 718/217-0842
 Fax 212/526-3312
 Contact: Bruce Garfield

Facts Center
 205 Lexington Avenue 94 54 94 94
 New York, NY 10016
 Ph. 212/679-2500
 Contact: Peter Kochenethal

George Fine Research, Inc.
 220 N. Central Park Avenue 15 15 15 0
 Hartsdale, NY 10530
 Ph. 914/328-0200
 Fax 914/328-0234
 Contact: Michael Fine

Friedman Marketing
 19 West 21st Street 50 0 50 50
 New York, NY 10010 (See Advertisement Page 74)
 Ph. 212/633-0490
 Fax 212/633-1569
 Contact: Larry Schneider

Glickman Research Associates, Inc.
 160 Paris Ave 6 0 6 0
 Northvale, NJ 07647
 Ph. 201/767-8888
 Fax 201/767-6933
 Contact: Jim Glickman

Louis Harris & Associates
 630-5th Avenue 40 40 40 40
 New York, NY 10111
 Ph. 212/698-9600

Harte-Hanks Mktg. Svces.
 National WATS Division
 65 Rte. 4 East 75 20 75 75
 River Edge, NJ 07661
 Ph. 201/342-6700
 Fax 201/342-1709
 Contact: Joe Calvanelli

Innovative Concepts
 960 South Broadway 55 0 55 55
 Hicksville, NY 11801
 Ph. 516/433-3215
 Fax 516/433-3214
 Contact: Scott Sycoff

KRC Research
 145 Ave. of the Americas/7th Flr 40 0 40 40
 New York, NY 10013
 Ph. 212/989-6060
 Contact: Bob Romano

Michaels Marketing Assoc.
 704 Executive Blvd.
 Clarkstown Exec. Park 50 0 50 50
 Valley Cottage, NY 10989
 Ph. 914/268-8900
 Fax 914/268-8973
 Contact: Virginia Michaels

Mktg., Inc.
 200 Carleton Avenue 135 113 135 135
 East Islip, NY 11730
 Ph. 516/277-7000
 Fax 516/277-7601
 Contact: Steven Gittelman or Howard Gershowitz

Mktg., Inc.
 100 Fire Island Ave. 40 16 40 40
 Babylon, NY 11702
 Ph. 516/277-7000
 Contact: Steven Gittelman or Howard Gershowitz

P.S.A. Interviewing
 245 East 92nd Street 70 70 70 70
 New York, NY 10128
 Ph. 212/360-7410
 Fax 212/360-7423
 Contact: Paul Braun

Quality Controlled Services, Inc. (QCS)
 142 Central Ave 30 30 30 30
 Clark, NJ 07068 (See Advertisement Page 43)
 Ph. 201/815-1100 or 800/325-3338
 Fax 201/499-7027
 Contact: Yetta Draper

Rich Enterprises, Inc.
 2611 Pettit Avenue 52 0 52 52
 Bellemore, NY 11710
 Ph. 516/826-8822
 Contact: Celia Rich

St. George Research
 1025 W. St. George Ave. 55 0 55 55
 Linden, NJ 07036
 Ph. 201/486-5700
 Fax 201/486-5643
 Contact: Barbara Studney

Schulman, Ronca & Bucuvalas, Inc.
 444 Park Avenue So. 70 46 70 35
 New York, NY 10016
 Ph. 212/481-6200
 Fax 212/481-6219
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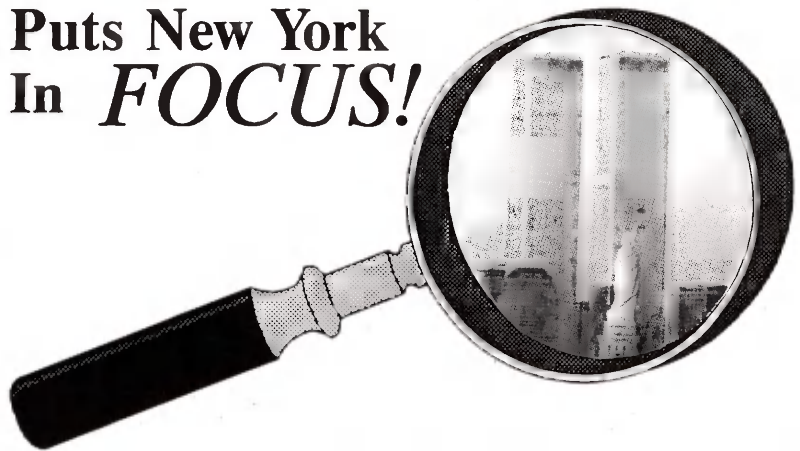
Seaport Surveys
 52 Fulton Street 25 0 25 25
 New York, NY 10038 (See Advertisement Page 67)
 Ph. 212/608-3100
 Fax 212/608-4966
 Contact: Andrea Waller

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

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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Statistical Research, Inc. 111 Prospect Street Westfield, NJ 07090 Ph. 201/654-4000 Fax 201/654-6498	45	45	45	45
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Suburban Associates 579 Franklin Turnpike Ridgewood, NJ 07450 Ph. 201/447-5100 Fax 201/447-9536 Contact: Andy Edwards	35	15	35	0
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The Telephone Centre, Inc. 3 Cottage Place New Rochelle, NY 10801 Ph. 914/576-1100 Fax 914/576-0469 Contact: Adam Fleischer	90	80	90	90
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Telephone-Specs, Inc. 239 West 52nd Street New York, NY 10019 Ph. 212/581-3190 Contact: Sheldon Brooks	47	0	47	47
--	----	---	----	----

TeleQuest Nationwide National Interviewing 211 W. Chester Street Long Beach, NY 11561 Ph. 516/432-7733 Contact: Barbara Ruderman	25	0	25	10
---	----	---	----	----

U.S. WATS

404 Park Ave. So. New York, NY 10016 Ph. 212/889-0043 Fax 212/889-5624	40	0	40	0
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(See Advertisement Page 68)

Valdes Research Company 5601 Riverdale Avenue Bronx, NY 10471 Ph. 212/549-8644 Contact: Migdalia Valdes	12	0	12	0
---	----	---	----	---

The WATS Room 120 Van Nostrand Avenue Englewood Cliffs, NJ 07632 Ph. 201/585-1400 Fax 201/585-1524 Contact: Lou Roth	60	20	60	60
---	----	----	----	----

The WATS Room(Roth-Harris) 822 Broadway Bayonne, NJ 07002 Ph. 201/585-1400 Fax 201/585-1400 Contact: Lou Roth	45	15	45	45
--	----	----	----	----

POUGHKEEPSIE

On-Line Communications, Inc. 291 Wall St., 4th Floor Kingston, NY 12401 Ph. 914/331-0061 Fax 914/331-7016 Contact: Peggy O'Connor	50	30	50	50
--	----	----	----	----

ROCHESTER

Gordon S. Black Corporation 1661 Penfield Road Rochester, NY 14625 Ph. 716/248-2805 Fax 716/248-8469 Contact: Carol Tumm	70	70	44	44
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Minneapolis, Minnesota 55423

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 1160 B Pittsford-Victor Rd. 75 18 75 75
 Pittsford, NY 14534 (See Advertisement Page 32)
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 Fax 716/586-5664

The Winters Group
 14 Franklin St. 15 15 15 15
 The Temple Bldg., Ste. 920
 Rochester, NY 14604
 Ph. 716/546-7480
 Fax 716/546-7427
 Contact: Nancy Volkmuth

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

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

CHARLOTTE

Consumer Pulse of Charlotte
 5625 Central Ave/Eastland Mall 12 6 12 0
 Charlotte, NC 28212 (See Advertisement Page 45)
 Ph. 704/536-6067 or 800/336-0159
 Fax 704/536-2238
 Contact: Betty Collins

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

MarketWise, Inc.
 1332 E. Morehead Street 15 0 15 15
 Charlotte, NC 28204
 Ph. 704/332-8433
 Fax 704/332-0499
 Contact: Beverly Kothe

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Bellomy Research, Inc.
 108 Cambridge Plaza Dr. 60 60 60 60
 Winston-Salem, NC 27104
 Ph. 919/765-7676
 Fax 919/765-8084
 Contact: Ann Grayson

Equifax/Quick Test Opinion Centers
 2300 W. Meadowview Rd/#203 19 19 19 19
 Greensboro, NC 27407 (See Advertisement Page 3)
 Ph. 919/854-3333
 Fax 919/854-1403
 Contact: Dan Glackin

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

The Telephone Centre, Inc.
 1605 Spring Garden St. 60 60 60 60
 Greensboro, NC 27403
 Ph. 919/574-3000
 Fax 919/574-3007
 Contact: Liz Winter

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 Fax 919/544-0954
 Contact: Jeffrey M. Johnston

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 Raleigh, NC 27612
 Ph. 919/781-0555

Wilkerson & Associates
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 Raleigh, NC 27609
 Ph. 919/781-7810
 FAX 919/783-7810

TARBORO

Statistical Analysis Center
 104 1/2 E. St. James St. 30 12 30 0
 Tarboro, NC 27886
 Ph. 919/823-0950
 Fax 919/864-4621
 Contact: Rawls Howard, Jr.

OHIO

AKRON

Opinion Centers Akron
 2872 W. Market St. 12 10 12 10
 Akron, OH 44143
 Ph. 216/867-0885
 Fax 216/864-2233
 Contact: Suzann Davis

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

CINCINNATI

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

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

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

DataSource
 1717 Dixie Highway/Ste 500
 Ft. Wright, KY 41011
 Ph. 606/331-3500
 Fax 317/843-8638
 Contact: Gwen Welckle

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

Equifax/Quick Test Opinion Centers
 11 Triangle Park Drive
 Cincinnati, OH 45246
 Ph. 513/772-0134
 Fax 513/772-1125
 Contact: Barbara Riggs

Fields Marketing Research, Inc.
 7979 Reading Rd
 Cincinnati, OH 45237
 Ph. 513/821-6266
 Fax 513/679-5300
 Contact: Ken A. Fields

The Information Center/SIRS
 2330 Victory Parkway
 Cincinnati, OH 45206
 Ph. 513/751-5556
 Fax 513/751-1303
 Contact: Mirjana Popovich

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF- PREMISES
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Alliance Research, Inc. P.O. Box 3493 Cincinnati, OH 45201 Ph. 606/344-0077 Fax 606/344-0078 Contact: Clint Brown or Molly Moreland	40	40	40	40
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The Answer Group 4665 Cornell Rd., #150 Cincinnati, OH 45241 Ph. 513/489-9000 Fax 513/489-9130 Contact: Mary Anne Habel	20	0	20	20
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Assistance In Marketing 11890 Montgomery Road Cincinnati, OH 45249 Ph. 513/683-6600 Fax 513/683-9177 Contact: Tricia Smith	30	10	30	30
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B & B Research Services, Inc. 8005 Plainfield Road Cincinnati, OH 45236 Ph.513/793-4223 Fax 513/793-9117 Contact: Lynn Caudill	20	6	20	0
---	----	---	----	---

Burke Marketing Research 2621 Victory Parkway Cincinnati, OH 45206 Ph. 513/852-4707 Fax 513/559-7555 Contact: Beth Teehan	110	110	110	110
--	-----	-----	-----	-----

Consumer Pulse of Cincinnati Forest Fair Mall #2042 514 Forest Fair Drive Cincinnati, OH 45240 Ph. 513/671-1211 or 800/336-0159 Fax 513/346-4244 Contact: Susan Lake	12	6	12	0
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 Cincinnati, OH 45202 (See Advertisement Page 39)
 Ph. 513/579-1555
 Fax 513/562-8819
 Contact: Dave Disher

MarketVision Research, Inc.

MarketVision Bldg. 72 60 72 60
 4500 Cooper Road
 Cincinnati, OH 45242
 Ph. 513/791-3100
 Fax 513/791-3103
 Contact: Greg Rogers

Matrixx Marketing, Research Division

8044 Montgomery Rd/Ste 625 32 20 32 32
 Cincinnati, OH 45236 (See Advertisement Page 30)
 Ph. 513/984-2470
 Fax 513/984-3422
 Contact: Michael Dean

OFact Marketing Research

9908 Carver Road 22 6 22 22
 Cincinnati, OH 45242
 Ph. 513/891-2271
 Fax 513/791-7356
 Contact: Mary Swart/Nan Moore

Research & Results, Inc.

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

CLEVELAND**Business Research Services, Inc.**

23825 Commerce Park 25 0 25 25
 Cleveland, OH 44122
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 Fax 216/292-3048
 Contact: Tony Ramacciatti

Cleveland Field Resources, Inc.

6501 Wilson Mills Rd/Ste J 15 5 15 0
 Mayfield Village, OH 44143
 Ph. 216/473-9941
 Fax 216/892-0002
 Contact: Daniel McCafferty

Cleveland Survey Center

691 Richmond Mall 15 2 15 0
 Cleveland, OH 44143 (See Advertisement Page 72)
 Ph. 216/321-0006
 Fax 216/461-9525

Consumer Pulse of Cleveland

4301 Ridge Road 28 16 28 0
 Cleveland, OH 44144 (See Advertisement Page 45)
 Ph. 216/351-4644 or 800/336-0159
 Fax 216/351-7876
 Contact: Veronica Hoffman McCready

Focus Groups of Cleveland

2 Summit Pk Dr/Ste 225 5 2 5 0
 Cleveland, OH 44131 (See Advertisement Page 73)
 Ph. 216/642-8883
 Fax 216/642-8695

The Maffett Research Group

25111 Country Club Blvd. 20 10 20 0
 North Olmsted, OH 44070
 Ph. 216/779-1303
 Fax 216/779-2718
 Contact: Cindy Kozik

Marketeam Associates

3645 Warrensville Center Road 15 0 15 0
 Shaker Heights, OH 44122 (See Advertisement Page 62)
 Ph. 216/491-9515
 Fax 216/491-8552
 Contact: Nikki Klonaris

Marketeam Associates

918 Youngstown-Warren Rd. 15 0 15 0
 Niles, OH 44446 (See Advertisement Page 62)
 Ph. 216/544-5253
 Fax 216/544-8996
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 Cleveland, OH 44126
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 Fax 216/779-3040
 Contact: Amy Merrill

Rosen Research
 25906 Emery Road 10 0 10 0
 Cleveland, OH 44128
 Ph. 216/464-5240
 Fax 216/464-7864
 Contact: Millie Silver

COLUMBUS

B & B Research Services, Inc.
 1365 Grandview Avenue 10 0 10 0
 Columbus, OH 43212
 Ph. 614/486-6746
 Fax 614/486-9958
 Contact: Judy Frederick

Clark Jones Inc.
 1029 Dublin Road 29 10 29 0
 Columbus, OH 43215
 Ph. 614/488-2466
 Fax 614/488-2564
 Contact: Hugh Clark

Focus and Phones of Columbus
 2655 Oakstone Drive 24 8 24 24
 Columbus, OH 43231
 Ph. 614/898-5800
 Fax 614/895-5840
 Contact: Anita E. Ingalls

Quality Controlled Services (QCS)
 7634 Crosswoods Drive 22 13 22 0
 Crossroads Center (See Advertisement Page 43)
 Columbus, OH 43235
 Ph. 614/436-2025 or 800/325-3338
 Fax 614/436-7040
 Contact: Judy Golas

Saperstein Associates, Inc.
 4555 N. High St. 20 20 20 20
 Columbus, OH 43214
 Ph. 614/261-0065
 Fax 614/261-0076
 Contact: Martin Saperstein

Dwight Spencer & Associates Inc.
 1290 Grandview Avenue 45 25 45 0
 Columbus, OH 43212
 Ph. 614/488-3123
 Fax 614/421-1154
 Contact: Betty Spencer

DAYTON

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

Marketing Research Services, Inc.
 1475 Upper Valley Pike 8 8 8 8
 Springfield, OH 45504 (See Advertisement Page 39)
 Ph. 513/579-1555
 Fax 513/562-8819
 Contact: Ruth Hull

Shiloh Research Assoc., Inc.
 16 W. Wenger St/#B 16 0 12 0
 Englewood, OH 45322
 Ph. 513/275-5308
 Fax 513/836-9497
 Contact: Laura Martin

TOLEDO

Barbour Research, Inc.
 5241 Southwyck Blvd/Ste 201 40 40 40 40
 Toledo, OH 43614 (See Advertisement Page 75)
 Ph. 419/866-3475
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- * ON-SITE - No. of stations which can be monitored on-site
- * OFF-PREMISES - No. of stations which can be monitored off-premises

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PREMISES

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Creative Marketing Enterprises
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Toledo, OH 43623
Ph. 419/473-2020
Contact: Lynn Brown

Great Lakes Mktg. Assoc., Inc.
3103 Executive Pkwy/#106 20 0 20 20
Toledo, OH 43606-1311
Ph. 419/534-4700
Fax 419/531-8950
Contact: Sharon Schweickert

NFO Research, Inc.
P.O. Box 315 200 200 200 200
Toledo, OH 43691
Ph. 419/666-8800
Fax 419/666-9080

Quality Controlled Services, Inc. (QCS)
3035 Moffat Dr. 35 35 35 35
Toledo, OH 43615 (See Advertisement Page 43)
Ph. 419/841-8300 or 800/325-3338
Fax 419/841-8349
Contact: Jackie Orndorf

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OKLAHOMA CITY

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2915 N. Classen Blvd/#350 14 0 14 0
Oklahoma City, OK 73106
Ph. 405/528-2700
Contact: Patty Casteel

Oklahoma City Research
Ruth Nelson Research Svcs
Quail Springs Mall
2501 West Memorial Drive 10 0 10 0
Oklahoma City, OK 73134
Ph. 405/752-4710
Fax 405/752-2344

Oklahoma Market Rsch./Data Net
3909 Classen Blvd/Ste 200 15 0 13 0
Oklahoma City, OK 73118
Ph. 405/525-3412
Fax 405/525-3419
Contact: Clyde Nitta

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Cunningham Marketing & Research
Field Services
4107 So. Yale, #LA107 10 4 2 0
Tulsa, OK 74135
Ph. 918/664-7485
Fax 918/664-4122
Contact: Roberta Cunningham

Tulsa Surveys/Gayle's Force
4530 So. Sheridan, Ste. 101 30 0 30 0
Tulsa, OK 74145
Ph. 918/665-3311
Fax 918/665-3388
Contact: Gayle Jarrett

Columbia Information Systems
333 SW 5th Ave/Ste 200 42 36 42 30
Portland, OR 97204
Ph. 503/225-0112
Fax 503/225-0399
Contact: Michael Malone

Gargan & Associates
2705 E. Burnside/Ste 200 15 2 15 15
Portland, OR 97214
Ph. 503/234-7111
Fax 503/233-3865
Contact: Daniel Gargan

Gilmore/Northwest Surveys, Inc.
5322 N.E. Irving 35 20 35 35
Portland, OR 97213 (See Advertisement Page 23)
Ph. 503/280-1120
Fax 503/280-1130
Contact: Ron Wohlmacher

Griggs-Anderson Field Research
308 SW First Ave., 1st Floor 110 0 110 110
Portland, OR 97204
Ph. 503/241-8700
Fax 503/241-8716
Contact: Mary Cogan

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8959 SW Barbur Blvd/#204 32 16 22 22
Portland, OR 97219
Ph. 503/245-4479
Fax 503/245-9677
Contact: Sue Ellen Christensen

Market Trends, Inc.
2130 SW Jefferson/Ste 200 14 14 14 14
Portland, OR 97201
Ph. 503/224-4900
Fax 503/224-0633
Contact: Laurie Farley

Omni Research
9414 S.W. Barbur Blvd/#A 10 0 10 10
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Ph. 503/245-4014
Fax 503/245-9065
Contact: Chris Robinson

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Fax 215/437-5212
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Fax 215/741-4893
Contact: Bob Ruppe

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201 King of Prussia Rd. 250 250 250 250
Radnor, PA 19089-0193 (See Advertisement Page 58)
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Fax 215/964-4682
Contact: Marjorie Michitti or Dan Hagan or Robert J. Thomas

Consumer/Industrial Research Svce.
600 No. Jackson Street 40 0 40 40
Media, PA 19063
Ph. 215/565-6222
Fax 215/565-1260
Contact: Gene Rullo

Consumer Pulse of Philadelphia

2203 Plymouth Meeting Mall 20 8 20 0
Plymouth Meeting, PA 19462 (See Advertisement Page 45)
Ph. 215/825-6636 or 800/336-0159
Fax 215/825-6805
Contact: Linda Crowder

The Data Group, Inc.
2260 Butler Pike/Ste 150 95 85 85 85
Plymouth Meeting, PA 19462
Ph. 215/834-2080
Fax 215/834-3035
Contact: Ted Reed

Delta Market Research, Inc.
333 N. York Road 23 15 23 23
Hatboro, PA 19040
Ph. 215/674-1180
Fax 215/674-1271
Contact: Linda Celec

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2200 West Broad Street 66 42 66 66
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Ph. 215/861-8880 or 800/678-0100
Fax 215/861-8212
Contact: David Schank

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Contact: Fred Soulas

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Horsham, PA 19044
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Contact: Robert Cosgrove

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Fax 215/565-8870
Contact: Kathy McCarty

Market Dimensions, Inc.
203 E. Baltimore Pike 25 0 25 25
Media, PA 19063
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100 N. 17th Street 50 25 50 30
Philadelphia, PA 19103 (See Advertisement Page 78)
Ph. 215/561-5500
Fax 215/561-6525
Contact: Tom Bershad, Pres.

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Cinnaminson, NJ 08077
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Fax 609/786-0480
Contact: Judy Abrams

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 Fax 215/639-8224
 Contact: Mitzi Keller

The Reich Group
 Seven Penn Center
 1635 Market St/#200 200 30 200 200
 Philadelphia, PA 19103
 Ph. 215/546-1636 or 800/331-9316
 Fax 215/972-1777
 Contact: Mort Reich

Research, Inc.
 521 Plymouth Rd/Ste 115 25 12 25 25
 Plymouth Meeting, PA 19462
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 Fax 215/941-2711

The Response Center, Inc.
 3440 Market Street 70 50 70 0
 Philadelphia, PA 19104
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 Fax 215/222-3047
 Contact: Patrick Baldasare

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 Broomall, PA 19008
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 Fax 215/356-7577

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 Ph. 215/527-3100 or 800/473-3101
 Fax 215/527-2421 or 800/473-2421
 Contact: Kimberly Anne Hetrick

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 1916 Welsh Road 100 30 100 100
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 Fax 215/969-3717
 Contact: Neil J. Blefeld

Suburban Associates
 587 Bethlehem Pike/#800 25 0 25 25
 Montgomeryville, PA 18936
 Ph. 215/822-6220
 Fax 215/822-2238
 Contact: Jane Reckner

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 Fax 215/657-5890
 Contact: Merle J. Klein

TMR, Inc.
 1974 Sproul Rd. 35 35 35 35
 Broomall, PA 19008 (See Advertisement Page 79)
 Ph. 215/359-1190
 Fax 215/353-5946
 Contact: Tom Ramsburg

TMR, Inc.
 262 King St/Ste N307 40 20 40 40
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Market Insight, Inc.
 P. O. Box 10279 8 8 8 0
 State College, PA 16805
 Ph. 814/231-2140
 Fax 814/234-7215
 Contact: Pat Robbins

DataBase
 111 Sowers St., Ste. 501 15 10 12 0
 State College, PA 16801 (See Advertisement Page 81)
 Ph. 814/234-2344
 Fax 814/231-7672
 Contact: Joan Sabatino

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Advantage Research Corporation
 610 Ten Rod Road 10 0 10 0
 North Kingston, RI 02852
 Ph. 401/294-6640
 Fax 401/295-2825
 Contact: Rich Nagele

Alpha Research Associates, Inc.
 395 Smith Street 15 0 15 0
 Providence, RI 02908
 Ph. 401/861-3400

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Bernett Research
 2150 Northwoods Mall 6 0 6 0
 No. Charleston, SC 29418
 Ph. 803/553-0030

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MarketSearch Corporation
 2721 Devine Street 31 0 25 0
 Columbia, SC 29205
 Ph. 803/254-6958
 Fax 803/799-9180
 Contact: Melinda Mukofsky

Metromark Field Services
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 Columbia, SC 29205
 Ph. 803/256-8694
 Fax 803/254-3798

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

Research Inc.
 33 Villa Rd/Ste 202 22 0 4 0
 Greenville, SC 29615
 Ph. 803/232-2314
 Fax 803/232-1408
 Contact: Deborah S. Ott

ORGANIZATION	STATIONS	CRT'S	ON-SITE	OFF-PREMISES
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TMR, Inc. 500 McDade Blvd. Millmont Pk., PA 19033 Ph. 215/534-2800 Fax 215/532-9024 Contact: Tom Ramsburg	29	0	29	29
(See Advertisement Page 79)				

The Vanderveer Group, Inc. 555 Virginia Drive Ft. Washington, PA 19034 Ph. 215/646-7200 Fax 215/641-1898	73	0	73	0
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The WATS House 3440 Market Street Philadelphia, PA 19104 Ph. 215/222-5600 Contact: Richard Raquet	50	40	50	50
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PITTSBURGH

Campos Market Research 216 Blvd. of the Allies Pittsburgh, PA 15222 Ph. 412/471-8484 Fax 412/471-8497 Contact: Mary Jo Metzler	30	20	30	0
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Gilmore/Northwest Surveys 100 Forbes/Koffman Bldg/#1130 Pittsburgh, PA 15222 Ph. 412/346-8885 Contact: David Skidmore	20	18	20	20
(See Advertisement Page 23)				

M/A/R/C 224-5th Avenue, Ste. 216 McKeesport, PA 15132 Ph. 412/678-8877 Fax 412/678-4643 Contact: Fran Leifheit	68	68	68	68
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Marketing Investigations, Inc. 1106 Ohio River Blvd/Ste. 606 Pittsburgh, PA 15143-0343 Ph. 412/741-2410 Fax 412/741-1249 Contact: Lynn Casella	20	0	20	0
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Pert Survey Research 454 Perry Ridge Road West View, PA 15229 Ph. 203/242-2005 Fax 203/242-4857 Contact: Kevin Finn	30	0	30	30
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Pert Survey Research 1102 Croton Avenue New Castle, PA 16101 Ph. 203/242-2005 Fax 203/242-4857 Contact: Kevin Finn	35	0	35	35
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Sioux Falls, SD 57105-0625
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Fax 605/394-7473
Contact: Warren R. Johnson

TENNESSEE

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Chattanooga, TN 37411
Ph. 615/855-4500
Contact: Jennifer Cummings

Wilkins Research
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Chattanooga, TN 37421
Ph. 615/894-9478
Fax 615/894-0942
Contact: Madge Wilkins

MEMPHIS

Chamberlain Interviewing Svce
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Memphis, TN 38119
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Fax 901/763-0660
Contact: Valerie Jolly

Market Development Associates
5050 Poplar Ave/Ste 821 12 10 12 0
Memphis, TN 38157
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Fax 901/682-1627
Contact: James M. Mecredy

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Brentwood, TN 37027 (See Advertisement Page 43)
Ph. 615/661-4016 or 800/325-3338
Fax 615/661-4035
Contact: Nancy Proctor

20/20 Research
2303 21st Ave. So., 2nd Flr. 16 13 10 10
Nashville, TN 37212
Ph. 615/885-2020
Fax 615/385-0925
Contact: Greg Fuson

TEXAS

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Opinions Unlimited Inc.
8201 S.W. 34th 45 18 45 45
Amarillo, TX 79121 (See Advertisement Page 38)
Ph. 806/353-4444
Fax 806/353-4718
Contact: Anndel Hodges/Neil Norwood

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First Market Research Corp.
2301 Hancock Drive/#220 27 0 27 27
Austin, TX 78756
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Fax 512/451-5700
Contact: James Heiman

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Austin, TX 78705
Ph. 512/472-7765
Fax 512/472-2232
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 San Antonio, TX 78227
 Ph. 512/736-2000
 Fax 512/736-2004
 Contact: Naghi Namakforoosh

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BRG Research Service
 50 East 500 No/#200 25 0 25 25
 Provo, UT 84601
 Ph. 801/373-9923
 Contact: Laurie Rowley

The Wirthlin Group
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 Orem, UT 84058
 Ph. 801/226-1524

Western WATS Center
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 Contact: Ron Lindorf or Ed Ledek

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 Salt Lake City, UT 84144
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 Charlottesville, VA 22901
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Edward Blank Associates
 Pembroke Five, Ste. 200 125 125 125 125
 Virginia Beach, VA 23462
 Ph. 212/741-8133
 Contact: Ed Blank

Continental Research
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 Norfolk, VA 23508
 Ph. 804/489-4887
 Contact: Nancy Glassman

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 Fax 804/523-0463
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 Fax 804/853-8873
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 Richmond, VA 23220
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 Fax 804/358-9761
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 12825-1st Avenue South 17 0 17 0
 Seattle, WA 98168 (See Advertisement Page 22)
 Ph. 206/241-6050
 Fax 206/241-5213
 Contact: Jerry Carter

Gilmore/Northwest Surveys, Inc.
 2324 Eastlake Ave. E./#300 47 39 47 47
 Seattle, WA 98102 (See Advertisement Page 23)
 Ph. 206/726-5555
 Fax 206/726-5620
 Contact: Shirley Montgomery

GMA Research Corp.
 11808 Northrup Way/#270 29 29 29 24
 Bellevue, WA 98005
 Ph. 206/827-1251
 Fax 206/828-6778
 Contact: Cheri Williams

Market Trends, Inc.
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 Fax 206/562-4843
 Contact: Nancy Hardwick

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 Redmond, WA 98052
 Ph. 206/867-1001
 Fax 206/885-1575
 Contact: Scott Stines

SPOKANE

Consumer Opinion Services, Inc.
 315 Northtown Mall 4 0 4 0
 Spokane, WA 99207 (See Advertisement Page 22)
 Ph. 206/241-6050
 Contact: Jerry Carter

Inland Market Research Center
 1715 "B" N. Atlantic 18 0 15 0
 Spokane, WA 99205
 Ph. 509/326-8040
 Contact: William Plucker

Market Trends, Inc.
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 Ph. 800/637-6878
 Fax 509/482-5271
 Contact: Ray Warnock

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 Contact: Barbara Smits

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 Fax 608/222-6761
 Contact: Susan Lampert

Wisconsin Research
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 Madison, WI 53713
 Ph. 608/258-3660
 Contact: Maxine Trakel

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 Contact: Ron Bisbing

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275 W. Wisconsin Ave 12 4 12 0
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 Milwaukee, WI 53203
 Ph. 414/274-6060 or 800/336-0159
 Fax 414/274-6068
 Contact: Kathy Jorsch

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TradeTalk

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- For furniture, the percentage who say they are more interested in U.S. made products is highest among those 45 and over and lowest among those 18-24.

- In the clothing segment—which examined casual/sportswear, business wear, and formal wear—perceptions differed most in the casual/sportswear segment. Men, shoppers 35 and over, and those in the East and Midwest were the most interested in casual/sportswear with a Made in the USA label.

- For electronic items such as cameras, microwave ovens, VCRs, etc., women and consumers over 45 show the greatest interest in Made in USA goods.

In many ways, by their reactions to the Made in USA tag consumers show that they have a “wish list” of products that they wish were made in America but usually aren’t, Wilensky

says. Especially in the electronics categories, where the Japanese manufacturers are dominant, consumers seem to be expressing the feeling that if American manufacturers had products on the market, they would buy them.

But, Wilensky cautions, the “buy American” impulse can be squelched if the American made product is more expensive than a comparable foreign-made good. “People may want to buy American-made shoes, for example, but if those shoes are \$10 more than a foreign-made pair, they might reconsider.”

The study also identified a large segment of the population that says it perceives no difference between US and foreign made goods. This group might be of interest to manufacturers who are able to sway consumer opinions to one side or the other, Wilensky says. “There seems to be a battleground for people who don’t care, and making them care one way or the other might be an opportunity for both foreign and American companies.” □

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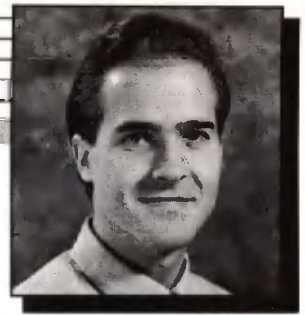
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by Joseph Rydholm
managing editor

Study finds that many consumers want to buy American-made goods

Having emerged victorious from the Persian Gulf war, the United States is enjoying a wave of national pride and confidence. Whether this pride will translate to increased spending remains to be seen, but a study conducted just before the war began shows that there is a large percentage of people who are interested in buying American.

The nationwide study, conducted by the Research Advantage, Hawthorne, New York, collected reaction from consumers to the tagline "Made in the USA" on products from automobiles to wines. Overall, the survey found a strong positive reaction among most groups to the Made in the USA label.

The report states:

"A majority of consumers express more interest in buying goods made in this country rather than in imported goods."

"Given the choice, three out of five consumers are more interested in Made in the USA items than foreign made goods."

"Fewer than 10% expressed less interest in American goods than in foreign made."

The survey found that interest in American goods is strongest among women, older consumers, and those on the East Coast

and in the Midwest.

In general, consumers between 18-35 seemed to be the least influenced by the Made in America tag, and more interested in foreign goods, probably because they've grown up with a host of foreign-made goods in their households, and foreign goods have improved their once questionable quality, says Barry Wilensky, president of The Research Advantage.

"It's something that they're used to. They don't view (the foreign goods) as an invasion or an intrusion, as some older consumers do. Years ago, Japanese products, for example, were considered poor quality knock-offs. But they've shed that image and now their products have come to reflect the Japanese concern for quality."

Looked at by product type, the results show that:

- For automobiles, interest in made in USA cars is lowest among those 18-24 years old, and people living in the south and west and highest among those 45 and over and those in the east and midwest.

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