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# MARKETING RESEARCH

Review

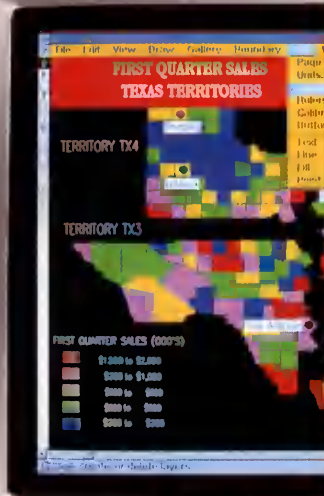
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# Quirk's MARKETING RESEARCH Review

Vol V, No. 9

November, 1991

## Cover

Patient satisfaction research keeps CIGNA in touch with the needs of health plan users. Photo courtesy of CIGNA.



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

**Subscription Information:** U.S. annual rate (ten issues) \$40; two years (20 issues) \$76; three years (30 issues) \$112. U.S. single copy price \$10.

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

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

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

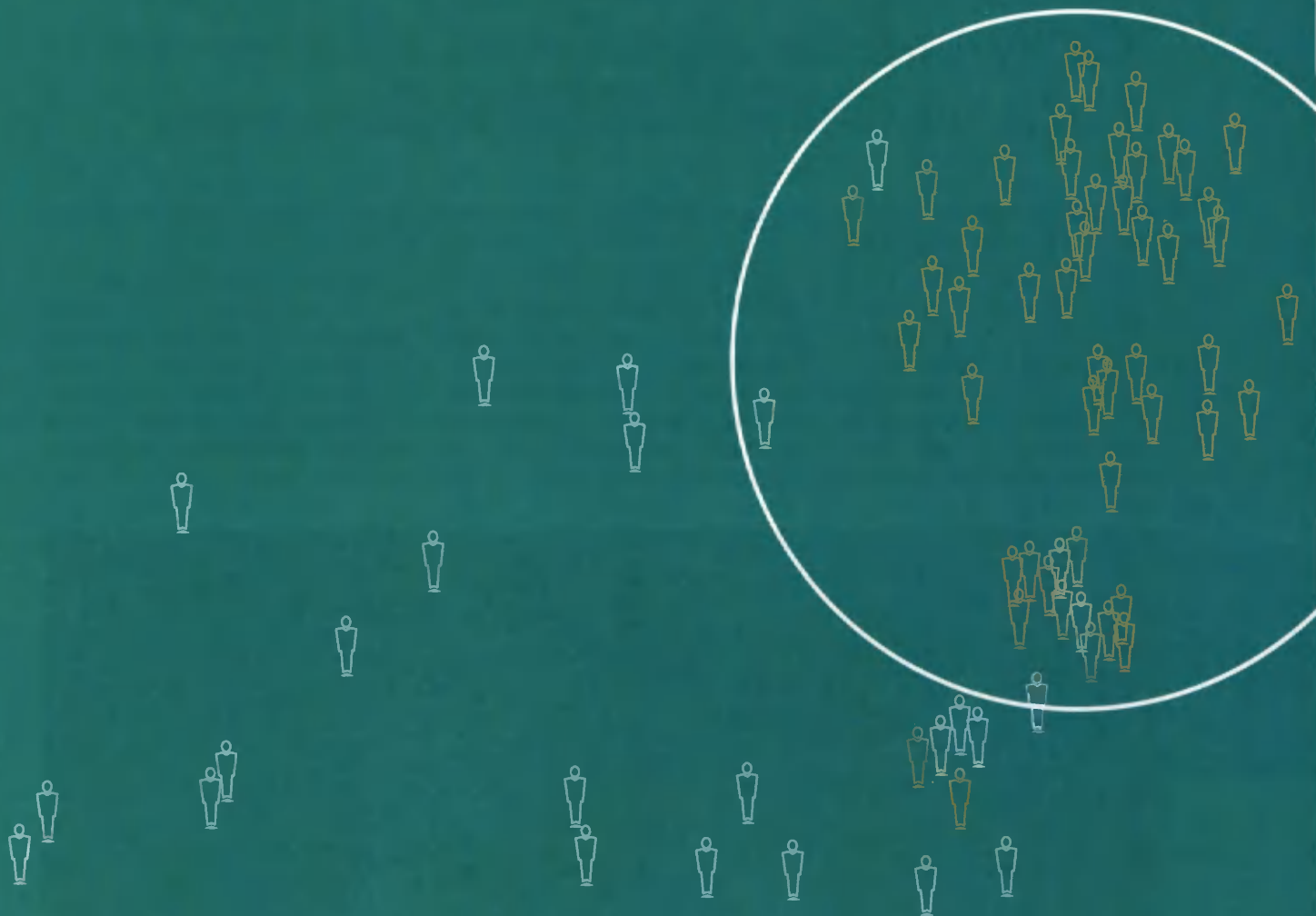
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# Regular check-ups

*CIGNA uses an ongoing patient satisfaction study to tailor service of its health plans*

**F**or the past 18 months, the Employee Benefits Division of the CIGNA Corporation, a Connecticut-based insurance and financial services firm, has conducted an ongoing national survey of patients who belong to its network of health maintenance organizations. The network encompasses 43 HMOs in 24 states, staffed by 14,000 primary care physicians and

33,000 specialty care physicians in 1,000 hospitals.

The goal of the survey is to assess the members' satisfaction with their primary care physician, says Sali Bonazelli, assistant director, customer satisfaction monitoring, CIGNA Employee Benefits Division. "The results are primarily for the health plans and also for the individual doctors. The doctors really like

getting feedback on how their patients perceive them."

In a three to five minute phone interview, the patients give their impressions of several areas of their interaction with the doctor and his or her staff, including: staff courtesy, doctor attentiveness to patient questions and needs, and how clearly the doctor explains treatment options to the patient. The





patients also express an overall satisfaction rating and indicate if they would recommend the service to a friend. The study interviews twelve patients per quarter for each doctor whose patient load meets the sample criteria.

While mail is generally considered the most cost effective methodology for such a study, Bonazelli says that telephone was chosen because it offers a high response rate and a low self-response bias—two things that mail can't easily provide.

"There have been other satisfaction efforts that we've done in the past and in those cases we've used more of a qualitative approach. We've looked at in-depth interviewing, either in person or by telephone, we've done meetings and focus groups. I think that those really serve a good purpose for establishing baselines of information or getting indications of where we should look next. But because of the way we want to use the results of the satisfaction survey, we think that the telephone methodology gives us the best results."

#### **Tangible ways to improve**

Bonazelli says the patient satisfaction survey has been valuable because it provides CIGNA with tangible ways to improve service. "In one of the health plans we found out that the members really wanted to be able to contact the health plan for help with administrative issues in the evening. We didn't have evening hours, so we put them in. In another case, we found out that both the patients and even our providers found the explanation of benefits that accompanies reimbursement payments con-

fusing. That led to a work group that revised the explanation of benefits."

Because the survey is national and it encompasses all of the CIGNA health plans, it assists the company in gearing service levels in the various regions of the country. "When you first organize a health plan network, you put in the same service standards across the board. But different regions have different expectations. You might find out, for instance,

doesn't care about what they think. A three or five minute phone call asking for an opinion makes a big difference.

"Corporations, especially those the size of ours, can tend to get internally focused. We become so enmeshed in operations that reality—what the customer wants and needs—can get misplaced. We can get into a mode of thinking where we're determining what our customers need based on what we

*"With a survey like this, you very often reach people who wouldn't normally tell you what they think, or who feel that they're dealing with a big company that really doesn't care about what they think. A three or five minute phone call asking for an opinion makes a big difference."*

the people in the Midwest don't mind waiting 20 minutes to see the doctor, whereas someone in New York thinks waiting five minutes is horrendous. The research helps us see trends and patterns and that allows us to tailor service.

"The results are also helpful in designing communications programs for the various providers or employers. We can find out what's understood and what isn't and we can mold expectations a lot better as a result of the information we get from the satisfaction survey."

In addition to improving service, contacting patients for their opinions can create a feeling of goodwill towards the company, Bonazelli says. "With a survey like this, you very often reach people who wouldn't normally tell you what they think, or who feel that they're dealing with a big company that really

think. The satisfaction monitoring serves as a reality check and it allows us to be responsive to the customers and the market as a whole. That's critical in today's business climate."

#### **Uncover problems**

Bonazelli says that because the patient satisfaction study is ongoing, it functions as a diagnostic tool to uncover problems, and, if problems are uncovered, the study also helps monitor changes made to remedy them.

"One of the things that we do with all of our telephone surveys, regardless of the objective, is to include a question that asks the respondent if they want to hear from or talk to a representative from CIGNA regarding the service. This

continued on p. 50

# *Service with a smile*

*Ongoing customer satisfaction research helps Hampton Inns guarantee good service*

by Joseph Rydholm/managing editor

**W**ith 290 locations in 41 states, the Hampton Inn hotel chain has grown steadily since its introduction seven years ago. The brand has found a niche in the highly competitive lodging industry, battling against both economy motel chains and mid-priced hotels by giving travelers clean, comfortable rooms at reasonable rates and little extras such as a free continental breakfast.

In a 1990 *Consumer Reports* article on lodging, Hampton Inn not only outscored its rivals in the economy category on overall satisfaction, it also outscored those in the moderate-price range and all but one chain in the high-priced category. This level of performance has allowed Hampton Inn to offer a 100% satisfaction guarantee, which states that if a guest is dissatisfied for any reason, his or her stay at the Hampton Inn is free.

To make sure its service lives up to that guarantee, Hampton Inn uses an ongoing mail survey to monitor guest satisfaction with the service at each of its locations, says Mark Wells, vice president of marketing, Hampton Inns.

"Fundamentally we're in a service business. Our services in large part are actually provided

at the time they're sold. We think being able to evaluate on a dynamic basis the guest's perception of our delivery of those services is very important. Our goal was to be able to refine the delivery of our product and service over a period of time. The survey gives us a way of understanding one, where we're good and two, where we could stand a little improvement, either on an overall basis or at individual hotels," Wells says.

Guests use a five point scale to express their satisfaction with nine components that represent each facet of a stay at a Hampton Inn: reservation, arrival, check-in, room product, grounds and facilities, staff contact, problem handling, continental breakfast, and check out.

When delivered successfully, these components make up what the company calls the Ideal Hampton Inn. "Through research we developed a set of service standards that have to do with the hard product—the bed, the bathroom—and also what guests expect from a service standpoint. If we do all of those things correctly, guests have told us that that equals not just adequate service but a high level of service. Our guest satisfaction rating system tracks performance against those attributes," Wells says.





Guests who complete the survey (over 20% of them do) give the property an overall rating, indicate how likely they are to return to a Hampton Inn and if they feel they got their money's worth. They also compare Hampton Inn to other hotels/motels they've patronized.

#### **Sample generation**

Hampton Inn's computerized reservation system is an important part of the research because it simplifies the sample generation process, says David Hughes, senior account manager, Maritz Marketing Research, a St. Louis-based re-

search firm that has worked on the survey with Hampton Inn since its creation in 1988.

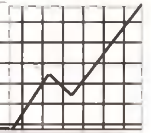
"We wanted to pull names on a random, ongoing basis from each individual property. Depending on how you're set up, it can be a problem getting names from the various properties on an ongoing basis, but since Hampton had a computerized reservation system it was relatively easy for us to do that," Hughes says.

From its Memphis headquarters, Hampton Inn transmits a sample of names of recent guests at each Hampton

Inn property to Maritz. Maritz then mails the surveys twice a week.

After the results are tabulated, each property receives a monthly report of the results showing its scores for the given month, a month-to-month and year-to-date comparison, and how it ranks against all other Hampton Inn properties. "At the property level, getting information like that is very important, because it's something concrete that the individual hotel general manager can look at over a period of time

continued on p. 38



## Controlling non-response bias and item non-response bias using CATI techniques

by Michael Sullivan

*Editor's note: Michael Sullivan is senior partner of Freeman, Sullivan & Company (FSC), a San Francisco-based market research firm specializing in the conduct of surveys. This article is adapted from a presentation made at the 1991 Sawtooth Software Conference.*

The title of this article is perhaps a little ambitious. It suggests that computer assisted telephone interviewing (CATI) techniques can be used to control to very troublesome "threats" to the validity of survey measurements. As will be apparent momentarily, non-response bias and item non-response bias cannot be completely controlled using any currently available techniques. Nevertheless, CATI techniques offer some very powerful and cost effective capabilities for reducing these sources of bias in surveys. In addition to facilitating tight control of non-response bias in telephone surveying, CATI techniques are extremely useful in mixed mode surveying—an approach to controlling survey non-response bias which combines the strengths of two or more survey modes. They also provide technology necessary to efficiently conduct interviews using a measurement technique known as bounded recall, a procedure which greatly reduces item non-response bias. This article will first discuss non-response bias in general. Then, I will present some examples of surveys using mixed mode techniques and bounded recall, focusing on what we think works and what doesn't.

Let's begin by discussing non-response bias in a little more detail.

### Non-response bias defined

There is substantial academic literature discussing non-response and item non-response bias. A good overview of the problem is presented in "Telephone Survey Methodology" by Robert Groves, et al. (You should read Chapters 12 and 13 of this 1988 book if you want an overview of the subject.) In a nutshell, non-response bias and item non-response bias are exactly what they sound like—bias in survey measurements due either to the fact that a respondent could not be contacted at all, or to the fact that the respondent refused or failed to provide some subset of the information sought by the sur-

veyor.

Non-response is a necessary but not sufficient condition for non-response bias. Non-response bias (item or otherwise) actually has two components. It is made up of the non-response rate and the difference between respondents and non-respondents. For simple sample statistics such as means and proportions, non-response bias can be viewed as a simple linear function as follows:

$$y_i = y_r + (nr / (r + nr)) (y_r - y_{nr})$$

Where:  $y_i$  = the "true value" of the sample statistic

$y_r$  = the value of the statistic for the  $r$  respondents

$y_{nr}$  = the value of the statistic for the  $nr$  non-respondents

This simple mathematical construct illustrates some interesting properties of non-response bias. First, it is clear that non-response bias is not simply the result of the non-response rate. A survey with a non-response rate of 99 percent may have little or no non-response bias if the difference between the observed and unobserved respondents is little or nothing. The converse is also possible. That is, a survey with a relatively low non-response rate (say 10 to 20 percent) may suffer from significant non-response bias if the difference between observed and unobserved respondents is sufficiently great.

### Sources of non-response bias

All major modes of survey contact (in-person, telephone and mail) are susceptible to non-response bias of different degrees and kinds. Until fairly recently the three modes of surveying were presented as competing alternative measurement techniques, with the primary determinant of choice among the alternatives being cost. The conventional wisdom has been that in-person interviewing generally produces superior response rates and data quality, followed by telephone interviewing, followed by mail surveying. However, in recent years, the apparent superiority of in-person interviewing over the other survey modes has been questioned. As systematic studies of non-response bias associated with the different modes accumulate, it has become increasingly clear that the different survey modes experience non-response for



different reasons and therefore experience different (and potentially offsetting) non-response biases.

Looking at the possible outcomes of a survey contact, it is apparent that non-response bias can arise in a number of ways. In general, any systematic failure in attempting to survey respondents can result in non-response bias. Such failures can occur for the following important reasons:

1. Initial contact cannot be established with the sampled respondent—because the respondent has moved, is not home, lives in a dangerous neighborhood or is somehow screening contacts with the outside world (for example, using security guards, secretaries or telephone answering machines);

2. Respondents (or their “representatives”) refuse to participate in the survey; and

3. Respondents are physically incapacitated or unable to understand and speak any of the languages being used in surveying.

Non-response for some of these reasons is *prima facie* evidence of the existence of non-response bias.

Respondents who cannot write or speak the languages in which surveying is being conducted are very likely to be systematically different from those who can on a number of dimensions. They are likely to be less wealthy, possess less formal education and be less acculturated than those respondents who write or speak the languages in which the survey is being conducted. If these respondents constitute a significant fraction of the population, failing to include them in the survey will significantly bias survey results.

In some regions of the United States, great care must be taken to control this source of non-response bias. In California, for example, about 8 percent of the general population does not speak English well enough to be interviewed using that language. The fraction of the California population that does not write English well enough to understand and respond to a mail survey is probably substantially higher. To control for non-response bias due to differences in acculturation, interviewing must be routinely conducted in Spanish in statewide surveys; and in some counties it must be conducted in Mandarin, Cantonese or Vietnamese to obtain representative samples. It is more difficult to control for non-response bias due to differences in literacy. Usually, interviewing by telephone or in-person is required in these populations.

Another fairly automatic source of non-response bias is non-response due to respondents living in a dangerous place or to their screening contact with the outside world. In my experience, this sort of bias is most often encountered in urban areas where significant segments of the population live or work in dangerous locations or in high security areas. The problem is particularly acute for in-person survey techniques. In fact, it has been suggested that in many urban areas in the United States, non-response bias due to these factors may favor telephone interviewing over in-person interviewing.

Of course, telephone interviewing is susceptible to other kinds of screening. In particular, screening resulting from use of telephone answering machines and from individuals who may refuse “by proxy” for the respondent (for example, a person answering the telephone refuses for the entire household). Recent research at our company suggests that answering machines are not a very significant source of non-response bias. In a recent statewide telephone survey in California, only about 4 percent of sampled observations

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could not be reached after 10 contact attempts because of the constant presence of an answering machine on the line. The proxy refusal and direct respondent refusal are far more serious problems, if only because most non-responses in telephone surveys arise in these categories.

While refusals have great potential to induce non-response bias, the mere fact that respondents refuse to participate in surveys is not necessarily evidence of the existence of non-response bias—except perhaps in extreme cases. To be sure, respondents do refuse to participate in surveys because of some aspect of survey content, which is likely to lead to non-response bias. However, they also refuse to participate for a large number of other reasons, most of which probably unsystematic and unrelated to the content of the survey. Most respondents appear to be reacting to the mode of the survey or to numerous other factors which are potentially unrelated to the content of the survey and thus are unlikely to produce non-response bias.

For example, in telephone surveys conducted at our firm about 60 percent of refusals occur before the appropriate respondent can be identified. That is, they occur during or immediately after the introduction to the survey. Moreover, in excess of 90 percent of refusals occur before the interview proceeds beyond the point of identifying the appropriate respondent. At this stage of the interview, the respondents have not really been exposed to the actual content of the survey so it can hardly be said that they are reacting to the content of the study—though it is clear they often are reacting to the mode of administration (that is, the cold telephone call).

Our interviewers, if possible, normally ask the respondent why they are refusing. (Interviewers seldom have time to ask this question, since most refusals at this point are rather definite and respondents usually hang up before the interviewer can speak.) Most respondents who answer this question indicate that they are too busy, that they are too tired, that they consider surveying to be an invasion of privacy or that they consider the survey to be an unwanted inconvenience. Few mention anything in relation to the content of the survey as their reason for refusing to participate. If we take these respondents at their word, it appears likely that the majority of refusals in telephone interviewing are probably unrelated to survey content and thus are unlikely to produce non-response bias. (Numerous surveyors have reported similar findings. See for example, "Nonresponse: The U.K. Experience," by Collins et al., in "Telephone Survey Methodology," by Groves et al., eds. John Wiley and Sons 1988.)

Of course, to the extent that the above reasons for refusing to participate in surveys tend to be geographically clustered, there may indeed be non-response bias induced by these differences. Urban populations, for example, are much more likely to refuse to participate in surveys citing the reasons outlined above. There is reason then in surveys which target urban and non-urban populations (for example, statewide surveys) to pay careful attention to the effects that differential response rates from these areas may have on survey results.

#### Controlling non-response bias—an overview

Except in relatively obvious cases such as those indicated above, researchers seldom know the extent of difference that may exist between respondents and non-respondents. Non-respondents by definition escape observation on most significant dimensions. Consequently, most efforts to control non-response bias focus on minimizing the survey's non-response rate and adjusting for non-response bias after the fact using analytical techniques when possible. (Efforts to analytically adjust survey estimates after the fact to take account of differences between respondents and non-respondents are not commonly used today, though more sophisticated survey designs sometimes anticipate the need for such adjustments and attempt to collect information that may be useful. In practice, survey designs involving such adjustments are difficult to explain and defend because so little is known about non-respondents.)

Another reason that control of non-response bias tends to focus on non-response rates is that clients tend to have an obsessive concern with these rates. Clients usually have strong opinions about whether a response rate is "good" or at least good enough, based either on their training or their prior experience with the population of interest of the subject under study. They tend to use survey response rate as a sort of catchall indicator of the quality of the survey effort; and surveyors who want to keep their clients are well advised to manage their client's perception of non-response rates carefully. It is often the only indicator that will be used to judge the quality of the survey work that has been undertaken.

#### Controlling non-response bias using CATI techniques

CATI offers a number of facilities that can be used to manage (though not eliminate) non-response bias at the survey and item levels. These include use of CATI systems to:

1. Cost-effectively enhance overall response rates for all

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kinds of surveys (mail, telephone and in-person):

2. Collect information to augment survey measurements (taken using mail or in-person survey techniques) for purposes of making statistical adjustments to population level estimates;

3. Measure the effects of non-response bias from mail and in-person survey techniques;

4. Collect survey information recursively—collecting information for survey items that were previously not completed by the respondent (in mail or in-person surveys)—allowing researchers to eliminate existing item non-response bias; and,

5. Provide respondents with information that facilitates bounded recall—preventing the occurrence of item non-response bias.

Techniques one through four require either that the survey be conducted over the telephone or that telephone interviewing be integrated with other survey techniques such as mail and in-person interviewing. Use of a CATI system in telephone interviewing can greatly enhance the economic efficiency of interviewing, sample management and respondent data management—making possible the execution of mixed mode survey designs that would be otherwise prohibitively expensive to accomplish. However, a CATI system is not technically required in using the first four techniques. The last technique is virtually impossible to execute without a CATI system.

#### CATI as an integral tool in surveying

Unlike a watched pot, survey data have a tendency to fall painfully short of expectations if they are not continuously and closely inspected as they are collected. To ensure data quality, professionals who have a substantive understanding of the data being collected (consultants and project managers) should be able to routinely and easily inspect the operational results of surveying and analyze incoming data to identify problems that may be occurring. To facilitate this process, I believe the CATI system should be fully integrated with the other research facilities that may be part of the survey shop.

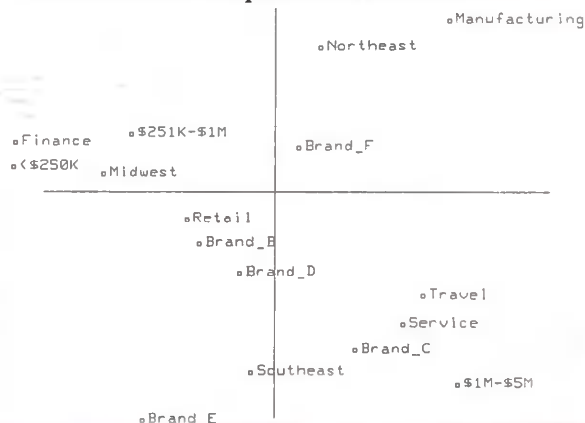
At FSC we conduct in-person, mail and telephone surveys, and various mixed mode versions of these surveys. To facilitate overall survey operations we have integrated our CATI facility with the other computer systems used by our consultants and project managers. We use a CATI/Ci2 (Ci2 System for Computer Interviewing) system in telephone surveying. The system runs on a dedicated 20-station computer network using Novell Netware v. 2.15. The CATI facility is connected to the 17-station front office network (also Novell Netware v. 2.15) using an internal bridge.

Because these systems are completely integrated, professionals working in the front office can easily attach to the CATI facility even when it is in operation. This allows them to:

- inspect results of operations (such as completions and refusals)
- observe interviews in progress (not very useful but it impresses clients)
- analyze incoming telephone survey data quickly and efficiently, and
- transfer sample management data to and from CATI/Ci2 (useful in mixed mode surveys and surveys using bounded recall).

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## Management of telephone survey response rates using CATI techniques

With the above operating design, it is possible for consultants or project managers to quickly analyze the operational or substantive results of surveying without leaving their desks. Depending on the professional's familiarity with CATI/Ci2 and other available software systems, he or she can analyze survey results using the "canned" facilities available in CATI/Ci2, or can load the data into one of the data base or statistical packages available on the front office computer network.

Consultants and project managers who are skilled in dBase have become adept at moving files back and forth between the call management data base (DB.CON) and dBase. This facility makes possible fairly in depth analyses of the results of survey operations. For example, it is possible to analyze response patterns by area code, telephone prefix, ZIP code, city and other geographic location information (if known). In practice, the professionals do not routinely use this facility to monitor non-response rates in the laboratory. Instead they tend to rely on the summary reports provided by the labora-

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tory staff on a weekly or nightly basis. They also rely primarily on the laboratory supervisors to monitor the performance of interviewers and take corrective action as required. Analysts tend to analyze the call management database to answer unusual questions such as:

- how successful have been efforts to date to convert initial refusals;
- how long are the interviews taking and how much time on the average is being spent in the various stages of interviewing;
- proportionately how many answering machines are being encountered and how many calls are typically required to "get around" them;
- how are response rates varying by geographic location; and
- in mixed mode surveying where we are telephone interviewing to follow up on unreturned mail surveys, how many of the respondents who are claiming to have sent in their surveys actually have done so.

In addition to analyzing the call management database, professionals also have the ability to rapidly load the results of interviewing into database and statistical packages such as SAS and SPSS. To facilitate this process, we have written specialized programs which parse the results of the Ci2 CONV2 program (the program that translates Ci2 results into ASCII format) and load them into dBase files. From dBase, these data can be analyzed directly or easily transferred to SAS or SPSS for subsequent analysis.

This facility is used in three ways. First, it is used to inspect early results from the survey. On more occasions than I like to admit, we have identified potential problems with question wording and logic by analyzing early survey returns. This facility provides us with the ability to do so. Clients also like to have preliminary results from telephone surveying. Often they are working under serious time pressure for preparing reports, and they like to use preliminary data to prepare analysis programs and begin "getting a feel" for the data that will eventually arrive. Finally, the facility is used in preparation of final survey deliverables.

## Mixed mode surveying using CATI techniques

Mixed mode surveying offers a powerful approach to controlling and measuring non-response bias in surveying. By combining the various survey modes, it is possible to significantly reduce uncertainty about results due to the possible presence of non-response bias.

For example, mail surveys to businesses often produce relatively low response rates because the surveys are not addressed to a person in the organization who has the authority and responsibility for maintaining the information being sought. Response rates between 10 and 25 percent are quite common in this circumstance. It is difficult to have much confidence in survey results which contain such a large potential for non-response bias.

It is possible to significantly improve response rates to mail surveys of businesses by initially identifying the appropriate respondent in each business, through telephone interviewing. In this way, if the target of the survey is the purchasing manager, the survey gets delivered to the purchasing manager, who expects its arrival and has agreed to participate in the study. Using this two-stage survey technique, response rates on critical variables ranging from 65 to 80 percent are likely. By collecting basic information during the initial



telephone interview that is critical for judging the eventual existence of non-response bias in the mail stage of the survey, it is possible to systematically study the presence of non-response bias and adjust for it if any is found. There is some additional cost involved, but few would argue that the improvement isn't worth it—especially if the validity of the data might eventually be challenged.

There are other mixed mode survey combinations that help to control non-response bias. These include:

- telephone-mail-telephone designs—surveys which initially identify the respondent by telephone, send a self-administered instrument in the mail, and call back to the respondent to collect the required information;

- mail with telephone follow up to non-respondents—the objective of the telephone follow up is to observe the differences between non-respondents to the mail survey and others who were willing to provide the information over the telephone. It doesn't completely eliminate non-response bias, but it can provide greater confidence in mail survey data and a means to adjust survey results to take account of non-response bias.

There are other mixed mode survey techniques which greatly reduce the cost of interviewing but have unknown impacts on non-response bias. For example, it is possible to combine telephone interviewing with in-person interviewing—using the former to identify and recruit respondents to the latter. The most commonly applied sample design used in in-person interviewing is the area probability sample usually with clustering. Surveys based on such designs are very difficult and expensive to carry out. If any selection criteria are applied within the sample (for example, sampling only for households with adolescent children), the costs of surveying using this technique may be prohibitive. Moreover, because of screening and other problems outlined above, these designs tend to be susceptible to serious non-response bias in urban populations. Telephone surveying to "recruit" respondents to in-person interviewing can greatly reduce the cost of in-person interviewing, and it is less susceptible to non-response bias due to screening and other biases. However, refusal rates on the telephone using this technique are quite high. For this reason, the jury is still out on this approach to surveying.

CATI techniques offer great improvements in efficiency over manual survey management approaches, in accompanying mixed mode surveys. Mixed-mode surveying typically requires that data be transferred either into or out of the telephone survey mode (for example, respondent name, address and other particulars that may be needed).

For example, in a telephone-mail survey, respondent contact information is typically collected during the telephone survey mode and used to address the mail survey mode. Other information obtained in the telephone mode may also be used to identify the appropriate mail survey version that will be sent to the respondent, if necessary. In this circumstance, it is possible to directly transfer respondent contact information from the CATI system into the mail processing system being used. This is particularly helpful in continuous surveying where results of one day's telephone interviewing "drive" the next day's mail survey batch. This approach also can be used to improve the quality of the mail survey materials. By loading respondent address information into word process-

continued on p. 48

# Who is John Doe?

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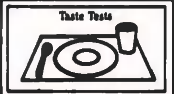
**Product Placements**




**Audits**



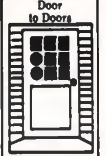
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# Guidelines for measuring customer satisfaction in international markets

by Richard Garfein

*Editor's note: Richard Garfein, Ph.D., is vice president, marketing research, American Express International.*

**I**n the early 1980s, consumers were passive in the face of deteriorating service. Today they are increasingly intolerant of poor service, and companies themselves, in their advertising, are more explicit in helping customers become more demanding. For example, a recent AT&T commercial showed a former AT&T customer getting

poor service from his new long distance company and then deciding to switch back to AT&T.

Free trade agreements and heightened international competition will intensify the challenge of winning customer loyalty. This is a challenge that America needs to meet in competing globally during this decade and beyond. A more intimate understanding of customers and of what drives customer satisfaction is certainly called for.

With regard to American Express, we have always had an imperative to deliver the highest quality service. The American Express Card's higher annual fee—both in the U.S. and abroad—needs to be justified by higher quality service.

We have found that the meaning and nuances of customer satisfaction can vary significantly across international settings. In Latin America, for example, the combination of high inflation and slow postal systems makes the experience of owning a credit card quite different than we would ever imagine it to be in the U.S. Credit card bills are actually delivered to the cardholder's home or office by courier. And cardholders

must then pay their bills in person. Good service from a credit card takes on a much different meaning in this kind of setting, and is based on considerations such as:

- Does the bill arrive on time? (Given the high rate of inflation, a penalty is assessed for every day of late payment.)
- Is the normal interval between receipt of bill and due date acceptable?
- How convenient are the available options for paying the bill (e.g., bank branches, ATMs, etc.)?

Based on our experience at American Express, I would recommend the following as guidelines for producing high quality customer satisfaction research in international settings.

1) Insist on the highest quality. As a general rule, bear in mind that good market research is better than no market research, but no market research is better than bad market research. Bad market research means wasted time and money, as well as misleading information. A study is only worth doing if it can be done correctly.

2) Hire an in-house market research professional in each of your major markets. This is someone who would man-

age the market research process and have day-to-day interface with outside vendors and internal marketing people. Without the in-house professional, you will find that managing the market research process long distance is virtually impossible.

3) Manage the process closely. If you hire local vendors to carry out your studies (which we do most of the time), you need to spend a lot of time with the vendors—more than you would generally think of spending in the U.S. Make sure that safeguards are in place against low quality and possible fraud. Participate in interviewer briefings, monitor the interviewing, and always conduct pilot tests. These cautions notwithstanding, we have found outstanding market research vendors in Latin America, and we have had a generally positive experience.

4) Find the ideal middle ground between centralization and decentralization. From the headquarters' perspective, "re-inventing the wheel" is inexcusable, and clearly, it is in a market's best interests to build on expertise gained in other countries. Also, between-market comparisons (e.g., France vs. Bra-



zil) can be very meaningful, over and above what is obtained in your within-market tracking studies. Nevertheless, an overly centralized and rigid approach can jeopardize the local relevance (and the local sense of ownership) of whatever you put in place. Flexibility and common sense are called for, and also the realization that what worked in one country might not work in another.

5) Focus on your weaknesses. There is a tendency to focus on strengths, and it is only natural that we prefer to hear good news. However, it is important to use research to identify and learn more about your weaknesses (and your competitors' strengths). Write the questionnaire as though you work for the competition. And remember, weaknesses can never hurt you in a study, but they can hurt you in the marketplace.

6) As a general rule, customer satisfaction studies ought to be set up as tracking studies, not as one-time-only events. The frequency of waves will depend on the market's stability over time and on its relative importance. Tracking studies should be changed (vitalized) regularly in moderation. Plan and design tracking studies carefully with every intention of having them last until the year 2000.

7) Be cautious in using customer satisfaction measurement to appraise management performance. Don't let it become a punitive exercise, be careful that it doesn't adversely affect morale, and keep in mind that there are error margins and sources of bias in all survey work. Customer satisfaction measurement should be used primarily as a management tool, and less so as a management report card. That is what true "empowerment" really means.

8) Assess the credibility and effectiveness of advertising claims. As noted earlier, a lot of companies are emphasizing service quality in their advertising. A good customer satisfaction research program will guide you as to what messages will be seen as credible, honest, and straightforward.

9) Focus your research on the key customer segments of your business. At American Express, those segments include new Cardmembers (who are more impressionable than longer-tenured Cardmembers), heavy users (who account for a disproportionate share of spending), and people who dropped their Amex Cards (to find out exactly what

went wrong).

10) Customer satisfaction measurement can only be considered successful if it meets these four criteria:

- a) The study is well conceived, executed and analyzed.
- b) The results are effectively communicated to management.
- c) The recommendations made in the study are implemented.
- d) The actions taken have the predicted (or better-than-predicted) impact on the business. □

Has anyone seen John Doe?



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# Enhancing primary research with secondary research

by Robert D. Aaron

*Editor's note: Robert D. Aaron is president and co-founder of Aaron/Smith Associates, Inc., an Atlanta-based research and information services firm.*

**M**any market researchers are being asked by their clients to provide more than just the results of a survey or focus group. They want to put the results in context. They want information on competitors. They want to see if other information corroborates or contradicts their own findings. In fact, they want all sorts

of complementary information.

So in addition to constructing questionnaires and analyzing the numbers, market researchers need to be able to

add value to their own results by including information that originates from outside their organization.

This kind of research used to involve

painful and time-consuming library work. But now, with the proliferation of personal computers and on-line databases, it is relatively easy to enhance

## Basic rules of on-line searching

There are a few basic rules to using on-line databases as research tools that everyone who searches intermittently should keep in mind:

**Know what you're doing.** Understand your problem, and keep it in mind as you search. The answer you find may not be the answer you were expecting, so be alert to the unexpected results you may unearth.

**Limit what you do.** Don't try to look everywhere for everything. Try to find a few key points in the most appropriate databases.

**Be ready to get out.** If you aren't finding what you want fairly quickly, don't waste time and money on a fishing expedition. Get out and think about your search. Also, remember that many specific subjects have very little written about them. Our rule of thumb is that the smaller the amount of money involved in a market, the less is written about it.

**Be ready to improvise.** When your first search term turns up no results (or, possibly worse, when it turns up thousands of articles), be prepared to execute Plan B...whatever that is. You can't know

what you will find on a given question until you look, and it may not be at all what you expected. Write out your search beforehand, but be ready to try new terms at any moment.

**Use what worked before.** Database developers are a fairly consistent lot. If they indexed a relevant article under a specific heading (usually given at the bottom of the database entry), odds are that heading would also retrieve other relevant articles. Use it.

**Be prepared to spend money.** On-line systems can be expensive, especially after you've spent into the three figures with very little to show for it. Have a budget in mind both for time and for the out-of-pocket expenses.

**If you need to, get professional help.** Librarians, information brokers, and others can provide you with invaluable assistance when you get stuck or confused. They can recommend other sources, suggest changes to your search strategy, or do the search for you. And asking for help when searching on-line is not an admission of failure.

primary research with secondary research without ever leaving your desk. Integrating secondary and primary research allows the market researcher to provide a much broader and higher quality product that meets more of the information user's needs.

An effective literature search will raise the cost of a market research project by only a few percentage points (a typical search costs under \$100 if you do it yourself and if you know what you're doing, within reason). But it can raise the quality of your report by several orders of magnitude. The more information, the more angles; the more angles, the more complete your report will be; the more complete your report is, the happier your client will be. Literature searching is an investment in your final product and in your long-term client relationships.

#### Why hither with secondary research?

Secondary research (which means looking up information that already exists) can add a lot of value to your

---

*Integrating secondary and primary research allows the market researcher to provide a much broader and higher quality product that meets more of the information user's needs.*

---

primary market research. Now, since the information explosion has made most of the indexes and reference works that reside in libraries available on computer, you can obtain much more usable information if you find items in other publications to incorporate into your report. It's worth the effort. For example:

#### Do Your Homework.

Many researchers, when they take on a new client, have to learn about an industry and its issues. This is very effectively done by a quick literature

search to find articles discussing the very issues you plan to research. With this information you can go to your client with your own independent understanding of the problem, not just the one they give you.

#### Help Design Your Questions.

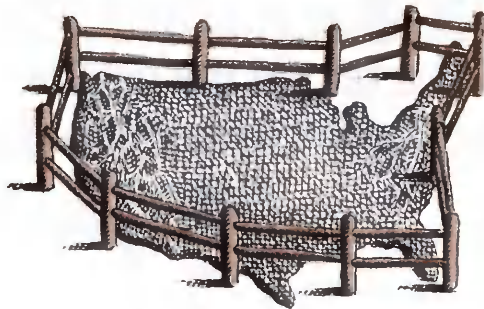
The issues that come up in the published literature are often the same kinds of issues that you will be asking ques-

continued on p. 33

**Will  
the real  
John Doe  
please  
stand up.**



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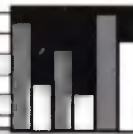
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## Trends threaten cable growth

Demographic trends in the 1990s are unfavorable to easy growth in the cable television industry. The demographic segments that have historically provided the strongest growth for cable—middle- and upper-middle class traditional families—show the lowest growth rates. This means that continued steady growth nationally requires higher penetration in segments that have not been strong for cable in the past. These findings

were reported by Mark Capaldini, senior vice president, marketing at Claritas Corporation, who presented the information to a conference of the National Cable Television Association in New Orleans.

The cable television industry has already responded to the growing diversity and complexity of consumer markets. The broad range of programming available today reflects the wide-ranging diversity in cable audiences. However, a fragmentation of consumer markets continues. Capturing these frag-

ments, Capaldini noted, will require marketing directed at precise consumer segments.

Several demographic trends present challenges to the industry:

- Immigration, especially from Latin America and Asia, accounted for about one-fourth of the U.S. population growth in the 1980s. As a result, foreign-language programming will increase in importance.

- Traditional families in the middle and upper-middle class—the strongest segment for cable historically—is one of the slowest growing demographic segments.

- Older Americans, a large and growing segment of the demographic pie, often resist cable.

- Married couples without children are a larger segment than couples with children, and their cable preferences differ from their counterparts with children.

Capaldini forecasts the use of neighborhood-level, lifestyle segmentation systems to help cable television marketers achieve more effective targeting of specific consumer groups.

## Survey studies men's shopping habits

Results from a new national survey by Maritz Marketing Research Inc. show 68% of American men shop regularly at department stores. The results, based on stated shopping habits over the past three months, could offer opportunities to an industry seriously affected by attitudinal shifts, changing consumer markets, and intense competition.

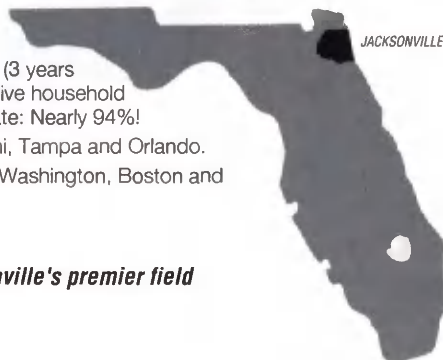
On average, 45% of men shop departments store more than once per month, 9% monthly, and 15% less than monthly.

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About one-third of men (31%) have not shopped at department stores in the past three months. Although an earlier Maritz survey shows that men are shop-

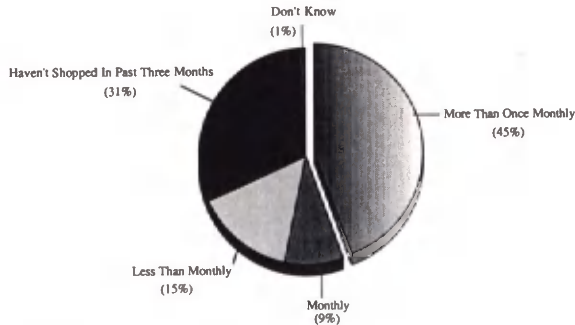
ping somewhat less at department stores now than a year ago, the drop is not as severe as the drop for women. The current survey finds 82% of women shop at

department stores—53% average more than once per month, 11% monthly, and 18% less than monthly. Sixteen percent of women have not shopped at department stores in the past three months.

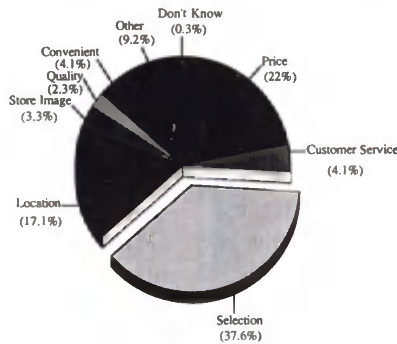
"Men are no strangers in department stores these days, probably as a result of more women working outside the home," says Beth Nieman, Maritz research manager. "Retailers may want to capitalize on this situation by marketing more to men. They don't want to ignore this important segment."

continued on p. 47

## Average Number Of Times Men Shop At Department Stores



## Reasons 51% Of Shoppers Tend To Like One Department Store More Than Others



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# NAMES OF NOTE



*Strategic Directions Group, Inc.*, a Minneapolis-based marketing consulting and research firm, has named **Suzanne Reinke** as marketing assistant.

**John Farsakian** has joined *Creative Marketing Enterprises, Inc.*, a Maumee, OH-based full service, custom marketing research firm, as vice president of its Automotive Division.

**Scott T. McGurn**, manager of the market research division of *First Citizens Bank* in Raleigh, NC, has been named as an assistant vice president. He will serve in the communications department at the bank's corporate head-

quarters.

Cleveland-based *Pat Henry Market Research* has been chosen as the exclusive market research firm for Tower City Center, a retail and entertainment complex.

**Thomas Gordon** has been named president and general manager of *Equifax National Decision Systems*, a provider of marketing information and precision marketing systems.

*General Motors Corp.*, Detroit, has named **Vincent Barahha** executive in charge of the Market Research Decision Center.

**Rhonda Abernathy** has been named vice president of operations for the Birmingham, MI office of *Consumer Pulse Inc.* **Linda Crowder** has moved from Consumer Pulse of Philadelphia to Consumer Pulse of Baltimore in White Marsh Mall. In addition, **Eleanor Yates** has joined the firm as director of Consumer Pulse of Philadelphia, Plymouth Meeting Mall.

*Irwin Broh & Associates*, Des Plaines, IL, has promoted **Bob Rowe** to vice president.

**William E. Kendall** has been appointed CEO of *Winona MRB, Inc.* a Minneapolis-based market research firm, effective January 1, 1992. He succeeds **Richard McCullough**, who is retiring from the company at the end of this year.

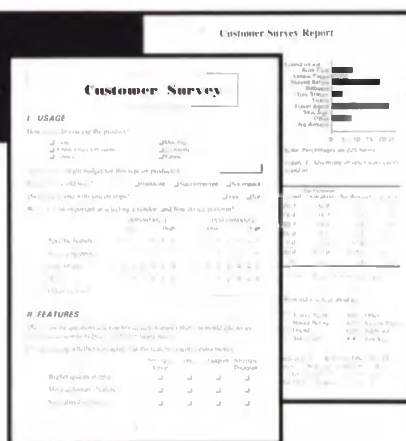
Madison, WI-based *Chamberlain Research Consultants* announces the following promotions and new personnel: **Nicole Wyrembeck** has assumed new responsibilities as data processing manager. **Kerry Neary** has been promoted to field service supervisor. **Marnie Brandenburg** has joined the firm as a project assistant.

*Elsag Bailey Group*, Wickliffe, OH, has named **Gordon D. Woolhert** group vice president, research and development.

**Richard Vondruska** has been named research and consulting director, *Dimension Research Inc.*, Lisle, IL.

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The **Gediman Research Group** has moved to new quarters at 733 Summer St., Stamford, CT, 06901. The phone and fax numbers remain 203-348-0009 and 203-348-1077, respectively.



**Irwin Broh & Associates**, a Des Plaines, IL-based marketing research company specializing in the leisure time industry, is celebrating its 20th anniversary with an expansion to 11,000 square feet at its present address at 1011 East Touhy Avenue.



**AHF Marketing Research, Inc.** has moved to new offices at 555 Broadway, New York, NY, 10012.



**Equifax National Decision Systems**, a division of Equifax Inc. has purchased MarketSavvy, a financial market audit product and delivery system, from the original developer of the product, **Customer Insight Company of Denver**.



Two marketing research and services firms, the **M/A/R/C Group** and **Market Facts, Inc.**, have agreed to enter into a strategic alliance involving their consumer mail panel operations. The alliance calls for Market Facts to purchase the mail panel facility of Marketing And Research Counselors, Inc., a subsidiary of The M/A/R/C Group. This

panel will be merged with a larger one operated by Market Facts, creating a combined consumer mail panel facility which includes more than 360,000 households. Simultaneously, the two firms have entered into a 10-year service agreement giving M/A/R/C access to the expanded panel for use in its marketing research studies for clients. Each company will continue to design studies for clients and analyze panel data independently.

**John Doe  
slept here.**

*See advertisement, page 21*

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## System segments insurantee market

Equifax National Decision Systems (ENDS) has introduced MicroVision™-Insurance, a customer segmentation system for insurance marketers. The system enables insurance marketers to segment and quantify current customers and prospects in terms of nine groups based on a combination of household characteristics, insurance product usage and potential insurance product needs. The system integrates aggregated financial services survey data with over 140 demographic, socioeconomic and housing characteristics to define customer segments at the ZIP+4 level of geography. MicroVision-Insurance uses insurance purchase and usage information gathered from Financial Forum, an Equifax survey of consumer opinions and practices, to identify and define 37 segments.

These segments are then grouped according to similar insurantee needs and

purchase behavior to form the nine key groups: Estate Planners, Equity Builders, Cautious Investors, Money Managers, Mainstreamers, Rote Buyers, Credit Lifers, Non-Insureds, and Unclassifieds. Since each of these 37 segments is based on aggregate household characteristics at the ZIP+4 level, insurance marketers can profile their customer base and determine which segments represent prime sales potential. ENDS first classifies and profiles customer records and matches each household address with the appropriate MicroVision-Insurance segment. Customers then have the framework for decision-making by using Equifax's Infomark PC marketing information system for desktop sales territory analysis, planning, and marketing. For more information, call ENDS at 800-866-6510.

## Targeting product identifies credit users

MDS Decision Systems, a part of The

MDS Group, and TransMark, a division of Trans Union, have developed a target marketing product called Silhouette which identifies people whose use of credit makes them prospects for promotional offerings. The product can be used alone to identify customers who are most likely to respond to a promotion and it can also be used with pre-screen criteria or credit risk scoring products, such as Trans Union's Delphi, to help make promotions less costly and more effective. The product is based on a statistical technique known as credit clustering, which is an offshoot of cluster analysis. For more information, call 404-841-1400.

## Agreement makes data usable for desktop mapping

Strategic Mapping, a vendor of desktop mapping software, has reached agreements with six data companies to reformat their data for use with Strategic Mapping's Atlas software. Data on everything from the locations and sales of all fast-food outlets, to disease incidence rates, to purchasing potential for 4,000 specific products are available now for use with Strategic Mapping's PC and Macintosh software packages.

Every major data supplier will now provide its data to Strategic Mapping to convert to Atlas format, including CACI, Donnelley Marketing Information Services (Dun & Bradstreet), Equifax National Decision Systems, Etak, Geographic Data Technology, and National Planning Data Corp. (VNU). In addition, Strategic Mapping is offering data and computerized maps from the U.S. Geological Survey and U.S. Census Bureau. The combined databases represent more than 75 gigabytes of data converted to Atlas format. Here are some examples of the data and base map files found in Strategic Mapping's

continued on p. 82

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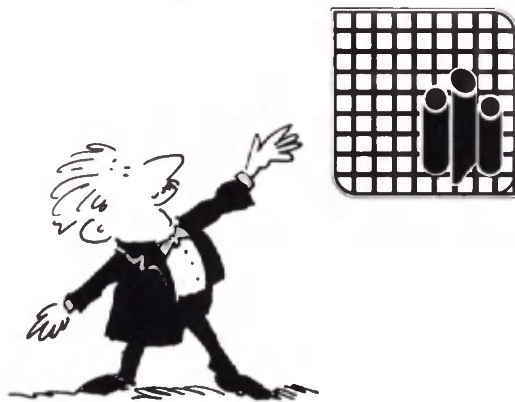
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# Mystery shopping: uses and abuses

by Jim Bryson

Editor's note: Jim Bryson is president of 20/20 Research, Inc., Nashville.

**M**ystery shopping, when used properly, is a very useful tool that is sometimes misused in a company's market research portfolio. It has long been a research staple for many sales and service organizations, who use it to check operational procedures by using a "shopper" to see that the employee smiles, says the right phrase or that the plant in the corner is getting enough water. However, sometimes marketers

make the leap of faith that adherence to measurable operational policies leads to improved customer service and satisfaction.

In practice, mystery shopping is a holdover from companies that are operations driven and often misses the mark for companies that wish to be customer driven. Much has been said in the last few years about customer satisfaction and the fact that customer satis-

perception formed in the customer's mind of the service received.

Therefore, mystery shopping is not a customer satisfaction measure but an operational measure which may or may not have anything to do with true customer satisfaction.

The proper use of mystery shopping is to measure operational procedures and should only be used with customer satisfaction measures when there is a

measured operational variable which is well suited for a mystery shopping program. Therefore, they recruit ordinary consumers in each of their store areas to order a pizza once a month and report whether the delivery was made within the 30 minute standard. They are measuring an operational variable which they know is directly correlated to customer satisfaction and around which they have built their entire marketing campaign.

There are advantages if mystery shopping is used properly; however, it also has potential pitfalls which should be carefully avoided.

1. As illustrated in the Domino's example, mystery shopping is excellent for measuring operational procedures. The potential pitfall is that operational procedures are easily measured and therefore they are sometimes used as surrogates for customer satisfaction. For example, a convenience store chain requires all their employees to say "Have a good day" when the transaction is completed. The concept is great, but the employees usually act more like they are being tortured than really caring about your happiness.

*Everyone has heard that service is the key to keeping customers and that new customers are "X" times more expensive to obtain than current customers are to keep. However, one should remember that customer satisfaction is not a laundry list of operational procedures but a perception formed in the customer's mind of the service received.*

faction is the wave of the future. Everyone has heard that service is the key to keeping customers and that new customers are "X" times more expensive to obtain than current customers are to keep. However, one should remember that customer satisfaction is not a laundry list of operational procedures but a

confirmed, direct correlation between the two.

Domino's Pizza has an excellent mystery shopping program. Domino's has determined that 30 minute pizza delivery is directly correlated to customer satisfaction. Thirty minute pizza delivery happens to be an easily mea-

2. Mystery shopping is also good for checking that decor, signage, employee dress, etc. conforms to company standards. The potential pitfall is that these variables are not easily changed and any company employee can inspect these on a surprise visit. Outside research firms can be a waste of time and money to measure these types of variables.

3. One of the greatest advantages to mystery shopping is that the variables are usually very easy to measure. Therefore, goals and policy are easy to set and measure. The potential pitfall is that managers are often tempted to use these easily measured variables exclusive of other research tools to measure their performance and progress.

There are several disadvantages to a mystery shopping program.

1. The program is relatively expensive if there are many locations to be shopped. A typical cost is between \$40 and \$60 per mystery shop before other elements of the program are included.

2. Most mystery shopping programs are objective in nature and miss the subjective "feel" of a location. There is

no measure of the atmosphere of the location or the unspoken attitude of the employees even though they are often key to the overall satisfaction of the customer.

3. The mystery shops themselves are usually performed by professional interviewers or others who complete many shops in a short period of time. Although many mystery shopping programs are beginning to incorporate subjective measures, professional interviewers often become biased in their judgments. They become either numbed or overly sensitive to the atmosphere and attitude issues mentioned previously. Therefore, even attempts at measuring subjective variables in a mystery shopping program have questionable results.

4. Mystery shopping does not measure the most important variable of all—the customer's perception of the service. After all, it is the customer's perception that really counts, not whether an employee diligently followed each and every operational procedure in the handbook.

One common misuse of mystery shop-

ping is to use it as a measure of customer satisfaction. This point has been made thus far in this article. Another common misuse that needs to be addressed is the practice of using mystery shopping results in the evaluation of managers. Since mystery shopping is relatively expensive, a manager's evaluation usu-

**insight** / *in' sīt* / *n.* 1. The power or act of seeing into a situation. 2. The result of apprehending the inner nature of things.

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ally consists of very few mystery shops. This is inherently unfair to the manager since two or three mystery shops may not be indicative of the normal state of the manager's responsibilities.

An alternative to a mystery shopping program is to gain customer feedback on their experience as quickly as possible with a technique known as post transaction sampling. This methodology focuses on the customer and his/her perceptions rather than the employee and his/her adherence to policy. Often post transaction sampling is used in

tandem with mystery shopping to harvest the best of both methodologies.

The advantages to post transaction sampling versus a mystery shopping program are:

1. Post transaction sampling emphasizes the customer's experience and perceptions rather than a paid interviewer's.

2. As a rule, it is more subjective in nature. Customers will not be able to give detailed information about the operations but will be able to replay their perceptions about atmosphere and em-

ployees' attitudes.

3. The customer being interviewed about their experience develops the impression that the client really does care about their business since they are taking time to call and check on them.

4. The cost per interview is generally 25%-40% of the cost of mystery shopping. This means that for the same amount of budget, two and a half to four times as many interviews can be completed yielding a much more reliable picture of the performance at each location.

5. Performance and changes over time at individual locations are monitored better since the sample sizes are larger allowing more confidence in the results.

This methodology has two major disadvantages.

1. Operational procedures determined to be directly correlated to customer satisfaction are not measured. The more time between the transaction and the interview, the less objective information the customer will be able to remember. Long term perceptions will still be valid; operational variables may not be available. This is one reason some type of mystery shopping program is often conducted along with post transaction sampling.

2. Post transaction sampling can be an administrative nightmare. To be effective, the sampling should take place within two to three days of the transaction. Many companies have difficulty quickly producing names of customers who have conducted transactions.

A mystery shopping program should be an integral part of the customer satisfaction program when the performance of a particular service can be identified as contributing directly to improved customer satisfaction (e.g., Domino's Pizza). It should not be used as a surrogate measure of customer satisfaction simply because it is easy to set up and measure.

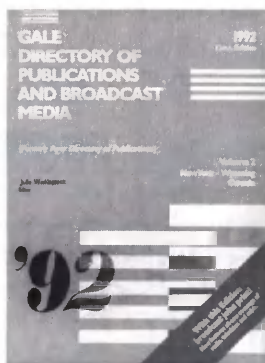
Also, unless the research budget is much bigger than most, mystery shopping can be an unfair means of evaluating a store's performance.

We have found it worth the effort to combine post transaction sampling with mystery shopping to form an effective and comprehensive measure of both the customer's perception of service and the employees' adherence to operational policy. □

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# Improving marketing decision-making with conjoint analysis

by Robert V. Miller

*Editor's note: Robert Miller, Ph.D., is a senior vice president of Cincinnati-based MarketVision Research, Inc., with responsibility for the Statistics and Marketing Sciences Group.*

**C**onjoint or trade-off analysis has become one of the most valuable marketing research methods for guiding new product development as well as reassessing features and benefits of existing products or services. The value of conjoint analysis is its ability to prioritize the consumer's decision-making process in order to understand the value of a product's individual features or benefits. In short, trade-off

research forces respondents to select one product feature while at the same time trading off this feature for others. In addition, trade-off analysis permits simulations of product offerings in order to gauge customer acceptance of new products and services. The results provide insights and guidance for the introduction of new products, the restaging of current product lines, and the development of product extensions.

According to Jim Tumbusch, a pioneer in conjoint research and senior analytical consultant in MarketVision's Statistics and Marketing Sciences Group, "although trade-off research has become widely accepted, some managers need to be more comfortable in their understanding of the methodology and how trade-off research can be used for product development and product enhancement decisions."

To increase a marketing manager's understanding, the process of conducting conjoint research will be discussed here to facilitate greater effectiveness in conducting conjoint research leading to more actionable results. More specifically, the following key topics will be covered:

- effectively preparing for a conjoint study
- clarifying product attributes and levels

- the value of pilot testing
- efficient data collection
- making results clear and actionable for management

## Effectively preparing for a conjoint study

One of the most critical steps in conducting a conjoint study is to carefully develop a list of product attributes (or features/benefits). Although this process is often time consuming and challenging, the creation of carefully worded attributes is the key to a successful conjoint study.

We have found that the best approach is to include product management and marketing in developing the attribute list while in a setting where free discussion can occur about every possible feature or benefit. This process often requires multiple meetings and a well trained researcher to clarify each of the product features and to fully challenge the thinking of all participants so that each attribute and level is clearly stated.

For example, one of our clients, a national health care plan provider, wanted to configure different health care plans to meet the needs of several target segments. Among the attributes we examined were monthly cost of the plan, availability of dental and/or prescription coverage, and number of doctors

and hospitals covered under the plan. The prescription coverage attribute had three levels: no prescription coverage, covered at 80% of expenses exceeding the first \$100, and each prescription costs \$4. The process of defining these attributes provided an opportunity for all members of the product team to consider every aspect of the product. It provided MarketVision with good insights into the client's existing level of

**explore** /ek-splôr, ik-/  
v. 1. To investigate systematically; examine; to study. 2. To examine for diagnostic purposes.

Once you see the big picture, then you can evaluate the various courses of action available to you...

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product knowledge and understanding while allowing the participants to consider all possible features/benefits and ways the product could be improved. Moreover, this approach unified the product management team and forced a rethinking about all product attributes.

It is often important in the early planning stage for the marketing research company to provide guidance. For instance, our firm conducted a large business-to-business conjoint study to provide input in the development of a new industrial product. Since research and development could create a wide range

of products to satisfy the technological needs of our client's customers, a large number of product development decisions had to be made. Each of these decisions involved real world trade-offs on items such as safety, product stability, weight, packaging, and costs. This client was relying on our firm to guide the product development team through a complex matrix of decisions. Since there was unfamiliarity with trade-off research, our firm was asked to show the benefits of this approach as well as how the outcomes of this type of research would aid the product develop-

ment team. According to Don McMullen, MarketVision president, "We needed to partner with the client and offer the right research solution within a tight time frame and a limited budget."

Our firm's first task was to educate management and product development on the capabilities and limitations of trade-off research. Clear examples of how this research would provide answers to specific research questions became vital. For instance, examples of the report format and data output were provided so that the final report would be fully understood. This education process clarified client uncertainties about the actionability of results. It also provided an opportunity for our firm to:

- Explain the conjoint process in detail.
- Show through examples what the output would look like.
- Demonstrate ways the information could be incorporated into the product development decision-making process.
- Provide evidence on how this technique has been validated.

#### Clarifying attributes and levels

To clarify product attributes and usage, focus groups with target users should be conducted. Focus groups provide insights into how users think about the product, terms and language used, as well as identification of key benefits or features. Often it is useful to "tease out" responses by utilizing special techniques or exercises to promote discussion of product benefits. Mini-groups (of four to six respondents) may also be used to assure more independent thinking and more thorough probing of various product attributes. Equally important are client debriefing sessions in which an understanding of user perceptions are discussed and charted.

In a recent conjoint study completed for a health care products company, our firm conducted focus groups to determine existing product feature usage, terms used, and to identify potential new features or benefits. The groups assisted our firm in fine tuning product enhancements that were later included in the conjoint study. The groups also identified several new features not being considered and clarified terms and phrases that would be used in the questionnaire and product feature descriptions.

#### Pilot testing

The attribute list and levels should

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not be considered finalized until pilot testing is complete. During this process, a small number of respondents are invited to take the interview and share their comments and thought processes as they complete it. One of the key benefits of pilot testing is to identify areas of misunderstanding by respondents. This provides a method to evaluate how respondents interpret the attributes and how well they understand the instructions. The pilot respondents are also interviewed after they finish the survey to review their interpretation of terms and to assess overall reactions. Also, a consistency test is run on their answers to evaluate respondent understanding and overall comprehension. In a study completed for a durable goods company, our firm discovered that several questions only worked after careful rephrasing and changing question order sequence. The pilot test effectively prevented problems that would have occurred later when the study was fielded.

#### Efficient data collection

Central location, on-site visits, mall intercept, and diskette mailings are the

most common ways to conduct data collection. Completing conjoint interviews by phone is only recommended with products for which there are a small number of product features or attributes which are easily understood when described over the phone. An overriding concern about phone interviewing is respondent attentiveness and comprehension.

*Central Location and Mall Intercept.* The key to successful central location or mall intercept interviewing is interviewer and supervisor training. The data collection staff needs to understand the general purpose of the study, be familiar with the interview, know how to answer questions from respondents, and be trained to recognize if the conjoint program is not functioning properly. Careful coordination needs to occur when concept boards or other product support materials are utilized. Often, when a product is futuristic and conceptually difficult to understand, a videotape is produced which shows or describes the features or benefits of the product. The videotape also assures consistent presentation of the product features across all respondents. In a

study our firm completed for a tool manufacturer, it was necessary to show a videotape because the product was very futuristic and completely unfamiliar to the targeted respondents. The videotape, which demonstrated the product, allowed a quick understanding of how the product was to be used and its

**direction/dī-rek shən, di-/n.** 1. The line or course on which something is moving or aimed to move. 2. A channel or direct course of thought or action; a guiding, governing, or motivating purpose.

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key benefits. It also provided a means for consistent presentation of the product benefits across all respondents.

**On-Site Visits.** This approach is most appropriate when the project is a business-to-business study or when working with high-level professional respondents. Our firm recruits all respondents by telephone and mail, followed by in-person visits at the respondent's office or work place, using laptop computers. If the research topic is conceptually challenging or complicated, respondents are sent a carefully worded description of the research purpose as well as a prelisting of attributes and features so they are prepared for the interview and their time is used efficiently. Business-to-business respondents also need an opportunity to comment on the product with an open-ended question so that their detailed understanding of the product or service will be reported back to the client. In a study completed in the chemical industry, our firm was faced with scheduling difficulties and geographical separation of client locations. In addition, it was critically important to have certain respondent companies represented in the study. To meet this

challenge, our firm equipped a team of trained researchers with laptop computers and transported them to the respondents' respective plant locations to complete the interviewing process. As a result, all key accounts were included in the research as well as all customer segments.

**Diskette Mailings.** It often makes sense to conduct a diskette mailing when respondents are geographically dispersed and as a cost savings measure. The challenge of diskette mailings is return rate and sample self-selection. In addition, since interviews are completed independently, there is little opportunity to provide guidance during the interviewing process. A solution to return rate is to pre-recruit (identifying computer model and format) and to offer meaningful incentives once completed diskettes have been received. As a way to respond to sample self-selection, reminder letters, postcards, and telephone follow-up should occur with targeted respondents. Finally, it is helpful if overnight mail is used to emphasize the importance and urgency of the study. An excellent way to give guidance to respondents is by providing brief yet clear instructions as well as a 1-800 telephone number boldly printed on the diskette labels. It is extremely important that the marketing research company have on hand the staff available to answer questions and, if necessary, walk respondents through the interview. Using these techniques, our firm normally achieves a 60% to 75% return rate.

#### **Making results actionable for management**

One of the most challenging aspects of any conjoint study is presenting the results in a way that makes comprehension easy and at the same time shows clear direction for product management decision-making. As a way to enhance understanding, our firm uses visual translations of the utility scores, (see Figure 1) usually by market segment. In addition, product managers must understand how individual features or benefits will produce the greatest product acceptance and at what cost. These results can only be achieved by a thorough educational process showing how the results should be interpreted and utilized by the product development team.

As an example, in a study completed

on an over-the-counter health care product, the client needed to make decisions about adding staff, manufacturing capacity, and enhancing the product distribution network. The conjoint study our firm conducted enabled these important decisions to be made with confidence and provided new strategic direction on a product issue not identified beforehand.

Conjoint analysis is a powerful technique that when used properly can be an effective tool for management decision-making. Although this method is widely accepted, attribute level development and data collection continue to require expert ability and supervision. Moreover, marketing researchers need to provide innovative ways to present conjoint results that can be tied directly to the product decision-making process. These results must be technically sound, easily understood, and actionable. In a recent presentation to a group of regional business leaders, Don McMullen summarized the role of marketing research for the 1990s as follows: "We are prepared to go beyond the 'traditional' role of market research. The issues we are now being asked to address carry us outside the old boundaries of marketing research into marketing, sales, product development, logistics, and general management. It isn't enough to merely provide design expertise and summarize output. We are now looked upon to develop a broader range of talent and expertise in an effort to push forward the business functions that marketing research is expected to support. Conjoint analysis gives us an

## **Does one size fit all?**

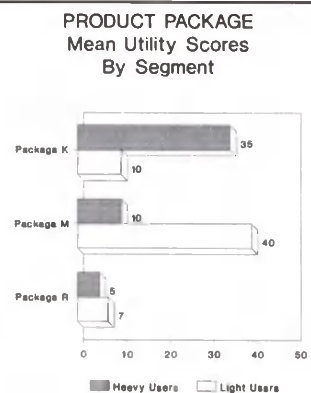
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More than any other research technique, conjoint analysis is one which can positively affect marketing efforts by adding greater certainty to marketing decisions. □

## Secondary Research

continued from p. 19

tions about. Many researchers have found that they can develop a much more effective questionnaire with the help of a literature search.

### *Put Your Numbers In Context.*

Your results may be similar to those obtained by others who have reported their findings in publications or press releases. Or they may be different. Or the inferences you draw (such as on market share) may be at odds with other published information. Due diligence would seem to indicate that it is worth your while to check.

Adding information to your report will add value. External information provides a context for your results. Even if it is information that is already known to your client, it is often very useful to summarize a few well-known sources before launching into a discussion of your own findings. It provides a starting place, it lends credibility — and it impresses people!

### **Getting started with secondary information**

So how does one get started? Learning how to do literature searches is not difficult, but you don't want to try to learn how to do everything at once. Secondary research is mostly a matter of experience, of having looked for X and finding it in source C after having tried sources A and B. That's the only way anyone ever gets good at doing secondary research.

Doing literature searching using on-line databases adds another component to this experience — one has to understand the commands needed to get the computer to spit out the information you need. The typical databases that index market research literature, and there are several, are text-based systems that ask you to provide one or more key words in order to find those articles or references that contain those key words.

Most on-line searches can be conducted with no more than five commands: the command to start the system (and to enter your password), the command to start up the database you want,

the command to find the terms you want, the command to display or print the results, and the command to exit the system. Other commands, like those that will sort the results or that will format them in some specialized way, can be used after you feel comfortable with the basic commands.

A cautionary note. Be prepared to spend some time, effort, and money learning how to use on-line databases. You have to spend some time immersed in the systems if they are going to make sense to you. You have to see what the information looks like and how different databases provide different pieces of the puzzle. And you have to try to answer a few real questions before it will really sink in. Remember that learning how to use on-line systems proficiently requires the kind of investment in time and energy that you would put into learning a new spreadsheet program.

But if you're ready to take the plunge, there are numerous on-line vendors who would be more than happy to sell you access. The two we recommend to most

general business researchers are Dialog and NewsNet. Your specialized needs may take you to other systems, but we have found that these two can be used by most people very effectively. And they both have excellent customer service desks with 800 numbers for those

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times when you need help.

Dialog is a veritable shopping center of databases, with hundreds to choose from covering most disciplines. One of the oldest and largest on-line vendor systems (by which is meant a host system that gets its databases from other publishers), Dialog contains virtually all of the major marketing-related databases. Representative databases on Dialog of interest to market researchers include the Predicasts files such as PROMT (PRedicasts Overview of Mar-

kets and Technology), MARS (Marketing and Advertising Research Service), ABI/Inform, Donnelley Demographics, CENDATA (containing the official 1990 Census results from the Census Bureau), INVESTEXT for securities analysts' reports, many full-text newspapers, press release databases, and numerous other sources as well. You will need to spend some time learning how to search Dialog, but it provides both a powerful and complex professional searcher command structure and a sim-

plified menu-driven command structure for the occasional searcher.

NewsNet offers many wire services in real-time, but its strength is its array of specialized newsletters. Examples include American Marketplace (covering new Census reports), Affluent Markets Alert, Marketing Research Review, Research Alert (covering consumer trends)...you get the picture. Many industry-specific newsletters are here as well, and all in full text. In fairness, a large number of these newsletters and wire services are also available on Dialog as well, but many occasional users of on-line services like NewsNet's easier commands.

If you are going to get access to only one system to support market research, we would recommend Dialog. It's the most comprehensive, one of the most



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---

cost-effective, and it is growing at a phenomenal rate. If you're going to get two systems, we recommend adding NewsNet. We don't recommend getting more than two unless you are going to devote a staff person to being responsible for knowing what's in the systems and how they work.

Also, it is often advisable to get the help of on-line search professionals. If the question you have is outside your normal day-to-day area, if it's hard to pin down, if you're not sure where to begin, or if you don't have the time, seek out your company's librarian or an independent searcher such as an information broker to assist you or to do it for you. They can wrestle with the computer while you get the information you need. ☐

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## Hampton Inn

continued from p. 9

and say, for example, our cleaning service isn't up to par, or we're having problems with the plumbing," Wells says.

Meanwhile, Hampton Inn management receives a report on the individual properties and the system as a whole.

### Quality assurance

Like most franchisers, Hampton Inn has rules of operation under which franchisees must agree to operate. These include regular visits from quality assurance inspectors who grade each property on its adherence to corporate guide-

"The survey results give us the customer input that we can filter back to our quality assurance people that talk to the hotel general managers. If there is a problem, the quality assurance people can work with the managers on a remedial basis to solve the problem, not because it's a policy or procedure that Hampton Inn has but because it's something that the guests have said you aren't delivering as well as you could at your hotel and it's hurting your rating and it's hurting the entire system.

"I guess we differ from other hotels in that our rules of operation for our franchisees are much more oriented to service than they are to some of the back of

ers and general managers are excited to receive their monthly reports, Maritz's David Hughes says. "If the news is not good, they are concerned, but I think they look at it as a valuable piece of feedback. The goal is to get them better, more actionable information, and get it to them more frequently. If we can do that, they're going to look at it as that much more valuable of a marketing tool."

"Fortunately, we select our licensees rather carefully," Hampton Inn's Mark Wells says, "so our property GMs and owners are interested in delivering good quality. We've spent a lot of time from a corporate culture standpoint reinforcing the bridge between our employees and our customers.

"Sometimes hotel management might not agree with their ratings, however almost invariably the ratings correlate with the business situation at the hotel and how well they adapted.

"For example, if customers at a property complained about the lack of variety in the continental breakfast, you might look at the kinds of people that were in the hotel over the last month. If they had ten different youth groups staying with them, it might have been that the kids wiped out the continental breakfast and the staff couldn't replenish it fast enough. So that when other guests came through, they found that it was pretty picked over. If you know you're going to have a situation like that, you've got to have a couple of people staffing your breakfast so it can be replenished effectively and maintain the level of variety and quality."

### Problem resolution important

Through the survey, Hampton Inn guests have told the company that the speedy resolution of problems is one of the most important service attributes. "Most guests will tell you that if they do any traveling at all, they expect problems to occur from time to time, even at the best hotels. But what's important to them is not that the problem occurred, but what's done about it and how it's handled," Wells says.

The research has shown Hampton Inn that acting quickly on guest problems is a sure way to maintain customer satisfaction. "If you compare the overall stay ratings by all guests with those



lines. But, Wells says, though each location may measure up to company standards, what's most important is that it measures up to customer standards.

"If we relied, as most of our competitors do, solely on a quality assurance inspector, we could be operating to the standard that we've set and still not be meeting expectations that the guest has. Without some sort of ongoing communication process with the guest, we'd never know we were falling short of guest expectations.

the house things that have traditionally been monitored. We do that, too, but because the biggest part of our product is provided in real time, it's more important for us to know what the guest thinks about our performance than it is for us to make a judgment about how well we're doing. We can certainly do that, but what counts is how well the guest thinks we've delivered."

### Monthly reports

For the most part, the property own-



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who had problems, they're essentially the same—as long as the problem is solved. If a problem occurs and doesn't get handled, or worse yet, doesn't get reported so we can do anything about it, the overall ratings will go down in a rather dramatic fashion," Wells says.

Maritz's David Hughes: "If you're staying one night in a hotel and you experience a problem that isn't something that causes you to want to leave your room, chances are you're not going to report it. So there are a lot of people who may check out of your hotel and may not have had a satisfactory stay, but you don't know about it."

Uncovering unreported customer problems is one major benefit of customer satisfaction research. Product and service providers can address problems that they're aware of, but the smaller problems that don't get reported—due to customer reluctance, frustration or indifference—can be the most damaging because they go unanswered. To be able to respond to problems, you have to be aware of them.

#### Cleanliness critical

Another critical service attribute for

Hampton Inn guests is, not surprisingly, cleanliness, and one of the first indicators of cleanliness is the hotel carpeting—in the lobby and hallways and especially the rooms, Wells says.

"Sometimes in this business you tend to look at things from an analytical standpoint, but guests really get down to the nitty gritty when you ask them what's important. They say that if the carpet is clean, fresh smelling and it looks good, they feel confident about it. They say, 'if the carpet is in good condition and clean, so I can walk barefoot on it or have my toddler crawl around on it without any fear, then I feel good about it.'"

#### Budgetary concerns

The survey response rate was higher in previous years when the questionnaire was sent out with a dollar incentive. But when budgetary concerns forced a rethinking of that approach, the incentive was eliminated and the survey was redesigned into a one piece form to make it easy for the respondent to complete and return the survey.

"At Maritz, we helped Hampton Inn design the mail piece in such a way that

we were able to generate some cost efficiencies, making the piece inexpensive to mail while making it something that would stand out in the recipient's mail box. Because people get so many pieces of mail, we wanted to design a personalized piece that would give us the highest response rate possible while maintaining cost efficiency," Hughes says.

In previous years, the results were reported quarterly, which was fine for management from a diagnostic standpoint. But this didn't allow the quick reaction time that Hampton Inn felt was necessary, Wells says.

"We wanted a living, breathing tool that our general managers could take remedial action from. If you report results on a quarterly basis, by the time you assemble and release the information to managers the first month of the next quarter is already over, so your chance to take action and impact the rating in the next month is almost nil. Whereas if you get the feedback on a monthly basis, you can provide feedback to the employees and make the remedial changes with a lot more dispatch." □

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*Editor's Note: This list was developed by perusing leading publications for research firms who indicated specialization in customer satisfaction studies. Listing forms were sent to principals of these companies. Those who returned the forms are included in this directory.*

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 Ph. 314/726-0746  
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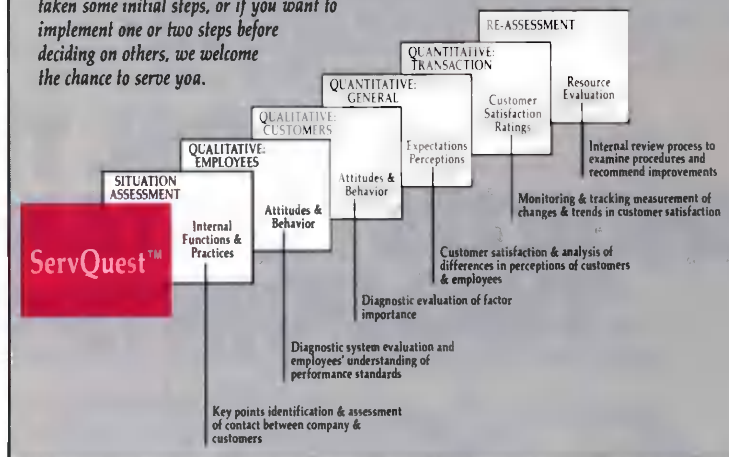


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## Survey Monitor

continued from p. 21

According to the study, men are not just shoppers in department stores—they are buyers, too. Ninety-five percent of men who shopped department stores in the past three months made one or more purchases, as did 94% of women.

Overall, 47% of shoppers are paying cash for purchases; another 18% are paying with a check. Only one-third of department store shoppers say they are currently paying for their purchases with credit cards. "This finding seems consistent with our January 11, 1991 poll, which indicates 45% of consumers plan to reduce overall debts this year," Nieman says.

Fifty-one percent of department store shoppers tend to shop at one store more often than others. Top reasons for their loyalty include: selection of merchandise (38%), price (22%) and location (17%).

However, 48% of shoppers demonstrate less store loyalty and may be highly receptive to the competition. "Retailers need to offer greater value

and selection in their products and services to capture more of this group," says Nieman. "Factors like sensitivity to customer satisfaction will become increasingly important as merchants look for ways to build market share."

### Study finds gap between employee and customer ratings of service

Compared to customers, employees give their companies higher marks on service quality, according to an Opinion Research Corporation study of the American work force and service quality. There is a large gap between customers' ratings of the service quality provided by the typical company and employees' ratings of their own companies' service quality. Employees across the board believe that their own organization's service compares favorably with the best companies.

Employees' optimism may come from their sense of the improvements their companies are making. "Our research shows that teamwork, empowerment and training are key drivers of ratings of

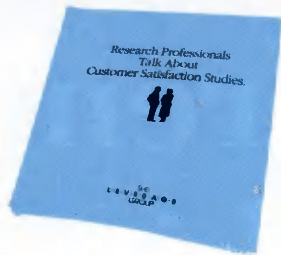
overall service quality," says Brian Morgan, ORC senior vice president. "Compared to what they were doing a few years ago, today's companies are empowering employees more, increasing the levels of teamwork and doing a better job of training. Still, there is room for improvement in all of these areas. Companies have not yet struck the right balance between running lean and delivering the quality levels they need to be competitive."

Companies are stretching their people more than ever. Half of the work force believes that the amount of work they do is taking some toll on overall quality. In addition, rewards and resources have not kept pace with increased demand. As a result, organizations may be negating many of their accomplishments.

The study is reported in "Employee Attitudes: ORC's Architecture For Aligning Organization, Customer and Market Realities," to be released this Fall. The report explores these issues, using data from the 1991 American work force study and trends from ORC's employee attitude database and service quality database.



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## Data Use

continued from p. 15

ing systems such as Microsoft Word or Word Perfect, it is possible to prepare highly personalized correspondence introducing the survey—an approach which has been shown to dramatically affect response rates.

Moreover, if the CATI system is tightly integrated with the other research facilities being used, it is possible to effectively track the status of sample observations as the survey proceeds. In mixed-mode surveying this can be a particularly difficult problem, because it is easy for respondents to get lost in the relatively automatic data collection process. Some of the clients we work for are extremely concerned about “bothering” the respondents (their customers). When respondents complain to the client that they don’t want to be bothered anymore by the survey, it is necessary to exclude these respondents from further contact attempts. This can be easily done of the current status (mode and stage) of the respondent is known. If the CATI system is tightly integrated with the other tracking systems being used to track the status of cases, this is an easy problem which can be solved in a few minutes.

### Using CATI techniques in studies using bounded recall

Finally, CATI systems are particularly useful in survey instrument designs which employ bounded recall as an approach to controlling both response and non-response bias. A major source of error in survey measurements is the respondent’s memory. In some cases, the respondent’s ability or inability to remember important details may significantly affect survey results. If respondents cannot remember details that are required to answer survey questions, they are less able to answer them. Moreover, respondents are more likely to refuse to continue participation when this occurs.

For example, in a recent study we performed for the Pacific Gas and Electric Company (PG&E) we were asked to determine whether or not a sample of their customers who had received advice concerning the costs and consequences of certain energy conservation options had implemented them. The recommendations were made to these customers from 1983 through 1989. The study was conducted in 1990.

Two separate “programs” were evaluated using similar surveys. However, in the case of one of the programs, detailed digital records had been maintained on the recommendations that had been made to each target respondent. With minor editing, it was possible to directly load the details of the recommendations and the consulting contact into the CATI/Ci2 system. Target respondents for this program were given advice between 1983 and 1986.

For the other program, which took place between 1987 and 1989, detailed information was not available concerning the recommendations that were made. All that was available were the name and address of the target respondent.

The difference between the response rates for the two studies were significant. For the earlier program, about 45 percent of respondents could be located and could remember receiving the information provided by PG&E. For the later program, about 31 percent of respondents could be located and remember receiving the information. Differences in recall rates were more dramatic. For the earlier program, about 80 percent of respondents could remember having

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received the specific recommendations (read to them by the interviewer) and could report what their organization had done about them. For the later program, only about 55 percent of respondents could remember specific recommendations well enough to be able to report how their organization had acted.

This example demonstrates that providing respondents with cues and other bounding information can significantly improve response rates, even for events and information which occurred quite some time ago.

Because surveys using bounded recall essentially involve a "unique" survey for each respondent, a CATI system is almost required to complete them. Features of the CATI which are critical to this kind of study are:

- the ability to load digital information in the survey system from outside,
- the ability to display it at the screen,
- the ability to act on imported data logically for purposes of controlling the flow of the interview; and
- the ability of randomly vary the order of presentation of questions, to control bias that might be induced by the ordering of questions presented at the screen.

### Concluding remarks

CATI systems used in conjunction with survey techniques designed to control non-response bias can reduce problems associated with non-response bias. It seems to me that using a CATI system as I have described is one of the best available approaches to controlling such bias. This article has shown you some of the approaches that can be used.

However, non-response bias remains a sticky problem, which is not likely to go away any time soon. It is a problem

which is probably getting worse in all modes of surveying. Since many readers are involved in telephone surveying, I would like to end with a few comments about what I think the major challenges are for controlling non-response bias in telephone surveying.

Telephone surveying using RDD sampling techniques offers an attractive sample frame and relatively inexpensive interviewing costs. However, there is one big problem with this approach to surveying—the rate at which respondents or their representatives refuse to participate.

To date, the most common approach to controlling refusal rates is to attempt to "convert" refusals. This approach is costly and typically doesn't yield much improvement in the refusal rate. In our experience, in the California market only about 15 percent of initial refusals can subsequently be persuaded to participate in the study. Considering that the average compliance rate for surveys in California is about 50 percent, this sort of improvement falls somewhat short of being impressive.

It seems to me that a significant methodological breakthrough will be required to really control the problem of refusal rates in telephone interviewing. We as surveyors probably need to shift our attention away from trying to shrink refusal rates to trying to measure or understand how those who refuse might be different from those who do not. Remember, it doesn't matter whether people refuse to participate in a survey if the probability of their having done so is unrelated to any of the measurements we are taking.

I think there are some ways of doing this which involve systematically studying refusals in an experimental fashion—but that is another topic. □



## CIGNA

continued from p. 7

goes for health plan members as well as those in whatever employer groups we might be serving. And we always provide a CIGNA phone number at the end of the survey because we think that respondents might want to verify with the company sponsoring the survey rather than the vendor. Depending on the survey subject, between 25% and 60% of respondents will do that."

When designing the survey instrument, one of CIGNA's primary concerns was to avoid including questions that might mislead respondents about service capabilities. "We want to make sure that we only ask about things that we can change or that we're willing to change. That way we feel we get the most usable data and it also doesn't raise respondent expectations in areas that we really can't or won't do anything."

Changes have been made to the questionnaire over time as the health plans and doctors have received the survey results. "We very frequently find going into a project that we're sure we know what information we need, and then you get two or three or nine months into the project and you find more uses for the data, which means that the reporting format or the statistical base has to change. There are a lot of last minute changes, simply because the information you obtain from the research turns out to be a lot more important than you think it will going in."

### Reported monthly

CIGNA sends written reports and tabulated results of the survey findings monthly to each of the health plans around the country, outlining how each plan scored on its own and in relation to others. After seeing early results, the physicians and HMOs came up with more service areas that they wanted the research to explore, Bonazelli says, citing an example of questions about appointment waiting time. "Initially, we asked the patients how satisfied they were with the amount of time spent

waiting to see the doctor. That gave us a good gauge. But we weren't finding out how long the wait time is, so we added a question to do that."

Within CIGNA, presentations of research results are made and reports and memos are sent as needed to various departmental and managerial levels. Because research is conducted in all of the many divisions within CIGNA, including property and casualty insurance, and employee retirement and savings benefits, the corporation publishes a quarterly market research update that summarizes the results of the work of all of the research departments within CIGNA.

"It not only communicates results, it keeps us from duplicating work,"

*The updates also give us new ideas for approaching a research project and help us make fewer mistakes. You inevitably make mistakes in research, but you make fewer mistakes when you know what disasters struck somebody else.*

Bonazelli says, "because even though we have varied lines of business within the company there is the tendency to duplicate if we're not careful. The updates also give us new ideas for approaching a research project and help us make fewer mistakes. You inevitably make mistakes in research, but you make fewer mistakes when you know what disasters struck somebody else."

### Strong communication

Bonazelli says that a key to the effectiveness of the patient satisfaction research study thus far has been strong communication between CIGNA and the Gallup Organization, the Princeton, New Jersey-based research firm assisting CIGNA with the study. It has allowed the two sides to cope with the many information processing tasks the survey requires.

For example, CIGNA recently acquired EQUICOR, a group insurance and managed health care organization, and absorbing that company's information on patients and health care providers into the survey process has been time-consuming. "It's a challenge be-

cause we're dealing with all kinds of information and data processing systems. We can't hit one mainframe to get all of our doctors or all of our members so we're feeding Gallup information from nine or ten different sources," Bonazelli says.

"The information processing capabilities at the various HMOs seem to be at different levels. You have state of the art and you have primitive, and we all seem to be somewhere in between. The biggest challenge for Gallup and for us is making sure that we're gathering the sample we want and making sure that the proper sample information gets to Gallup. Working with that wide range of capabilities has been a big challenge and Gallup has been a major help with

that. All of our vendors have bent over backwards to keep our data good."

### Local study

Currently in development is a local monitoring study designed to track patient satisfaction with other services offered by the health plans. "Along with the relationship with the primary care physician that our members might have, they also avail themselves of other services within the health plan, and the local study will gauge the member satisfaction levels with the various services available through the health plan."

As with the patient satisfaction study, the results will be returned on a site by site basis, but the scope is national, to allow the individual health plans to compare their satisfaction levels to a national average. Gallup will also serve as the research vendor, Bonazelli says, to avoid duplicating respondents. "We want to make sure that we're not calling the same households. And it's much easier to deal with that huge amount of sample data through one vendor rather than spreading it around." □



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# DIRECTORY

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*Artist's conception courtesy of the Mall of America, Bloomington, Minnesota.*

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Stat.-10 2,3,4

### Consumer Pulse of Los Angeles

Galleria at South Bay #269  
1815 Hawthorne Blvd.  
Redondo Beach, CA 90278  
Tel. 310/371-5578  
Fax 310/542-2669  
Contact: Angie Abell  
H-20% M-50% L-30%  
Stat.-9 1,2,3,4  
*(See advertisement on p. 15)*

Cunningham Field Services  
Stonewood Center Mall  
328 Stonewood St., Suite G6  
Downey, CA 90241  
Tel. 904/258-3906  
Contact: Mary Cunningham  
H-50% M-40% L-10%  
Stat.-NA 1

The Friedman Marketing Organization  
Consumer Opinion Center  
Buena Park Mall  
8623 Buena Park Mall  
Buena Park, CA 90620  
Tel. 714/995-6000  
Fax 714/995-0637  
Contact: Louise Dickinson  
H-40% M-40% L-20%  
Stat.-14 1,2,3,4

Facts 'N Figures  
Panorama Mall Ste 78B  
Panorama City, CA 91402  
Tel. 818/891-6779  
Contact: Dee Escoc  
H-30% M-50% L-20%  
Stat.-12 1,2,3,4

Heakin Research, Inc.  
Fallbrook Mall Ste. 315  
6633 Fallbrook Ave.  
Canoga Park, CA 91307  
Tel. 818/712-0660  
Contact: Gail Stutz  
H-50% M-40% L-10%  
Stat.-14 1,2,3,4

Los Angeles Mktg. Rsch. Assoc.  
Laurel Plaza Mall  
Laurel Canyon & Oxnard  
N. Hollywood, CA 91602  
Tel. 818/506-5544  
Contact: William Bilkiss  
H-20% M-65% L-15%  
Stat.-8 2,3,4

L.A. Research, Inc.  
9010 Office Plaza, #109  
9010 Reseda Blvd.  
Northridge, CA 91324  
Contact: Adrienne Goldbaum  
Tel. 818/993-5500  
Fax 818/993-5664  
H-50% M-50% L-0%  
Stat.-7 2,3,4

P.K.M. Mktg. Research Svcs.  
Whittwood Mall  
15618-B Whittwood Lane  
Whittier, CA 90603  
Contact: Patricia Koerner  
Tel. 213/694-5634  
Fax 213/947-6261  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4

### Quality Controlled Services

Lakewood Center Mall/Space 25  
Lakewood Blvd. & Del Amo  
Lakewood, CA 90712  
Tel. 213/633-7344  
Contact: Margaret Lien  
H-20% M-70% L-10%  
Stat.-NA 1,2,3

Quick Test Opinion Centers  
Long Beach Plaza  
369 Long Beach Blvd.  
Long Beach, CA 90802  
Tel. 213/435-0888  
Fax 213/436-9509  
Contact: Ali Arastu  
H-20% M-60% L-20%  
Stat.-8 1,2,3,4

Santa Monica Surveys  
Santa Monica Promenade  
1334 Third Street, #303  
Santa Monica, CA 90401  
Contact: Denise Hebert  
Tel. 213/394-7864  
H-35% M-50% L-15%  
Stat.-6 1,3,4

So. California Interviewing Svce  
Town & Country Shpg. Center  
17200 Ventura Blvd.  
Encino, CA 91316  
Tel. 800/872-4022  
Fax 818/783-8626  
Contact: Ethel Brook  
H-60% M-38% L-2%  
Stat.-8 2,3,4

So. California Interviewing Svce  
Burbank Golden Mall  
304 N. Golden Mall  
Burbank, CA 91502  
Tel. 818/843-6166  
Contact: Ethel Brook  
H-25% M-65% L-10%  
Stat.-6 2,3



**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

Suburban Associates  
 Sherman Oaks Galleria  
 15301 Ventura Blvd., Ste. 386  
 Sherman Oaks, CA 91403  
 Tel. 818/906-8036

Contact: Don Smith  
 Income: Middle to upper  
 Stat.-10 1,3,4

U.S. Research Company  
 2157 Montclair Plaza Lane  
 Montclair, CA 91763  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 Income-Middle  
 Stat.-NA 1,2,3,4

**ORANGE COUNTY**  
**Ask Southern California, Inc.**  
 F & M Plaza  
 1224 E. Katella, #100  
 Orange, CA 92667

Tel. 714/744-2744  
 Fax 714/744-2933  
 Contact: Sue Amidei  
 H-60% M-35% L-5%  
 Stat.-10 1,2,3,4  
 (See advertisement on p. 54)

The Question Shop, Inc.  
 Nohl Plaza  
 1500 E. Lincoln Ave.  
 Orange, CA 92665  
 Tel. 714/974-8020  
 Fax 714/974-6968  
 Contact: Ryan Reasor  
 H-40% M-50% L-10%  
 Stat.-NA 1,2,3,4

Quick Test Opinion Centers  
 Anaheim Plaza, Space 105  
 500 No. Euclid Ave.  
 Anaheim, CA 92801  
 Tel. 714/535-2696  
 Fax 714/535-8182  
 Contact: Linda Green  
 H-5% M-75% L-20%  
 Stat.-10 1,2,3,4

U.S. Research Company  
 Mission Viejo Mall, Store #65  
 27000 Crown Valley Parkway  
 Mission Viejo, CA 92691  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 Income-High  
 Stat.-NA 1,2,3

**RIVERSIDE/SAN BERNARDINO**  
 Field Management Associates  
 Riverside Plaza #3601  
 Riverside, CA 92506  
 Tel. 714/369-0800  
 Contact: Robert Hellman  
 H-30% M-60% L-10%  
 Stat.-7 2,3,4


L.A. Research, Inc.  
 Hardman Center  
 5222 Arlington Ave. #E  
 Riverside, CA 92504  
 Tel. 714/358-0300  
 Fax 714/358-0309  
 Contact: Adrienne Goldbaum  
 H-35% M-55% L-10%  
 Stat.-8 2,3,4

**Quality Controlled Services**  
 Inland Center Mall/Space 501  
 501 Inland Drive  
 San Bernardino, CA 92408  
 Tel. 714/888-3797  
 Fax 714/387-0874  
 Contact: Melba Berry  
 H-30% M-60% L-10%  
 Stat.-NA 1,2,3,4

**SACRAMENTO**  
 Heakin Research, Inc.  
 Arden Fair Mall  
 1689 Arden Way, #1281  
 Sacramento, CA 95815  
 Tel. 916/920-1361  
 Contact: Nancy Cunningham

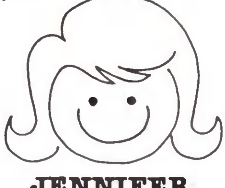
**...No Question About It!  
 Your Partners...**

*Experience Plus*




**SUE AMIDEI**  
 President

*Realistic Deadlines*




**JENNIFER KERSTNER**  
 Field Director

*Accurate Bids*



**MYRA CONTI**  
 Director of  
 Focus Group Operations

*Attention to Details*



**AL AMIDEI**  
 Office Manager

**...in Southern California.**



Ask Southern California, Inc.  
 At the F&M Plaza  
 1224 E. Katella Avenue, Suite 100  
 Orange, California 92667  
 Call Sue Amidei at  
 (714) 744-2744 • FAX (714) 744-2933

Orange County's largest focus group room;  
 client observation for one-on-one interviews;  
 choice of conference room or living room focus group setting;  
 private client telephone booths...and the capable  
 services of MRA Certified Interviewers.

H-19% M-56% L-25%  
Stat.-13 1,2,3,4

Research Unlimited  
Old Sacramento/Dwntwn Plz  
1012 Second Street  
Sacramento, CA 95814  
Tel. 916/446-6064  
Contact: Hugh Miller  
H-15% M-80% L-5%  
Stat.-5 2,3,4

## SALINAS

The Friedman Marketing Organization  
Consumer Opinion Center  
Northridge Mall  
Hwy. 101 & Boronda Rd.  
Salinas, CA 93906  
Tel. 408/449-7921  
Fax 408/449-0187  
Contact: Louise Dickinson  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

## SAN DIEGO

**Analysis/Research Limited**  
Market Place At The Grove  
210 The Mall  
San Diego, CA 92115-0856  
Tel. 619/268-4800  
Fax 619/268-4892  
Contact: Arline M. Lowenthal  
H-20% M-55% L-25%  
Stat.-7 1,2,3,4  
(See advertisement on p. 55)

Fogerty Group  
Mission Valley Center  
1640 Camino del Rio No.  
San Diego, CA 92108  
Tel. 619/268-8505  
Fax 619/496-2015  
Contact: Joan Pietila  
H-35% M-50% L-15%  
Stat.-10 2,3

Novick Ayres Corp.  
El Camino North/Vista Way  
Oceanside, CA 92054  
Tel. 619/967-1307  
Fax 619/433-5815  
Contact: Sue Novick  
H-15% M-70% L-15%  
Stat.-6 2,4

San Diego Surveys  
Point Loma Mall  
3789 Midway Drive #D  
Point Loma, CA 92110  
Tel. 619/224-3113  
Fax 619/582-1562  
Contact: Jean Van Arsdale  
H-25% M-65% L-10%  
Stat.-6 1,2,3,4

## SAN FRANCISCO

The Friedman Marketing Organization  
Consumer Opinion Center  
5800 Northgate Mall  
San Raphael, CA 94903  
Tel. 415/472-5394  
Fax 415/472-5477  
Contact: Louise Dickinson

H-50% M-40% L-10%  
Stat.-13 1,2,3,4

Field Management Associates  
El Cerito Plaza #400  
El Cerito, CA 94530  
Tel. 415/527-8030  
Contact: Hal Berke  
H-10% M-80% L-10%  
Stat.-7 2,3,4

Heakin Research, Inc.  
227 Bay Fair Mall  
San Leandro, CA 94578  
Tel. 415/278-2200  
Contact: Robert Kramer  
H-20% M-60% L-20%  
Stat.-30 1,2,3,4

Heakin Research, Inc.  
Vallco Fashion Park, Ste 2031  
10123 No. Wolfe Rd.  
Cupertino, CA 95014  
Tel. 408/253-4690  
Contact: Linda Pedroncelli  
H-50% M-37% L-13%  
Stat.-6 1,2,3,4

MSI Hillsdale  
Hillsdale Mall #14  
San Mateo, CA 94403  
Tel. 415/574-9044  
Fax 415/574-0385  
Contact: Liane Farber  
H-50% M-40% L-10%  
Stat.-10 2,3,4

Nichols Research, Inc.  
County East Mall  
2550 Somersville Rd., Ste. 78  
Antioch, CA 74509  
Tel. 510/757-4200  
Fax 510/757-5744  
Contact: Claudia Hess  
H-10% M-40% L-50%  
Stat.-5 1,2,3,4

Nichols Research, Inc.  
1155 NewPark Mall  
Newark, CA 94560  
Tel. 510/794-2990  
Fax 510/794-3471  
Contact: Cheryl Blumenthal  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4

Nichols Research  
The Fremont Hub  
39146 Fremont Hub  
Fremont, CA 94538  
Tel. 510/796-7202  
Contact: Jane Rosen  
H-30% M-60% L-10%  
Stat.-5

Quick Test Opinion Centers  
Southland Mall, #203  
Hayward, CA 94545  
Tel. 415/785-4650  
Fax 415/785-0641  
Contact: Sue Gomez  
H-20% M-60% L-20%  
Stat.-6 1,2,3,4

Quick Test Opinion Centers  
Serramonte Center #S-D  
Daly City, CA 94015  
Tel. 415/992-9300  
Fax 415/992-2144  
Contact: Jeanne Coddington  
H-35% M-50% L-15%  
Stat.-6 1,2,3,4

U.S. Research Company  
Westgate Mall, Suite 445  
1600 Saratoga Ave.  
San Jose, CA 95129  
Tel. 408/374-6482  
Contact: Sandi Cosyn  
Income-NA  
Stat.-NA

Use our **add Vantage** to your **Advantage!**

**Methodologies**  
Qualitative/Q.O.P.S./Quantitative

**Populations**  
Business-to-Business/General Pop.  
Asian/Hispanic/Mature Market

**Quality Excellence Superior Client Communications**

**Legal/Finance/Healthcare  
Retail & Shopping Center Development/Travel & Tourism**

## Industries



**ANALYSIS/  
RESEARCH LIMITED**

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

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

**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

Margaret Yarbrough & Assoc.  
 South Shore Center  
 415 Otis Drive  
 Alameda, CA 94501  
 Tel. 415/521-6900  
 Fax 415/521-2130  
 Contact: Margaret Yarbrough  
 H-60% M-30% L-10%  
 Stat.-4 1,2,3

**COLORADO****COLORADO SPRINGS**

Brewer Research  
 Pioneer Plaza  
 1421 Delaware Drive  
 Colorado Springs, CO 80909  
 Contact: Esther Brewer  
 Tel. 719/597-9869  
 H-15% M-70% L-15%  
 Stat.-3 1,2,3,4

Brewer Research  
 Pioneer Plaza (Rec Ctr)  
 1173 N. Circle Dr.  
 Colorado Springs, CO 80909  
 Contact: Esther Brewer  
 Tel. 719/597-9869  
 H-15% M-50% L-35%  
 Stat.-4 2,3,4

Brewer Research  
 Citadel Mall  
 750 Citadel Dr. E. #3004  
 Colorado Springs, CO 80909  
 Contact: Esther Brewer  
 Tel. 719/597-9869  
 Income-NA  
 Stat.-5 1,2,3,4

**Consumer Pulse of Colorado Springs**

The Citadel Mall, #1084  
 750 Citadel Drive East  
 Colorado Springs, CO 80909  
 Tel. 719/596-6933  
 Fax 719/596-6935  
 Contact: Mike Hrin  
 H-10% M-45% L-45%  
 Stat.-9 1,2,3  
 (See advertisement on p. 15)

Barbara Prince Associates, Inc.  
 Mall of the Bluffs  
 3650 Austin Bluff Pkwy #169  
 Colorado Springs, CO 80918  
 Tel. 719/594-9192  
 Contact: Kay Jackson  
 H-10% M-45% L-45%  
 Stat.-6 2,3

U.S. Research Company  
 Chapel Hills Mall, Ste. 315  
 1710 Briargate Blvd.  
 Colorado Springs, CO 80920  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 Income-Middle  
 Stat-NA 1,2,3,4

**DENVER**

**Bernett Research, Inc.**  
 Aurora Mall  
 14200 Alameda Ave.  
 Aurora, CO 80012  
 Tel. 303/341-1211  
 Fax 303/341-4469  
 Contact: Karen Allen  
 H-40% M-50% L-10%  
 Stat.-NA 1,2,3,4  
 (See advertisements on pp. 63,64)

**Consumer Pulse of Denver**

Lakeside Mall #B-119  
 5801 W. 44th Avenue  
 Denver, CO 80212  
 Tel. 303/480-0128  
 Fax 303/480-0176  
 Contact: Karin Hendersin  
 H-10% M-40% L-50%  
 Stat.-10 1,2,3  
 (See advertisement on p. 15)

**Consumer Pulse of Denver**

Thornton Town Center, #105  
 10001 Grant Street  
 Thornton, CO 80229  
 Tel. 303/480-0128  
 Fax 303/480-0176  
 Contact: Karin Hendersin  
 H-20% M-50% L-30%  
 Stat.-10 1,2,3  
 (See advertisement on p. 15)

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Crossroads Mall, Ste. 277  
 1600 28th St.  
 Boulder, CO 80301  
 Tel. 303/449-4632  
 Fax 303/449-1484  
 Contact: Louise Dickinson  
 H-35% M-45% L-20%  
 Stat.-10 1,2,3,4

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Southwest Plaza  
 8501 W. Bowles Ave.  
 Littleton, CO 80123  
 Tel. 303/972-8734  
 Fax 303/933-0476  
 Contact: Louise Dickinson  
 H-20% M-60% L-20%  
 Stat.-14 1,2,3,4

Gikas International  
 Cinderella City Mall  
 701 W. Hampden Ave., #215  
 Englewood, CO 80110  
 Ph. 303/789-0565  
 Contact: Dunlap Scott  
 H-20% M-55% L-25%  
 Stat-NA 1,2,3,4

Information Research, Inc.  
 Twin Peaks Mall #51  
 1250 So. Hover Rd.  
 Longmont, CO 80501  
 Tel. 303/443-3548  
 Contact: Norm Pettit  
 H-22% M-70% L-8%  
 Stat.-5 2,3,4

Ruth Nelson Research Services/  
 Colorado Market Research  
 Buckingham Square  
 1335 So. Joliet  
 Aurora, CO 80012  
 Tel. 303/750-0290  
 Fax 303/756-6467  
 Contact: Sally Phelps  
 H-20% M-50% L-30%  
 Stat.-8 1,2,3,4

Ruth Nelson Research Services/  
 Colorado Market Research  
 Westminster Mall  
 5513 West 88th Avenue  
 Westminster, CO 80030  
 Tel. 303/426-1840  
 Fax 303/756-6467  
 Contact: Roxie Bodell  
 H-40% M-50% L-10%  
 Stat.-8 1,2,3,4

Ruth Nelson Research Services/  
 Colorado Market Research  
 Southglenn Mall  
 6911 So. University Blvd.  
 Littleton, CO 80122  
 Tel. 303/794-2653  
 Fax 303/756-6467  
 Contact: Meri Penner  
 H-50% M-40% L-10%  
 Stat.-5 1

Barbara Prince Associates, Inc.  
 Lakeside Mall  
 5801 W. 44th Ave.  
 Denver, CO 80212  
 Tel. 303/458-0145  
 Contact: Angie Hemple  
 H-20% M-70% L-10%  
 Stat.-5 2,3

Quick Test Opinion Centers  
 Villa Italia Mall, #203  
 Lakewood, CO 80226  
 Tel. 303/937-0144  
 Fax 303/937-0502  
 Contact: Mark Smith  
 H-20% M-70% L-10%  
 Stat.-81,2,3,4

**CONNECTICUT****BRIDGEPORT**

Firm Facts Interviewing  
 Hi Ho Center  
 303 State Street  
 Bridgeport, CT 06604  
 Tel. 203/375-4666  
 Fax 203/375-6034  
 Contact: Harriet Quint  
 H-20% M-40% L-40%  
 Stat.-10 2,3



J.B. Martin Interviewing Svcs  
Ansonia Mall  
Main Street  
Ansonia, CT 06403  
Tel. 203/371-4158  
Fax 203/371-5001  
Contact: Joan Martin  
H-15% M-55% L-30%  
Stat.-4 1,2

## DANBURY

Performance Plus, Inc.  
Danbury Fair Mall  
7 Backus Avenue  
Danbury, CT 06810  
Tel. 617/872-1287  
Fax 508/879-7108  
Contact: Shirley Shames  
H-50% M-35% L-15%  
Stat.-16 1,2,3,4

## HARTFORD

E-Z Interviewing & Marketing Svcs.  
Bristol Center Mall  
100 North Main St.  
Bristol, CT 06010  
Ph. 203/673-7067  
Fax 203/676-8655  
Contact: Victoria Roy  
H-25% M-50% L-25%  
Stat.-4 1,3

## DISTRICT OF COLUMBIA

### Consumer Pulse of Washington

The Mall At Manassas  
8300 Sudley Road  
Manassas, VA 22110  
Tel. 703/368-5544  
Fax 703/368-7709  
Contact: Jeff Davis  
H-10% M-45% L-45%  
Stat.-8 1,2,3,4  
(See advertisement on p. 15)

Decision Data Collection, Inc.  
McLean Commons  
7405 Colshire Dr./#218  
McLean, VA 22102  
Tel. 703/556-7748  
Contact: Gary Brown  
H-20% M-60% L-20%  
Stat.-16 3,4

Heakin Research, Inc.  
Laurel Centre  
14882 Baltimore/Washington Blvd.  
Laurel, MD 20707  
Tel. 301/776-9800  
Contact: Randi Levinson  
H-23% M-43% L-34%  
Stat.-6 1,2,3,4

House Market Research, Inc.  
Prince George Plaza  
3500 East West Hwy.  
Hyattsville, MD 20782  
Tel. 301/424-1930  
Fax 301/424-3128  
Contact: Molleye Meyer  
H-25% M-55% L-20%

Stat.-10 2,3,4

Metro Research Services, Inc.  
Outlet Mall  
10710 Lee Highway  
Fairfax, VA 22030  
Tel. 703/385-1108  
Fax 703/385-8620  
Contact: Nancy Jacobs  
H-75% M-25% L-0%  
Stat.-4

Metro Research Services, Inc.  
Beacon Mall  
6756 Richmond Highway  
Alexandria, VA 22306  
Tel. 703/385-1108  
Fax 703/385-8620  
Contact: Nancy Jacobs  
H-55% M-30% L-15%  
Stat.-4

Olchak Market Research  
Beltway Plaza Mall  
6194 Greenbelt Road  
Greenbelt, MD 20770  
Tel. 301/441-4660  
Fax 301/474-4307  
Contact: Jill L. Siegel  
H-10% M-80% L-10%  
Stat.-5 2,3,4

### Quality Controlled Services

Springfield Mall  
6710 E. Springfield Mall  
Springfield, VA 22150  
Tel. 703/971-6717  
Fax 703/922-5946  
Contact: Cynthia Dunn  
H-40% M-50% L-10%  
Stat.-NA 1,2,3,4

Shugoll Research  
Montgomery Mall  
7101 Democracy Blvd., #1014  
Bethesda, MD 20817  
Tel. 301/469-5884  
Contact: Sharon Breed  
H-45% M-45% L-10%  
Stat.-4 1,2

T.I.M.E. Market Research  
Spotsylvania Mall  
425 Spotsylvania Mall  
Fredricksburg, VA 22401  
Tel. 614/846-3163  
Fax 614/703/786-3925  
Contact: Carolyn Boyer  
H-25% M-60% L-15%  
Stat.-12 1,2,3,4

## FLORIDA

### BRADENTON

Mid-America Research, Inc.  
De Soto Square Mall  
303 US 301 Blvd. West #811  
Bradenton, FL 34205  
Tel. 813/746-1849  
Contact: Sharon White  
H-12% M-78% L-10%  
Stat.-12 1,2,3,4

## DAYTONA BEACH

Cunningham Field Services  
Volusia Mall #380  
1700 Volusia Avenue  
Daytona Beach, FL 32114  
Tel. 904/258-3906  
Contact: Mary Cunningham  
H-30% M-60% L-10%  
Stat.-5 1,2,3,4

## FORT LAUDERDALE

Alenik Field Services  
The Festival Mall  
2900 W. Sample Rd.  
Ft. Lauderdale, FL 33060  
Ph. 305/755-2222  
Fax 305/755-2559  
Contact: Beatrice Alenik  
Income-NA  
Stat.-NA

Alenik Field Services  
Lauderhill Mall  
State Road 7  
Lauderhill, FL 33313  
Ph. 305/755-2222  
Fax 305/755-2559  
Contact: Beatrice Alenik  
Income-NA  
Stat.-NA

Heakin Research, Inc.  
Coral Square Mall  
9569 W. Atlantic Blvd.  
Coral Springs, FL 33071  
Tel. 305/753-4466  
Contact: Linda Boneville  
H-30% M-60% L-10%  
Stat.-14 2,3,4

Mar's Surveys  
Pompano Square Regional Mall  
One Pompano Square  
Pompano Beach, FL 33062  
Tel. 305/755-2805  
Fax 305/755-3061  
Contact: Eric Lipson  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4

Weitzman & Philip, Inc.  
Hollywood Mall  
3251 Hollywood Blvd., Ste. 262  
Hollywood, FL 33021  
Tel. 305/653-6323  
Fax 305/653-4016  
Contact: Joan Starr  
H-25% M-60% L-15%  
Stat.-12 1,2,3

## FORT MYERS

T.I.M.E. Market Research  
Edison Mall  
4125 Cleveland Avenue  
Fort Myers, FL 33901  
Tel: 813/275-0223  
Fax 813/275-9883  
Contact: Carolyn Kulik  
H-25% M-60% L-15%  
Stat.-10 1,2,3,4

**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

**JACKSONVILLE****Irwin Research Services, Inc.**

Regency Square Mall  
 9501 Arlington Expwy/Ste 155  
 Jacksonville, FL 32225  
 Tel. 904/725-8407  
 Contact: Dean Serbezoff  
 H-34% M-53% L-13%  
 Stat.-12 1,2,3,4  
 (See advertisement on p. 20)

**Irwin Research Services, Inc.**

Orange Park Mall  
 1910 Wells Rd./Ste. A1.1  
 Orange Park, FL 32073  
 Tel. 904/269-7956  
 Contact: Debi Britton  
 H-17% M-63% L-20%  
 Stat.-10 1,2,3,4  
 (See advertisement on p. 20)

**Irwin Research Services, Inc.**

The Avenues Mall  
 19300 Southside Blvd. #168  
 Jacksonville, FL 32256  
 Tel. 904/363-1480  
 Contact: Linda Somma  
 H-30% M-60% L-10%  
 Stat.-10 1,2,3  
 (See advertisement on p. 20)

**MELBOURNE**

Quick Test Opinion Centers  
 Melbourne Square Mall  
 1700 W. New Haven Ave/Ste 577  
 Melbourne, FL 32904  
 Tel. 407/729-9809  
 Fax 407/729-9551  
 Contact: Lori Ryan  
 H-20% M-60% L-20%  
 Stat.-10 1,2,3,4

**MIAMI**

Jean M. Light Interviewing Svce.  
 163rd. St. Shopping Mall  
 1281 NE 163rd Street  
 Miami, FL 33162  
 Tel. 305/264-5780  
 Contact: Jean Light  
 H-50% M-45% L-5%  
 Stat.-6 1,2,3

Jean M. Light Interviewing Svce.  
 Miami International Mall  
 1455 N.W. 107 Avenue  
 Miami, FL 33174  
 Tel. 305/264-5780  
 Contact: Jean Light  
 H-35% M-60% L-5%  
 Stat.-8 1,2,3,4

**Rife Market Research, Inc.**

Skylake Mall  
 1758 N.E. 183rd St.  
 Miami, FL 33179  
 Tel. 305/945-9390  
 Contact: Mary Rife  
 H-20% M-60% L-20%  
 Stat.-8 2,3,4  
 (See advertisement on p. 13)

**Weitzman & Philip Inc**

California Club Mall  
 850 Ives Dairy Road  
 Miami, FL 33179  
 Tel. 305/653-6323  
 Fax 305/653-4016  
 Contact: Joan Starr  
 H-25% M-60% L-15%  
 Stat.-8 1,2,3,4

**ORLANDO**

Accudata/Pilar Ellis Market Research  
 Winter Park Mall, Ste 1398  
 500 No. Orlando Ave  
 Winter Park, FL 32789  
 Tel. 407/628-1835  
 Fax 407/628-0571  
 Contact: Chris Berry  
 H-25% M-60% L-15%  
 Stat.-8 1,2,3,4

**Car-Lene Research, Inc.**

Colonial Plaza Mall  
 2650 E. Colonial Drive, #49  
 Orlando, FL 32803  
 Tel. 407/894-7552  
 Contact: Justin McElroy  
 H-25% M-60% L-15%  
 Stat.-6 1,2

**Quick Test Opinion Centers**

Lake Square Mall  
 U.S. Hwy 441  
 Leesburg, FL 34788  
 Tel. 904/365-0505  
 Fax 904/365-2005  
 Contact: Douglas Fedele  
 Income-NA  
 Stat-NA 1,2,3,4

**U.S. Research Company**

Altamonte Mall  
 521 Altamonte Ave.  
 Altamonte Springs, FL 32701  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 H-35% M-55% L-10%  
 Stat.-10 1,2,3,4

**U.S. Research Company**

Florida Mall, Rm. 422  
 8001 So. Orange Blossom Tr.  
 Orlando, FL 32809  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 H-30% M-55% L-15%  
 Stat.-10 1,2,3,4

**PENSACOLA**

Sand Dollar Research, Inc.  
 Cordova Mall  
 5100 N. 9th Ave. M1209  
 Pensacola, FL 32504

Ph. 904/478-9274  
 Fax 904/476-4450  
 Contact: Charles Graham  
 H-60% M-30% L-10%  
 Stat.-6 1,2,3,4

**SARASOTA**

Starr Research  
 Sarasota Square Mall  
 8201 So. Tamiami Trail  
 Sarasota, FL 34238  
 Tel. 813/925-7827  
 Fax 813/922-3289  
 Contact: Vicki Pobicki  
 H-35% M-40% L-25%  
 Stat.-8 1,2,3,4

**TALLAHASSEE**

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Tallahassee Mall  
 2415 N. Monroe  
 Tallahassee, FL 32303  
 Tel. 904/385-4399  
 Fax 904/385-3481  
 Contact: Louise Dickinson  
 H-25% M-50% L-25%  
 Stat.-9 1,2,3,4

**TAMPA/ST. PETERSBURG**

Adam Market Research, Inc.  
 Belz Mall  
 6302 E. Buffalo  
 Tampa, FL 33607  
 Tel. 813/875-4005  
 Fax 813/875-4055  
 Contact: Mark Siegel  
 H-15% M-55% L-30%  
 Stat.-9 2,3

**Adam Market Research, Inc.**

Gateway Mall  
 7965 9th St. N.  
 St. Petersburg, FL 33702  
 Tel. 813/875-4005  
 Fax 813/875-4055  
 Contact: Mark Siegel  
 H-15% M-70% L-15%  
 Stat.-6 2,3,4

**DataSource**

Eastlake Square Mall  
 5701 E. Hillsborough Avenue  
 Tampa, FL 33610  
 Tel. 813/623-1774  
 Fax 813/623-6898  
 Contact: Kathy DeFazio  
 H-31% M-57% L-12%  
 Stat.-12 1,2,3  
 (See advertisement on p. 30)

Gulf Coast Research  
 Tampa Bay Ctr. Mall  
 3302 W. Buffalo Ave., #1005A  
 Tampa, FL 33607  
 Tel. 813/223-5806  
 Fax 813/874-0792  
 Contact: Eva Hughes  
 H-25% M-60% L-15%  
 Stat.-5 1,2,3,4

IDD Market Research, Inc.  
 Floriland Mall

9314 Floriland  
Tampa, FL 33612  
Tel. 813/884-0088  
Contact: Isabel Dunn  
H-30% M-55% L-15%  
Stat.-NA 1,2,3,4

IDD Market Research, Inc.  
Sunshine Mall  
#40 Sunshine Mall  
Tampa, FL 33612  
Tel. 813/884-0088  
Contact: Isabel Dunn  
H-30% M-55% L-15%  
Stat.-NA 1,2,3,4

IDD Market Research, Inc.  
Benjamin Center  
5706 Benjamin Center, #118  
Tampa, FL 33634  
Tel. 813/884-0088  
Contact: Isabel Dunn  
Income-NA  
Stat.-NA

#### Marketing and Store Services

West Shore Plaza Mall  
350 W. Kennedy Blvd.  
Tampa, FL 33609  
Tel. 813/289-4500  
Fax 813/289-3760  
Contact: Gwen Weinberger  
H-40% M-60% L-0%  
Stat.-5 1,2,3  
(See advertisement on p. 59)

Quick Test Opinion Centers  
Country Side Mall #1046  
27001 U.S. Hwy. 19 North  
Clearwater, FL 34621  
Tel. 813/797-4868  
Fax 813/796-2616  
Contact: Bessie Zantapoulos  
H-30% M-50% L-20%  
Stat.-7 1,2,3,4

Tampa Accudata Market Research  
Bay Area Outlet Malol #215  
Clearwater, FL 34624  
Tel. 813/935-2151  
Fax 813/932-6265  
Contact: Linda Yochim  
H-35% M-45% L-20%  
Stat.-8 1,2,

U.S. Research Company  
Tyrone Square Mall  
6901 22nd Ave. N., #698  
St. Petersburg, FL 33710  
Tel. 708/520-3600  
Contact: Jackie Weise  
Income-Middle  
Stat.-N/A 1,2,3,4

## GEORGIA

### ATHENS

Jackson Associates, Inc.  
Georgia Square  
3700 Atlanta Highway  
Athens, GA 30610  
Tel. 404/454-7060  
Fax 404/546-7518

Contact: Marisa Pope  
H-20% M-50% L-30%  
Stat.-5 1,2

### ATLANTA

Car-Lene Research, Inc.  
Market Square at No. Dekalb  
2050 Lawrenceville Hwy.  
Decatur, GA 30033  
Tel. 404/728-8810  
Contact: Brenda Hogan  
H-30% M-60% L-10%  
Stat.-4 1,2,3,4

Heakin Research, Inc.  
331 Shannon Mall  
Union City, GA 30291

Tel. 404/964-9634  
Contact: Brad McDonald  
H-30% M-60% L-10%  
Stat.-8 1,2,3,4

Heakin Research, Inc.  
Gwinett Place Mall  
2100 Pleasant Hill Rd.  
Duluth, GA 30136  
Tel. 404/476-0714  
Contact: Teri Williams  
Income-N.A.  
Stat.-10 1,2,3,4

**Don't Use Us** just because of  
our luxurious, beautiful and convenient  
hotel location **...Use us** because of our  
reputation for doing quality recruiting  
and pleasing clients.

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

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

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

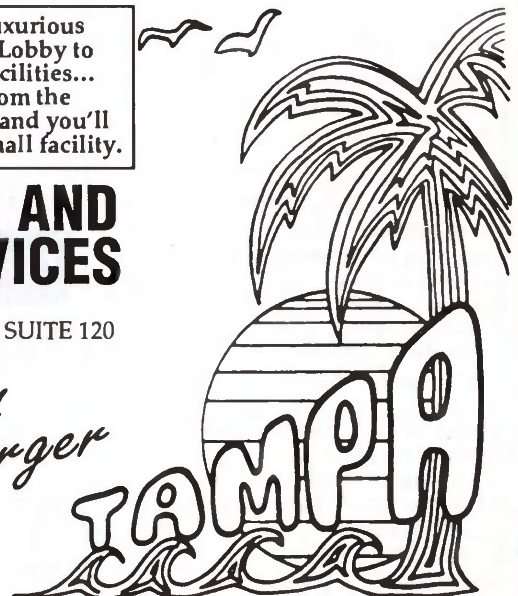
Just walk across the luxurious  
Sheraton Grand Hotel Lobby to  
our new focus group facilities...  
or cross the street (from the  
Sheraton Grand Lobby) and you'll  
be able to visit our new mall facility.

## MARKETING AND STORE SERVICES

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

*Call Gwen  
Weinberger*

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





**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

Jackson Associates, Inc.  
 Southlake Mall, #2443  
 Morrow, GA 30260  
 Tel. 404/454-7060  
 Fax 404/968-3660  
 Contact: Marisa Pope  
 H-40% M-35% L-25%  
 Stat.-6 1,3,4

MacConnell Research Services  
 Greenbrier Mall  
 2841 Greenbrier Pkwy. S.W.  
 Atlanta, GA 30331  
 Tel. 404/451-6236  
 Fax 404/451-6184  
 H-30% M-40% L-30%  
 Stat.-10 1,2,3

MacConnell Research Services  
 Roswell Mall  
 608 Holcomb Bridge Rd.  
 Roswell, GA 30076  
 Tel. 404/451-6236  
 Fax 404/451-6184  
 H-30% M-50% L-20%  
 Stat.-8 1,3

Mid-America Research, Inc.  
 Lenox Square Mall  
 3393 Peachtree Road  
 Atlanta, GA 30326  
 Tel. 404/261-8011  
 Contact: Joan Ferdinands  
 H-26% M-60% L-14%  
 Stat.-24 1,2,3,4

Mid-America Research, Inc.  
 Northlake Mall  
 4800 Briarcliff Rd.  
 Atlanta, GA 30345  
 Tel. 404/493-1403  
 Contact: Bettie Hutchinson  
 H-19% M-76% L-5%  
 Stat.-12 1,2,3,4

Quick Test Opinion Centers  
 Cobb Town Center Ste 272  
 400 Ernest Barret Pkwy.  
 Kennesaw, GA 30144  
 Tel. 404/423-0884  
 Fax 404/424-5354  
 Contact: Berry McCoy  
 H-10% M-65% L-25%  
 Stat.-8 1,2,3,4

John Stolzberg Market Research  
 Outlets Limited Mall  
 750 George Busbee Pkwy  
 Kennesaw, GA 30144  
 Tel. 404/329-0954  
 Contact: Sharyn Fink  
 H-30% M-70% L-0%  
 Stat.-4

John Stolzberg Market Research  
 Outlets Limited Mall  
 3750 Venture Drive  
 Duluth, GA 30136  
 404/329-0954  
 Contact: Edna Mitchell  
 H-15% M-70% L-15%  
 Stat.-4

Tannenbaum Research Services  
 South DeKalb Mall #80  
 Atlanta, GA 30034  
 Tel. 404/321-1770  
 Fax 404/636-3037  
 Contact: Judy Tannenbaum  
 H-30% M-50% L-20%  
 Stat.-8 2,3

Tannenbaum Research Services  
 Outlet Square Mall  
 4166 Buford Highway  
 Atlanta, GA 30345  
 Tel. 404/321-1770  
 Fax 404/636-3037  
 Contact: Judy Tannenbaum  
 H-50% M-40% L-10%  
 Stat.-7 2,3

**AUGUSTA**

U.S. Research Company  
 Regency Mall  
 1700 Gordon Highway  
 Augusta, GA 30904  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 Income-Middle  
 Stat.-NA 1,2,3

**GAINESVILLE**

Jackson Associates, Inc.  
 Lakeshore Mall  
 1285 W. Washington Street  
 Gainesville, GA 30501  
 Tel. 404/454-7060  
 Fax 404/536-2065  
 Contact: Marisa Pope  
 H-40% M-30% L-30%  
 Stat.-12 1,2,3,4

**SAVANNAH**

Cooper Research, Inc.  
 108 West Manta Cove  
 Savannah, GA 31410  
 Tel. 912/897-9028  
 Contact: Carolyn Cooper  
 H-24% M-45% L-14%  
 Stat.-4 2,3,4

**IDAHO****BOISE**

Consumer Opinion Services, Inc.  
 Boise Town Square  
 350 No. Milwaukee St.  
 Boise, ID 83788  
 Tel. 206/241-6050  
 Contact: Robert Corbin  
 H-15% M-70% L-15%  
 Stat.-9 1,2,3  
 (See advertisement on p. 77)

**ILLINOIS****CHICAGO**

Analytics, Inc.  
 Randhurst Mall  
 999 No. Elmhurst Rd., #15  
 Mt. Prospect, IL 60056  
 Tel. 708/870-1973  
 Contact: Larry Kaufman  
 H-25% M-50% L-15%  
 Stat.-7 2,4

Assistance In Marketing  
 1140 Spring Hill Mall  
 Dundee, IL 60118  
 Tel. 708/428-0885  
 Fax 708/428-4554  
 Contact: Glenn Girlando  
 H-51% M-35% L-14%  
 Stat.-20 1,2,3,4

Assistance In Marketing  
 Century City Mall  
 2828 No. Clark Street  
 Chicago, IL 60657  
 Tel. 312/477-3139  
 Fax 312/528-3897  
 Contact: Kelly Ketchum  
 H-40% M-30% L-30%  
 Stat.-12 1,2,3,4

Baxter Research  
 North Park Mall  
 270 W. North Ave.  
 Villa Park, IL 60181  
 Tel. 708/832-2625  
 Contact: Alice Baxter  
 H-10% M-70% L-20%  
 Stat.-3 2,3,4

Bryles Survey Service  
 Brementown Mall  
 6847 159th Street  
 Tinley Park, IL 60477  
 Tel. 708/532-6800  
 Contact: Robert Bryles  
 Income-NA  
 Stat.-6 1,2,3

Bryles Survey Service  
 Washington Square Mall  
 17735 So. Halsted  
 Homewood, IL 60430  
 Tel. 708/799-7400  
 Contact: Robert Bryles  
 Income-NA  
 Stat.-8 2,4

Bryles Survey Service  
 Orland Park Place Mall  
 227 Orland Park Place  
 Orland Park, IL 60462  
 Tel. 708/403-0300  
 Contact: Robert Bryles  
 Income-NA  
 Stat.-10 1,2,4

Bryles Survey Service  
 Century Mall  
 8275 Broadway  
 Merrillville, IN 46410  
 Tel. 219/769-7380  
 Contact: Robert Bryles  
 Income-NA  
 Stat.-6 1,2

Car-Lene Research, Inc.  
Northbrook Court  
Northbrook, IL 60062  
Tel. 708/498-1305  
Contact: Marlene Colby  
H-40% M-60% L-0%  
Stat.-8 2,3,4

Car-Lene Research, Inc.  
Deerbrook Mall  
188 So. Waukegan Rd.  
Deerfield, IL 60015  
Tel. 708/564-1454  
Contact: Karen Canzoneri  
H-10% M-80% L-10%  
Stat.-8 2,3,4

Consumer Surveys Company  
Northpoint Shopping Center  
304 E. Rand Rd.  
Arlington Heights, IL 60004  
Tel. 708/394-9411  
Fax 708/394-0001  
Contact: Deanna Port  
H-30% M-50% L-20%  
Stat.-10 1,2,3,4

Consumer Surveys Company  
Chicago Ridge Mall #730  
Chicago Ridge, IL 60415  
Tel. 708/499-6000  
Fax 708/499-4621  
Contact: Leona Quenan  
H-5% M-65% L-30%  
Stat.-8 1,2,3,4

Facts In Focus, Inc.  
Fox Valley Center  
2260 Fox Valley Center  
Aurora, IL 60505  
Tel. 708/898-2166  
Fax 708/898-2172  
Contact: Ann Hatch  
H-40% M-55% L-5%  
Stat.-12 2,3,4

Heakin Research, Inc.  
North Riverside Mall  
7501 W. Cermak Road  
No. Riverside, IL 60546  
Tel. 708/447-9208  
Contact: Chris Bowers  
H-28% M-45% L-27%  
Stat.-8 2,3

Heakin Research, Inc.  
Louis Joliet Mall Door 4  
1166 Mall Loop Dr.  
Joliet, IL 60435  
Tel. 815/439-2053  
Contact: Gail Weiss  
H-34% M-28% L-38%  
Stat.-8 1,2,3,4

Heakin Research, Inc.  
Jefferson Square Mall  
2450 W. Jefferson  
Joliet, IL 60436  
Tel. 815/729-0595  
Contact: Molly Vaught  
H-12% M-50% L-38%  
Stat.-10 1,2,3,4

Mid-America Research, Inc.  
Randhurst Shopping Ctr.  
999 N. Elmhurst Rd., #17  
Mt. Prospect, IL 60056  
Tel. 708/392-0800  
Fax 708/259-7259  
Contact: Elizabeth Jorgenson  
H-33% M-52% L-15%  
Stat.-20 1,2,3,4

Mid-America Research, Inc.  
Orland Square Mall #280  
Orland Park, IL 60462  
Tel. 708/349-0888  
Contact: Denise Allaway  
H-24% M-63% L-14%  
Stat.-12 1,2,3,4

Precision Field Services, Inc.  
Gurnee Mills Mall  
6170 West Grand Ave., Suite 588  
Gurnee, IL 60031  
Tel. 708/855-1115  
Fax 708/855-1116  
Contact: Scott Adleman  
H-40% M-40% L-20%  
Stat.-14 1,2,3,4

#### Quality Controlled Services

Harlem-Irving Mall  
4192 Harlem Ave.  
Norridge, IL 60634  
Tel. 708/452-7660  
Contact: Carol Nomdowski  
H-10% M-75% L-15%  
Stat.-Variable 1,2,3,4

Quick Test Opinion Centers  
Ford City Mall  
7601 S. Cicero Avenue  
Chicago, IL 60652  
Tel. 312/581-9400  
Fax 312/581-9758  
Contact: Gerri Etkron  
H-5% M-75% L-20%  
Stat.-8 1,2,3,4

Quick Test Opinion Centers  
429 Hawthorn Center  
Vernon Hills, IL 60061  
Tel. 708/367-0036  
Fax 708/367-4863  
Contact: Sandy Lewis  
H-60% M-30% L-10%  
Stat.-91,2,3,4

Survey Center, Inc.  
North Pier Mall  
455 E. Illinois St.  
Chicago, IL 60611  
Tel. 312/321-8100  
Fax 312/321-8110  
Contact: Leslie Levin  
H-40% M-50% L-10%  
Stat.-5 1,2,3,4

Time N Talent, Inc.  
Meadows Town Mall  
1400 E. Golf Road  
Rolling Meadows, IL 60008  
Tel. 708/806-0006  
Fax 708/806-0782  
Contact: Harry Balaban  
H-25% M-65% L-10%  
Stat.-8 1,2,3,4

## *Quirk's* **MARKETING RESEARCH** *Review*

### Put it in writing!

Do you have a successful research project that you would like to see profiled as a case history in an upcoming issue of *Quirk's Marketing Research Review*? Or perhaps you'd like to tell your peers about your experience with a particular research technique...

At QMRR, we're always looking for interesting, marketing research-related stories. No matter what the industry or application--from pharmaceuticals to lodging, new packaging to customer satisfaction--if it involves research, we want to cover it!

If you have a story idea in mind, or if you would like more information about our editorial policies, please contact Joseph Rydholm, managing editor at 612-661-8051 or at the address below.

Quirk's Marketing Research Review  
P.O. Box 23536  
Minneapolis, MN 55423

**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

U.S. Research Company  
 Lakehurst Shopping Center, #243A  
 Waukegan, IL 60085  
 Tel. 708/560-3600  
 Contact: Jackie Weise  
 Income-Middle  
 Stat.-NA 1,2,3

U.S. Research Company  
 Illinois Center, Concourse #16  
 111 E. Wacker Drive  
 Chicago, IL 60601  
 Tel. 708/560-3600  
 Contact: Jackie Weise  
 Income-Middle  
 Stat.-NA 1,2,3,4

U.S. Research Company  
 Charlestowne Centre Mall #C221  
 St. Charles, IL 60174  
 Tel. 708/377-7020  
 Contact: Tracy Dearth  
 Income-NA  
 Stat.-NA

**PEORIA**

Scotti Research, Inc.  
 Northwoods Mall  
 Peoria, IL 61613  
 Tel. 309/673-6194  
 Contact: Nancy Matheis  
 H-25% M-50% L-25%  
 Stat.-5 2,3,4

**QUAD CITIES**

Scotti Research, Inc.  
 Northpark Mall  
 Davenport, IA 52806  
 Tel. 319/386-1905  
 Contact: Carol Menke  
 H-25% M-50% L-25%  
 Stat.-8 2,3,4

Scotti Research, Inc.  
 Southpark Mall  
 Moline, IL 61265  
 Tel. 309/673-6194  
 Contact: Nancy Matheis  
 H-25% M-50% L-25%  
 Stat.-5 2

**INDIANA****EVANSVILLE**

Gore Research & Associates  
 Eastland Mall  
 800 Green River Rd.  
 Evansville, IN 47715  
 Tel. 812/422-3221  
 Contact: Sharon Adams

H-8% M-47% L-45%  
 Stat.-9 2,3

Product Acceptance & Research(PAR)  
 1139 Washington Square Mall  
 Evansville, IN 47715  
 Tel. 812/425-3533  
 Fax 812/421-6806  
 Contact: Forrest Youngs  
 H-30% M-60% L-10%  
 Stat.-8 1,2,3,4

**FORT WAYNE**

Dennis Research  
 Glenbrook Square  
 4201 Coldwater Road  
 Fort Wayne, IN 46805  
 Tel. 219/483-2884  
 Fax 219/482-5503  
 Contact: Linda Hammer  
 H-30% M-60% L-10%  
 Stat.-6 1,2,3,4

Dennis Research  
 Southtown Mall  
 7800 S. Anthony Blvd.  
 Fort Wayne, IN 46805  
 Tel. 219/447-0090  
 Fax 219/447-0198  
 Contact: Linda Hammer  
 H-50% M-30% L-20%  
 Stat.-6 1,2,3,4

**INDIANAPOLIS**

**DataSource**  
 Castleton Square Mall  
 8004 Castleway Dr  
 Indianapolis, IN 46250  
 Tel. 317/577-0500  
 Fax 317/576-5438  
 Contact: Marlene Brewer  
 H-37% M-43% L-20%  
 Stat.-8 1,2,3  
 (See advertisement on p. 30)

Herron Associates, Inc.  
 Greenwood Park #C-26  
 1251 U.S. 31 North  
 Greenwood, IN 46142  
 Tel. 317/882-3800  
 Fax 317/882-4716  
 Contact: Janie McMurtrey  
 H-20% M-60% L-20%  
 Stat.-12 1,2,3,4

Herron Associates, Inc.  
 Washington Square Ste 402  
 10202 E. Washington St.  
 Indianapolis, IN 46229  
 Tel. 317/882-3800  
 Fax 317/897-8265  
 Contact: Paul Jorgenson  
 H-15% M-65% L-20%  
 Stat.-13 1,2,3,4

**IOWA**

**Council Bluffs**  
 (See Omaha, NE)

**DAVENPORT**  
(See Quad Cities, IL)**DES MOINES**

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Southridge Mall  
 1111 E. Army Post Rd.  
 Des Moines, IA 50315  
 Tel. 515/287-4744  
 Fax 515/287-5937  
 Contact: Louise Dickinson  
 H-30% M-55% L-15%  
 Stat.-15 1,2,3,4

Mid-Iowa Interviewing  
 Valley West Mall  
 1551 35th Street  
 West Des Moines, IA 50265  
 Tel. 515/225-6232  
 Fax 515/225-1184  
 Contact: Doug Brown  
 H-30% M-60% L-10%  
 Stat.-6 1,2,3,4

Per Mar Research Corp.  
 Merle Hay Mall, #423  
 3800 Merle Hay Road  
 Des Moines, IA 50310  
 Tel. 515/270-1703  
 Contact: Mary Vortherms  
 Income-NA  
 Stat.-6 1

**KANSAS**

**KANSAS CITY**  
 (See Kansas City, MO)

**TOPEKA**

**Quality Controlled Services**  
 West Ridge Mall  
 1801 Southwest Wannamaker  
 Topeka, KS 66604  
 Tel. 913/273-0091  
 Fax 913/273-0554  
 Contact: Sharon DuBois  
 H-30% M-60% L-10%  
 Stat.-6 1,2,3

**WICHITA**

Data Net, Inc.  
 Towne East Square  
 7700 E. Kellogg, #231  
 Wichita, KS 67207  
 Tel. 316/682-6655  
 Fax 316/682-6664  
 Contact: Thelma Meyers  
 H-35% M-50% L-15%  
 Stat.-9 2,3,4

Midwest Research Services  
 Pawnee Plaza Mall  
 501 E. Pawnee  
 Wichita, KS 67211  
 Tel. 316/262-0419  
 H-2% M-90% L-6%  
 Stat.-7 2,3,4



U.S. Research Company  
Towne West Square, Store #804  
Wichita, KS 67209  
Tel. 708/520-3600  
Contact: Jackie Weise  
Income-Middle  
Stat.-NA 1,2,3,4

## KENTUCKY

### LOUISVILLE

MRK, Inc.  
Mid City Mall  
1250 Bardstown Rd.  
Louisville, KY 40204  
Tel. 502/458-4159  
Fax 502/456-5776  
Contact: Connie Pearl  
H-1% M-79% L-20%  
Stat.-7 1,2,3,4

Personal Opinion, Inc.  
River Falls Mall, #206A  
3415 Bardstown Road  
Louisville, KY 40218  
Tel. 502/451-1971  
Fax 502/451-3940  
Contact: Michael Bodi  
H-15% M-60% L-25%  
Stat.-10 1,2,3,4

Stevens Research Services, Inc.  
Greentree Mall  
Highway 131  
Clarksville, IN 47130  
Tel. 502/456-5300  
Fax 502/456-2404  
Contact: Allen Fangman  
H-30% M-50% L-20%  
Stat.-6 1,2,3,4

## LOUISIANA

### BATON ROUGE

Gulf States Research Center  
Bon Marche Mall  
7361-A Florida Blvd.  
Baton Rouge, LA 70806  
Tel. 800/848-2555  
Contact: Robert Landsberger  
H-20% M-70% L-10%  
Stat.-6 1,2,3,4

### NEW ORLEANS

The Friedman Marketing Organization  
Consumer Opinion Center  
Belle Promenade Mall  
1701 Barataria Blvd.  
Marrero, LA 70072  
Tel. 504/340-0972  
Fax 504/340-7965  
Contact: Louise Dickinson  
H-25% M-50% L-25%  
Stat.-14 1,2,3,4

Heakin Research, Inc.  
Esplanade Mall Suite 118  
1401 W. Esplanade  
Kenner, LA 70065  
Tel. 504/464-9188  
Contact: Ben Leighton

H-21% M-45% L34%  
Stat.-12 2,3,4

Linden Research Services  
Oakwood Mall  
197 Westbank Exp.  
Gretna, LA 70053  
Tel. 504/368-9825  
Fax 504/368-9866  
Contact: Marty Olson  
H-20% M-50% L-30%  
Stat.-6 2,3,4

New Orleans Field Services Assoc.  
Plaza In Lake Forest  
5300 Read Blvd.  
New Orleans, LA 70127

Tel. 504/833-0641  
Fax 504/838-8010  
Contact: Andrea S. Gereighy  
H-10% M-80% L-10%  
Stat.-10 2,3

New Orleans Field Services Assoc.  
Clearview Shopping Mall  
4436 Veterans Memorial Hwy.  
Metairie, LA 70006  
Tel. 504/834-2005  
Fax 504/838-8010  
Contact: Andrea S. Gereighy  
H-10% M-80% L-10%  
Stat.-10 2,3

# FOR A GRAND OPENING, PLEASE TURN THIS PAGE.



**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

NGL Research Services, Inc.  
 North Shore Square  
 4001 North Shore Blvd.  
 Slidell, LA 70460  
 Tel. 504/847-0405  
 Contact: Nell Lavie

H-34% M-42% L-24%  
 Stat.-8 1,2,3,4

**MARYLAND**

**BALTIMORE**

**Consumer Pulse of Baltimore**  
 White Marsh Mall #1152  
 8200 Perry Hall Blvd.  
 Baltimore, MD 21236  
 Tel. 410/931-6700  
 Fax 410/931-6711  
 Contact: Linda Crowder  
 H-20% M-50% L-30 %  
 Stat.-8 1,2,3,4  
 (See advertisement on p. 15)

Heakin Research, Inc.  
 Eastpoint Mall  
 7839 Eastpoint Mall  
 Baltimore, MD 21224  
 Tel. 301/282-3133  
 Contact: Alice Matheny  
 H-6% M-30% L-64%  
 Stat.-6 2,3,4

Opinion Centers America  
 Golden Ring Mall  
 6400 Rossville Blvd.  
 Baltimore, MD 21237  
 Tel. 410/391-7750  
 Fax 410/391-7850  
 Contact: Sue Roberts  
 H-40% M-40% L-20%  
 Stat.-4 1,2,3,4

Opinion Centers America  
 Security Square Mall  
 6901 Security Blvd.  
 Baltimore, MD 21203  
 Tel. 410/597-9904  
 Fax 410/597-9908  
 Contact: Ruth Hauf  
 H-40% M-40% L-20%  
 Stat.-3 1,2,3,4

**MASSACHUSETTS**

**BOSTON**

**Bernett Research, Inc.**  
 South Shore Plaza  
 250 Granite St.  
 Braintree, MA 02184  
 Tel. 617/849-1692  
 Fax 617/843-5276  
 Contact: Elaine Bower  
 H-50% M-50% L-0%  
 Stat.-15 1,2,3  
 (See advertisements on pp. 63,64)

**Bernett Research, Inc.**  
 Assembly Square Mall  
 133 Middlesex Ave.  
 Somerville, MA 02145  
 Tel. 617/623-2330  
 Fax 617/623-8945  
 Contact: Roberta Jenner  
 H-0% M-50% L-50%  
 Stat.-15 1,2,3,4  
 (See advertisements on pp. 63,64)

Car-Lene Research, Inc.  
 Hanover Mall  
 Hanover, MA 02339  
 Tel. 617/826-0052  
 Contact: Steve Martin  
 H-20% M-60% L-20%  
 Stat.-5 2,3,4

CSi Testing Centers  
 North Shore Mall  
 Peabody, MA 01960  
 Tel. 203/797-0666  
 Fax 203/748-1735  
 Contact: Dr. Leslie M. Harris  
 H-60% M-30% L-10%  
 Stat.-8 1,2,3,4

Performance Plus, Inc.  
 Route 30 Mall

**BERNETT RESEARCH OPENS  
 IN NEW JERSEY.**



**INTRODUCING THE NEW MENLO PARK  
 MALL RESEARCH CENTER.**

**8 locations nationwide will cover your marketing research needs.**

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 Call Dana Hayes at (212) 486-0963 or Bernyce Hayes at (617) 254-1314 • FAX (617) 254-1857



341 Cochituate Road  
Framingham, MA 01701  
Tel. 617/872-1287  
Fax 508/879-7108  
Contact: Shirley Shames  
H-50% M-35% L-15%  
Stat.-16 1,2,3

Performance Plus, Inc.  
Westgate Mall  
Westgate Drive  
Brockton, MA 02401  
Tel. 617/872-1287  
Fax 508/879-7108  
Contact: Shirley Shames  
H-25% M-65% L-10%  
Stat.-10 1,2,3

Performance Plus, Inc.  
Woburn Mall  
300 Mishawam Road  
Woburn, MA 01801  
Tel. 617/872-1287  
Fax 508/879-7108  
Contact: Shirley Shames  
H-35% M-50% L-15%  
Stat.-8 1,2,3

Performance Plus, Inc.  
Faneuil Hall Marketplace #3  
Boston, MA 02109  
Tel. 617/872-1287  
Fax 508/879-7108  
Contact: Shirley Shames  
H-35% M-50% L-15%  
Stat.-5 2,3,4

Quick Test Opinion Centers  
Methuen Mall  
Route 113  
Methuen, MA 01844  
Tel. 508/685-1917  
Fax 508/682-3365  
Contact: Marcia Hersh  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4

Quick Test Opinion Centers  
Worcester Center, #275  
West Mall  
Worcester, MA 01608  
Tel. 508/754-3960  
Fax 508/799-0282  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

Quick Test Opinion Centers  
Watertown Mall  
550 Arsenal Street  
Watertown, MA 02172  
Tel. 617/924-8486  
Fax 617/923-0261  
Contact: Bonnie McDonald  
H-20% M-60% L-20%  
Stat.-14 1,2,3,4

U.S. Research Company  
Independence Mall, Space 123  
Kingston, MA  
Tel. 708/520-3600  
Contact: Jackie Weise  
Income-Middle  
Stat.-NA 1,2,3,4

## SPRINGFIELD

Performance Plus, Inc.  
Fairfield Mall  
591 Memorial Drive  
Chicopee, MA 01020  
Tel. 617/872-1287  
Fax 508/879-7108  
Contact: Shirley Shames  
H-10% M-60% L-30%  
Stat.-8 1,2,3,4

### Quality Controlled Services

Holyoke Mall  
Whiting Farms Road  
Holyoke, MA 01040  
Tel. 413/533-6180  
Fax 413/532-6855  
Contact: Ivy Ward  
H-25% M-60% L-15%  
Stat.-NA 1,2,3,4  
(See advertisement on p. 44)

## MICHIGAN

### DETROIT

#### Consumer Pulse of Detroit

Universal Mall  
28488 Dequindre Rd.  
Warren, MI 48092  
Tel. 313/751-1590  
Fax 313/751-3019  
Contact: Don Jezak  
H-10% M-45% L-45%  
Stat.-30 1,2,3,4  
(See advertisement on p. 15)

Crimmins-Forman Market Research  
Wonderland Mall  
29755 Plymouth Road  
Livonia, MI 48150  
Tel. 313/569-7095  
Fax 313/569-8927  
Contact: Louise Dickinson, Paula Crimmins  
H-25% M-45% L-30%  
Stat.-7 1,2,3,4

The Friedman Marketing Organization  
Consumer Testing Center  
Oakland Mall  
350 B W. 14 Mile Road  
Troy, MI 48083  
Tel. 313/589-0950  
Fax 313/589-0271  
Contact: Louise Dickinson  
H-30% M-50% L-20%  
Stat.-15 1,2,3,4

The Friedman Marketing Organization  
French Town Square Mall  
2121 Monroe Street  
Monroe, MI 48161  
Tel. 313/241-1610  
Fax 313/241-6804  
Contact: Louise Dickinson  
H-25% M-50% L-25%  
Stat.-13 1,2,3,4

Heakin Research, Inc.  
Macomb Mall Suite 790  
32165 Gratiot  
Roseville, MI 48066  
Tel. 313/294-3232

Contact: Janet Baker  
H-41% M-41% L-18%  
Stat.-8 2,3,4

Quick Test Opinion Centers  
Southland Center  
23000 Eureka Road  
Taylor, MI 48180  
Tel. 313/287-3600  
Fax 313/287-3840  
Contact: Mike Clack  
H-25% M-50% L-25%  
Stat.-10 1,2,3,4

## GRAND RAPIDS

Datatrack, Inc.  
Rogers Plaza  
1110-28th Street SW  
Grand Rapids, MI 49509  
Tel. 616/776-7230  
Fax 616/776-7230  
Contact: Pamela Schichtel  
H-19% M-43% L-38%  
Stat.-12 1,2,3

Datatrack, Inc.  
Eastbrook Mall  
Grand Rapids, MI 49503  
Tel. 616/776-7230  
Fax 616/776-7212  
Contact: Pamela Schichtel  
H-35% M-50% L-15%  
Stat.-7 1,2,3,4

## MINNESOTA

### DULUTH

Bryles Survey Service  
Miller Hill Mall  
1600 Miller Trunk Hwy.  
Duluth, MN 55811  
Tel. 218/722-9274  
Contact: Sue Tilberg  
Income-NA  
Stat.-12 1,2,4

### MINNEAPOLIS/ST. PAUL

A & I Of Minnesota  
Eden Prairie Center #1248  
Eden Prairie, MN 55344  
Tel. 612/941-0825  
Contact: Lois Finseth  
H-60% M-30% L-10%  
Stat.-6 1,2,3

Comprehensive Research Group, Inc.  
Har Mar Mall  
2100 Snelling Avenue No.  
Roseville, MN 55113  
Tel. 612/635-0204  
Fax 612/635-9013  
Contact: Bruce Bale  
H-60% M-30% L-10%  
Stat.-8 3,4



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 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
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 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

N.K. Friedrichs & Assoc., Inc.  
 Northtown Mall #310  
 Blaine, MN 55434  
 Tel. 612/784-7332  
 Fax 612/783-9314  
 Contact: Betty Hill  
 H-30% M-60% L-10%  
 Stat.-10 1,2,3

Heakin Research, Inc.  
 Knollwood Mall  
 8332 Highway 7  
 St. Louis Park, MN 55426  
 Tel. 612/936-0940  
 Contact: Elena Johnson  
 H-26% M-41% L-33%  
 Stat.-12 2,3,4

**Quality Controlled Services**  
 Maplewood Mall #2016  
 Maplewood, MN 55109  
 Tel. 612/770-5636  
 Contact: Sandra Hayes  
 H-20% M-65% L-15%  
 Stat.-NA 1,2,3,4

Quick Test Opinion Centers  
 Burnsville Center #1008  
 Burnsville, MN 55337  
 Tel. 612/435-8581  
 Fax 612/435-8673  
 Contact: Helen Nelson  
 H-25% M-65% L-10%  
 Stat.-7 1,2,3

**MISSISSIPPI****JACKSON**

The Friedman Marketing Organization  
 Consumer Opinion Center  
 1275 Metrocenter  
 Hwy. 80 & Robinson Rd.  
 Jackson, MS 39209  
 Tel. 601/352-9340  
 Fax 601/355-3530  
 Contact: Louise Dickinson  
 H-20% M-60% L-20%  
 Stat.-13 1,2,3,4

**MISSOURI****KANSAS CITY**

Bryles Survey Service  
 Battlefield Mall  
 227 Battlefield Road  
 Springfield, MO 65804  
 Tel. 417/887-1035  
 Contact: Karen Hoyer  
 Income-NA  
 Stat.-10 1,2,4

The Field House, Inc.  
 Oak Park Mall  
 11319 West 95th Street  
 Overland Park, KS 66214  
 Tel. 913/492-1506  
 Fax 913/341-4245  
 Contact: Juanita Summers  
 H-40% M-50% L-10%  
 Stat.-12 2,3,4

The Field House, Inc.  
 Metro North Mall  
 400 NW Barry Road  
 Kansas City, MO 64155  
 Tel. 816/436-8787  
 Fax 913/341-4245  
 Contact: Barb Elder  
 H-10% M-60% L-30%  
 Stat.-8 2,3

The Field House, Inc.  
 Metcalf South Mall  
 95th St. & Metcalf  
 Overland Park, KS 66214  
 Tel. 913/381-7021  
 Fax 913/341-4245  
 Contact: Ellen Dimbert  
 H-20% M-60% L-20%  
 Stat.-6

Heakin Research, Inc.  
 Blue Ridge Mall  
 4200 Blue Ridge Blvd.  
 Kansas City, MO 64133  
 Tel. 816/737-1130  
 Contact: Pat Stoekman  
 H-23% M-41% L-34%  
 Stat.-10 2,3,4

Heakin Research, Inc.  
 Independence Center #116  
 Independence, MO 64057  
 Tel. 816/795-0706  
 Contact: Eloise Mills  
 H-33% M-43% L-24%  
 Stat.-10 2,3,4

Heakin Research, Inc.  
 Indian Springs Mall  
 4601 State Street  
 Kansas City, KS 66102  
 Tel. 913/596-2244  
 Contact: Debbie Chibick  
 H-8% M-42% L-50%  
 Stat.-9 2,3,4

**Quality Controlled Services**  
 Ward Parkway Mall  
 8600 Ward Parkway  
 Kansas City, MO 64114  
 Tel. 816/361-0345  
 Fax 816/361-3580  
 Contact: Iva Schlatter  
 H-20% M-70% L-10%  
 Stat.-NA 1,2,3,4

**ST. LOUIS**

Consumer Opinion  
 1279 Mid Rivers Mall  
 St. Peters, MO 63376  
 Tel. 314/926-0247  
 Contact: Carol McGill  
 H-30% M-50% L-20%  
 Stat.-12 1,2,3,4

**Marketeam Associates**  
 St. Louis Centre  
 515 No. 6th St., Ste. 374  
 St. Louis, MO 63101  
 Tel. 314/241-8111  
 Fax 314/241-6429  
 Contact: Joyce Klosterman  
 H-25% M-60% L-15%  
 Stat.-6 2,3,4  
 (See advertisement on p. 67)

**Quality Controlled Services**  
 South County Center  
 24 S. County Way  
 St. Louis, MO 63129  
 Tel. 314/966-6595  
 Contact: Linda Curtis  
 H-20% M-70% L-10%  
 Stat.-NA 1,2,3

Quick Test Opinion Centers  
 Northwest Plaza, #505  
 514 Northwest Plaza  
 St. Ann, MO 63074  
 Tel. 314/291-8888  
 Fax 314/291-8581  
 Contact: Fletcher Peacock  
 H-30% M-50% L-20%  
 Stat.-7 1,2,3,4

Superior Surveys of St. Louis  
 Mid Rivers Mall #1279  
 St. Peters, MO 63376  
 Tel. 314/965-0023  
 Fax 314/965-8042  
 Contact: Patricia Dunn  
 H-50% M-50% L-0%  
 Stat.-12 1,2,3,4

U.S. Research Company  
 338 Jamestown Mall  
 Florissant, MO 63034  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 Income-Middle  
 Stat.-NA 1,2,3,4

**NEBRASKA****OMAHA**

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Mall of the Bluffs #330  
 1751 Madison Avenue  
 Council Bluffs, IA 51501  
 Tel. 712/322-7200  
 Fax 712/322-5176  
 Contact: Louise Dickinson  
 H-30% M-55% L-15%  
 Stat.-14 1,2,3,4

Midwest Survey, Inc.  
 Crossroads Mall  
 7300 Dodge St., Ste. 20  
 Omaha, NE 68114  
 Tel. 402/399-9346  
 Contact: Eloise O'Connor  
 H-12% M-68% L-20%  
 Stat.-12 1,2,3,4

Midwest Survey, Inc.  
 Southroads Mall  
 1001 Ft. Crook Road No.

Bellevue, NE 68005  
Tel. 402/733-4036  
Contact: Donna Meyer  
H-20% M-68% L-12%  
Stat.-7 1,2,3,4

Omaha Research  
Midlands Mall  
300 W. Broadway  
Council Bluffs, IA 51505  
Tel. 402/331-6670  
Fax 402/334-2317  
Contact: Fran Lynam  
H-20% M-60% L-20%  
Stat.-4

## NEVADA

### LAS VEGAS

Consumer Research Center  
Mission Center Mall  
1370 E. Flamingo, Suite J  
Las Vegas, NV 89119  
Ph. 702/737-3272  
Fax 702/737-1023  
Contact: Buddy Goldbaum  
H-30% M-50% L-20%  
Stat.-6 2,3,4

## NEW HAMPSHIRE

### NASHUA

New England Interviewing, Inc.  
Nashua Mall  
Broad Street  
Nashua, NH 03063  
Tel. 603/889-8222  
Fax 603/883-1119  
Contact: Heidi Boghogian  
H-20% M-68% L-12%  
Stat.-4 2

## NEW JERSEY

**NORTH JERSEY**  
(See New York City)

## NEW MEXICO

### ALBUQUERQUE

Sandia Marketing Services  
Coronado Center  
6600 Menaul N.E. #20  
Albuquerque, NM 87110  
Tel. 800/950-4148  
Fax 505/883-4776  
Contact: Lana Scutt  
H-30% M-60% L-10%  
Stat.-12 1,2,3,4

### SANTA FE

Quick Test Opinion Centers  
Villa Linda Mall  
Santa Fe, NM 87505  
Tel. 505/471-1699  
Fax 505/471-4336  
Contact: Donna Wizinsky  
H-25% M-50% L-25%  
Stat.-5 1,2,3,4

## NEW YORK

### ALBANY

Quick Test Opinion Centers  
Crossgates Mall  
1 Crossgates Mall Rd.  
Albany, NY 12203  
Tel. 518/456-8641

Fax 518/456-8642  
Contact: Pat Figler  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

Quick Test Opinion Centers  
Mohawk Mall  
428 Mohawk Mall  
Schenectady, NY 12304  
Tel. 518/370-5077  
Fax 518/370-5054  
Contact: Scott Burgess  
H-30% M-50% L-20%  
Stat.-12 1,2,3,4

## BUFFALO

Marion Simon Research Service  
Walden Galleria/C103  
Buffalo, NY 14225  
Tel. 716/684-8025  
Fax 716/684-3009  
Contact: Dolores Marcella

H-35% M-35% L-30%  
Stat.-NA 1,2,3,4

Survey Svce. of West. New York  
Eastern Hills Mall  
4545 Transit Road  
Williamsville, NY 14221  
Tel. 716/876-6450  
Fax 716/876-0430  
Contact: Susan Adelman  
H-20% M-65% L-15%  
Stat.-8 1,2,3,4

Survey Svce. of West. New York  
McKinley Mall  
3701 McKinley Parkway  
Blasdell, NY 14219  
Tel. 716/876-6450  
Fax 716/876-0430  
Contact: Susan Adelman  
H-15% M-65% L-20%  
Stat.-10 1,2,3,4

# In the heart of the city, in the heart of the country, a one-of-a-kind mall facility.

Located in St. Louis Centre,  
the country's largest urban  
shopping center.

Pulls from over 200 Zip Codes  
who work & shop downtown –  
broad socio-economic universe.

St. Louis' only downtown  
focus group facility

Convenient to airport, high-  
ways, hotels, restaurants.



Complete services – viewing  
room, a/v equipment, test  
kitchen, intercept interviews.

All services – focus groups,  
mall intercepts, in-store  
sampling, taste tests

Draw special interest samples  
from nearby convention center.

For more information  
related to your project,  
call Joyce Klostermann  
at (314) 241-8111.

**Marketteam  
Associates** 515 North 6th Street, Suite 374  
St. Louis, MO 63101

**CODES:**

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 H ..... HIGH INCOME  
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 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

**NEW YORK**

**A & B Interviewing Inc.**  
 Pathmark Mall  
 Jericho, NY 11753  
 Tel. 516/379-0994  
 Contact: Anita Weiss  
 H-60% M-30% L-10%  
 Stat.-3 2

**A & B Interviewing Inc.**  
 Pathmark Mall  
 Deer Park Ave.  
 No. Babylon, NY 11703  
 Tel. 516/379-0994  
 Contact: Anita Weiss  
 H-30% M-40% L-30%  
 Stat.-3 2

**Bernett Research, Inc.**  
 Menlo Park Mall  
 312 Menlo Park  
 Edison, NJ 08837  
 Tel. 908/548-2900  
 Fax 908/549-0026  
 Contact: Jill Teiler  
 H-50% M-50% L-0%  
 Stat.-10 1,2,3,4  
 (See advertisements on pp. 63,64)

**CSi Testing Centers**  
 Wayne Towne Center  
 Route 80, 23, 46  
 Wayne, NJ 07470  
 Tel. 302/797-0666  
 Fax 203/748-1735  
 Contact: Dr. Leslie M. Harris  
 H-70% M-25% L-5%  
 Stat.-10 1,2,3,4

**Cunningham Field Services**  
 Freehold Raceway Mall  
 3710 Rte. 9  
 Freehold, NJ 07728  
 Tel. 904/258-3906  
 Contact: Mary Cunningham  
 H-50% M-40% L-10%  
 Stat.-NA 1

**Ebony Marketing Research**  
 Five Town's Shopping Mall  
 253-01 Rockaway Blvd.  
 Rosedale, NY 11423  
 Tel. 718/217-0842  
 Contact: Christy Campos  
 Income-Low  
 Stat.-5 2

**Ebony Marketing Research**  
 Bronx Bay Plaza Mall  
 Rt 95 Bronx  
 New York, NY 11423  
 Tel. 718/217-0842

Contact: Christy Campos  
 Income-Middle  
 Stat.-NA 2,4

**The Friedman Marketing Organization**  
 Consumer Opinion Center  
 Jefferson Valley Mall #E-1  
 650 Lee Boulevard  
 Yorktown Heights, NY 10598  
 Tel. 914/962-9400  
 Fax 914/962-1067  
 Contact: Louise Dickinson  
 H-30% M-50% L-20%  
 Stat.-18 1,2,3,4

**Ideal Field Services Inc.**  
 Green Acres Mall #1242  
 Valley Stream, NY 11581  
 Tel. 516/561-1723  
 Contact: Audrey Chason  
 H-40% M-40% L-20%  
 Stat.-7 2,3,4

**J & R Research, Inc.**  
 East Meadow Mall  
 1917 Front Street  
 East Meadow, NY 11554  
 Tel. 516/542-0081  
 Contact: Robin Rappo  
 H-10% M-55% L-35%  
 Stat.-42 1

**J & R Research, Inc.**  
 Shirley Mall  
 800 Montauk Highway  
 Shirley NY 11967  
 Tel. 516/399-0200  
 Contact: Pat Bryant  
 H-15% M-45% L-40%  
 Stat.-4 1,2,3,4

**Mid-America Research, Inc.**  
 131 Livingston Mall  
 Livingston, NJ 07039  
 Tel. 201/740-1566  
 Contact: Mildetta Robinson  
 Income-NA  
 Stat.-12 1,2,3,4

**Quick Test Opinion Centers**  
 Kings Plaza  
 5102 Kings Plaza  
 Brooklyn, NY 11234  
 Tel. 718/338-3388  
 Contact: Mark Hetelson  
 H-25% M-50% L-25%  
 Stat.-8 1,2,3

**Quick Test Opinion Centers**  
 Sunrise Mall  
 Massapequa, NY 11758  
 Tel. 516/541-5100  
 Fax 516/541-1099  
 Contact: Sina Ehrenfreund  
 H-30% M-60% L-10%  
 Stat.-12 1,2,3,4

**Seaport Surveys, Inc.**  
 South Street Seaport  
 South Street  
 New York, NY 10038  
 Ph. 212/608-3100  
 Fax 212/608-4966  
 Contact: Andrea Waller

H-25% M-60% L-15%  
 Stat-10 1,2,3,4  
 (See advertisement on p. 23)

**Audrey Schiller Market Research**  
 Jericho Mall  
 No. Broadway & Jericho  
 Jericho, NY 11753  
 Tel. 516/731-1500  
 Fax 516/731-4235  
 Contact: Audrey Schiller  
 H-35% M-50% L-15%  
 Stat.-5 2,3

**Audrey Schiller Market Research**  
 Walt Whitman Mall  
 Huntington, NY 11743  
 Tel. 516/731-1500  
 Fax 516/731-4235  
 Contact: Audrey Schiller  
 H-35% M-50% L-15%  
 Stat.-5 2,3

**Audrey Schiller Market Research**  
 Nassau Massau Mall  
 Levittown, NY 11756  
 Tel. 516/731-1500  
 Fax 516/731-4235  
 Contact: Audrey Schiller  
 H-25% M-60% L-15%  
 Stat.-4 1,2,3,4

**Sightline Research Ltd.**  
 Big H Mall  
 839-114 New York Ave.  
 New York Avenue  
 Huntington LI, NY 11743  
 Tel. 516/424-2444  
 Fax 516/673-9710  
 Contact: Helen Schnee  
 H-33% M-34% L-33%  
 Stat.-7 1,2,3,4

**Suburban Associates**  
 250 Monmouth Mall  
 Eatontown, NJ 07724  
 Tel. 908/542-5554  
 Fax 908/542-5558  
 Contact: Jeane Pyle  
 Income: Middle  
 Stat.-6 1,2,3,4

**Suburban Associates**  
 1402 Willowbrook Mall  
 Wayne, NJ 07470  
 Tel. 201/785-0770  
 Fax 201/785-0771  
 Contact: Nancy Braynack  
 Income: Middle  
 Stat.-6 1,2,3,4

**Suburban Associates**  
 Bergen Mall-Lower Level  
 Rte. 4  
 Paramus, NJ 07652  
 Tel. 201/843-3480  
 Contact: Nina Velella  
 Income: Middle  
 Stat.-6 1,2,3,4

**Suburban Associates**  
 Roosevelt Field Mall  
 Lower Concourse, Z-10  
 Garden City, NY 11530



Tel. 516/877-2223  
Fax 516/877-2230  
Contact: Barbara Van Grover  
Income-Middle to High  
Stat.-6 1,2,3,4

T.I.M.E., Inc.  
Galleria Mall  
White Plains, NY 10601  
Tel. 914/949-6900  
Contact: Marie Pieroni  
Income-Middle to High  
Stat.-10 1,2,3,4

## POUGHKEEPSIE

U.S. Research Company  
Poughkeepsie Galleria, #F114  
790 S. Road  
Poughkeepsie, NY 12601  
Tel. 708/520-3600  
Contact: Jackie Weise  
Income-High  
Stat-NA 1,2,3

## ROCHESTER

Car-Lene Research, Inc.  
The Marketplace Mall  
3400 W. Henrietta Road  
Rochester, NY 14623  
Tel. 716/424-3203  
Fax 716/292-0523  
Contact: Anne Hossenlopp  
H-46% M-40% L-14%  
Stat.-6 1,2,3,4

Car-Lene Research, Inc.  
Greece Towne Mall  
2211 W. Ridge Road  
Rochester, NY 14626  
Tel. 716/225-3100  
Contact: Barbara N. White  
H-38% M-44% L-18%  
Stat.-6 1,2,3,4

## SYRACUSE

KS&R Consumer Testing Center  
Shoppingtown Mall  
Library Court  
Syracuse, NY 13214  
Tel. 800/289-8028  
Fax 315/471-0115  
Contact: Lauri Stevenson  
H-50% M-30% L-20%  
Stat.-30 1,2,3,4

LaVelle Research Services  
Carousel Center Mall  
9000 Carousel Center Dr.  
Syracuse, NY 13290  
Ph. 315/466-6000  
Fax 315/466-5405  
Contact: Elisa Lavelle  
H-25% M-50% L-25%  
Stat-3 2,3,4

McCarthy Associates Inc.  
Penn Can Mall  
5775 South Bay Road  
Syracuse, NY 13039  
Tel. 315/458-9320  
Fax 315/458-1810  
Contact: Teresa McCarthy  
H-20% M-70% L-10%

Stat.-10 1,2,3,4

McCarthy Associates, Inc.  
Camillus Mall  
5300 W. Genesee Street  
Syracuse, NY 13031  
Tel. 315/458-9320  
Contact: Teresa McCarthy  
H-15% M-70% L-15%  
Stat.-10 1,2

McCarthy Associates  
Fingerlakes Mall  
Auburn, NY 13022  
Tel. 315/458-9320  
Contact: Teresa McCarthy  
H-10% M-55% L-35%  
Stat.-8 1,2

Q/A, Inc. Market Research  
Fayetteville Mall  
Syracuse, NY 13066  
Tel. 315/637-3169  
Fax 315/637-8068  
Contact: Jean Queri  
H-30% M-60% L-10%  
Stat.-7 1,2,3,4

Marion Simon Research Service  
Northern Lights Mall  
Syracuse, NY 13212  
Tel. 315/652-1812  
Fax 315/455-1826  
Contact: Angie Marci  
Income-NA  
Stat.-NA 1,2,3,4

Marion Simon Research Service  
Marketplace Mall  
5701 E. Circle Drive  
Clay, NY 13041  
Tel. 315/458-8651  
Fax 315/455-1826  
Contact: Angie Macri  
Income-NA  
Stat.-NA 1,2,3

Marion Simon Research Service  
Great Northern Mall  
4081 Rt. 31  
Clay, NY 13041  
Tel. 315/652-1812  
Fax 315/455-1826  
Contact: Angie Macri  
H-35% M-35% L-30%  
Stat.-NA 1,2,3

## NORTH CAROLINA

### CHARLOTTE

**Consumer Pulse of Charlotte**  
Eastland Mall  
5625 Central Avenue  
Charlotte, NC 28212  
Tel. 704/536-6067  
Fax 704/536-2238  
Contact: Betty Collins  
H-20% M-40% L-40%  
Stat.-10 1,2,3,4  
(See advertisement on p. 15)

Jackson Associates, Inc.  
Carolina Place

Pineville, NC 28134  
Tel. 404/454-7060  
Fax 404/968-2828  
Contact: Marisa Pope  
H-60% M-30% L-10%  
Stat.-6 1,2,3,4

## GREENSBORO

Homer/Leibowitz Market Research  
333 Four Seasons Town Centre  
Greensboro, NC 27407  
Tel. 919/294-9415  
Fax 919/294-6116  
Contact: Jan Homer  
H-20% M-65% L-15%  
Stat.-8 1,2,3,4

W.H. Long Marketing, Inc.  
Golden Gate Shopping Center  
2240 Golden Gate Drive  
Greensboro, NC 27405  
Tel. 919/292-4146  
Fax 919/299-6165  
Contact: Ruth Long  
H-33% M-34% L-33%  
Stat.-8 2,3,4

## RALEIGH

Diener & Associates  
North Hills Mall  
Six Forks Road  
Raleigh, NC 27619  
Tel. 919/549-8945  
Contact: Mary Diener  
Income-NA  
Stat-NA

L & E Research  
Crabtree Valley Mall  
Rte 70 & Glenwood Ave.  
Raleigh, NC 27612  
Tel. 919/782-3860  
Fax 919/782-3428  
Contact: Lynne Eggers  
H-33% M-34% L-33%  
Stat.-4 3

Quick Test Opinion Centers  
South Square Mall  
Durham, NC 27707  
Tel. 919/489-3104  
Fax 919/489-8316  
Contact: Brian O'Neil  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

## OHIO

### AKRON

Opinion Centers of Akron  
Summit Mall #200  
3265 W. Market Street  
Akron, OH 44333  
Tel. 216/867-6117  
Fax 216/864-2233  
Contact: Suzanne Davis  
H-60% M-40% L-0%  
Stat.-10 1,2,3,4

**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

Rosen Research  
 Rolling Acres Mall  
 2400 Romig Rd.  
 Akron, OH 44322  
 Tel. 216/464-5240  
 Fax 216/464-7864  
 Contact: Eric Silver  
 H-15% M-60% L-25%  
 Stat.-6 1,2,3

**CINCINNATI**

Advanced Research In Marketing, Inc.  
 Chesterview Hills Mall  
 2929 So. Dixie Hwy.  
 Chesterview Hills, KY 41017  
 Tel. 513/772-2929  
 Contact: Sue Eider-Miller  
 Income-NA  
 Stat.-8 1,2

Advanced Research In Marketing, Inc.  
 Western Woods Mall  
 6270 Glenway Ave.  
 Cincinnati, OH 45211  
 Tel. 513/772-2929  
 Contact: Sue Eider-Miller  
 Income-NA  
 Stat.-5 1,2

Assistance In Marketing, Inc.  
 Northgate Mall  
 9523 Coleraiin Avenue  
 Cincinnati, OH 45239  
 Tel. 513/385-8228

Fax 513/385-2140  
 Contact: Susan Odum  
 H-50% M-30% L-20%  
 Stat.-12 1,2,3,4

Assistance In Marketing  
 Florence Mall  
 1150 Florence Mall Road  
 Florence, KY 41042  
 Tel. 606/283-1232  
 Fax 606/283-1247  
 Contact: Karen Geeding  
 H-45% M-35% L-20%  
 Stat.-18 1,2,3,4

B & B Research, Inc.  
 Beechmont Mall  
 7500 Beechmont Ave.  
 Cincinnati, OH 45255  
 Tel. 513/793-4223  
 Fax 513/793-9117  
 Contact: Lynn Caudill  
 H-30% M-60% L-10%  
 Stat.-6 1,2

**Consumer Pulse of Cincinnati**

Forest Fair Mall  
 514 Forest Fair Drive  
 Cincinnati, OH 45240  
 Tel. 513/671-1211  
 Fax 513/346-4244  
 Contact: Susan Lake  
 H-30% M-50% L-20%  
 Stat.-9 1,2,3,4  
 (See advertisement on p. 15)

**QFact Marketing Research, Inc.**

Eastgate Mall  
 4601/A-210 Eastgate Boulevard  
 Cincinnati, OH 45245  
 Tel. 513/891-2271  
 Fax 513/791-7356  
 Contact: Nan Moore  
 H-15% M-70% L-15%  
 Stat.-10 1,2,3,4  
 (See advertisement on p. 71)

**CLEVELAND****Cleveland Survey Center**

Richmond Mall  
 691 Richmond Road  
 Cleveland, OH 44143  
 Tel. 216/461-6898  
 Fax 216/461-9525  
 Contact: Betty Perry/Harriet Fadem  
 H-20% M-60% L-20%  
 Stat.-8 1,2,3,4

**Consumer Pulse of Cleveland**

Paratown Mall  
 7859 Ridgewood Drive  
 Parma, OH 44129  
 Tel. 216/888-3170  
 Fax 216/888-4661  
 Contact: Veronica Hoffman McCready  
 H-20% M-50% L-30%  
 Stat.-10 1,2,3  
 (See advertisement on p. 15)

Heakin Research, Inc.  
 Severance Town Center  
 3542 Mayfield Road  
 Cleveland Heights, OH 44118  
 Tel. 216/381-6115  
 Contact: Laurel Taichnar  
 H-20% M-60% L-20%  
 Stat.-14 2,3,4

Opinion Centers America  
 Randall Park Mall  
 20801 Miles Road  
 Cleveland, OH 44128  
 Tel. 216/581-7880  
 Fax 216/779-3040  
 Contact: Santha Lewis  
 H-10% M-80% L-10%  
 Stat.-10 1,2,3,4

Rosen Research  
 Great Lakes Mall  
 7850 Mentor Ave.  
 Mentor, OH 44060  
 Tel. 216/464-5240  
 Fax 216/464-7864  
 Contact: Eric Silver  
 H-35% M-55% L-10%  
 Stat.-6 1,2,3

Weingarten Interviewing Service  
 Great Lakes Mall  
 7850 Mentor Ave.  
 Mentor, OH 44060  
 Tel. 216/464-0087  
 Contact: Ron Weingarten  
 H-35% M-55% L-10%  
 Stat.-6 2,3

**COLUMBUS**

B & B Research, Inc.  
 Westerville Mall  
 Huber Village Drive  
 Westerville, OH 43081  
 Tel. 614/486-6746  
 Fax 614/486-9958  
 Contact: Nora Cottrell  
 H-30% M-60% L-10%  
 Stat.-3 1

# Window On The World

## Over 25 Years Of Consumer Data Collection Experience

**Professional Consumer Research Services For Planning Direction And Minimized Risk In Business Decisions**

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### CLEVELAND SURVEY CENTER

Richmond Mall • 691 Richmond Rd. • 2nd Floor • Cleveland, OH 44143

### Quality Controlled Services

River Valley Mall  
1635 River Valley Circle So.  
Lancaster, OH 43130  
Tel. 614/653-2070  
Fax 614/653-8162  
Contact: Linda Goodall  
H-20% M-60% L-20%  
Stat.-NA 1,2,3,4

T.I.M.E. Market Research  
Indian Mound Mall #667  
Heath, OH 43056  
Tel. 614/522-2162  
Fax 614/522-5999  
Contact: Mike Ingalls  
H-10% M-60% L-30%  
Stat.-8 1,2,3

## DAYTON

### Marketing Research Services

Upper Valley Mall  
Upper Valley Pike  
Springfield, OH 45504  
Tel. 513/579-1555  
Contact: Ruth Hull  
H-15% M-37% L-48%  
Stat.-8 1,2,3,4  
*(See advertisement on p. 44)*

T.I.M.E. Market Research  
Dayton Mall #560  
Dayton, OH 45459  
Tel. 513/433-6296  
Fax 513/433-5954  
Contact: Sally Pilcher  
H-25% M-60% L-15%  
Stat.-6 1,2,3,4

## TOLEDO

Advanced Research In Marketing, Inc.  
Findlay Village Mall  
1800 Tiffin Road  
Toledo, OH 45840  
Tel. 419/425-4532  
Contact: Colleen McDermott  
Income-NA  
Stat.-5 1,2

U.S. Research Company  
Woodville Mall  
3725 Williston Rd.  
Northwood, OH 43619  
Tel. 708/520-3600  
Contact: Jackie Weise  
Income-Middle  
Stat-NA 1,2,3,4

## OKLAHOMA

### MUSKOGEE

Cunningham Field Services  
Arrowhead Mall  
Muscogee, OK 74401  
Tel. 918/683-1305  
Contact: Vicki Taylor  
Income-Middle  
Stat.-6 1,2,3

### OKLAHOMA CITY

Johnson Marketing Research, Inc.  
Outlets Mall of America

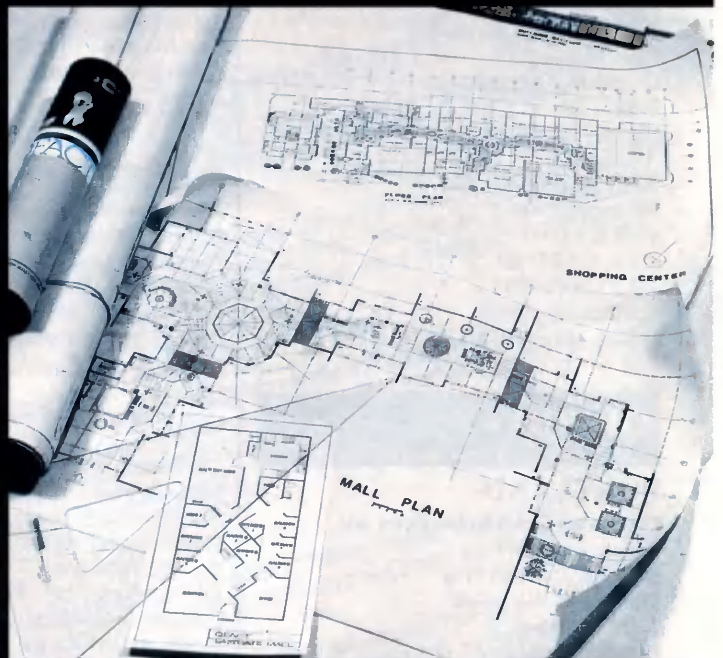
8400 N.W. Expressway  
Oklahoma City, OK 73162  
Tel. 405/528-2700  
Contact: Chris Vassitopoulos, V.P.  
Income-NA  
Stat.-3 1

Ruth Nelson Research Services/  
Oklahoma City Research  
Quail Springs Mall  
2501 West Memorial Drive  
Oklahoma City, OK 73134  
Tel. 405/752-4710  
Fax 405/751-2344  
Contact: Cathy Lyle  
H-30% M-50% L-20%  
Stat.-6 1,2,3,4

Oklahoma Market Research/Data Net  
Heritage Park Mall  
6749 B E. Reno  
Midwest City, OK 73110  
Tel. 405/733-4266  
Fax 405-733-0550  
Contact: Judy Nitta  
H-25% M-50% L-25%  
Stat.-8 1,2,3,4

Oklahoma Market Research/Data Net  
Penn Sqaure Mall  
1901 N.W. Expressway, #1093  
Oklahoma City, OK 73118  
Tel. 405/843-9292  
Contact: Rita Price  
H-35% M-50% L-15%  
Stat.-8 1,2,3,4

*Put us in your mall plans.*



Build your research on a strong foundation of experience.

**QFACT**  
Marketing Research, Inc.

Three locations serving Southwest Ohio. For a mall estimate or any information regarding quantitative or qualitative locations, call 513-891-2271.



**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

Quick Test Opinion Centers  
 Crossroads Mall #1153  
 Oklahoma City, OK 73149  
 Tel. 405/631-9738  
 Fax 405/632-0750  
 Contact: Mary Rose  
 H-20% M-70% L-10%  
 Stat.-5 1,2,3,4

**TULSA**

Cunningham Field Services  
 Promenade Mall  
 4107 South Yale  
 Tulsa, OK 74135  
 Tel. 918/664-7485  
 Contact: Damon Bell  
 H-30% M-60% L-10%  
 Stat.-6 1,2,3

Tulsa Surveys  
 Woodland Hills Mall  
 7021 So. Memorial Dr.  
 Tulsa, OK 74133  
 Tel. 918/665-3311  
 Fax 918/665-3388  
 Contact: Tim Jarrett  
 Income-NA  
 Stat.-7 1,2,3,4

Tulsa Surveys  
 Southroads Mall  
 4945 E. 41st  
 Tulsa, OK 74135  
 Tel. 918/665-3311  
 Contact: Tim Jarrett  
 H-30% M-65% L-5%  
 Stat.-5 1

**OREGON****PORTLAND**

**Consumer Opinion Services, Inc.**  
 Vancouver Mall  
 5001 NE Thurston Way  
 Vancouver, WA 98662  
 Tel. 206/241-6050  
 Contact: Alice Hilby  
 H-20% M-65% L-15%  
 Stat.-7 1,2,3  
 (See advertisement on p. 77)

**Consumer Opinion Services, Inc.**  
 Three Rivers Mall  
 351- Three Rivers Drive  
 Kelso, WA 98626  
 Tel. 206/241-6050  
 Contact: Yvonne Pecha  
 H-10% M-75% L-15%  
 Stat.-6 1,2,3  
 (See advertisement on p. 77)

**Consumer Opinion Services, Inc.**

Jantzen Beach Mall  
 1206 Jantzen Beach Center  
 Portland, OR 97217  
 Tel. 206/241-6050  
 Contact: Ann Kane  
 H-20% M-65% L-15%  
 Stat.-8 1,2,3  
 (See advertisement on p. 77)

Data Unltd., Inc.  
 Mall 205  
 9900-A S.E. Washington  
 Portland, OR 97216  
 Tel. 503/256-0987  
 Contact: Frank Tassenoy  
 Income-NA  
 Stat.-8 1,2,3,4

Data Unltd., Inc.  
 Eastport Plaza  
 SE 82nd Street  
 Portland, OR 97266  
 Tel. 503/256-0987  
 Contact: Frank Tassenoy  
 Income-NA  
 Stat.-NA 1,3

**PENNSYLVANIA****ERIE**

T.I.M.E. Market Research  
 Millcreek Mall #340  
 Erie, PA 16565  
 Tel. 814/868-0873  
 Fax 814/864-7012  
 Contact: Julie Cerby  
 H-15% M-70% L-15%  
 Stat.-10 1,2

**PHILADELPHIA**

**Consumer Pulse of Philadelphia**  
 Plymouth Meeting Mall #2203  
 Plymouth Meeting, PA 19462  
 Tel. 215/825-6636  
 Fax 215/825-6805  
 Contact: Eleanor Yates  
 H-15% M-50% L-35%  
 Stat.-15 1,2,3,4  
 (See advertisement on p. 15)

CSi Testing Centers  
 Hamilton Mall  
 100 West Black Horse Pike Rd  
 Mays Landing, NJ 08330  
 Tel. 203/797-0666  
 Fax 203/748-1735  
 Contact: Dr. Leslie M. Harris  
 H-50% M-40% L-10%  
 Stat.-10 1,2,3,4

J.J. & L. Research Co.  
 Roosevelt Mall  
 2383 Cottman  
 Philadelphia, PA 19149  
 Tel. 215/332-7040  
 Contact: Dena Britton  
 H-33% M-34% L-33%  
 Stat.-10 2,3,4

**JRP Marketing Rsch. Svces.**  
 Granite Run Mall/Store #274  
 1067 W. Baltimore Pike

Media, PA 19063  
 Tel. 215/565-8840  
 Contact: Kathleen McCarty  
 H-30% M-40% L-30%  
 Stat.-10 1,2,3  
 (See advertisement on p. 73)

**JRP Marketing Rsch. Svces.**  
 King of Prussia Plaza  
 Rte 202 & 363  
 King of Prussia, PA 19406  
 Tel. 215/565-8840  
 Contact: Kathleen McCarty  
 H-40% M-40% L-20%  
 Stat.4 1,3  
 (See advertisement on p. 73)

**JRP Marketing Rsch. Svces.**  
 Oxford Valley Mall Store 108  
 Route 1 & Oxford Valley Rd.  
 Langhorne, PA 19047  
 Tel. 215/565-8840  
 Contact: Kathleen McCarty  
 H-30% M-30% L-40%  
 Stat.-10 1,2,3,4  
 (See advertisement on p. 73)

**Quality Controlled Services**  
 Burlington Center  
 2501 Mount Holly Rd.  
 Burlington, NJ 08016  
 Tel. 609/387-7090  
 Fax 609/387-7316  
 Contact: Lonnie Willey  
 H-10% M-80% L-10%  
 Stat.-NA 1,2,3,4

Quality In Field  
 Leo Mall  
 Philadelphia, PA 19116  
 Tel. 215/698-0606  
 Contact: Arlene Frieze  
 H-20% M-70% L-10%  
 Stat.-4 2

Quick Test Opinion Centers  
 Neshaminy Mall #109  
 Bensalem, PA 19020  
 Tel. 215/322-0400  
 Fax 215/322-5412  
 Contact: Alice Osborne  
 H-20% M-70% L-10%  
 Stat.-9 1,2,3,4

Quick Test Opinion Centers  
 Franklin Mills Mall  
 1749 Franklin Mills Cir.  
 Philadelphia, PA 19154  
 Tel. 215/281-9304  
 Fax 215/2819362  
 Contact: Dot Muir  
 H-15% M-60% L-25%  
 Stat.-16 1,2,3,4

Savitz Research Center  
 Willow Grove Park Mall #3007  
 2500 Moreland Rd.  
 Willow Grove, PA 19090  
 Tel. 215/657-6660  
 Fax 215/657-1915  
 Contact: Harriet Silverman  
 H-30% M-60% L-10%  
 Stat.-6 1,2,3,4

TMR, Inc.  
Springfield Mall  
1200 Baltimore Pike  
Springfield, PA 19064  
Tel. 215/328-1147  
Contact: Mark Schaefer  
H-60% M-30% L-10%  
Stat.-14 1,2,3,4

U.S. Research Company  
224 Echelon Mall  
Voorhees, NJ 08043  
Tel. 708/520-3600  
Contact: Jackie Weise  
Income-Middle  
Stat.-NA 1,2,3,4

## PITTSBURGH

Car-Lene Research, Inc.  
Monroeville Mall  
Monroeville, PA 15146  
Tel. 412/373-3670  
Contact: Della Gilmore  
H-50% M-40% L-10%  
Stat.-4 2,4

Data Information, Inc.  
Century III Mall  
3075 Clairton Rd  
W. Mifflin, PA 15123  
Tel. 412/655-8690  
Fax 412/655-8693  
Contact: Nancy Palyo  
H-24% M-53% L-23%  
Stat.-9 1,2,3,4

Heakin Research, Inc.  
Ross Park Mall  
1000 Ross Park Mall Rd.  
Pittsburgh, PA 15237  
Tel. 412/369-4545  
Contact: Sherry Recker  
H-30% M-45% L-25%  
Stat.-13 2,3,4

Santell Market Research Inc.  
Parkway Center Mall  
1165 McKinney Lane  
Pittsburgh, PA 15220  
Tel. 412/921-0550  
Contact: Nanette Rosenzweig  
H-20% M-65% L-15%  
Stat.-8 2,3,4

T.I.M.E. Market Research  
611 Beaver Valley Mall  
Monaca, PA 15061  
Tel. 412/728-8463  
Fax 412/728-9806  
Contact: Lorene Slopak  
H-20% M-55% L-25%  
Stat.-10 1,2,3,4

## RHODE ISLAND

### PROVIDENCE

MacIntosh Survey Center  
Lincoln Mall  
George Washington Hwy.  
Lincoln, RI 02865  
Ph. 401/438-8330  
Contact: Maryann Almeida  
H-20% M-60% L-20%  
Stat.-4 1

November, 1991

**JRP**  
Marketing  
Research

**Capabilities**  
**Facilities**  
**Solid Experience**

**All the Ingredients to  
Get the Job Done Right!**

- **Solid Experience**  
JRP's management team has considerable marketing research experience at the supplier, advertiser and advertising agency levels, enabling us to understand the importance of designing studies that meet objectives and produce actionable data and presentations.
- **Capabilities**  
We know how to talk to all types of business people and consumers, and we're adept at designing and implementing the whole gamut of research studies. We also can provide multi-variate data analyses as well as conventional. Whether the study requires nationwide or local interviewing, the emphasis is always on quality and cost efficiency.
- **Facilities**  
We have exclusive access to three key Malls in the Philadelphia area and one in the Dallas area. These, plus the JRP WATS Line Telephone Center, are all staffed by JRP trained interviewers.  
In addition, the new JRP Research Center houses two state-of-the-art focus group rooms, two viewing rooms, three one-on-one rooms and a fully equipped kitchen.

**STRUGGLING WITH A COMPLEX MARKETING PROBLEM? LET JRP  
HELP YOU FIND THE SOLUTION. CALL (215) 565-8840.**

**JRP—Research With Confidence**

**JRP**  
MARKETING RESEARCH SERVICES, INC.  
100 GRANITE DRIVE, TERRACE LEVEL, MEDIA, PA 19063

Circle No. 344 on Reader Card

73



**CODES:**

NA ..... NOT AVAILABLE  
 H ..... HIGH INCOME  
 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
 1 ..... COMPUTER AIDED STATIONS  
 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

**SOUTH CAROLINA****CHARLESTON****Bernett Research, Inc.**

Northwoods Mall, E1B  
 2150 Northwoods Blvd.  
 Charleston, SC 29418  
 Tel. 803/553-0030  
 Fax 803/553-0526  
 Contact: Judy Hart  
 H-50% M-50% L-0%  
 Stat.-10 1,2,3,4

(See advertisements on pp. 63,64)

G & G Market Research, Inc.  
 CharlesTowne Square Mall  
 2401 Mall Drive  
 No. Charleston, SC 29418  
 Tel. 803/744-9807  
 Fax 803/744-9807  
 Contact: Sissy Goldberg  
 H-20% M-40% L-40%  
 Stat.-10 3

Research, Inc.  
 Westgate Mall  
 430 E. Blackstock Rd.  
 Spartanburg, SC 29301  
 Tel. 803/232-2314  
 Contact: Leah Baton  
 Income-NA  
 Stat.-NA

Research, Inc.  
 Anderson Mall  
 Anderson, SC 29621  
 Tel. 803/232-2314  
 Contact: Leah Baton  
 Income-NA  
 Stat.-NA

**GREENVILLE**

Carolina Market Research  
 Greenville Mall  
 Woodruff Rd. & I-385  
 Greenville, SC 29607  
 Tel. 803/233-5775  
 Fax 803/233-6181  
 Contact: Elizabeth B. Buchanan  
 H-20% M-65% L-15%  
 Stat.-4

Carolina Market Research  
 Haywood Mall  
 700 Haywood Road  
 Greenville, SC 29607  
 Tel. 803/233-5775  
 Fax 803/233-6181  
 Contact: Elizabeth B. Buchanan  
 H-30% M-60% L-10%  
 Stat.-5 2,3

**TENNESSEE****KNOXVILLE**

H.M.R., Associates  
 Foothills Mall  
 133 Foothills Drive  
 Maryville, TN 37801  
 Tel. 615/522-4532  
 Fax 615/546-5186  
 Contact: Sylvia Hill, Fld. Dir.  
 H-10% M-50% L-40%  
 Stat.-3 1,2

T.I.M.E. Market Research  
 East-Towne Mall  
 3029-B Mall Rd. No.  
 Knoxville, TN 37924  
 Tel. 615/544-1885  
 Fax 615/544-1885  
 Contact: Shawn Bishop  
 H-15% M-70% L-15%  
 Stat.-6 1,2,3,4

**MEMPHIS**

Accudata/Chamberlain Market Rsch.  
 Raleigh Springs Mall #3393  
 1063 Oak Haven  
 Memphis, TN 38119  
 Tel. 901/763-0405  
 Fax 901/763-0660  
 Contact: Chris Berry  
 H-35% M-35% L-30%  
 Stat.-10 1,2,3

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Lakeland Mall  
 3536 Canada Road  
 Arlington, TN 38022  
 Tel. 901/377-6774  
 Fax 901/377-9287  
 Contact: Louise Dickinson  
 H-30% M-50% L-20%  
 Stat.-11 1,2,3,4

Heakin Research, Inc.  
 Southland Mall #1287-2  
 Memphis, TN 38116  
 Tel. 901/345-0147  
 Contact: Kathy McKinnie  
 H-4% M-37% L-59%  
 Stat.52

**NASHVILLE**

**Bernett Research, Inc.**  
 Rivergate Mall  
 1000 Two Mile Pkwy  
 Nashville, TN 37072  
 Tel. 615/859-4484  
 Fax 615/851-0717  
 Contact: Lorna Stephens  
 H-40% M-50% L-10%  
 Stat.-8 1,2,3  
 (See advertisements on pp. 63,64)

Jackson Associates, Inc.  
 Cool Springs Galleria  
 1800 Galleria Blvd.  
 Tel. 404/454-7060  
 Fax 404/968-2828  
 Contact: Marisa Pope

H-60% M-30% L-10%  
 Stat.-7 1,2,3,4

Quick Test Opinion Centers  
 Hickory Hollow Mall #1123  
 Nashville, TN 37013  
 Tel. 615/731-0900  
 Fax 615/731-2022  
 Contact: Kathleen Love  
 H-20% M-60% L-20%  
 Stat.-10 1,2,3,4

**Quality Controlled Services**

Harding Mall  
 4046 Nolensville Road  
 Nashville, TN 37211  
 Tel. 615/661-4016  
 Fax 615/661-4035  
 H-15% M-70% L-15%  
 Stat.-NA 1,2,3,4

**TEXAS****AMARILLO****Opinions Unlimited, Inc.**

Westgate Mall  
 7701 West I-40  
 Amarillo, TX 79160  
 Tel. 806/354-8899  
 Fax 806/353-4718  
 Contact: Louise Stone  
 H-50% M-30% L-20%  
 Stat.-8 1,2,3,4  
 (See advertisement on p. 75)

**AUSTIN**

Quick Test Opinion Services  
 Barton Creek Square  
 2901 Capitol Texas Hwy, D-1  
 Austin, TX 78746  
 Tel. 512/327-8787  
 Fax 512/327-7460  
 Contact: Patty Fraachina  
 H-35% M-55% L-10%  
 Stat.-5 1,2,3,

**CORPUS CHRISTI**

Quick Test Opinion Centers  
 Sunrise Mall #38  
 5858 S. Padre Island Dr.  
 Corpus Christi, TX 78412  
 Tel. 512/993-6200  
 Fax 512/991-6029  
 Contact: Lorna Miller  
 H-35% M-45% L-20%  
 Stat.-8 1,2,3,4

**DALLAS/FORT WORTH**

Car-Lene Research, Inc.  
 Richardson Square Mall  
 Richardson, TX 75081  
 Tel. 214/783-1935  
 Contact: Pat Bradburn  
 H-20% M-60% L-20%  
 Stat.-5 1,2,3,4

Facts In Focus, Inc.  
 Prestonwood Town Center  
 5301 Beltline Road, Suite 2128  
 Dallas, TX 75240  
 Tel. 214/233-7792



Fax 214/233-9033  
Contact: Jill Ellsworth  
H-45% M-50% L-5%  
Stat.-NA 1,2,3,4

Fenton Swanger Cons. Rsch.  
3790 Galleria Mall  
Dallas, TX 75240  
Tel. 214/934-0707  
Contact: Montez Gibson  
Income-High  
Stat.-6 1,2,3,4

Heakin Research, Inc.  
Ft. Worth Town Center, Ste. B31  
4200 South Freeway  
Ft. Worth, TX 76115  
Tel. 817/926-7995  
Contact: Vivian Taylor  
Income-NA  
Stat.-12 1,2,3,4

Heakin Research  
Vista Ridge Mall  
2400 So. Stemmons Frwy., Ste. 1420  
Lewisville, TX 75067  
Tel. 214/315-3555  
Contact: Pat Scott  
H-20% M-60% L-20%  
Stat.-7 1,2,3,4

#### JRP Marketing Rsch. Svcs.

Six Flags Mall Suite 409A  
2911 E. Division  
Arlington, TX 76011  
Tel. 215/565-8840  
Fax 817/649-7770  
Contact: Kathleen McCarty  
H-30% M-40% L-30%  
Stat.-10 1,2,3  
(See advertisement on p. 73)

Linden Research Services, Inc.  
Hulen Mall  
4800 S. Hulen St.  
Ft. Worth, TX 76132  
Ph. 817/370-7678  
Fax 817/370-9019  
Contact: Rhonda Linden  
H-38% M-47% L-15%  
Stat.-4 2,3,4

Probe Research Inc.  
Golden Triangle Mall  
I-35 & Loop 288  
Denton, TX 75137  
Tel. 214/241-6696  
Contact: Shirley DeDoes  
H-0% M-50% L-50%  
Stat.-11 2,3,4

Probe Research, Inc.  
Northeast Mall  
Rtes 820 & 183  
Hurst, TX 76053  
Tel. 214/241-6696  
Fax 817/589-0547  
Contact: Shirley DeDoes  
H-50% M-50% L-0%  
Stat.-9 1,2,3

Probe Research, Inc.  
Red Bird Mall  
3662 Camp Wisdom Road

Dallas, TX 75237  
Tel. 214/241-6696  
Fax 214/709-0317  
Contact: Shirley DeDoes  
H-25% M-50% L-25%  
Stat.-6 3

Probe Research, Inc.  
1036 Town East Mall  
Mesquite, TX 75150  
Tel. 214/241-6696  
Fax 817/589-0547  
Contact: Shirley DeDoes  
Income-Middle  
Stat.-11 1,2,3,4

Probe Research, Inc.  
Irving Mall  
Hwy 183 & Beltline Rd.  
Irving, TX 75062  
Tel. 214/241-6696  
H-21% M-53% L-26%  
Stat.-6 1,2,3,4

#### Quality Controlled Services

Ridgmar Mall  
1736 Green Oaks Road  
Ft. Worth, TX 76116  
Tel. 817/738-5453  
Contact: Kitty Case  
H-30% M-60% L-10%  
Stat.-8 1,2,3

Savitz Research Center  
The Parks @ Arlington Mall#2053  
3811 So. Cooper  
Arlington, TX 76015  
Tel. 817/467-6437  
Fax 817/467-6552  
Contact: Harriet Silverman  
H-30% M-60% L-10%  
Stat.-10 1,2,3,4

#### EL PASO

Aim Research  
Cielo Vista Mall  
8401 Gateway West  
El Paso, TX 79925  
Tel. 915/778-7110  
Fax 915/595-6305  
Contact: Bob Adams  
H-45% M-50% L-5%  
Stat.-5 1,2,3

#### HOUSTON

Creative Consumer Research, Inc.  
Westwood Mall  
500 Westwood  
Houston, TX 77036  
Tel. 713/240-9646  
Contact: Patricia Pratt, Fld. Dir.  
Income-NA  
Stat.-8 2

Heakin Research, Inc.  
Galleria II Ste 3897  
5085 Westheimer  
Houston, TX 77056  
Tel. 713/871-8542  
Contact: Maggie Franek  
H-23% M-43% L-34%  
Stat.-12 2,3,4

Heakin Research, Inc.  
Willowbrook Mall/#1282  
7925 F.M. Road 1960 West  
Houston, TX 77070  
Tel. 713/469-2239  
Contact: Natasha Graham  
H-23% M-41% L-36%  
Stat.-4

Heakin Research  
San Jacinto Mall/#1670  
Baytown, TX 77521  
Tel. 713/421-2584  
Contact: Larry Bartz  
H-10% M-60% L-30%  
Stat.-14 2,3,4

*Opinions*  
UNLIMITED



### Westgate Mall What Makes Us Different, Makes Us Better

- 6 Anchors/110 Stores •
- Ideal Location •
- Near Food Court
- CRT's For Mall Interviewing •
- Results You Can Trust •
- Service You Can Rely On •
- Firm Budgets And Deadlines •

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50 Station WATS • Moderator-Designed Focus  
High Traffic Regional Mall/CRT

For a two hour bid or more information,  
contact: Anndel Hodges or Neil Norwood

**1-800-658-2656**

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M ..... MIDDLE INCOME  
L ..... LOW INCOME  
STAT. .... NO. OF INTERVIEWING STATIONS  
1 ..... COMPUTER AIDED STATIONS  
2 ..... KITCHEN FACILITIES  
3 ..... PRIVATE DISPLAY ROOM  
4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

Houston Consumer Research  
Almeda Mall, Ste 730  
555 Almeda Mall  
Houston, TX 77075  
Tel. 713/944-1431  
Fax 713/944-3527  
Contact: Adrienne Goldbaum  
H-40% M-60% L-0%  
Stat.-7 2,3,4

In-Touch Research, Inc.  
Northwest Mall  
9600 Hempstead/Ste. 307  
Houston, TX 77092  
Tel. 713/682-1682  
Fax 713/682-1686  
Contact: Leanne Stokes  
H-33% M-33% L-34%  
Stat.-6 1,2,4

**Quality Controlled Services**  
Baybrook Mall #1088  
Friendswood, TX 77546  
Tel. 713/488-8247  
Fax 713/486-3831  
Contact: Brenda Bryant  
H-40% M-50% L-10%  
Stat.-NA 1,2,3,4

Quick Test Opinion Centers  
Sharpstown Center Ste 762  
7500 Bellaire Blvd.  
Houston, TX 77036  
Tel. 713/988-8988  
Fax 713/988-1781  
Contact: Beth Simons  
H-40% M-50% L-10%  
Stat.-6 1,2,3,4

Savitz Research Center  
Deerbrook Mall #1122  
20131 Highway 59  
Humble, TX 77338  
Tel. 713/540-2020  
Fax 713/540-2026  
Contact: Harriet Silverman  
H-30% M-60% L-10%  
Stat.-10 1,2,3,4

U.S. Research Company  
1166 Galleria I  
5015 Westheimer  
Houston, TX 77056  
Tel. 708/520-3600  
Contact: Jackie Weise  
Income-High  
Stat.-NA 1,2,3

## SAN ANTONIO

Creative Consumer Research  
Central Park Mall

622 Loop 410 West, Ste. 245  
San Antonio, TX 78280  
Tel. 512/366-3221  
Fax 512/680-9906  
Contact: Richard Weinhold  
H-40% M-50% L-10%  
Stat.-8A 1,2,3

Creative Consumer Research  
Westlakes Mercado  
1401 S.W. Loop 410  
San Antonio, TX 78227  
Tel. 512/520-7025  
Fax 512/680-9906  
Contact: Richard Weinhold  
H-20% M-60% L-20%  
Stat.-NA

Creative Consumer Research  
South Park Mall  
2310 Southwest Military Drive  
San Antonio, TX 78224  
Tel. 512/520-7025  
Contact: Richard Weinhold  
H-10% M-40% L-50%  
Stat.-5 2,3

Galloway Research Service  
Ingram Park  
6301 N.W. Loop 410  
San Antonio, TX 78238  
Tel. 512/681-0642  
Contact: Betty Rose  
H-10% M-80% L-10%  
Stat.-8 1,2,3

Galloway Research Service  
McClellan Mall #800  
4100 S. New Braunfels  
San Antonio, TX 78223  
Tel. 512/534-8883  
Contact: Maria Velazquez  
H-0% M-40% L-60%  
Stat.-8 1,2,3,4

Galloway Research Service  
Crossroads Mall  
4522 Fredricksburg Rd., #A3  
San Antonio, TX 78201  
Tel. 512/737-1019  
Contact: Mary Ann Olsen  
H-5% M-80% L-15%  
Stat.-9 1,2,3

Quick Test Opinion Centers  
Windsor Park Mall Ste 14B  
San Antonio, TX 78218  
Tel. 512/657-9424  
Fax 512/657-9432  
Contact: Ernestine Suhler  
H-30% M-50% L-20%  
Stat.-7 1,2,3,4

## UTAH

### SALT LAKE CITY

The Friedman Marketing Organization  
Consumer Opinion Center  
2051 Layton Hills Mall  
Layton, UT 84041  
Tel. 801/544-8688  
Fax 801/546-6075

Contact: Louise Dickinson  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4

Gay Hill Field Service  
Cottonwood Mall  
4835 Highland Drive  
Salt Lake City, UT 84117  
Tel. 801/262-1960  
Fax 801/268-0247  
Contact: Gay Hill  
H-70% M-30% L-0%  
Stat.-6 3,4

Ruth Nelson Research Services/  
Utah Market Research  
Crossroads Plaza Mall  
50 South Main Street  
Salt Lake City, UT 84144  
Tel. 801/363-8726  
Fax 801/321-4904  
Contact: Art Lujan  
H-40% M-40% L-20%  
Stat.-3 1,2,3,4

## VIRGINIA

### NORFOLK/VIRGINIA BEACH

Quick Test Opinion Centers  
Coliseum Mall  
1800 W. Mercury Blvd.  
Hampton, VA 23666  
Tel. 804/826-0299  
Fax 804/826-1330  
Contact: Carolyn Campbell  
H-30% M-50% L-20%  
Stat.-8 1,2,3

## WASHINGTON

### SEATTLE/TACOMA

**Consumer Opinion Services, Inc.**  
Everett Mall  
1402-SE Everett Mall Way  
Everett, WA 98208  
Tel. 206/241-6050  
Fax 206/742-4100  
Contact: Maureen Pippin  
H-15% M-70% L-15%  
Stat.-10 1,2,3  
(See advertisement on p. 77)

**Consumer Opinion Services, Inc.**  
Lakewood Mall  
10509 Gravelly Lake Dr. S.W.  
Tacoma, WA 98499  
Tel. 206/241-6050  
Contact: Judy Riha  
H-20% M-70% L-10%  
Stat.-9 1,2,3  
(See advertisement on p. 77)

**Consumer Opinion Services, Inc.**  
South Sound Ctr.  
312 S. South Center  
Lacey, WA 98503  
Tel. 206/241-6050  
Contact: Shawn McMahon  
H-20% M-70% L-10%  
Stat.-4 1,2,3  
(See advertisement on p. 77)

The Friedman Marketing Organization  
 Consumer Opinion Center  
 South Hill Mall  
 3500 S. Meridian  
 Puyallup, WA 98371  
 Tel. 206/840-0112  
 Fax 206/840-0517  
 Contact: Louise Dickinson  
 H-30% M-50% L-20%  
 Stat.-11 1,2,3,4

**Gilmore Research Group  
 (formerly Northwest Surveys)**

B&I Mall  
 8012 S. Tacoma Way  
 Tacoma, WA 98499  
 Tel. 206/581-7272  
 Fax 206/726-5620  
 Contact: Sylvia Barney  
 H-0% M-20% L-80%  
 Stat.-NA  
 (See advertisement on p. 77)

Quick Test Opinion Centers  
 Tacoma Mall  
 Tacoma, WA 98409  
 Tel. 206/474-9980  
 Fax 206/473-1931  
 Contact: Matthew Johnson  
 H-20% M-40% L-40%  
 Stat.-10 1,2,3,4

Quick Test Opinion Centers  
 Crossroads Mall Ste F13  
 15600 NE 8th Street  
 Bellevue, WA 98008  
 Tel. 206/641-1188  
 Fax 206/641-3599  
 Contact: Debbie Champagne  
 H-40% M-45% L-15%  
 Stat.-8 1,2,3,4

U.S. Research Company  
 Alderwood Mall, Store #374  
 3000 184th St. S.W.  
 Lynnwood, WA 98036  
 Tel. 708/520-3600  
 Contact: Jackie Weise  
 Income-Middle  
 Stat.-NA 1,2,3

**SPOKANE**

**Consumer Opinion Services, Inc.**  
 Northtown Mall #315  
 Spokane, WA 99207  
 Tel. 206/241-6050  
 Contact: Ruth Rivers  
 H-15% M-60% L-15%  
 Stat.-12 1,2,3,4  
 (See advertisement on p. 77)

**YAKIMA**

Gargan & Associates Inc.  
 Galleria Yakima Mall #32  
 Yakima, WA 98901  
 Tel. 503/234-7111  
 Contact: Teresa Schur  
 H-30% M-50% L-20%  
 Stat.-3 1

**WEST VIRGINIA**

**HUNTINGTON**

McMillion Research Service  
 Huntington Mall  
 I64 & Rt. 60  
 Huntington, WV 25701  
 Tel. 304/755-5889  
 Fax 304/755-9889  
 Contact: Sandy McMillion  
 H-10% M-55% L-35%  
 Stat.-6 1,2,3,4

**WHEELING**

T.I.M.E. Market Research  
 Ohio Valley Mall #280  
 St. Clairsville, OH 43950  
 Tel. 614/695-6288  
 Fax 614/695-5163  
 Contact: Tim Aspinwall  
 H-10% M-75% L-15%  
 Stat.-12 1,2,3,4

**WISCONSIN**

**APPLETON**

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Fox River Mall  
 4301 W. Wisconsin  
 Appleton, WI 54913  
 Tel. 414/730-2240  
 Fax 414/730-2247

Contact: Louise Dickinson  
 H-30% M-55% L-15%  
 Stat.-11 1,2,3,4

**NORTHWEST  
 SURVEYS  
 INC.**

*Is now .....*

**THE  
 GILMORE  
 RESEARCH  
 GROUP**  
FOURTY YEARS OF  
 STRAIGHT ANSWERS

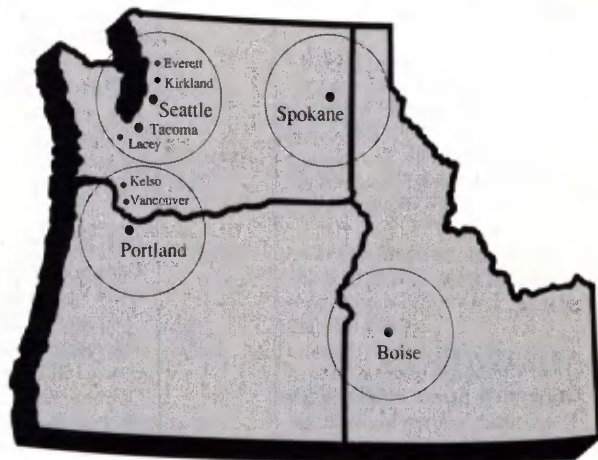
Seattle Corporate Offices  
 (206) 726-5555; FAX 726-5620

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Circle No. 347 on Reader Card

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- CRT Interviews
- Product Purchases
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- Medical
- Executive

We've been collecting data and keeping clients happy in the Northwest for over 30 years. Call us.

**Consumer Opinion Services**  
 We answer to you

12825 1st Ave. South • Seattle, WA 98168  
 206/241-6050 ask for Jerry, Dorothy or Greg Carter



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 M ..... MIDDLE INCOME  
 L ..... LOW INCOME  
 STAT. .... NO. OF INTERVIEWING STATIONS  
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 2 ..... KITCHEN FACILITIES  
 3 ..... PRIVATE DISPLAY ROOM  
 4 ..... ONE-WAY MIRROR FOR VIEWING OF STATIONS

**EAU CLAIRE**

The Friedman Marketing Organization  
 Consumer Opinion Center  
 Oakwood Mall  
 4800 Golf Road  
 Eau Claire, WI 54701  
 Tel. 715/836-6580  
 Fax 715/836-6584  
 Contact: Louise Dickinson  
 H-25% M-55% L-20%  
 Stat.-11 1,2,3,4

**FOND DU LAC**

Promen Research Systems, Inc.  
 Forest Mall  
 Fond du Lac, WI 54935  
 Tel. 414/922-3706  
 Contact: William Promen  
 H-35% M-60% L-5%  
 Stat. -4

**GREEN BAY**

Wisconsin Research/Green Bay  
 Port Plaza Mall  
 300 Main Street  
 Green Bay, WI 54301  
 Tel. 414/436-4656  
 Fax 414/436-4651  
 Contact: Barbara Smits  
 H-30% M-50% L-20%  
 Stat.-8 1,2,3,4

**MADISON**

Madison Inter. Svce, Inc.  
 South Towne Mall  
 2303 W. Broadway  
 Madison, WI 53713  
 Tel. 608/222-6758  
 Contact: Sue Lampert  
 H-30% M-60% L-10%  
 Stat.-4 1,2

**MILWAUKEE**

**Consumer Pulse of Milwaukee**  
 The Grand Avenue Mall #2028  
 275 West Wisconsin Avenue  
 Milwaukee, WI 53203  
 Tel. 414/274-6060  
 Fax 414/274-6068  
 Contact: Kathy Jorsch  
 H-20% M-50% L-30%  
 Stat.-8 1,2,3,4  
 (See advertisement on p. 15)

Lein/Spiegelhoff, Inc.  
 Southridge Shopping Center  
 5300 So. 76th Street  
 Milwaukee, WI 53129

Tel. 414/421-9048  
 Fax 414/421-5163  
 Contact: Arlene Spiegelhoff  
 H-35% M-45% L-20%  
 Stat.-10 1,2,3,4

Lein/Spiegelhoff, Inc.  
 Northridge Mall  
 7700 West Brown Deer Road  
 Milwaukee, WI 53223  
 Tel. 414/357-8546  
 Fax 414/357-8547  
 Contact: Arlene Spiegelhoff  
 H-40% M-40% L-20%  
 Stat.-10 1,2,3,4

Mazur/Zachow Inc.  
 Bay Shore Mall  
 5900 No. Port Washington Road  
 Milwaukee, WI 53217  
 Tel. 414/962-9926  
 Fax 414/438-0355  
 Contact: Melissa Butson  
 H-40% M-40% L-20%  
 Stat-10 1,2

**CANADA****BRITISH COLUMBIA**

Research House Inc.  
 Metrotown Centre  
 468-4800 Kingsway  
 Vancouver, BC V5H 4J2  
 Tel. 604/433-2696  
 Fax 604/433-1640  
 Contact: Marlene Hann  
 H-20% M-65% L-15%  
 Stat.-4 1,2,3,4

**ONTARIO**

CSU Marketing/Canadian Viewpoint  
 Meadowvale Town Centre  
 6677 Battleford Rd.  
 Mississauga, ON L5N 3R8  
 Tel. 416/494-0212  
 Fax 416/474-1692  
 Contact: Alan Boucquey  
 H-20% M-70% L-10%  
 Stat.-4 1,3

CSU Marketing/Canadian Viewpoint  
 Centrepoint Mall  
 6464 Yonge St., Ste. N5  
 Toronto, ON M2M 3X4  
 Tel. 416/229-1221  
 Fax 416/474-1692  
 Contact: Kim Storer  
 H-30% M-60% L-10%  
 Stat.-3 1,2,3,4

CSU Marketing/Canadian Viewpoint  
 Malvern Town Centre  
 31 Tapscott Road  
 Scarborough, ON M1B 4X7  
 Tel. 416/494-0212  
 Fax 416/474-1692  
 Contact: Alan Boucquey  
 H-15% M-70% L-15%  
 Stat.-4 1,2

CSU Marketing/Canadian Viewpoint  
 Kozlov Mall  
 400 Bayfield Street  
 Barrie, ON M1B 4X7  
 Tel. 416/494-0212  
 Fax 416/474-1692  
 Contact: Alan Boucquey  
 H-10% M-60% L-20%  
 Stat.-6 1,3

CSU Marketing/Canadian Viewpoint  
 Mapleview Mall  
 900 Maple Ave.  
 Burlington, ON L7S 2J8  
 Tel. 416/474-1770  
 Contact: Alan Boucquey  
 H-30% M-55% L-15%  
 Stat.-6 1,3

Research House Inc.  
 Woodbine Centre  
 500 Rexdale Blvd., Ste. C1A  
 Rexdale, ON M9W 6K5  
 Tel. 416/488-2328  
 Fax 416/488-2391  
 Contact: Barbara Spotton  
 H-30% M-60% L-10%  
 Stat.-4 1,2,3,4

Research House Inc.  
 Warden Woods Mall  
 725 Warden Avenue  
 Scarborough, ON M1L 4R7  
 Tel. 416/488-2328  
 Fax 416/488-2391  
 Contact: Barbara Spotton  
 H-20% M-65% L-15%  
 Stat.-4 1,2,3,4

Research House Inc.  
 Portage Place Mall  
 1154 Chemong Rd., Store 50B  
 Peterborough, ON K9H 7J6  
 Tel. 416/488-2328  
 Fax 416/488-2391  
 Contact: Barbara Spotton  
 H-20% M-65% L-15%  
 Stat.-3 1,2,3,4

Thompson Lightstone & Co. Ltd.  
 Bramalea City Centre  
 Dixie Road & Hwy. #7  
 Bramalea, ON  
 Tel. 416/922-1140  
 Fax 416/926-8014  
 Contact: Anne Termaten  
 H-60% M-20% L-20%  
 Stat.-6 1,2,3,4

Thompson Lightstone & Co. Ltd.  
 Eastons Centre  
 221 Yonge St., Suite 105  
 Toronto, ON M5B 2H1  
 Tel. 416/922-1140  
 Fax 416/926-8014  
 Contact: Anne Termaten  
 H-50% M-40% L-10%  
 Stat.-7 1,2,3,4

# QUALITATIVE RESEARCH/FOCUS GROUP MODERATORS

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

## Access Research, Inc.

8 Griffin Rd. No.  
Windsor, CT 06095  
203/688-8821  
Contact: Robert C. Platkin  
Group Health/Pens. P/C, Alc.  
Bev/Food, 15 min Airpt.

## ADI Research, Inc.

(See Matrixx Marketing)

## Alpha Research Associates, Inc.

395 Smith St.  
Providence, RI 02908  
401/861-3400  
Contact: Anthony Pesaturo  
Full Svc. Qual./Quan. Analysis/  
Consltg. & Mkt. Rsch./Since 1976

## Analysis Research Limited

4655 Ruffner St., Ste. 180  
San Diego, CA 92111  
619/268-4800  
Contact: Arline M. Lowenthal  
All Qual. Needs: Eng. & Span.  
Recruit/Moderate/Analysis

## The Answer Group

4665 Cornell Rd., Ste. 150  
Cincinnati, OH 45241  
513/489-9000  
Contact: Lynn Grome  
Consumer, Health Care, Prof.,  
Focus Groups, One-On-Ones

## Brand Consulting Group

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

## Chamberlain Research Consultants

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

## Clarion Marketing and Comm.

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

## Saul Cohen & Associates, LTD.

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

## Consumer Opinion Services

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

## Creative Marketing Solutions, Inc.

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

## Creative Research Associates, Inc.

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

## Cunninghis Associates

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

## Direct Marketing Research Assoc.

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

## Doane Marketing Research

1807 Park 270 Drive, #300  
St. Louis, MO 63146  
314/878-7707  
Contact: David Tugend  
Agriculture, Veterinarian Products

## Dolobowsky Qual. Svcs., Inc.

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

## Doyle Research Associates, Inc.

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

## D/R/S HealthCare Consultants

3127 Eastway Dr., Ste. 105  
Charlotte, NC 28205  
704/532-5856  
Contact: Dr. Murray Simon  
Specialists in Research with  
Providers & Patients

## Equifax / Quick Test Opinion Ctrs.

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

## First Market Research Corp.

2301 Hancock Drive  
Austin, TX 78756  
800 / FIRST-TX (347-7889)  
Contact: James R. Heiman  
High Tech, Publishing,  
Bus-To-Bus, Colleges

## First Market Research Corp.

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

## Focus America

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

## Focus Plus

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

## D.S. Fraley & Associates

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

## Gilmore Research Group

2324 Eastlake Ave. E., Ste. 300  
Seattle, WA 98102  
206/726-5555  
Contact: Carolyn McKernan  
Exp. Prof. Moderators to Meet  
Your Needs.

## Grieco Research Group, Inc.

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

## Hammer Marketing Resources

179 Inverness Rd.  
Severna Park (Balt./Wash.), MD  
21146  
301/544-9191  
Contact: Bill Hammer  
23 Years Experience - Consumer,  
Business & Executive

## Hispanic Marketing Communication Research

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

## Hughes Marketing Communications

341 Farnum Road  
Media, PA 19063-1605  
215/ 566-6542  
Contact: Warren B. Hughes  
Moderate Focus Groups; In Depth  
Interviewing.

## JRH Marketing Services, Inc.

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

## Keeffe Research

24 Liberty St.  
San Francisco, CA 94110  
415/647-2265  
Contact: Jeffrey Keeffe  
Auto, Tobacco, Cons. Prod, Pkg.  
Gds., Advtg., New Prod.

## Kennedy Research Inc.

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

## KS & R Consumer Testing Center

Shoppingtown Mall  
Syracuse, NY 13214  
800/ 289-8028  
Contact: Lynne Van Dyke  
Qualitative /Quantitative, Intercepts,  
CATI, One-on-One

## Leichliter Associates

252 E. 61st St., Ste. 2C-S  
New York, NY 10021  
212/753-2099  
Contact: Betsy Leichliter  
New Ideas, New Solutions, Call For  
Consultation. Offcs. in Chicago

## The Looking Glass Group

401 Henley St., Suite 10  
Knoxville, TN 37902  
615/525-4789  
Contact: Dick Nye  
Groups, In-Depths, etc.  
Heavy Ad/Mktg./Publ. Experience

## LaScola Qualitative Research

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



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

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

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

**Matrixx Marketing-Rsch Div.**  
Cincinnati, OH  
800/323-8369  
Contact: Michael L. Dean, Ph.D.  
Cincinnati's Most Modern and  
Convenient Facilities

**Medical Marketing Research, Inc.**  
6608 Graymont Place  
Raleigh, NC 27615  
919/870-6550  
Contact: George Matijow  
Specialists in Health Care  
Research; MDs, RNs, Pts.

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

**Ruth Nelson Research Svcs.**  
2149 S. Grape Street  
Denver, CO 80222  
303/758-6424  
Contact: Christy Reid  
Consumer, Tech/Indust., New  
Prod., Concept Test/Refinement

**PACE, Inc.**  
31700 Middlebelt Rd., Ste. 200  
Farmington Hills, MI 48334  
313/ 553-4100  
Contact: Peter J. Swetish  
Full Service Vehicle Specialist-  
OEM & Aftermarket Experience

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

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

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

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

**Pamela Rogers Research**  
311 East 50th Street  
New York, NY 10022  
212/751-3380  
Contact: Pamela Rogers  
Environmental Issues-Healthy  
Food / Products / Packaging

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

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

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

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

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

**Strategic Research, Inc.**  
4600 Devonshire Common  
Fremont, CA 94536  
415/797-5561  
Contact: Sylvia Wessel  
400 Groups, Hi-Tech/Medical/  
Financial/Transportation Svcs.

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

**Telesession Corporation**  
355 Lexington Ave.  
New York, NY 10017  
212 / 599-1500  
Contact: Michael Gorbein  
Focus Groups by Phone/Medical/  
Agriculture/Business-to-Business

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

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

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

## STATE CROSS INDEX OF MODERATORS

Refer to Preceding Pages For Address, Phone Number

### California

Analysis Research Ltd.  
Direct Marketing Rsch Assocs.  
Equifax/Quick Test Opinion Ctrs.  
Grieco Research Group, Inc.  
Hispanic Marketing  
Keeffe Research  
R J Research  
Strategic Research, Inc.  
Lucy Warren & Associates

### Colorado

Ruth Nelson Research Svcs.

### Connecticut

Access Research, Inc.  
Clarion Marketing and Comm.  
Saul Cohen & Associates,  
Sweeney International, Ltd.

### Washington D.C.

LaScola Qualitative Research

### Illinois

Creative Research Associates  
Doyle Research Associates

D.S. Fraley & Associates  
Leichliter Associates

### Maryland

Hammer Marketing Resources

### Massachusetts

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

### Michigan

Brand Consulting Group  
Kennedy Research Inc.  
PACE, Inc.

### Minnesota

MedProbe Medical Mktg. Rsch  
Rockwood Research Corp.  
Jane L. Stegner and Ascts.

### Missouri

Doane Marketing Research  
Marketeam Associates

### New Jersey

Cunninghis Associates

James M. Sears Associates  
Yarnell, Inc.

### New York

Focus America  
Focus Plus  
JRH Marketing Services, Inc.  
K S & R Consumer Testing Ctr.  
Leichliter Ascts.  
Manhattan Opinion Center  
Market Navigation, Inc.  
Pamela Rogers Research  
Sources For Research, Inc.  
James Spanier Associates  
Telesession Corporation  
The Travis Company

### North Carolina

D/R/S HealthCare Consultants  
Medical Marketing Research, Inc.

### Ohio

The Answer Group  
Matrixx Marketing  
Rodgers Marketing Research  
Dwight Spencer & Associates

### Pennsylvania

Creative Marketing Solutions  
Hughes Marketing  
Communications

### Rhode Island

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

### Tennessee

The Looking Glass Group

### Texas

First Market Rsch. (J. Heiman)

### Virginia

Southeastern Institute of Rsch.

### Washington

Consumer Opinion Services  
Gilmore Research

### Wisconsin

Chamberlain Rsch. Cnsltnts.



# SPECIALTY CROSS INDEX OF MODERATORS

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

## ADVERTISING

Analysis Research Ltd.  
Brand Consulting Group  
Chamberlain Research Cnsltnts.  
Dolobowsky Qual. Svcs., Inc.  
Doyle Research Associates  
D.S. Fraley & Associates  
The Looking Glass Group  
PACE, Inc.  
Rockwood Research Corp.  
Southeastern Institute of Rsch.  
James Spanier Associates  
Sweeney International, Ltd.

## AGRICULTURE

Doane Marketing Research  
Market Navigation, Inc.  
Rockwood Research Corp.

## ALCOHOLIC BEV.

Access Research, Inc.

## APPAREL/FOOTWEAR

Brand Consulting Group

## AUTOMOTIVE

Keeffe Research  
Matrixx Marketing-Research Div.  
PACE, Inc.

## BIO-TECH

Market Navigation, Inc.  
Medical Marketing Research, Inc.  
MedProbe Medical Mktg. Rsch.  
Yarnell, Inc.

## BLACK

JRH Marketing Services, Inc.

## BUS.-TO-BUS.

Chamberlain Research Cnsltnts.  
Consumer Opinion Services  
First Market Rsch. (J. Heiman).  
Kennedy Research Inc.  
Rockwood Research Corp.  
James Spanier Associates  
Sweeney International, Ltd.  
Yarnell, Inc.

## CANDIES

D.S. Fraley & Associates

## CHILDREN

Doyle Research Associates  
D.S. Fraley & Associates  
Matrixx Marketing-Research Div.  
Rhode Island Survey, Inc.

## CIGARETTES

Keeffe Research

## COMMUNICATIONS RESEARCH

D.S. Fraley & Associates  
James Spanier Associates

## COMPUTERS/MIS

First Market Rsch (J. Heiman)  
Market Navigation, Inc.  
James Spanier Associates  
Strategic Research, Inc.  
Sweeney International, Ltd.  
Yarnell, Inc.

## CONSUMERS

Chamberlain Rsch. Cnsltnts.  
Consumer Opinion Services  
Doyle Research Associates  
First Market Rsch. (L. Lynch)  
D.S. Fraley & Associates  
Kennedy Research Inc.  
Rodgers Marketing Research

## DIRECT MARKETING

Direct Marketing Research Ascts.

## ENTERTAINMENT

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

## ENVIRONMENTAL

Pamela Rogers Research

## EXECUTIVES

Chamberlain Rsch. Cnsltnts.  
Dolobowsky Qual. Svcs., Inc.  
First Market Rsch. (J. Heiman)  
Kennedy Research Inc.  
The Looking Glass Group  
PACE, Inc.  
James Spanier Associates  
Sweeney International, Ltd.

## FINANCIAL SERVICES

Access Research, Inc.  
Dolobowsky Qual. Svcs., Inc.  
First Market Rsch (L. Lynch)  
LaScola Qualitative Research  
Marketeam Associates  
Matrixx Marketing-Research Div.  
The Research Center  
Rockwood Research Corp.  
Southeastern Institute of Rsch.  
James Spanier Associates  
Sweeney Int'l. Ltd.  
Yarnell, Inc.

## FOOD PRODUCTS

Doyle Research Associates  
D.S. Fraley & Associates  
Keeffe Research  
Leichliter Associates  
Pamela Rogers Research  
James Spanier Associates  
TrendFacts

## HEALTH & BEAUTY PRODUCTS

The Answer Group  
D.S. Fraley & Associates  
Pamela Rogers Research

## HEALTH CARE

Access Research, Inc.  
Chamberlain Rsch. Cnsltnts.  
Creative Marketing Solutions  
Dolobowsky Qual. Svcs., Inc.  
D/R/S HealthCare Consultants  
First Market Rsch (L. Lynch)  
Kennedy Research Inc.  
LaScola Qualitative Research  
Marketeam Associates  
Market Navigation, Inc.  
Matrixx Marketing-Research Div.  
Medical Marketing Research, Inc.  
MedProbe Medical Mktg. Rsch.  
Southeastern Institute of Rsch.  
James Spanier Associates

## HISPANIC

Analysis Research Ltd.  
Hispanic Marketing  
Communication Research

## IDEA GENERATION

Analysis Research Ltd.  
Brand Consulting Group  
Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
Leichliter Associates  
Matrixx Marketing-Research Div.  
Rhode Island Survey, Inc.  
Sweeney International, Ltd.

## INDUSTRIAL

First Market Rsch. (J. Heiman)  
Kennedy Research Inc.  
Market Navigation, Inc.  
Strategic Research, Inc.  
Sweeney International, Ltd.  
Yarnell, Inc.

## MEDICAL PROFESSION

Creative Marketing Solutions  
D/R/S HealthCare Consultants  
Marketeam Associates  
Matrixx Marketing-Research Div.  
Medical Marketing Research, Inc.  
MedProbe Medical Mktg. Rsch.  
Strategic Research, Inc.

## MODERATOR TRAINING

Cunninghis Associates

## NEW PRODUCT DEVELOPMENT

Brand Consulting Group  
Creative Marketing Solutions  
Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
First Market Rsch. (J. Heiman)  
Leichliter Ascts.  
Rhode Island Survey, Inc.  
Southeastern Institute of Rsch.  
James Spanier Associates  
Strategic Marketing Svces.

## PACKAGED GOODS

Access Research, Inc.  
The Answer Group  
Doyle Research Associates  
D.S. Fraley & Associates  
Keeffe Research  
The Looking Glass Group

## PARENTS

Doyle Research Associates

## PET PRODUCTS

Rockwood Research Corp.

## PHARMACEUTICALS

The Answer Group  
Creative Marketing Solutions  
D/R/S HealthCare Consultants  
Market Navigation, Inc.  
Medical Marketing Research, Inc.  
MedProbe Medical Mktg. Rsch.  
James Spanier Associates

## POLITICAL RESEARCH

Chamberlain Rsch. Cnsltnts.

## PUBLIC POLICY RSCH

LaScola Qualitative Research  
Leichliter Ascts.

## PUBLISHING

First Market Rsch. (J. Heiman)  
D.S. Fraley & Associates  
The Looking Glass Group

## RETAIL

Brand Consulting Group  
First Market Rsch. (L. Lynch)

## SENIORS

Keeffe Research

## SMALL BUSINESS/ ENTREPRENEURS

Access Research, Inc.

## SOFT DRINKS, BEER, WINE

Grieco Research Group, Inc.

## TEACHERS

D.S. Fraley & Associates

## TELECOMMUNICATIONS

Creative Marketing Solutions  
Cunninghis Associates  
First Market Rsch. (J. Heiman)  
Kennedy Research Inc.  
LaScola Qualitative Research  
Southeastern Institute of Rsch.  
Yarnell, Inc.

## TELECONFERENCING

Rockwood Research Corp.

## TELEPHONE FOCUS GROUPS

Market Navigation, Inc.  
Medical Marketing Research, Inc.  
Telesession Corporation

## TEENAGERS

Doyle Research Associates  
D.S. Fraley & Associates  
The Looking Glass Group  
Matrixx Marketing-Rsch. Div.  
Rhode Island Survey, Inc.

## TRANSPORTATION SERVICES

Sweeney International, Ltd.

## TRAVEL

Sweeney International, Ltd.

## UTILITIES

Chamberlain Rsch. Cnsltnts.

## YOUTH

Doyle Research Associates  
D.S. Fraley & Associates

# Product and Service Update

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new library: business locations, retail trade, health services, financial services, 1990 Census, specialized databases, international.

Along with the data, the company offers up-to-date computerized maps, organized by a variety of geographies, with detail down to the street-level. Data files are pre-formatted so they can be linked automatically to the company's library of computerized base-maps which, when combined with Atlas Software, can analyze the data geographi-

cally for use in such decisions as site location, target marketing, and sales territory design. For more information, call 408-985-7400.

## TerraView for Mac now available


TerraView, the programmer's tool for developing mapping applications, is now available on the Macintosh platform from TerraLogics, Inc. TerraView's function library allows application developers to focus more on the development of their applications and less on the problems of displaying mapping data. Current TerraView ap-

plications range from electronic phone book to military mission planning on platforms from MS-DOS to UNIX. Custom applications may be written in C, PASCAL, or any other compatible language without knowledge of complex cartographic constructs. TerraView is optimized for rapid retrieval and display of spatial data accessed from both magnetic and CD-ROM media. In addition, user interfaces that maintain the Mac look and feel may be developed using the Terra View GUI module.

TerraView enables a development organization to utilize newly available Census data, combined with the power of a Macintosh to build applications that allow a user to visualize spatial relationships. TerraView supports a wide variety of data types and classification systems, including ETAK, TIGER/Line, USGS, GBF/Dime, and Intergraph SIF. Classification systems automatically control feature display rendition, with runtime customization of colors, patterns, and feature subsetting. Functions such as zoom, scroll, feature identification, and address geocoding are simple subroutine calls. For more information, call 603-889-1800.

## Merger creates larger mail panel

Two marketing research and services firms, the M/A/R/C Group and Market Facts, Inc., have agreed to enter into a strategic alliance involving their consumer mail panel operations. The alliance calls for Market Facts to purchase the mail panel facility of Marketing And Research Counselors, Inc., a subsidiary of The M/A/R/C Group. This panel will be merged with a larger one operated by Market Facts, creating a combined consumer mail panel facility which includes more than 360,000 households. Simultaneously, the two firms have entered into a 10-year service agreement giving M/A/R/C access to the expanded panel for use in its marketing research studies for clients. Each company will continue to design studies for clients and analyze panel data independently.



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(Required by 39 U.S.C. 3685)

1A. Title of Publication Quirk's Marketing Research Review		1B. PUBLICATION NO 0 8 9 3 7 4 5 1		2. Date of Filing Sept. 20, 1991	
3. Frequency of Issue Jan., Feb., Mar., Apr., May, June/Jul., Aug./Sept., Oct., Nov., Dec.		3A. No. of Issues Published Annually 10		3B. Annual Subscription Price None & \$40.00	
4. Complete Mailing Address of Known Office of Publication (Street, City, County, State and ZIP+4 Code) (Not printers) 6607-18th Avenue South, Richfield, MN 55423-2737					
5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher (Not printer) 6607-18th Avenue South, Richfield, MN 55423-2737					
6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor (This item MUST NOT be blank)					
Publisher (Name and Complete Mailing Address) Quentin T. Quirk, 6607-18th Avenue South, Richfield, MN 55423-2737					
Editor (Name and Complete Mailing Address)					
Managing Editor (Name and Complete Mailing Address) Joseph Rydholm, 6607-18th Avenue South, Richfield, MN 55423-2737					
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1. Sales through dealers and carriers, street vendors and counter sales		-		-	
2. Mail Subscription (Paid and/or requested)		12,871		13,330	
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F. Copies Not Distributed		419		379	
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## Trade Talk

continued from p. 84

sulting firm. In his work with his clients he stresses the importance of finding out what the customer wants.

"Too often, companies define service as they see it. For you or I to sit back, if we were service providers, and decide what services the customer might like really isn't the way to do it. You have to find out from the customer what he needs. I also stress to our clients that the customer is not only the consumer, but, for example, in the case of a distributor, it could be the retailer."

Shycon says that a common error companies make is to define their target service level based on the level that already exists in their industry. "Too many companies assume that if they can identify what the competitive service levels are and either match or provide somewhat better service, that that's adequate. It's not, because that isn't necessarily what the customer needs. Each level of customer has certain needs and desires and he acts on them based on how well they are satisfied by his suppliers. People do more business with the firms that cause them the fewest problems."

The first step in developing a customer satisfaction program is to find out how the people inside the company view service quality. Shycon says it's important to get the perspective of everyone involved, people in marketing, sales, customer service, etc. Then, focus groups should be used to define the issues that are important to customers. "You must determine the needs of your different market segments,

geographic areas, and product categories, for example, because each of these will require some differences in the service provided."

Armed with this information, the survey can be constructed and tested. "When the survey is field tested, make sure it is in the mode that you intend to use in the final survey. For example, if you plan to use a mail survey, field test with a mail survey to make sure that it successfully elicits the kind of responses that you need."

Is all of this effort worth it? Yes, Shycon says, and he has the proof. Over the last decade and a half, he has amassed data showing how an incremental increase in service "buys" an increase in market share and sales.

"Rendering the proper level of customer service does impact market share. You can measure the value of the components of service and their impact on market share. And thus you can develop the proper package of products and services to provide your customers that will maximize your available market share."

Probably the most convincing indication of the importance of service quality comes from a comparison of findings from Arthur D. Little studies that ask customers across a wide variety of industries to rank the importance of various business performance elements. Five years ago, respondents ranked product quality first, followed by price. Service finished several notches down.

Today, product quality is still tops, but *service* is now the second most important element; price is fifth. □

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## Quality *still* should be Job One

Last November, when we decided to add customer satisfaction/service quality research to our line-up of special issues, we were responding to the growing interest in the topic. Many of the calls we received on the issue included questions about how to locate research firms that do customer satisfaction work, so this year we've added a directory of firms that provide customer satisfaction research. We hope it is useful to you.

I also received a number of requests to re-print the Trade Talk column, "Quality *should be* Job One," from that issue. It featured a chat with Harvey Shycon, a service quality expert with the Arthur D. Little firm. Readers said his brief overview of how to start a customer satisfaction research program was helpful, so we've decided to re-run the story here. It begins below. Once again, we hope it's useful.

\* \* \*

You can't escape it. Everywhere you look—on television, in newspapers and magazines—people are talking about quality.

That's great, but what surprises me is that some of them are

talking about it as if it were a new concept. It seems to me that quality should be a given for any business that wants to do more than just keep its creditors at bay. It *should be* Job One.

With quality as their mantra, many firms are busy constructing new or refining existing quality programs. Some companies have been concerned with quality for years, long before it became a national buzzword. They know that as a supplier of a product or service, you can't define service quality yourself, you have to ask your customers to do it for you. That's where marketing research comes in.

Research plays two critical roles in the service quality process, first by providing a foundation for construction of customer satisfaction program, and second by providing a way to measure how well the program's goals are being met.

The research industry is spreading the research/service quality gospel and so are folks like Harvey Shycon.

Shycon has been studying service quality and customer satisfaction for 15 years as a part of his work as a director of operations management with Arthur D. Little, a Cambridge, Mass.-based international management and technology con-

continued on p. 83

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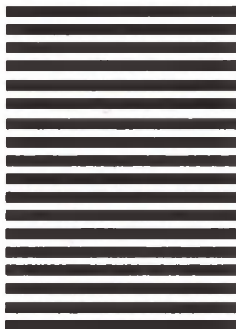
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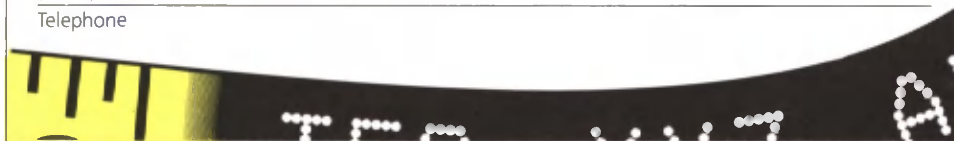
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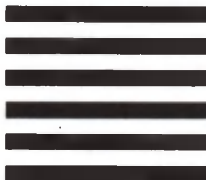
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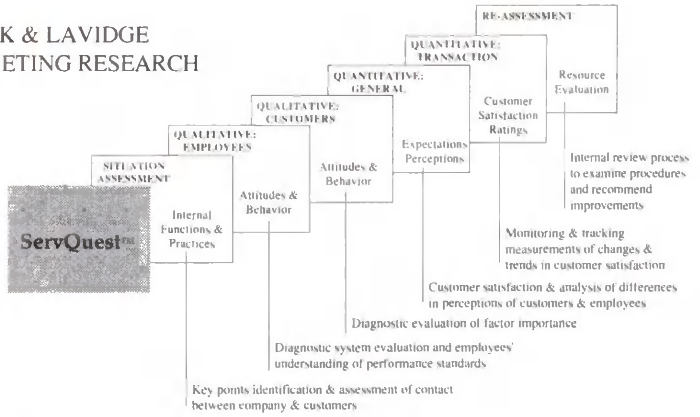
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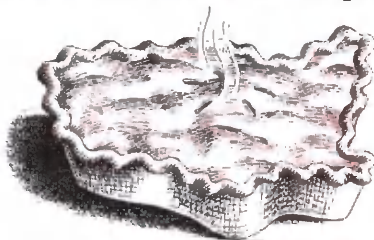
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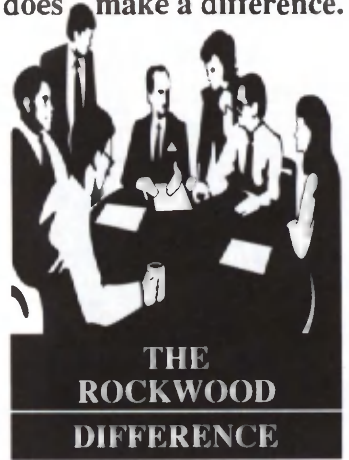
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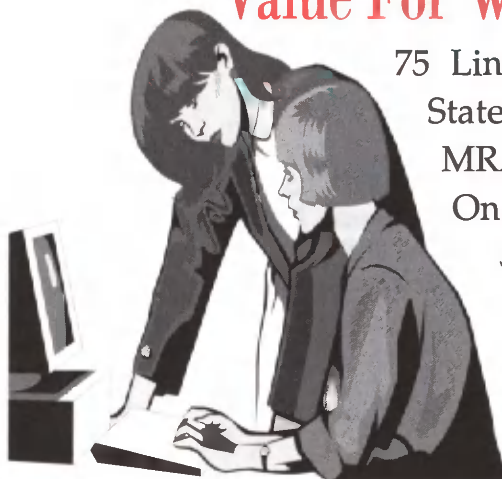


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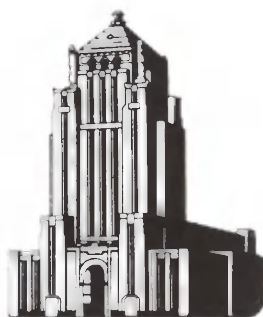
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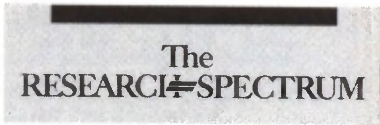
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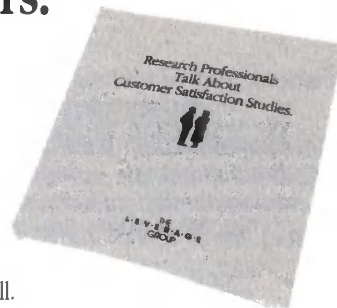
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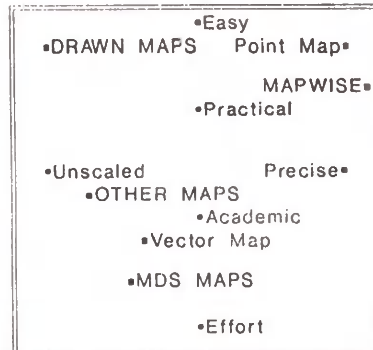
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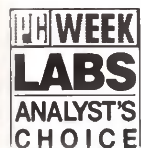
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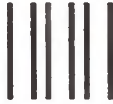
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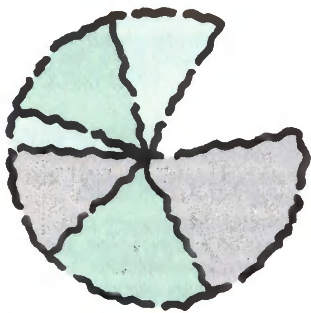
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<b>103. Marketing Research for Decision Makers</b> Cincinnati . . . . . Apr. 16-17	<b>501. Applications of Marketing Research</b> Cincinnati . . . . . Aug. 19-20 Boston . . . . . Nov. 21-22 New York . . . . . Jan. 9-10 Cincinnati . . . . . Mar. 5-6
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