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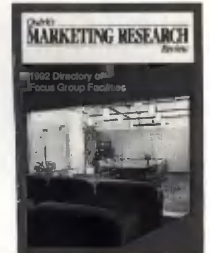
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The sixth annual focus group issue features the updated directory of focus group facilities. Photo courtesy of ASI Market Research, New York.



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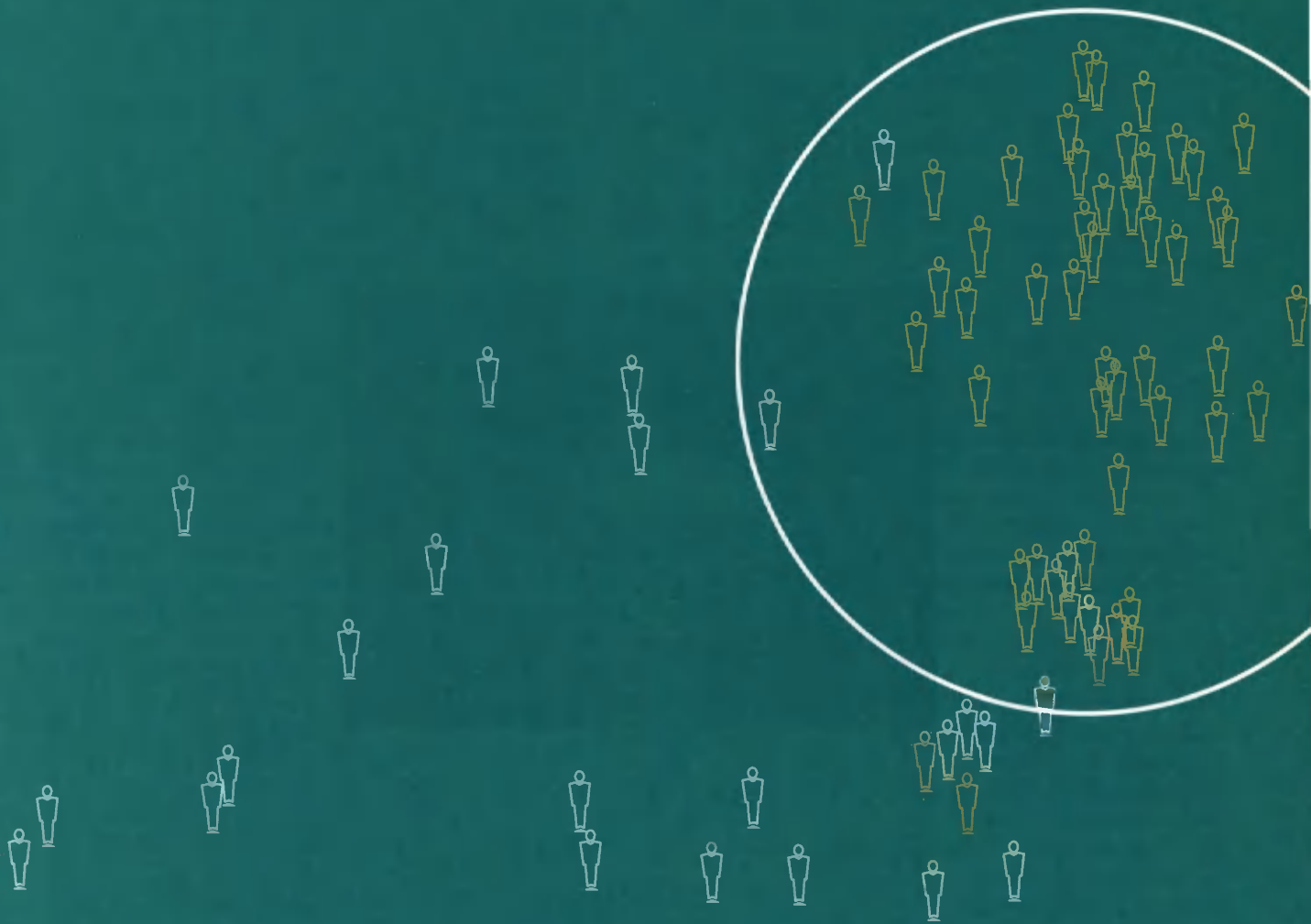
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“LITE” METER

Editor's note: Mary Lynn Spada is a principal research analyst in Boston Edison Company's DSM Monitoring and Evaluation department.

For the past decade, electric utilities have offered conservation programs to their customers. Within the utility industry, these programs are known as energy efficiency or demand-side management (DSM) programs. Many times it is more cost beneficial for utilities to encourage customers to conserve energy rather than to generate more energy at power plants or construct new plants to meet growing customer demand. Utilities do this by offering customers rebates on energy efficient products or by arranging for their homes or buildings to be made more energy efficient at little or no charge.

Boston Edison Company, an investor-owned electric utility supplying electricity to the greater Boston area, has offered energy efficiency programs to its customers since the early 1980s.

Lite Lights

A recent Boston Edison conservation effort, the “Lite Lights” program, en-



Boston Edison uses research to measure the success of an energy conservation program

by Mary Lynn Spada

courages customers to purchase energy efficient light bulbs for their homes. In addition to paying rebates to customers for part of the bulb cost, Edison arranges for the bulbs to be sold in convenient locations.

Boston Edison customers who participate in the Lite Lights program may acquire program-qualifying bulbs in three ways: they may buy them at local retail stores, order them through a mail-order catalogue, or buy them at the company's bill payment centers, called

“Energy and Environmental Centers.”

In addition to these three delivery methods, the company ran a special two month promotion in 1990 called the “Lite for Sight” campaign in conjunction with the Lions Clubs, a civic organization. The purpose of this special promotion was to raise consumer awareness of energy efficient lighting in a relatively short time period. With the help of the Lions Clubs, a huge number of energy efficient bulbs were sold at extra discounted prices. The majority of the proceeds from the sales were donated to many Lions Club eye research charities.

Boston Edison's Lite Lights program is targeted at the company's more than half-million residential customers. The program is promoted through literature inserted into customer electric bills, newspaper advertising and various community relations activities, as well as through the 1990 Lite for Sight campaign. Edison projects energy savings from the bulbs based on lighting manufacturer information and estimates of average daily hours of use.

The company offers other energy conservation and efficiency programs to its customers, including home energy

audits, installation of insulation, weather-stripping and hot water tank wraps, and equipment efficiency tune-ups. Similar programs are offered to commercial and industrial customers as well.

Research instrumental

Market research has been instrumental in designing, operating and assessing the impact of these energy efficiency programs. It helps determine a program's degree of success and, in turn, provides insights and answers on how to better accomplish program objectives.

In late 1990 and early 1991, Edison conducted a comprehensive study to answer questions about the Lite Lights program's four major components: program delivery, target market, promotion, and estimation of energy savings. The study's approach combined qualitative and quantitative research techniques. Qualitative techniques included

a focus group and over twenty in-person interviews. The quantitative techniques included surveys of representative customer and lighting retailer groups. Because of the study's scope and detail, Boston Edison hired ERC Energy and Environmental Services Company (ERCE) to assist with the research.

PROGRAM DELIVERY

One goal of Edison's market research study was to determine the strengths and weaknesses of the three different program delivery methods and how delivery improvements could be made. Over 20 in-person interviews were conducted with key program players involved in the Lite Lights program. In-depth discussions were held with those who design, administer and market the program, people at the utility bill payment Energy and Environmental Centers and the administrator of the mail order catalogue. Edison minimized any

potential response bias during the interviews by having ERCE conduct these discussions.

Boston Edison also surveyed retail stores that sell the program-qualifying energy efficient bulbs. At the same time, a survey of lighting retailers not involved with the program was also conducted.

More support

Retailers who stock efficient bulbs reported that they needed much more support from Edison in order to sell the energy efficient light bulbs. Specifically, they asked for new point-of-purchase materials and increased advertising by the company. Retailers also expressed a desire for Edison to keep them more up-to-date about available efficient lighting products and better educated about the technology so that they could answer more customer questions. This group thinks that the demand for efficient bulbs will continue to increase as the general population becomes more concerned about the environment and stable oil supplies.

The retailers who do not routinely stock energy efficient bulbs generally indicated that they do not think customer demand for these bulbs is high enough to warrant using shelf space to stock the products. Several retailers were not aware of Edison's Lite Lights program, but indicated an interest in receiving more information about it.

Interviews with the company's bill payment center managers revealed responses that were similar to the retailer survey findings. There was the clear need to provide these managers with more technical education on the bulbs so that they could

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Insuring success by Mary Ellen Gallagher

Focus groups guide creation of environmental insurance product

Editor's note: Mary Ellen Gallagher is vice president, marketing, of ERIC Group, Inc., Englewood, Colorado.

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ERIC Group, Inc. conducted over 20 focus groups in six Eastern and Midwestern cities to help develop a new environmental insurance product.

When ERIC Group, Inc. set out to create an innovative environmental insurance product, it didn't begin with executives and other company insiders—the usual route taken in the insurance business. Instead, the small, Englewood, Colorado-based firm, which distributes insurance and scientific services to mitigate risks associated with environmental hazards, took its ideas for the yet-to-be-created insurance directly to the people who would use the product: bankers, property acquisition vice presidents and other executives charged with handling real estate transactions.

The firm did this through focus groups, a research tool often used to fine-tune products but rarely used in the insurance industry to create policies from the ground up. More than 20 focus group sessions were held in six Eastern and Midwestern cities during an 18-month period in 1990 and 1991.

The goal of the focus group process was to develop information on how handling environmental risk is decided within various companies and to develop a new policy, the ERIC Property Transfer Liability Insurance policy. The policy is designed to limit a property owner's and lender's liability if an environmental contamination is discovered on the property after it is purchased.

Living, breathing mechanism

The focus group process has been called a "living, breathing mechanism" by Milton Brand, president of the Brand Consulting Group of Southfield, Michigan, which ERIC hired to do the focus group interviews. Brand likens the process to that of creating a sculpture. After



each session, the sculptor is closer to perfecting the final product. For example, in the ERIC Group's research on its new insurance product, the policy concept was changed after each session to reflect the concerns, gut feelings, and requirements of the participants at the previous meeting. After the 25 focus groups were over, the final policy evolved from the original ideas as the group shaped the product.

The focus group process resulted in significant changes to the policy, such as who and what it would cover. To the surprise of ERIC executives, many of the key provisions that ERIC thought should be in this type of policy were completely changed or even eliminated as a result of the focus groups.

The intent of the first half of the 25 focus group sessions was to understand how potential purchasers of the policy think—how they weighed options and measured risk, how they saw things, and how they made decisions. The last half of the sessions honed the ideas generated during the earlier sessions into the final product.

Group participants

The participants in each focus group were chosen from businesses and industries that ERIC thought would influence or give final approval for major real estate transfers and sales: bankers, risk managers for large corporations, and vice presidents for real estate acquisition. But, like the conception of the final product, the participants were changed as the meetings progressed and discussions between respondents revealed who would most likely buy or desire the new policy.

The ERIC focus groups not only

sought out the executive who would make the ultimate decision on a purchase, but also the people who would most likely influence the top decision-maker. Before the groups started, ERIC had considered the risk manager—the person in a large company charged with minimizing property risk—to be a prime candidate for the new policy. But the focus groups revealed that while risk managers would most likely be an im-

The focus group process resulted in significant changes to the policy, such as who and what it would cover. To the surprise of ERIC executives, many of the key provisions that ERIC thought should be in this type of policy were completely changed or even eliminated as a result of the focus groups.

portant part of the risk insurance buying process, in most cases they probably would not have the final say on the purchase. The more likely candidates were vice presidents of real estate acquisitions for major corporations and executives at large banks.

Policy changed

A look at the focus groups in various cities shows how the policy changed shape after each session to better meet the needs of the participants in each group. In the first sessions, held in Chicago in June, 1990, three groups participated: commercial property owners, real estate attorneys, and bankers.

The groups discussed various topics concerning environmental risk and real

estate, such as the most significant problems involved with the purchase or sale of real estate, the risks that buyers and sellers of real estate face, and how environmental

situations create problems and risks in today's real estate market. Environmental problems were a major concern of all three groups, but insurance was not perceived as a solution to the problems. A basic prejudice against insurance was voiced.

Initial reactions to proposed insurance coverage for environmental problems were negative because the participants were unclear on what would or wouldn't be covered by the insurance. In addition, the cost requirements were not clearly presented and understood.

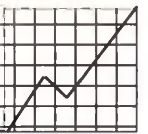
It was also decided after the first sessions that real estate attorneys and the banker audience in these groups were not the ideal people to look to for product development information. To help correct these problems, the policy concept was changed according to the requirements of the focus group members.

The second set of focus groups was held in Pittsburgh in August, 1990. The real estate attorneys were replaced by a group of corporate risk managers. The concepts presented in these sessions were recast in a tighter framework to correct as much as possible the inadequacies voiced by the Chicago respondents.

Improved acceptance

Changes in the product concept resulted in a significant improvement in possible product acceptance, from low levels of interest in Chicago to moder-

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The statistics of missed opportunities (or) You better beware of beta

by Gary M. Mullet

Gary M. Mullet is president of Gary Mullet Associates, Inc., a suburban Atlanta-based consulting and statistical data processing firm working primarily with producers and users of marketing research.

From both Statistics 101 and Marketing Research 201, whether in formal classes or on the job experience, we've all learned how to calculate sample sizes—answering such questions as, “How many respondents do I need to interview so that my 95% sampling error will be no more than 4% on the brand preferred question in this upcoming survey?” In case we forget how to do the appropriate button pushing on our calculators, there are a number of computer programs, calculators or slide charts around which will answer this, and similar questions, when given the parameters. (My calculator gives a sample size of 601, by the way, for the above question.)

Whether we do such computations ourselves or look up the answers in widely available tables, we are explicitly con-

cerned with one of the two wrong conclusions which can occur in statistical analyses—the Type I or α -error. Specifically we are saying we don't want to reject a particular *true* null hypothesis more than 5% of the time and/or we want to be 95% confident that we don't reject that same null hypothesis when it is true.

Without the statistical jargon, what are we saying? Let's consider a simple product test. We've come up with a new product formulation and want to introduce our “NEW!! IMPROVED!!” product if the new formulation does significantly better than the old in a paired comparison test. We interview, tabulate, process and analyze and come up with the conclusion that, although 53% of the respondents prefer the new (in a blindfold test, of course), this is not a significant preference and, thus, we will stick with the old formulation.

Implicit in our decision is our confidence/significance level. These have to do with the risk of introducing the “NEW!! IMPROVED!!” version of the product when it is *not* really preferred in the target population—the 53%, which certainly exceeds the 50% parity level, is due to sampling error and does not indicate that there is a real preference in the sampled population. What is frequently overlooked in such situations is the β -risk or Type II error probability. We also need to ask ourselves in such circumstances, “How likely is it that we have developed a ‘NEW!! IMPROVED!!’ version of our product that will fail to get enough votes in the sample for us to introduce it when it truly is preferred in the population of interest?” β -risk, then, has to do with failing to introduce the “NEW!! IMPROVED!!” product version when it really *is* preferred by the target population. Our sample may not indicate this true—but obviously unknown—preference, again due to sampling error. (By the way, just as $1 - \alpha =$

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confidence level, there is a term for $1 - \beta$. It's called power.)

In what follows, we will look at the effect of sample size on both types of potential errors (although you can only make, at most, one of them in any given decision) for a variety of marketing research situations. First, however, a brief review of some statistical terms.

Review/preview

In statistical significances tests, be they from marketing research, engineering, biomedical research or whatever, there are two competing conjectures or hypotheses of interest. They both have to do with the target population, such as female heads-of-households (FHHs). Frequently neither of these is explicitly stated. One of them is the null hypothesis and the alternative to that is, without a great deal of imagination, the alternative hypothesis. For example, you may be conducting a taste test to see how your new microwave chocolate cake is going to fare against the leading mix which requires a conventional oven. If you are interested in whether or not more than 50% of all FHHs prefer your chocolate cake, generally we would take the null hypothesis to be that 50% or less of all FHHs prefer your cake against the alternative that more than 50% prefer the new one. Since you obviously cannot interview all FHHs in your marketing area, you use a sample to help you decide which of these hypotheses is more tenable.

Now, several things can happen in your test, depending on which hypothesis is really true (and if we could ever know the answer to this for sure, we'd have no reason whatsoever to take a sample of opinions) and what our sample says. These are:

1) Microwave cake is not really preferred by the population of interest and sample confirms this. We'd always like this to be the case whenever we come up with an idea that really isn't going to fare well in the target population.

2) Microwave cake is not really preferred but sample indicates that it is significantly so. Here, due to sampling error, we have committed a Type I or α -error. The probability of such an occurrence is α . Clearly, we don't want this to happen, because of, among other things, the severe monetary consequences of a product introduction/replacement. Thus, we'd like α to be small.

3) Microwave cake is really preferred by the target population but sample says that is not significantly so. Here, due to sampling error, we have committed a Type II or β -error. The probability of such an occurrence is β . Clearly, we don't want this to happen, because of, among other things, potential lost revenue/profit from not introducing a product which would do well in the marketplace. Thus, we'd like β to be small, as well.

4) Microwave cake is really preferred and sample says that it is not significantly so. Another good thing that can happen and we'd like it to happen as often as possible.

Redundantly, perhaps, many data tabulation packages only allow your to concentrate on the α -risk—the rejecting of a true null hypothesis. You specify α and the program tells you

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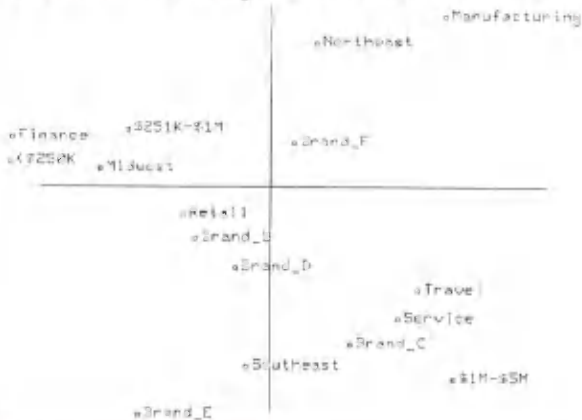
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whether or not the sample result is statistically significant. What can be done if you want to look at potential lost opportunities? In what follows, we will look at our cake example in more detail and attempt to answer this question.

Incorporating β -risk

The easiest way to incorporate the notion of opportunity loss and β -error into a study is to do what you frequently do anyway—explicitly state a difference that would be too good to miss. A statement about our taste test might now be, "We certainly won't introduce the microwave chocolate cake if it looks like half or less of the FHHs prefer it and if 55% or more like it we definitely want to go to the grocers' shelves." Thus, you are saying that the 5% above parity is really too good an opportunity to miss. Now you need to answer two other questions: what α and β are you willing to live with? (These are really tough to answer and really require a look at a lot of economic information. Fortunately, you'll probably not introduce you microwave chocolate cake based totally on just the results of our taste test.) So, how many FHHs do we need to put through our taste test?

Let's assume a variety of α - β combinations and see how they affect sample size, always with our "critical difference" of 55% - 50% (parity) = 5%. This difference, here 5%, is sometimes called the effect size. Taking the easy way out and using Kraemer and Thiemann (1987), we find:

α	β	n
.05	.20	615
	.10	851
	.05	1075
	.01	1567
.01	.20	997
	.10	1294
	.05	1567
	.01	2151

Before further discussion, let's look at parity versus 60%, for an effect size of 10%

α	β	n
.05	.20	151
	.10	209
	.05	264
	.01	384
.01	.20	245
	.10	317
	.05	384
	.01	527

There are some obvious and correct conclusions from the above tables:

- For a given level of α a relative decrease in β results in

a larger sample size

- For a given level of β , a relative decrease in α results in a larger sample size

- For fixed α and β , a smaller effect size results in a larger sample size (it's easier to tell the difference between 50% and 60% than it is to distinguish between 50% and 55%, so this makes sense).

Now let's do things a bit differently. Assume that you are doing the test using a sample of 200 FHHs and a significance level of $\alpha = .05$. What's β ? In other words, given that you are willing to conclude that your new microwave chocolate cake is superior, when it really isn't, 5% of the time, what's the chance of you failing to detect superiority of a product that really does beat parity? Again we'll take both the 5% and 10% effect sizes.

For the former case, it's probably easiest to again use Kraemer and Thiemann and extend the first table above. Then do a linear interpolation and find that $\beta = .592$. For the 10% effect size, merely interpolate between the sample sizes of 151 and 209 in the second table and find $\beta = .116$. While not exactly correct to the fourth or fifth decimal place, these interpolated values will generally suffice. Personally, I find the first number startling. Running a test with the "traditional" significance level of .05 (or, as many of us are more accustomed to, a confidence level of .95) and a quite reasonable sample size of 200, the β -risk is nearly 60% for an effect size of 5% above parity! This result clearly demonstrates how ignoring the idea of β can possibly lead to missed opportunities.

Other research situations and conclusions

First, we are not limited to tests like the one above, where we are only looking for superiority—the one-tailed alternative. The same type of analysis could and should be applied in the cases where you want to look for any difference in preference at all—the two-tailed or two-sided alternative.

Also, such opportunity loss or β -risk analysis can be used in the case of two independent samples, e.g., brand ever used versus brand never used, as well as two dependent samples, such as MHH and FHH in the same household. We can, as well, do these analyses for ratings scale means, correlation coefficients, and contingency tables (generally, a subset of a cross tabulation table run according to your tab plan).

The important point is that many of us overly concern ourselves with only Type I errors as measured by α . That's the way we were taught or the way "we've always done it." This is not to say that one should always be concerned with β . However, an occasional look should improve your research decisions and, more importantly, your marketing decisions. And that's what it's all about in this game. □

Reference

Kraemer, Helena Chmura and Sue Thiemann (1987, fifth printing 1989). "How Many Subjects?," Sage Publications, Inc., Newbury Park, CA.

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Backroom moderators. . . or How two perspectives are better than one

by Tim Huberty

Editor's note: Tim Huberty is advertising research manager at the Fallon McElligott advertising agency in Minneapolis. He is also an adjunct instructor in the MBA program at the University of St. Thomas, St. Paul.

Most of us remember freshman literature classes. Usually, we'd diligently read those short stories by Melville, Hawthorne, James and maybe just a little Hemingway thrown in for good measure. We'd read them backwards and forwards, certain that by lecture time we understood every smidgen of symbolism hidden within them. Then, in class the next morning, we'd be blown away by the multitude of

messages uncovered by the professor. It seemed we'd only uncovered one dimension of meaning by merely reading the author's words.

For the longest time, analyzing the results of focus group research has followed the same scenario. A moderator, sitting at the head of the table, would carry on a series of two-hour discussions with participants and then report her "findings" back to the people who had watched the entire process from behind a two-way mirror. However, most of the time, the moderator didn't have perspective of the observers when preparing her report. In her report, she stated what the consumer had said, but nobody else. Her report lacked the input of the people behind the glass. Clients would only get the dimension of meaning provided by a moderator reporting exclusively what consumers had said.

Meanwhile, as the focus groups were conducted, the observers behind the glass had had their own discussions. Unfortunately, these perspectives rarely were shared with the moderator. The moderator may have been given a very limited glimpse of what took place behind the glass through a short debriefing session at the end of the evening, but, usually, both parties--and their findings--went down parallel paths. Thus, when the moderator finally got around to presenting the results of the groups, her findings seldom reflected any of the intense learning that took place behind the glass. Ironically, this learning was often more relevant and actionable, but unfortunately, most of it was forgotten by the time the observers went home for the evening.

Gold mine

Few moderators take advantage of the gold mine of learning which constantly takes place behind the glass. The moderator has "read" the consumer, at one level, but in the process, missed the interpretative brainstorming that took place behind her back. Quite simply, the observers "behind the glass" have pulled out the hidden messages and untapped myriad findings that the moderator can never hope to plug into.

A few years ago, I worked with a moderator who was conducting focus groups for one of the agency's newspaper clients. After getting some last minute instructions from the group, I walked her to the door of the room. The last words she said to me before going in were, "Take real good notes tonight. And *don't* write down what the participants say; write down what the *clients are saying* in the backroom. I can listen to the tapes anytime, but I never hear what they're saying in the backroom."

Over time, this conversation has evolved into a whole new way of doing qualitative research at Fallon McElligott. "Upfront" moderators have proven quite adept at tapping into the minds of their participants. Unfortunately, the moderators can only hear what those participants say. They are never able to tap into the true learning that is taking place, i.e., the learning behind the glass. That's why at FM we always use "dual moderators,"--one to tap into the participants' psyches and one to harness and record the learning that takes place behind the glass."

Some time later, I took my marketing research students from the University of St. Thomas on a field trip. For the first two hours, half of the students were "participants" in front of the glass, while the other half were "observers" behind the glass. After two hours, the groups switched places. The new backroom observers provided a completely new perspective on the discussion taking place in front of them. I diligently recorded their comments from the beginning. Before long, however, I found myself formally "moderating" the "backroom" group, steering the continuing discussion about what the "observers" were hearing in front of them. I realized that their insights were never going to make it on the audiotape, but had to be included on the final report.

Two moderators

Over time, we've formalized this process, to the point that we now attempt to employ two moderators on every qualitative project--usually an independent from outside the agency and a research manager or account person to "moderate" and record observations made by observers behind the glass. The backroom moderator usually writes the report since that person can easily listen to the tapes, while incorporating the vast amounts of learning gleaned from the backroom observers.

The use of dual moderators is equally adaptable for focus groups or one-on-one interviews. Recently, we conducted some one-on-one in-depth interviews for a client. As the "executive interviewer" (i.e., moderator) was busy exploring the personalities of each brand, I was behind the glass, "moderating" a "group" of my own. The people in the backroom had the same discussion outline as the interviewer, but we had the added advantage of listening--and reacting instantaneously--to what consumers were saying. This backroom discussion allowed us to change the discussion outline with each subsequent respondent. Never before has qualitative research been more of an evolutionary process.

Usually, a "backroom moderator" is present at the groups anyway. It could be a research manager, a research analyst or a brand manager. There is always that one person who has to be there to "tell the others what they are hearing;" that one person who prevents the executive vice president from changing the brand strategy because one single loud-mouth consumer shoots off his mouth during the group. All it takes it for one person to take the lead--usually the initiator of the project--and record the comments and learning in the backroom.

A little over a year ago, I did some qualitative work for one of the clients of an FM subsidiary. Unfortunately, a limited budget did not allow us to hire an independent moderator and take along appropriate account people. So, I conducted the groups and the account supervisor served as the backroom moderator. I don't believe we learned anything less. After all, account people usually know much more than a "hired gun" independent moderator. As the research professional, I presented the findings and wrote the report, but the account supervisor reviewed each of my drafts and all of my scripts.

Each observer cannot decide to be the "backroom moderator." One person must take charge. That person's expertise should be obvious to everyone else attending the session. At the same time, the people attending the group should be told of the new arrangement, whereby the "backroom moderator" is going to force them to consistently contribute and will be

diligently recording their comments. Not only does this keep the conduct in the backroom more civil (observers tend to behave better, knowing that they will be expected to contribute), but it gives each of the observers a considerable amount of equity in the project.

For the past few years, I've given seminars on training people to conduct "quality circles." Each time, I recommend that dual moderating be used here also. I believe it is very important for one moderator to focus exclusively on what is being discussed and another moderator to record all of the extraneous information (e.g., facial expressions, independent discussions being carried on by individual members) that never gets on the tape.

Used by anyone

Dual moderating can be implemented and used by anyone. It's a quick and easy system and I'm surprised more people aren't using it right now. Perhaps the most overwhelming argument for trying it is to think back, once again, to freshman lit class, when you found out about all the hidden messages and meanings that your professor gleaned from Lewis, Faulkner or Steinbeck. Wasn't it overwhelming? Didn't it make the initial assignment all the more worthwhile--and relevant? There's nothing holding you back from experiencing this same type of exhilaration every time you set out to do some qualitative research. □

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Beyond conventional focus groups: emerging options for qualitative research

By Hy Mariampolski

Editor's note: Hy Mariampolski, Ph. D., is president of QualiData Research Inc., Brooklyn, New York.

The established focus group ritual is well known: Group discussions are two hours in length with 10 to 12 participants and are conducted at a professionally appointed facility (with two-way mirrors, comfortable seating and M & M's). Participants are recruited to specification--usually, not mixed by demographics or opinion. The discussion guide, the concepts presented to participants and other elements

of the discussion are agreed upon beforehand and, except for the occasional spontaneous question passed to the moderator on a slip of paper, there is often little variation from this standard group format.

These have become the standardized ways of doing things but often there are good reasons to reject convention. Breaking the mold and seeking new insights through methodological innovation are intellectually refreshing. There are also pragmatic reasons to experiment with research design. Alternative research designs, for example, may be appropriate for intense discussions on sensitive or controversial topics.

This article describes and offers a rationale for several variations on conventional focus groups and discusses how to avoid pitfalls in implementing them. Creative experimentation and relaxing rigid rules enhances the validity and vitality of the qualitative approach. Besides, these strategies can be exciting and fun to try.

Maxi groups

Why has two hours become the optimal time frame for a group session? Spontaneous real life discussions over dinner or at a bar are not limited by this rigid cutoff and often focus groups should be allowed to linger longer as well. Discussion guides have grown in recent years making it difficult to fully explore responses to all the additional questions contributed by product and research managers in just two hours. Extra time is helpful also when the project calls for the use of creative techniques, brainstorming, and projectives.

Sensitive topics, including discussions of credit card usage or other financial issues, political or health care issues, for example, often require lengthy warm-ups. Respondents need to emerge from their shells slowly and a motivational pep talk cannot be handled in a ten minute introduction and briefing. Rapport building and a pattern of open disclosure may often require up to a half hour or more; rushing will only produce flawed and incomplete responses.

We have had considerable success recently with groups that are three and even four hours in length. Such groups prove valuable to clients who need to gain a particularly deep psychological understanding of their customers' attitudes and behaviors. Maxi-groups can challenge the moderator's energy but the absence of time pressure can also be liberating. Even participants find these stimulating – one woman leaving a recent group that lasted four hours suggested we hold a reunion next year!

The secret to conducting exciting maxi-groups is to vary the structure and tone of the group to heighten interest and participation. Continuous, staid discussion around a conference table will kill maxi-groups. Instead, the moderator should move back and forth between active exercises, discussion and product trials. Quiet periods and bathroom breaks are also needed. Larger than average, roomy facilities are necessary for the comfort of both participants and observers. Respondents must be encouraged to dress casually.

continued on p. 42

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The art of moderating: A blend of basic skills & qualities

by Naomi Henderson

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

By the time a focus group project gets underway, many elements have come together. These elements include research design and the involvement of the four major players: end users, respondents, facility staff, and the moderator. The purpose of the study has been defined, and the respondents recruited. Now it is time to watch the group and learn about respondent perceptions, opinions, beliefs, and attitudes (POBAs).

Much of the success of a focus group is in the hands of the moderator. On the surface, the work of a moderator looks transparent. One simply asks questions, and respondents answer them. In fact, the process only looks easy. Effective moderators use a variety of skills and techniques to garner POBAs from a group of 10-12 strangers in a two-hour period.

The purpose of this article is to provide some insight into how individual moderators combine basic skills and individual qualities to provide end users with appropriate information about target market perceptions, opinions, beliefs and attitudes. A checklist for observers is also provided to support an understanding of what moderators do.

What happens in a typical focus group?

Before talking about individual moderator skills and qualities, it is necessary to understand the frame in which moderators work. In standard two-hour focus groups, there are four distinct stages:

1. *Introduction.* This typically lasts about 10 minutes and includes a "generic" purpose statement for respon-

dents and disclosures about the special research room (mirrors, microphones, observers, taping). During this period, respondents provide self-introductions. The moderator uses part of this time to begin creating a "safe space" for re-



spondent participation by outlining guidelines for group process.

2. *Rapport building and general questions.* This section usually takes 15-20 minutes and includes easy questions that anyone in the group can answer.

Typical questions focus on category usage or knowledge. During this period, the moderator is "building trust" through eye contact and both verbal and non-verbal feedback. Group norms are established.

3. *Specific questions and interventions.* The lion's share of the focus group time (50-65 minutes) is spent in this section. A variety of techniques are used to keep the questions on target to the key issues. During this section, interventions (any activity that breaks up the two-way dialogue between the respondents and moderator) are used to understand the subtle thinking of target market respondents. Other activities can also occur including use of projective techniques, presentation of audio-visual materials, paper and pencil tasks and/or hands-on team tasks. Throughout this section, deep probing of comments, nominalizations and consumer statements is conducted to further understand respondent thinking.

4. *Closure.* The summary and linking of key insights brought to light in the focus group, along with additional questions requested by the end user, can take the final 10-20 minutes of a focus group.

What basic skills are needed to be a moderator?

This question is one of interest to many in the research industry. The American Marketing Association (AMA) is looking at the whole issue of certification for researchers in general, and that would include moderators. The Qualitative Research Consultants Association (QRCA) is holding initial discussions about the same issue. The whole research industry is looking for models to examine from other fields—lawyers, CPAs, teachers, social workers and others who require certificates or licenses to practice their professions. It is clear that it will be some time before a definitive “skill list” of what makes a good moderator is agreed upon by all.

In the meantime, there are some baseline skill levels that a moderator should manifest:

A. Clarity about project purpose, strong knowledge base about appropriate research design, and understanding of appropriate research tools required

B. Knowledge base about topic area in sufficient depth to ask questions and probe effectively

C. Good “people skills” and appropriate training in how to manage group dynamics, as well as more than one approach for working with people in group settings

D. Ability to analyze and report qualitative data in short time frames so that end users can make effective decisions.

The staff at the RIVA Training Institute have developed a list of 16 qualities that they feel make a good moderator. These are traits and skills that hold true, regardless of the subject matter under discussion or the “personal style” of the moderator.

1. They express warmth and empathy, creating a non-threatening, accepting atmosphere where respondents feel safe to make contributions.

2. They appear kind yet firm, enabling a balance between control and permissiveness to exist.

3. They are actively involved (but not ego-involved) in the discussion, but do not divulge their own opinion, nor inform or educate the respondent.

4. They pay close attention to respondents and are good listeners; they demonstrate this paraphrasing appropriately, nodding, and verbally acknowledging

as well as remembering earlier comments.

5. They pursue understanding of meanings and intents by not assuming positive or negative inflection, by not equating verbalizations with behaviors, by probing and rephrasing to uncover latent and covert intent and by allowing the development of opinions to emerge in non-linear ways.

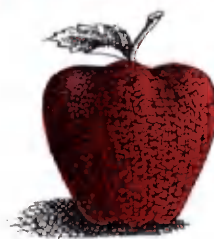
6. They demonstrate unconditional positive regard (UPR), accepting the worth of each participant, respecting

individual points of view and receiving all divergent viewpoints as relevant to the topic under discussion.

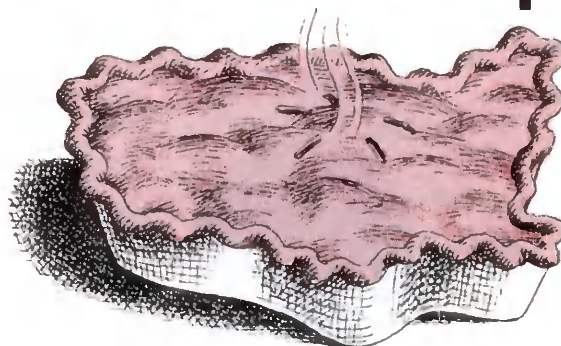
7. They link trains of thought and divergent comments into a cohesive whole, help synthesize group meanings and move the conversation forward by providing “signposts” for participants.

8. They demonstrate incomplete understanding (sophisticated naivete) signaling a need for more detailed or in-depth information, while not appearing

continued on p. 39



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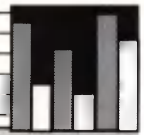
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Survey shows that Americans have reduced consumption of alcohol

Results from a survey conducted by Maritz Marketing Research Inc. show a large number of Americans have reduced their intake of alcoholic beverages in the past five years. Overall, 40% are drinking less, while only 6% disclose they are consuming more alcohol than in 1986. According to the tele-

phone survey, conducted nationally, 44% of men and 35% of women are drinking less. About one-third of the population doesn't drink at all, including 24% of men and 40% of women.

"Drinking is down across all ages," says Beth Nieman, research manager at Maritz. "In fact, after reaching age 26, there is a trend toward not drinking at all. Seventeen percent of 26-34 year-olds don't drink—which increases to 24% of those 35-44, 33% of those 45-54, 49% of those 55-64, and a whopping

55% of people 65 or older."

Campaigns aimed at curtailing drunk driving are working according to the majority (78%) of those who participating in the survey. Seventeen percent rate programs that target reduced drunk driving "very effective." Most (61%) think they're "somewhat effective." Both men and women agree the campaigns are working.

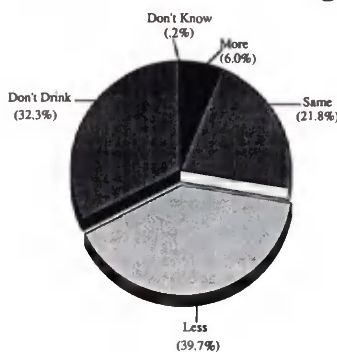
When it comes to non-alcoholic (NA) beers, most Americans (54%) are unaware they're available. At the same time, 23% who've heard of NAs can't name a specific brand. "Only the new entrants into the market, Sharp's and O'Doul's, have a significant awareness level," Nieman says, "which is probably a direct result of their investment in advertising. Here's how the brands ranked among Americans who are aware of NAs:

- Sharp's (9%)
- O'Doul's (6%)
- Moussy (1%)
- Pabst NA (1%)
- Kaliber (1%)

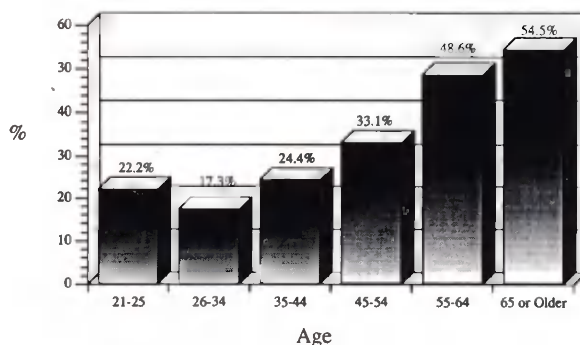
Men are more aware of non-alcoholic beers than women (51% compared to 41%). Generally, the younger the person, the more familiar he or she is with NAs. For example, the majority of people (60%) in the 21-25 age group are aware of non-alcoholic beers, compared to 56% of those 26-34, 47% of those 35-44, and 38% in the 45-54 age group.

When interviewers asked respondents who were aware of non-alcoholic beers if they have ever used them to reduce their intake of alcohol, 12% said yes. A greater number of men (14%) than women (9%) have used NAs to cut consumption of alcohol.

Many Americans Are Drinking Less Now Than Five Years Ago



Percentage Of People By Age Who Don't Drink Alcoholic Beverages



Teens say they respond to environmental themes in advertising

Teenagers claim they are most likely to purchase one product over another when an environmental theme is used in advertising. This is one of the findings in a new study by Teenage Research Unlimited (TRU), Northbrook, Ill. Its survey of 2,128 persons, aged 12-19, explores the continuing impact of teen consumers.

When asked which advertising strategy would be most persuasive, 82 percent of teens said they would be likely to purchase one product over another when an environmental safety claim is made. In fact, 49 percent said they were "very likely" to make a product choice based on an environmental theme.

This finding is consistent with teens' attitudes and behavior towards the environment. In fact, 86 percent of teens say that caring about the environment is "in," 63 percent of teens regularly recycle cans and bottles, and 48 percent look for "environmentally friendly" products.

"More teens than ever are not only concerned about the environment but are actively doing something about it, says Peter Zollo, TRU president. "Teens view purchasing environmentally safe products as a way of making an environmental statement."

Other advertising strategies that will persuade teens to purchase one product over another include: quality claims (37 percent very likely); lifestyle claims (34 percent very likely); health/nutrition claims (26 percent very likely); and fun claims (21 percent very likely).

The study projects that today's 27.1 million teens will spend \$82 billion on products and services for themselves and their families in 1991, representing a 3.5 percent increase over last year. This increase is a result of teens spending more of their own money vs. family money. Teens will spend \$54.9 billion of their own money (an 11 percent increase) and \$26.9 billion of family money (an 8 percent decrease) this year.

Teen earning power is also up from 1990—a 6.5 percent increase. Teens in 1991 are projected to earn \$94.7 billion compared with teens in 1990 who earned \$88.9 billion. Males and females spend approximately equal amounts of money total. Females spend more family money

than males (\$24 a week vs. \$18), and males spend more of their own money (\$41 vs. \$34). The reason for the difference: females do more family shopping and males are more likely to be employed.

As expected, older teens spend significantly more money than younger teens. Eighteen- and 19-year olds spend \$101 each week compared to \$60 for 16- and 17-year olds and \$37 for 12- to 15-year olds. More than 70 percent of teens maintain a savings account and nearly half of 18- and 19-year olds have

checking accounts.

Few plan to purchase new car soon

A recent TELENATION survey by Market Facts, Inc., 1000 adults were asked "Does anyone in your household intend to purchase a new vehicle in the next six months for personal use?" Only 12% indicated that a new vehicle purchase was planned, while 86% answered "no", with 2% in the "don't know/refused" category.



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NAMES OF NOTE



Marketeam/Doane Marketing Research, St. Louis, has made three staff additions: **Ann Francis** has joined the firm as research manager, **Brian Hagan** has joined as statistical analyst, and **Keith Poling** assumes the post of market research analyst.

A group of senior executives of *NFO Research, Inc.*, Greenwich, CT, together with an outside investor group, have purchased NFO from the Robert Maxwell Group plc.

Barbara Waters has been promoted to vice president in the Los Angeles office of *Market Facts, Inc.*

Joel Baumwool has joined *Audits & Surveys Inc.*, New York, as president.



Baumwool

Weinman

Cynthia Weinman has been promoted to executive vice president and member of the executive committee of *Oxtoby-Smith, Inc.*, New York.

The Qualitative Research Consultants Association has installed new officers and a new board of directors. **Bill**

Weylock was elected to his second term as president. Other officers for 1991-92 are: **Linda LaScola**, vice president; **Irving Mershon**, secretary; and **George Silverman**, treasurer. Directors are **Suzette deVogelaere**, **Judith Langer**, **Elizabeth Monroe-Cook**, **Alice Rodgers**, and **Barbara Rosenthal**.

Denver-based *National Demographics & Lifestyles* has named **Timothy Prunk** executive vice president.

Greg Clausen has joined *Simmons MRB* as senior account manager-Midwest region.

Scott Murphy has joined the staff of *Rockwood Research*, St. Paul, as an account executive.



Murphy

Delille

Cherie Delille has been promoted to West Coast regional manager of the Sacramento, CA, office of *KCA Research, Inc.*

William A. Sergison has joined *Creative Marketing Enterprises, Inc.*, a full service research firm in Maumee, OH,

as vice president of client services.

Michael D. Henry has been named director of circulation marketing and research for *Hearst Magazines*.

Ed Epstein, president of *Edward Epstein & Ascts.*, Syosset, NY is now a member of the New York Bar. He attended law school at night while running his marketing research company during the day. He will continue to be fully involved in the operations of the company.

Dick Hare has been named executive director/chief marketing officer of *Bruskin/Goldring Research*.

Kim Sembach has joined *Decision Analyst, Inc.*, Arlington, TX, as vice president of client service.

Meyers Research Center, New York City, has named **Ronald Cullen** account executive.

William Eddins has been named marketing research manager with *Florida Employers Insurance Service Corp.*, Sarasota, FL.

Marketing Systems Group, Philadelphia, has added two new staff members. **Ilya Serper** has joined the firm as a programmer, and **Jeff Palish** as an account executive.

Thomas Schneider and Timothy Ryan have formed **Integrated Research Associates**, a full service custom sales and survey research firm located in Cincinnati. Areas of specialization include survey tracking, customer service, control store testing, distribution audits, product pick-ups, and integrated attitudinal and sales research programs. Schneider was previously president of Burgoyne Inc. Ryan was senior vice president/director of ConsumerViews, a division of Burgoyne. The firm is located at 4225 Malsbary Rd., Cincinnati, OH, 45242. Phone 513-985-2700.

Lee and Robert Saltz have formed **Lee & Associates**, a firm providing recruiting and interviewing services. The company is located at 100 Surrey Commons, Lynbrook, NY, 11563. Phone 516-887-4157.

Porchey Research Inc. has moved to 700 St. Louis Union Station, St. Louis, MO, 63103.

William Robinson has formed **Robinson Research, Inc.**, at East 130 Indiana, Suite B, Spokane, WA, 99207. Phone 509-325-8080.

Helene Walder has formed **H/W Market Research Ascts.**, at 240 East

82 St., Suite 3J, New York, NY 10028. Phone: 212-988-3669.

A new research firm has opened in Baltimore. **The Family Research Group** is located at 717 Light St., 3rd Floor, Baltimore, MD, 21230. Phone 301-332-0400. Contact Barbara Gassaway for more information.

The address for the **Chandler Marketing Group** has changed to P.O. Box 137, Keystone, NE, 69144.

Equifax Inc. has purchased from Next plc the remaining equity in their credit referencing and marketing services joint venture, Wescot Decision Systems. The joint venture established in January 1990 brought together the credit reference, marketing services and scoring consultancy companies previously part of the Next Group under joint ownership with Equifax. In a separate action, **Equifax National Decision Systems** of Encinitas, CA, and **Environmental Systems Research Institute (ESRI)** of Redlands, CA, have formed a strategic relationship that will provide new products and an expanded array of databases and applications for the geographic information system (GIS) and desktop targeting marketplace.

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GeoQuery now supports Mac's System 7

GeoQuery Corporation has released GeoQuery 3.0 for the Macintosh, designed to take advantage of major features of Apple's System 7 operating system such as Apple events, Balloon Help, True Type, Publish & Subscribe, and 32-bit Addressing. Version 3.0 includes a range of new mapping features, including support for interstate highways and state roads, and new tools for data analysis and manipulation. Using its built-in maps and ZIP code database,

GeoQuery classifies and pinpoints the locations of typical business data, such as lists of customers and corporate facilities, from databases, spreadsheets and other software packages. For more information, phone 708-357-0535.

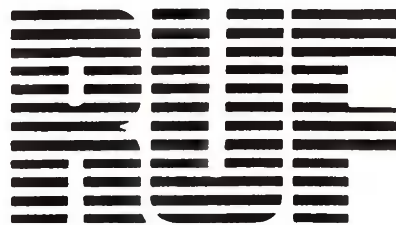
New guide to Asian market

Washington Researchers, Ltd. has published *Asian Markets: A Guide to Company and Industry Information Sources*, which provides thousands of sources of intelligence on Asian markets, industries, and specific companies. The sources are located both in the

U.S. and in specific Asian countries. The guide covers U.S. federal, regional, and state agencies; international organizations; commercial directories, periodicals, electronic databases, and more. Individual chapters describe sources of information on China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Micronesia, the Philippines, Singapore, Taiwan, and Thailand. The chapters identify U.S. and native government sources, trade organizations, major banks, and English-language reference books and periodicals. For more information, phone 202-333-3533.

Modeling system measures buying propensity

Ruf Corporation, an Olathe, Kansas-based computer company, now offers a new modeling system, Target Profile,



that identifies, measures, and correlates the customer's buying propensity with the demography and lifestyle of that customer. Ruf's Integrated Marketing Services (IMS) also provides locational analysis, list management and enhancement, provides decision support maps, and plans marketing strategy using 1990 Census data. For more information, phone 913-782-8544.

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Directory provides lifestyle data on ZIP codes

Standard Rate & Data Service and National Demographics & Lifestyles introduce the Lifestyle ZIP Code Analyst, an annual market resource directory featuring demographic and lifestyle data on virtually every ZIP code in

srds

STANDARD RATE & DATA SERVICE

the United States. The directory covering nearly 25,000 ZIP codes from the top 25 MSAs (metropolitan statistical areas) and all counties with populations of at least 35,000. In addition to demographic profiles by ZIP code, the Lifestyle ZIP Code Analyst analyzes household participation in 56 lifestyles by ZIP code. Five main lifestyle categories (High Tech, the Good Life, Sports & Leisure, Outdoor, and Domestic) are

broken down into specific lifestyle interests—for example, investments, VCR usage, home decorating, health foods, and golf. For more information, contact SRDS customer service at 800-323-4588.

Reprint of guide to Soviet consumer

W-Two Publications has reprinted Understanding the Soviet Consumer, a 32-page compilation of information on Soviet Consumer and the Baltics. Though the situation is changing rapidly in the Soviet Union, the demographic information remains constant. The report contains sections discussing: Soviet cities that are the best bets for business; important sources of information for the serious Soviet watcher; and new consumer and lifestyle survey data from the East. For more information, phone 607-277-0934.

Japan VALS now available

SRI International now offers Japan

VALS, a psychographic segmentation system similar to the U.S. VALS (Values and Lifestyles) system but reshaped to reflect the unique values, needs, and wants of the Japanese people. The four-year research effort was performed in collaboration with the Research Institute of Systems Sciences, a subsidiary of NTT Data of Japan. The systems provides businesses with a standard segmentation system that merges the structural aspects of change with the individual psychological attributes that characterize the types of activities that people their lives around. SRI and NTT Data patterned Japan VALS after SRI's VALS description of U.S. consumers. Japan VALS identifies 10 standard segments with distinct means of self expression, motivation for achievement, and tradition. These segments are labeled: Integrators, Sustainers, Self Innovators, Ryoshiki Innovators, Tradition Innovators, Ryoshiki Adapters, Self Adapters, Tradition Adapters, High Pragmatics, and Low Pragmatics. For more information, contact Bruce MacEvoy, 415-859-2983.

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Video focus groups offer the next evolution in qualitative research

The economy, and marketing and research in particular, is experiencing leaner, tighter conditions. Reduced budgets and staff levels have forced companies to look for ways to work faster and more efficiently. Still, marketers recognize the need to stay in touch with rapidly changing consumer values and attitudes, and focus group research is a tried and true method of keeping current. But with travel budgets and staffs shrinking, how will marketers attend their "out-of-town" focus groups in the 90s? In their own conference rooms.

New technology is in place for video transmission of focus groups directly into client offices—live, interactive, nationwide. After two years of testing, New York City-based FocusVision Network, Inc. introduced the video focus group in January, 1991.

FocusVision operates through a network of independently owned, existing focus group facilities installed with FocusVision T-2000 transmission capability. Six locations are now operating in Boston, Dallas, Chicago (two locations), Los Angeles, and Atlanta. Three additional sites will be installed in the first quarter of 1992, with expansion planned throughout the year.

The initial network is provided by founding members Heakin Research, Inc., Quality Controlled Services, and Quick Test Opinion Centers. Smith Research, Inc. joined the network in November.

The T-2000 transmission unit is compact, non-invasive and easily installed in any focus group room. It transmits to the R-2000 reception console, which corporate and ad agency clients have installed in a conference room. While

viewing their live focus groups in color on single or multiple monitors, clients control cameras in the focus group rooms equipped with zoom lenses. With these cameras, clients can obtain full group views, close-ups, and pan shots.

Audio contact is maintained throughout the process with the moderator or behind-the-mirror colleague through a wireless earpiece and privacy microphone. Open microphone debriefings are held after respondents are dismissed to discuss implications and next steps. The entire process can be videotaped at the client location to provide a record of the event.

The complete system is provided on a turnkey basis. FocusVision Network installs, maintains, and upgrades the system and provides an ongoing support program. No technical or additional personnel is required by the client or focus group facility.

FocusVision was pilot tested with participation by Ogilvy & Mather Advertising and General Motors Corp. In a test which concluded in December, 1990, over 40 focus groups and qualitative events were conducted, transmitted from focus group facilities in Boston, Dallas, and Chicago to Focus Vision reception consoles installed in O&M New York and GMC Detroit.

Input was received from client-users, moderators, focus group facility operators, and respondents. Equipment was modified and improved. The service was launched commercially in January, 1991.

In developing the system, John J. Houlihan, a veteran marketing researcher and founder and principal of FocusVision Network, sought to adapt video transmission technology to the

existing focus research industry while preserving the validity of the focus group research process.

Essentially, no change is required in the way focus research is planned and carried out now. Clients and qualitative researchers select cities that fit the research design and deal directly with the focus group facilities for recruiting specifications and scheduling. Clients choose their own moderators, and there is no change in how the focus group is conducted in the field.

A number of companies and advertising agencies have subscribed to the service and have installed FocusVision reception units. Over 150 focus groups and qualitative events have been transmitted to client offices for product categories such as packaged goods, consumer electronics, automotive, pharmaceuticals, and toys.

A few examples of how the system has been used:

- Brand personality research involving heavy use of visuals: TV commercials, slides, and collage development.
- Product feature study using product prototypes and video demonstrations.
- Name generation where immediate communication with the moderator was required for the client to create, modify, and submit name candidates while the groups were in progress.
- Medical research with one-on-one interviews with medical specialists.

Respondents range from consumers to business executives to medical professionals and children. The system has been used with almost every format of qualitative research, including full focus groups, one-on-ones, diads and triads.

For more information, phone 212-831-8100.

Eric Group

continued from p. 9

ate levels in Pittsburgh. But the real gains were made a month later at the third group of sessions in Philadelphia. After the concepts presented to the Pittsburgh groups were reformatted to address participant needs, the Philadelphia groups showed high "predisposition to become involved," scoring 9-10 on a 1 to 10 scale of interest.

For the Philadelphia sessions, the information on the policy was presented in a way that first introduced the concept of unforeseen environmental problems and then proposed possible insurance solutions, one of which was the new policy. Most participants agreed that there were potential environmental problems regarding real estate transactions and they would like to have an insurance policy to solve the problem.

The fourth set of focus groups, held in Miami/Fort Lauderdale in January, 1991, confirmed the favorable Philadelphia results: there were very few objections to the proposed policy and a high acceptance level. The Florida group meetings also identified the real estate-related industry groups that would be most and least likely to buy the new policy. For example, title insurance brokers accepted the new policy concept but didn't perceive it to be their place to "sell" it. On the other hand, the Florida session results indicated that credit policy decision makers from major financial institutions, such as New York money center banks, were an ideal market segment that would be very interested in the product.

Final sessions

As a result of the focus groups, ERIC had developed a product that appeared to be acceptable to the major industry groups ERIC was targeting. Then, the company did three final sessions, in Minneapolis, Atlanta, and Chicago in April, 1991, to test the final product and its accompanying marketing and advertising campaigns.

The final sessions indicated that offering a wide range of terms and coverages significantly increased the acceptance level of the policy; pricing for the various options was considered commensurate with the value received for

the product; and explanatory literature and initial advertising layouts were effective.

The ERIC Property Transfer Liability Insurance policy was formally launched on May 31, 1991. After only seven months on the market, the policy's success has proven the effectiveness of the focus group testing. As the research indicated, the large money center banking community seems to be the most

ERIC GROUP, INC.

eager to buy the new policy. ERIC has a commitment for policy purchase from one of the largest money center banks in the U.S. and is in active negotiations with several other bank, trust companies and developers of major shopping centers.

This eagerness of the banking community is driven by the need for large banks to protect their mortgages—and their mortgage holders—against major losses. If a bank's mortgage holder defaults on the mortgage because the environmental cleanup costs exceed the value of the property, the bank is left with a defaulted mortgage and a prop-

erty that is difficult to sell.

One of the big surprises from the research was the scope of property transfer coverage the group participants preferred. ERIC had intended to protect property owners from environmental problems that violate federal Superfund laws. The group participants, however, strongly voiced their opinion in favor of a policy covering the state environmental laws as well. They indicated that state laws were as much or more of a legal obstacle as the federal laws were. As a result, ERIC researched more than 100 state laws and customized its policies for each state, something it probably would not have done without the focus group's input.

Another feature ERIC product planners and marketing people thought they would include in the product was bodily injury protection, which would insure against injury caused by an environmental problem on the owner's property. The focus group participants, however, said they didn't want bodily injury coverage, because it would increase the price of the premium. Rather, they wanted coverage that would solve the environmental and legal problems as quickly as possible so they could limit financial loss and continue with their business, which is why the groups also favored including the coverage of legal defense costs in the policy. □

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Focus on advertising: When, why & how to use qualitative research

By Daniel Oromaner

Editor's note: Daniel Oromaner is president of the Qualitative Difference, Port Washington, New York.

Advertising is expensive—personnel, agency, development, and media, all add up to a sizeable investment in a brand. Today, production costs for an ad can easily run \$500,000. An amount that is dwarfed by media expense. Recently, Gillette launched their Sensor razor with a worldwide media budget of 100 million dollars!

Was the money well spent? Does advertising work? Do most companies feel their ads are perfectly tuned to their audience and message? Are companies making the best use of their air buys?

John Wanamaker said, "Half the money I spend on advertising is wasted, and the trouble is I don't know which half." Similarly, most of today's corporate executives do not feel confident about their advertising. There have been some exceptional campaigns, but most ads seem to fall into a never-never land of recall, communication and effectiveness.

My perspective is a narrow one. I conduct qualitative research—with a specialty in copy research. Recently, I found that many more advertisers have been using this technique; in fact, a few of my clients never used qualitative in their ad research until just a few years

ago.

Considering that this application is relatively new, I will address the following key questions: When should you use qualitative advertising research? What should you consider in planning such research, and what are the new qualitative techniques for exploring all types of advertising?

Unique value of qualitative copy/advertising research

Media- I have used qualitative advertising research to study television, radio, print, FSI, and direct mail executions. I have found the technique to be valuable in all cases, although the production costs for television generally necessitated the testing of rougher commercials.

Strategy or copy development— Focus group participants can be very creative. In discussing your product, their thoughts, ideas and consumer language may spark your creative team. Their view of the marketplace may even help determine the strategy or objectives for an ad or campaign.

Copy refinement— This is the best use of qualitative advertising research. Focus groups give immediate feedback, and copy can be changed during or between groups. I have found that the addition or change of just two or three words can often make the difference between clear, likable communication

and a commercial that misses the mark. And, since better than 90% of finished TV commercials are aired (regardless of how they scored in copy tests), the time for revision is pre-production!

Below the surface exploration— Some of the most successful commercials evoke a mood, or an emotion. Professional probing and projective techniques are often needed to help the respondents verbalize feelings and associations.

Quick, competitive assessments— In a category where comparative advertising proliferates, qualitative advertising research can provide a rapid reading on how consumers are reacting to a competitor's new ad or claim. It can also provide direction as to whether you need to counter with your own advertising. AT&T, for example, regularly schedules focus groups to test their ads and their competitors' ads for this purpose.

"Disaster checks"— Sometimes marketplace necessities do not leave time to quantitatively test finished commercials. A quick series of focus groups can tell whether the finished spot will be an asset or a liability.

Methodological considerations

One-on-one's versus groups— For copy development and refinement, focus groups work well. The group can encourage creativity, and the ideas of

each respondent spark associations and ideas from others. Reacting to, and building upon each other's ideas can be an effective means of creating the theme of an ad, or refining an execution.

For disaster checks, or when you need to determine if subtle points or moods are being conveyed, in-depth interviews work best. This is also true for business-to-business ad research, where differences in knowledge among the group members might lead to different reactions individually versus in a group.

Number of ads to test—Qualitatively, it is generally better to test more than one ad at a time. Using three executions gives the respondents a basis for comparison, helps them verbalize their thoughts and feelings, and minimizes fatigue and confusion. If you only have one execution to test, you can also include one or more of your old ads, or one or more of your competitors' ads.

Unfinished commercials—According to research conducted by Harvey Magier of Consumer Outlook, Inc., "Rough and finished commercials evoke similar patterns of consumer response...Finished commercials do not create meaningfully stronger positive attitudes toward the brand." However, "finished commercials are significantly more emotionally involving and entertaining than rough executions," so either they should not be tested together, or this difference should be factored into the results. If the ad relies heavily on emotion or imagery, the format should approximate finished as closely as possible.

Key reaction variables—My experience (which for the most part was confirmed by the findings of the Advertising Research Foundation's Copy Research Validity Project) is that you need to elicit reactions in three areas, easily remembered by the acronym "ALL."

Attention is first. According to a 1988 Roper Report, 37% of 2,000 respondents changed channels with their remote control during commercials. Nineteen percent didn't change channels, but they muted the sound. In television, radio, or print, if the ad doesn't immediately catch the attention of the consumer, the message may never get across.

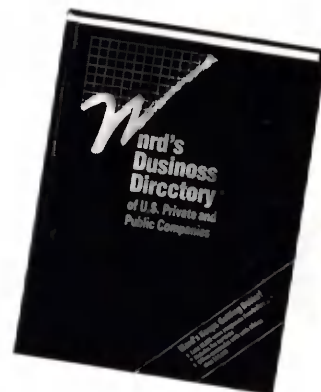
The second variable is Liking. The importance of liking as a measure was

one of the key findings of the Validity Project. Some researchers explain the importance of the measure by reasoning if the ad isn't funny or clever, the consumer won't pay attention over repeated exposures. Therefore much of the message will not get through. Others reason that liking the commercials of a brand or company provides an overall positive reaction toward that product or company. Whatever the reasons, if the respondent likes the ad (you can ask if it is one of the best ads they've seen re-

cently), the ad will probably be more effective in accomplishing its objectives.

Learning is the third variable. This may be thought of as a persuasion variable. Experience and research have found that effective commercials often tell what's unique about a product. Learning about a product or service is important for most strategies, and qualitative methods can easily tell you IF there was learning and WHAT was learned. □

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Tips on controlling focus group crosstalk

by Stephanie Tudor

Editor's note: Stephanie Tudor is president of Stephanie Tudor Transcriptions, a New York City-based focus group transcription service.

Over the last five years, in my work as a transcriber of focus group tapes, I've had the pleasure of having moderators all over the country discuss their focus group problems and concerns with me. During these conversations, the subject of crosstalk inevitably comes up.

Although most moderators agree there is a fine line between controlling a group and

allowing for spontaneity, most acknowledge that a high degree of crosstalk in a group can be disruptive as it tends to break up the ideas presented and can fragment the text in even the most strict verbatim transcription. When this occurs, it becomes harder for the researcher to moderate and gain the effective re-

focus groups, a certain amount of crosstalk is expected, but when it gets out of control, both the moderator's and the transcriber's jobs are made more difficult.

We've learned by our daily listening to moderators on focus group tapes what styles of moderation and techniques for

crosstalk occurs. We've found it's best not to assume that the warm-up alone will hold the crosstalk in check. In most cases, it appears that it does not.

The best way to control crosstalk is right from the first occurrence—and then, each time it occurs thereafter. In the case of crosstalk, the moderator should consider the effectiveness of setting a pattern of group behavior right away, as participants really do not know what the ground rules are in this area. This is in addition to what has been said in the warm-up. Each additional reminder reinforces, and it is this reinforcement that is the most important factor in crosstalk control.

After your first reminder of crosstalk to the respondents, if crosstalk occurs again, remind the group again. If crosstalk re-occurs, remind the group again. When a few reminders are given, the respondents realize what is expected

We've found it's best not to assume that the warm-up alone will hold the crosstalk in check. In most cases, it appears that it does not.

sults he or she is looking for. Crosstalk happens when more than one respondent speaks at a time, or when respondents interrupt each other, or when there is a constant background of secondary distracting conversation going on while the main respondent is speaking. In all

controlling crosstalk seem to work most successfully. Most moderators mention crosstalk in their standard group warm-up, and at times it is enough to say, "Please speak one at a time." However, many, many times this is quickly forgotten by respondents, and excessive

of them, the crosstalk is lessened considerably, and the group proceeds more smoothly. We have also observed that the spontaneity of the groups is not affected to any great degree, and the general group interaction is much improved.

The following are direct quotations we have compiled from groups we've transcribed in the last few years which seem to be the phrases most moderators use to control crosstalk:

• *One at a time please—everything you say is very important to us. We need to hear you.*

• *One at a time please, we'll give everybody a chance to speak.*

• *Everybody's opinion is important. One at a time, so we can hear from all of you, please.*

• *We value your opinion, and we really want to hear every word you have to say.*

• *Everybody will have a chance to speak, so try to speak one at a time now.*

• *The microphone will only pick up one voice at a time.*

• *Please, if you all talk at once, the tape won't pick it up.*

• *The tape won't pick up two voices at a time, so if you can speak one at a time and hold your comments, I'll get right back to you.*

• *Please, please, one at a time—for the tapes, for the tapes!*

• *Could you please speak one at a time, because when I get back to my office and re-listen to these tapes, I won't understand some of what you've said.*

• *Could you please repeat that comment—we couldn't hear you.*

• *Can you please repeat what you said, only louder?*

• *Can you say that again, in the exact same words?*

• *Shhh! Shhh! One at a time, please.*

• *I beg you, one at a time please.*

• *John, we want to hear what you have to say; and you'll have your chance after Barbara is finished.*

• *Sally, can you hold onto your thought until Jane finishes?*

• *Ladies in the background, I'll want to hear your comments. Can you wait until Jennifer is through and then tell us your opinions?*

• *Ladies and gentlemen, if you settle down we can hear what you all have to say. Let's continue one at a time so we get to all of you.*

We hope that the above recommendations will be useful and contribute to a better focus group product.

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Guidelines for videotaping qualitative research

by Tammy Sachs

Editor's note: Tammy Sachs is president of Sachs Communications Group, a New York-based company that specializes in screening and editing videotapes of qualitative research.

As we've all experienced, videotape of focus groups can range dramatically in quality—from wonderfully vivid and real to a fuzzy image that is painful to watch and listen to. Unfortunately, it often costs just as much (and sometimes more!) to obtain the latter.

While focus group videotape will never be broadcast quality—nor should it be—we have found that providing a facility with a list of videotaping specifications results in markedly better sound and picture quality. Below are listed the specs that we give to facilities to optimize videotape quality in a typical focus group setting. It is divided into two sections:

- what you can ask of the facility
- what you can do personally when conducting the group

What you can ask of the facility

Most facilities have either an on staff A/V person or a sub-contractor they use regularly. Ask to speak directly to them. They are typically very knowledgeable about the room conditions and equipment and are extremely willing to help.

Explain to them that the tape will be edited for presentation purposes, and,

as such, good sound and camerawork are crucial.

1. Ask for the quietest respondent room in the facility—the one that is the farthest from street noise and the air conditioner generator. Keep blinds and windows shut. If possible, cool the room before the group so you can turn off A/C during the group. A/C noise is the worst offender of focus group tapes. Anything you can do to minimize it will help.

2. Always record on 3/4" (vs. VHS) tape—it records and holds a better picture when editing down a tape generation or two. SVHS and Hi-8 are also good formats, however, they require converting the tape to 3/4" in order to edit at many editing houses. Converting takes time and is not cheap (roughly \$75 per hour).

3. Ask how the sound quality is—if possible ask for a sample. If you have any concern, ask the facility to use PZM table mikes. The problem with the ceiling mikes found in many facilities is that they are right underneath the A/C vents, so they pick up A/C noise better than they pick up people's voices. PZMs are good, cheap, unobtrusive mikes—easy to place on the table and hook up directly to the camera, bypassing the existing sound system. Most facilities have them or can easily get them. If the facility has PZM ceiling mikes, they are O.K., too. If possible, ask the A/V person to use PZMs with an air condition-

ing gate. This allows you to selectively eliminate air conditioning noise while recording.

4. Insist that all camerawork is always manned—even for one-on-ones. There's nothing worse in editing than a faceless voice out of frame.

5. Ask the facility if the room has sufficient light. If not, ask them to use standing or wall halogen lights (one that look like modern home lamps) bounced off the ceiling. This will help eliminate the grayish, grainy look you get with insufficient light.

6. Insist that facilities use brand new, professional quality tape stock and that the cameraperson changes the tape at the one hour mark during a pause in conversation (a question, a writing exercise, viewing ads, etc.) so as not to lose important quotes. It is best not to use the very beginning or end of the tape if possible as this tape is more vulnerable to damage and flaws. Also, have the cameraperson clearly label each tape and tape cover with date/time/city, tape number (e.g., Tape 1 of 2) and respondent type (e.g., infrequent users).

7. Ask the cameraperson to shoot close up whenever possible. Except to capture group dynamics (e.g., consensus), long shots should be avoided. The camera should be parked in a centered mid shot so that it is easy to pan to individual speakers on either side of the room. Avoid very quick pans. We would rather start a clip with the respondent

slightly out of picture than to have a lot of quick shaky moves. Also, ask the cameraperson not to fuss around with focusing as it looks terrible if you have to edit it in. The camera should frame the speaker as best it can and stay there until the person finishes speaking.

8. Keep the backroom as dark as possible and make sure observers are out of range of the camera's lens. The best way to do this is to set up a monitor in the backroom so that observers can see when the camera is picking them up. Also, ask the cameraperson to make tape marks on the floor which show the area where it is "safe" to sit. Also, encourage observers to wear dark colors.

9. On the subject of time code: Time code is typically placed on one of the two audio tracks on a 3/4" tape (voice is recorded on the other). Time code adds an additional cost to videotaping at a facility as it requires additional equipment. It is used to save time and money when editing. If you ask for time code, we suggest:

—not using visual time code, as see-

ing the numbers on the edited tape is distracting. Time code does not have to be seen to be recorded as it is recorded on the audio (vs. video) track.

—asking for the time code to always be placed on the same track. We prefer Track 1.

—asking the cameraperson to start a new hour of code at the beginning of each tape—e.g., Tape 1:01:00:00, Tape 2: 02:00:00, Tape 3:03:00:00, etc.

—asking the cameraperson to record a sample with time code to make sure there is no bleed of time code onto the voice track. Very occasionally, with damaged recording decks, there is a danger that the time code (which records as a high pitched noise) will spill over to the voice track and permanently damage it. Note that time code can be recorded after the fact in an editing studio, if necessary.

What you can do personally when conducting the group:

1. Place the easel and all stimuli at the front of the room—closest to the one-way mirror. This will ensure that the

camera records people's faces—front on.

2. Identify the stimuli. Particularly if you are comparing concepts or campaigns (or companies or brands), it is important to record which one a respondent is referring to. It helps to:

- hold the board upright so that the image is visible to the camera

- use the identifying labels (number, letter or name) on the back of each board/ad that the camera can pick up.

- when a respondent refers to a stimuli with an unclear referent ("I like this better than that"), it helps if you ask them to clarify what they are saying using the name of the ad, concept, brand, etc.

3. Try to ask your question once and pause. Likewise, try to wait for a respondent to finish speaking before you talk—unless you intentionally want to cut them off.

4. Ask people to spread out around the table in a "V" formation, facing you. This lessens the likelihood of having people's faces blocked when speaking. □

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Quirk's
MARKETING RESEARCH
Review

How to keep respondents from taking over focus groups

by Judith Langer

Editor's note: Judith Langer is president of Langer Ascts., New York City.

Having been brought up to be polite, one of the most difficult aspects of learning to moderate focus groups for me was to cut respondents off. In polite company—business lunches, cocktail parties, dates—one doesn't (or tries not to) do this. In focus groups, however, it is often essential:

- With a typical two-hour focus group and question-packed topic guide, time is tightly limited. There isn't the luxury to allow long-winded or digressing respondents to go on.

- Dominant respondents are a focus group bugaboo—in fact, one of the main problems with using this rich technique. These are the people who know it all (or think they do), who invariably answer every question first, who are intent on correcting or chiding their fellow panelists, who sometimes succeed in swaying other respondents or, at least, in making others remain quiet. They distort the research process—becoming an obstacle to ascertaining individual opinions and creating a false impression of consensus.

- Troublesome respondents are not just annoying to the moderator and back-room clients, they irritate the rest of the group. The chatterers, the bullies, the therapy patients telling their woes, the comedians often make other respondents uncomfortable; soon into the group, eyes begin to roll. If the modera-

tor doesn't take action, the good will of the group can be lost.

- Talkative groups are animated and far more fun than pulling-teeth groups—but it is impossible to hear what anyone is saying. The client is left out of the conversation, the group further deteriorates to elementary school level at recess, the moderator loses control, and the value of the real interactive process (responding to one another's ideas) is lost.

So, early etiquette training aside, moderators must nicely but firmly get respondents to do what they have been instructed to do at the outset—to talk one at a time, to give everyone a chance to speak.

The nice-but-firm approach is critical. Sometimes there is pressure from clients to bring respondents in line right away. Understandably, clients want to get on with the group, but it can be a big mistake for the moderator to cut respondents off too soon or too harshly.

At the beginning of the session, the moderator is working to develop rapport with and among the respondents. They should be made to feel that what they say is interesting; that they are there for a purpose, yet they can enjoy themselves. Being abrupt with a respondent during his/her first or second remark in the first half hour of the session can send the wrong message to other respondents in the group: you'd better be cautious and restrained or I'll do the same thing to you.

It's important to realize that most respondents do want the moderator's and group's approval. If they are pleas-

antly and subtly restrained, they tend to get the hint that their excessive talking is out of place.

There are the moderator's own feelings to be dealt with, too. Overly talkative or dominating respondents can be highly irritating. They get in the way of our doing our job (I can't find out what I need to; if I don't get this person to talk less, the client will be annoyed with me). And they can be personally annoying, reminding us of people we have difficulty with in our lives or people we would certainly avoid at a cocktail party. One of the challenges, then, is to find a way of exercising control without our personal feelings to come through.

Among the body language and verbal techniques I've found useful are these:

1. *Conductor.* One of the best pieces of advice I received on moderating is to use my hands as if I were conducting and orchestra. Respondents pick up on this non-verbal behavior; the hand up in a stop pose (maybe I should call this the cop, not the conductor) signals that they should wind up their comments.

2. *No eye contact.* Another non-verbal approach is to ignore the respondent. Since most people want to be recognized and realize they should be called on before speaking, this absence of contact bothers them. Then, as they behave more as they should, they can be rewarded with recognition.

3. *A small pat.* This works only with respondents seated close to the moderator. A light, reassuring pat on the arm is a warm way of saying, I'm listening, I understand, it's okay for you to stop now. (Not recommended, obviously,

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for business sessions.)

4. *Playback.* One of the reasons some respondents babble on is that they do not feel listened to in their own lives. Certain respondents have a neurotic need to present their problems, or are undergoing a crisis and are looking for moral support. (For instance, during the introductions of a group, a woman once announced that her daughter recently committed suicide.)

Letting these respondents know you've heard them and appreciate what they are feeling helps them stop. Sometimes a simple "I understand what you are saying," is sufficient. Other times it's helpful to demonstrate your comprehension through non-directive feedback — "So what you seem to be saying is..." In a recent group, a single mother went on at length about the problems her daughter had when she had no one to take her to the Father-Daughter dance at school. I told her I had been in a similar situation, that my cousin had taken me and I'd had a wonderful time. While I rarely reveal anything personal in a focus group, this comment did not bias the discussion (about women's lifestyles), but let this woman know I was sympa-

thetic, gave her a concrete suggestion and, by implication, said it's time to get on with the discussion.

5. *"Excuse me."* Perhaps the most frequent approach I use when everyone is talking is to say, "Sorry, I can't hear you." The implied message is, "Help me out in doing my job, what you are saying is interesting." It is not, "You're being a pain."

6. *The tape.* While the focus group introduction includes informing respondents that the session is being taped and that they should speak one at a time, this is often quickly forgotten. A simple reminder that the tape is on and that it will be listened to later helps (at least for a while). With children, an incentive to speak one at a time is the promise that they can hear themselves on tape when the session is over. (With adults, humorous threats to make talkers "stay after school" and listen to the tape is another way of making the same point.)

7. *"Inadvertent" interruption.* Breaking in after the respondents have stated their main point and then apologizing ("Oh, I'm sorry") usually succeeds. The respondent often stops and even apologizes themselves. Such interruptions

can only be used "innocently" once or twice in a session, of course.

8. *The gavel.* When everyone animatedly talking at once, I've sometimes joked about wishing I'd brought my gavel with me. When the hubbub reaches a point where such small jokes can't be heard, I've resorted to improvising a gavel and banging the table with a coffee mug, preferably empty. (Ashtrays used to serve this purpose but now we don't allow smoking in sessions.)

9. *"Yoo-hoo."* Another hubbub-breaking technique is simply to wave and say (loudly), "You remember me," "Gentlemen/Ladies!" Usually this gets a laugh and brings respondents back to attention.

10. *Total group involvement.* Reminders that "we want to give everyone a chance to talk" signal to the dominant members that they have to share the platform; to the quieter members that their comments are welcomed and, in fact, expected. At the same time, these reminders do not necessarily seem to be addressed to anyone in particular. The comments avoid embarrassing individual respondents and reinforce the

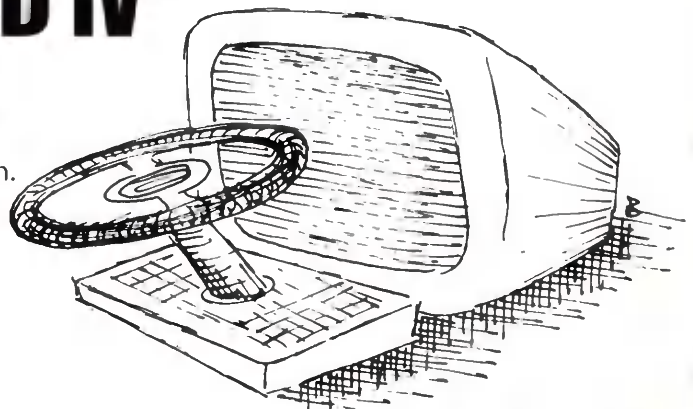
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need for the group to work together.

Somewhat more pointed are comments to the talkative members about "letting other people have a chance to talk." Most people do not want to appear rude and inconsiderate, so they take the hint (at least for a while when the reminder may need to be repeated).

11. *Yes, I remember it well.* On occasion one or even several respondents will start reiterating views they have already expressed. This repetition wastes time, of course, and bores other members of the session. A brief, seemingly offhand, "Yes, you mentioned that before," allows the conversation to move ahead.

12. *Delayed response.* To prevent the always eager respondent answering every question first, the moderator can simply say, "Let's have someone else go first," or "George, please hold back a moment on this one," or call on another respondent. The eager talker will

know, that whatever impressions they have, however vague or incorrect, are helpful to us.

One of the best ways of holding back the "experts" (who may, in fact, be misinformed) is to recognize their greater familiarity with the subject, asking that they wait until others have answered before responding to questions. ("Mary, you know a lot about this, so let me ask you to hold back for a while.") Seeing themselves on the moderator's side, they will cooperate.

15. *Cooling off.* Heated debates occasionally occur in a focus group. These can be over a controversial issue (one took place prior to the January 16th deadline about whether or not the U.S. should go to war in the Gulf). A respondent might also see another's comment as an implied insult—you can't be a good parent if you feed your children that product. Less expectedly, they can arise on what is seemingly innocuous

rambunctious groups. Several years ago a focus group of Detroit men talking about ceiling tile became exceedingly talkative, wandering off the subject. Having tried a number of times to restrain the group, I finally exclaimed, "Could we talk about the subject just for the hell of it." This directness seemed to shock respondents into remembering why they were at the group.

17. *Confrontation.* The moderator can be forced to deal very directly with a respondent's disruptions if the other approaches haven't worked. This is particularly true of hostile respondents who hate the client's products or marketing in general, or who argue with the moderator. On the few (thank goodness) occasions when this happened, I've found it sufficient to say that I understand their views but that they are getting in the way of the discussion and, therefore, I'd like them to hold back unless they can contribute.

18. *Ejection.* This is most definitely the technique of last resort. Some clients are impatient to use this approach; on a number of occasions I've heard them relate stories of other moderators who threw a respondent out, clearly impressed by the show of authority. Besides my own personal reluctance to take such a drastic step (unless a respondent reveals a close relationship with the client's competitor), my concern, again, is about the effect on the rest of the group, arousing their anxieties about being kicked out.

There are, of course, subtle ways of handling this; most commonly, a client or the moderator on a break will ask the host or hostess to come in and call the respondent out of the room. (We did this once in the case of a drunk respondent.) Only, if absolutely necessary, should a moderator directly ask the respondent to leave. After the respondent has left, the moderator needs to briefly explain this was needed so that the group could go.

The nice-but-firm approach can help to reduce the problems of focus groups while maintaining the rapport which is essential to their success. With all its rigors and challenges, the talkative group or respondent is definitely to be preferred to the non-communicative one. It's easier and ultimately more productive to channel this energy than to create it. "Shut up" is better than "speak up"—a subject for another day. □

With all its rigors and challenges, the talkative group or respondent is definitely to be preferred to the non-communicative one. It's easier and ultimately more productive to channel this energy than to create it.

be given an opportunity to speak, but not to take over.

13. *Reseating.* This is sometimes necessary with children's groups—two (or more) children chat together or, worse, argue and fight. If several warnings about being quiet don't work, having them change seats literally rearranges the relationships in the group. Occasionally there are adults who repeatedly engage in side conversations. If necessary, the moderator can take a break and tell respondents that everyone is going to take new seats, assigning places. This avoids singling out the troublesome respondent.

14. *Flattery.* A potentially serious problem in focus groups occurs when levels of knowledge vary sharply. Typically, the more informed respondents talk more because they have more to say or because they want to show off. Less informed respondents feel stupid, embarrassed about revealing that they know little about the subject (or, in some cases, that they have never given it much thought). They have to be assured that it's important for us to know what people feel and what they do or don't

subject, such as the color of a package. Sometimes, for whatever reason, one respondent takes an immediate dislike to another, using him/her as a scapegoat, mocking or disagreeing with virtually any comment the other person makes.

Whatever the source of the disagreement, I don't believe in allowing it to go on long. If it is (at least on the surface) about the issue at hand, it may be useful to hear out both sides for a short while. There are moderators and clients who see such confrontations as useful in understanding both sides of an issue. My own feeling, however, is that the argument gets in the way of the group, preventing others from talking, as well as making them uncomfortable.

Among the ways to stop these head-to-head conflicts are: "Obviously there are a lot of different views on this subject and it's important that we here these. Now, let's move on [or] give someone else a chance," or "Hold on, let's hear what [the picked on respondent] has to say."

16. *Exasperation.* This is a technique which should be reserved for repeatedly

Art of Moderating

continued from p. 19

to be phony or faking ignorance; they express interest in new ideas, whatever their own level of expertise on the topic.

9. They encourage all group members (including shy ones) to participate as fully as they are able, through non-verbal and verbal cues, timing of comments and voice tone.

10. They demonstrate flexibility—the willingness to vary an approach, to not be wedded to the guide, to pursue and capitalize on “gold mines,” to mesh optimally with bursts of group enthusiasm or to refresh the group mood.

11. They demonstrate both sensitivity and respect towards participants, including both feelings and experiences, by determining the appropriate depth level of an issue area and by encouraging mutual respect among participants.

12. They demonstrate a research orientation, with a constant sense of a project's purpose and direction, enabling them to move beyond simple “facilitation.”

13. They are self-starters and initiators rather than order-takers, and they take full responsibility for all phases of the project, taking risks and making quick decisions as necessary.

14. They demonstrate quick thinking, rapidly spotting potential opportunities or problems and finding ways to move toward or away from them.

15. They have both physical and mental stamina and have appropriate and effective ways to increase personal energy during the typical six-hour evening commitment of typical focus group projects.

16. They display a sense of humor and a sensitivity to the level of information that can flow forward when laughter is the catalyst.

What should an observer look for a moderator?

Just as there are many variables present in the focus group room, so are there many variables in the back room. Clients are usually intent on finding out what the “target market” has to say about the topics under discussion and may not have their attention on the processes occurring in the focus group room. If the end user is not getting the quality of data desired, the 20 questions listed below may help determine if the

problem is “moderator driven” or due to some other factor.

Did the moderator...

1. Give clear ground rules/purpose statement/full disclosure about mirrors/microphones/observers/stipends?

2. Establish and maintain rapport, and create a “safe place” for respondents to share POBAs?

3. Flow from point to point without abrupt shifts?

4. Keep the discussion “on purpose” and moving along?

5. Probe for clarity?

6. Maintain UPR?

7. Ask questions that open up respondents so they can give full answers?

8. Avoid leading the respondents (i.e., putting words in their mouths or inappropriately summarize/paraphrase?)

9. Include everyone in the discussion?

10. Avoid “serial interviewing?”

11. “Read” the room, stay with the respondents, keep attention off of self and the guide?

12. Keep self/ego out of the discussion and avoid talking too much?

13. Attend to non-verbal communications?

14. Use a variety of techniques to promote discussion?

15. Pace/lead respondents?

16. Listen rather than inform participants?

17. Vary voice tone during process?

18. Change location/body position during discussion?

19. Give clear instructions/directions to respondents?

20. Provide linking and logic tracking for respondents and observers?

Of necessity, the list presented here is compiled of “observable” elements. A good moderator is also doing a number of mental activities that are not observable, including: managing the time line; looking for ways to increase the participation of quiet respondents and limiting the participation of talkative respondents; creating situations that allow for “fair airtime” for all respondents; physically managing the stimuli used in the group discussion; checking the guide to make sure that all elements planned are covered; listening to what hasn't been said and probing appropriately to get it up to verbal and on tape.

Moderating is an art, not a science. This article examined those skills and qualities that moderators need to successfully perform their job and enhance client observation and understanding during the focus group process. Focus groups can be an effective tool for end users, enabling them to see “inside” the thinking of a target market.

Moderators and clients alike should pay as much attention to the art of moderating as to the data generated through focus group research. Both are critical to effectively serving end user needs. □

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Boston Edison

continued from p. 7

answer more customer questions. In addition, these managers felt that more communication with other Lite Lights program staff would help them in their efforts to sell more bulbs.

TARGET MARKET

Since Edison's target market consists of diverse types of residential customers, the company wanted to determine if buyers of energy efficient bulbs differ from non-buyers. A second goal of the market research was to determine if customers are satisfied with the bulbs once they are in use in their homes.

Quantitative methods were used to analyze the target market. First, 750 customers who had participated in the Lite Lights program were surveyed by telephone. This was a systematic sample randomly selected from Edison's list of Lite Lights program participants. In addition, the company selected an equivalent sample size of 750 customers who had not participated in the Lite Lights program. To select this latter sample, the company random dialed telephone numbers within cities and towns in Edison's service territory. Each of these sample sizes yielded survey response estimates which were precise to within plus or minus 3.5% at a 95% confidence level.

90% satisfaction

Highlights of the findings included good grades for the Lite Lights program. The survey findings revealed that 90% of customers who had purchased energy efficient bulbs were satisfied with them and the Lite Lights program, in general. Edison was pleased to discover that some customers reported purchasing efficient lights, but not through the Lite Lights program. This

indicated that some customers were willing to pay market prices for efficient bulbs without the benefit of a rebate.

Demographic differences were found between customers who have participated in Lite Lights and those who have not. Eighty-five percent of program participants were home owners while 58% of non-participants reported owning homes. Fifty-five percent of participants were high income earners while 37% of non-participants were. Seventy-six percent of participants were college graduates while 54% of non-participating customers graduated from college.



PROMOTION

Boston Edison wanted to know how effective the program marketing had been, who it reached and why, whether it helped to increase the sales of efficient bulbs, and possible marketing shortcomings. In addition, the company wanted to review the results of the 1990 Lite for Sight campaign.

Individual interviews were held with several Lions Club district managers. In addition, a focus group was conducted with a group of 10-15 randomly selected Lions Club members who were actively involved in the Lite for Sight campaign. A \$50 incentive was paid to each Lions Club member who participated in the focus group. Again, Boston

Edison minimized any potential response bias during the focus group and interviews by using a trained focus group moderator and by having ERCE conduct the in-depth interviews.

Campaign a success

The Lite for Sight campaign was a success, selling several hundred thousand efficient light bulbs and raising over half a million dollars for charitable donations. The customer survey results indicated that consumers purchased bulbs through this two-month Lions Club campaign primarily because of sizable rebates, proceed donations to eye research, and convenient home delivery of bulbs.

One of the most significant survey findings was that the Lite for Sight campaign doubled the proportion of low-income Boston Edison customers who took advantage of the bulb rebates by purchasing Lite Lights bulbs. Understandably, low-income customers do not buy energy efficient bulbs because they are much more expensive than regular bulbs, even with utility rebates.

The survey research also found that the program's marketing—through bill inserts, newspaper advertising and community relations—had reached many customers who did not purchase efficient bulbs. Major reasons cited for not buying these special bulbs included the opinion that the cost of the bulbs was too high even with the utility rebates, concerns that the bulbs would not fit into certain fixtures because of their sometimes awkward physical features, and a general lack of understanding of the bulbs' energy saving benefits.

ESTIMATION OF ENERGY SAVINGS

Key questions regarding the bulbs' energy savings surfaced as well. Is the Lite Lights program really saving as

Some of the most powerful decisions aren't black and white...

much electricity as the company had planned it would? Are all the bulbs purchased through the Lite Lights program in use in customer homes?

With a combination of manufacturing information and estimates of daily usage, Edison had projected energy savings and expected that they would last for approximately 10 years. Edison wanted to be sure that these projected energy savings were reasonable and decided that market research data could help to determine this.

From the customer surveys, Edison discovered that only about 85% of the bulbs sold through the Lite Lights program were currently in use in people's homes. There were several reasons why the usage level was not 100%. Customers reported that some bulbs had broken, some were stored for later use and some did not fit into fixtures. Other customers reported being dissatisfied with noticeable discolorations of light and slight delays in the time required for the bulbs to "warm up" or fully light, and thus were removing and discarding the bulbs.

The survey data also indicated that because the efficient bulbs use less electricity and cost less to operate than regular bulbs, some customers have now chosen to leave their efficient bulbs on for longer time periods during the day than they would with their regular bulbs.

Very valuable

These market research findings have proven to be very valuable to Boston Edison Company. The following are some highlights of how the research data has been used to improve the program's operations and to re-estimate the amount of energy saved.

Program delivery -- Edison representatives visit retail stores regularly to keep them abreast of the program. Retailers have been given new point-of-purchase materials. New stores have been recruited as well. Meetings to introduce store staff to a new lighting promotion have also been held.

Edison now provides technical training to its staff at the company's bill payment centers so that the employees can better answer customer questions.

The program administrators have increased their communication with these centers through quarterly program updates and monthly telephone contact.

Target market -- Edison has added more types of bulbs that are eligible for the utility rebates. The company will continue to add more of a variety of energy-saving bulbs to the Lite Lights program—bulbs that fit into more lamp fixtures, that are less obtrusive, and that give the best quality light.

"Boston Edison is now able to segment high-income customers as prospects for the program," says Alice Quirk, the company's program administrator who oversees the operation of the Lite Lights program. "The company is targeting cities and towns that are known to have demographic profiles similar to the participant survey data. A specially developed catalogue of energy efficient lighting products will be mailed to customers in these prospective areas."

The target market goals also include getting more residential customers to participate in this program for the first time, particularly in the low-income

and rental housing segments. The 1990 Lite for Sight campaign stimulated higher participation among the low-income market and future Lions campaigns are under consideration. Boston Edison is also assessing other special lighting promotions that would make it easier for low income customers and renters to participate in this program. A crime watch pilot program is being developed in which one free energy efficient light bulb would be given away to each household in high crime neighborhoods within the Boston city limits.

New promotion--Customers who had not purchased the efficient bulbs gave three reasons for their decision: the prices of efficient bulbs were high; the bulbs were unattractive and often did not fit into fixtures; and the energy savings benefits were relatively un-

known. "The market research provided very sound guidelines as the company developed its new marketing promotion," says Virginia Walker, Edison's manager of marketing communications. "It helped to determine the types and prices of bulbs which would encourage customers to try program-qualifying energy efficient light bulbs for the first time."

Based on the research, Edison's marketing staff introduced: a new "two for one" strategy that offers two bulbs for the price that this non-buying group said they would be willing to pay for one; bulbs that will fit into a variety of lamp fixtures; and a message that stresses the benefits of energy efficiency.

Energy savings

Because the research showed that ap-

proximately 85% of the Lite Lights bulbs were in use by customers, Boston Edison revised its projected energy savings by reducing the original savings estimate by 15%. In addition, since some customers reported using the new bulbs for more hours per day, the reduced energy savings were spread over nine years instead of the anticipated 10-year timespan.

Boston Edison Company continues to use the results of this study as a resource to better accomplish the objectives of the Lite Lights program. As long as Boston Edison offers such energy efficiency programs to its customers, market research will continue to play an important role in planning for the energy needs of the greater Boston area. □

Options

continued from p. 16

On-site studies

Who said the suburban mall or the office building is the only appropriate location for conducting focus group interviews? These facilities are certainly professional and efficient--accomplishing recruitment, hosting and taping under one roof. They are quite comfortable, especially for client observers. But they can also be inconvenient, cold and intimidating for certain types of participants such as elderly and downscale respondents. Even among average respondents, the laboratory setting can create expectations for only "acceptable" answers. Additionally, for many clients, especially not-for-profit arts, charitable or public interest groups, facility rental can be a costly extravagance that deters them from fully utilizing qualitative research.

During a recent trip to the United Kingdom, where I had the chance to meet with many British moderators, I was surprised to learn that about 85% of group interviews conducted there are held in individual homes. Both moderators and participants seem to prefer the more intimate living room environment to the office based facility.

In recent years, our firm has con-

ducted focus groups and in-depth interviews in stores, offices, restaurants, schools, homes and community centers. Extra planning and coordination are required for these; provisions must be made for hosting and taping the sessions. Client observers who attend are usually encouraged to play an active role as "assistants."

Conducting research on-site--which has become the catchword for ethnographic or other research brought to the subject's home or workplace--is often the best way to study naturally occurring groups and to observe behavior while exploring attitudes in their context. This method is ideal, for example, for exploring corporate culture while observing the pattern of office allocation, or for observing hands-on use of office automation equipment in context, or for observing families as they prepare and eat meals.

How many participants

Why has ten become the conventional number of participants in a group discussion? It certainly is not always the best number for sharing ideas in a group discussion. If you subtract 20 minutes for introductions and warm-up, each of ten people in a two hour group has only 10 minutes to convey their opinions and feelings.

Participants with considerable tech-

nical expertise--and that includes most executive, managerial, business-to-business, and professional markets--often have to struggle to fully express their opinions in conventional focus groups. Moderators know that it's also easier for shy or reluctant participants to hide in a ten person discussion versus one with six or seven persons.

When the objectives of the research demand depth of response from either consumers or business executives, we encourage our clients to recruit six to eight participants rather than the conventional ten. We have also found the smaller groups to be perfect with children and teens because the session seems less like a classroom and permits the moderator to focus more attention on individuals in the group.

Confrontational groups

Who said that it's best for focus groups to reach consensus? I'm often puzzled when, upon leaving a session, clients solicit my interpretation of what "the group said" when what I heard were widely divergent individual opinions.

In this age of fragmented markets and of passionately asserted beliefs, structuring disagreement is better than striving for a false congeniality. Confrontation often inspires new creative insights that emerge above the noise in the marketplace. It can spark the discovery of

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new market segments and positionings.

Dissent in focus groups can be natural; acceptable variations in attitudes arise during discussions. Alternatively, confrontational groups can be structured by purposely recruiting participants on opposite sides of an issue. These are particularly effective with public issues and political research and in work with "controversial" products—which, nowadays can include everything from red meat to alcoholic beverages, cigarettes to salad dressing. Debates between users and non-users of a brand are also quite effective.

A relaxed, dignified and non-judgmental moderator is particularly important in groups with structured confrontation. Respect for people with alternative opinions must be encouraged and things must not be allowed to get personal. Participants should be briefed about the potential for controversy at the time of recruitment.

Structured confrontation allows the client to hear the diverging opinions their brand or category may elicit. This provides opportunities for insight into

factors that may cause a change of attitude, and helps establish the intensity of various beliefs.

Iterative groups

Why must the same sequence of questions govern a series of groups? Why can't discussion guides and test concepts evolve from group to group? The main benefit in encouraging modifications is that a run of at least four, but preferably six to eight groups, allows for the creation of quasi-experimental conditions in the research project.

Iterative groups are sessions purposely planned so that information and hypotheses gained in early groups can be tested and elaborated in subsequent groups. This approach can lead to stronger advertising concepts, positionings and even copy. Rather than leaving a project with the discouraging sense that "consumers didn't like the idea," researchers can experiment with variations in positionings, for example, that are possibly more motivating than others. The iterative approach gives ideas a chance to evolve and develop.

I have been involved in iterative projects where the client's marketing managers, copywriters as well as research managers worked actively with me before and after each group. Based on initial findings, we refined marketing strategy hypotheses and then copywriters rewrote concepts and positioning which were then tested in the next group. Planning sessions were held each morning to fine tune the discussion agenda for the groups to be conducted that evening. The result was not only a richer understanding of consumer needs and preferences, but also fully developed advertising copy to address consumer's expressed wishes.

This article has proposed variations in the composition, duration, location and sequencing of conventional focus groups. Rather than being the final word on the subject, it is intended to encourage experimentation with qualitative approaches. Breaking the boundaries of tired habits helps both respondents and moderators release creative energy and helps research users get the most from their investments in focus group research. □

by Tom Quirk



Proper planning essential

Editor's Note: This article originally appeared in this publication five years ago and with the continued growth in the use of focus groups it seemed appropriate to rerun it.

It would be great to claim that every one of the 150 focus group projects I conducted were uniformly successful. There were a few times when I felt less than totally satisfied with the final results. And almost every time I felt this way the problem could be traced back to the preparation period before the first session was held.

Certainly, qualitative research can be a valuable research tool. But anyone involved in the process should realize that productive and useful focus groups don't just happen. They are the result of careful and proper planning.

Focus groups and one-on-ones continue to be a fast growing segment of marketing research. They are used more and more not only in conjunction with quantitative projects but also alone to develop information for use in the decision-making process. Some marketing managers seem to want to use this method to the exclusion of all others and do so with valid reasons.

Set the objective

As with all research projects, the first item of consideration is setting the objective(s). The objective should be such that when the project is completed, actionable decisions can be taken. Everyone who will be involved in the project should be made aware of the objective.

Determine the need

There are many different reasons why one may decide to use focus groups. Sometimes it is to assist in the development of questionnaires. Occasionally focus groups are used after quantitative research to better understand the statistical results. And there may be instances when they are sufficiently definitive in themselves that no additional research is needed. For whatever purpose the focus groups are planned, it is important that the method selected is the most efficient and effective way of obtaining the needed information.

Select the moderator

Once it has been decided to consider focus groups as the research methodology, it is time to involve the moderator (facilitator). The earlier the moderator

becomes involved, the greater likelihood the project will be successful.

Most firms use outside moderators. There are many good reasons for this decision. First, experienced moderators are professionals who, through years of experience in this particular segment of research, have developed special skills and expertise which most in-house moderators cannot achieve with occasional projects. Second, the professional moderator is in a position to devote the time necessary to prepare for the project while usually the in-house moderator has to take on a project as an extra assignment and does not have adequate preparation time.

There is no certification program for moderators. If you have not been involved in a focus group project, you should go outside for assistance. Moderators are usually unable to supply sample audio tapes because the tapes are the property of clients and cannot be released without approval.

To find a suitable moderator, I suggest contacting friends in the research community, contacting someone who is listed in our magazine's Qualitative Research/Focus Group Moderator section, or talking to a member of the

Qualitative Research Consultants Association (QRCA). The QRCA describes itself as a not-for-profit professional organization of independent qualitative research consultants. Its members are those whose "individual professional role is primarily that of design, conduct and analysis of qualitative research."

As a client you should feel comfortable with your moderator. If you are uncertain as to what to expect from a moderator or what can be obtained from focus groups, you may find it worthwhile to take a training course for focus group moderators which are offered by a number of reputable suppliers. Even if you never conduct a session yourself it would be an excellent way of learning what to expect.

Remember, a focus group moderator is selling his/her skills and time. When engaging a moderator, make sure you come to an agreement as to what the moderator will provide. Set specific dates for various phases of the project and expect to hold to them.



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It is critical at this juncture that everyone in the project be made aware of, and agree to abide by, agreements on dates, materials and other details. Many times I have sat in at the first of a series of focus group sessions and hoped that the packaging or advertising materials would arrive before the participants. If someone is uncertain whether he or she can meet a deadline, either change the dates or find an alternative source of supply.

Work with the moderator on preparing the moderator guide or outline. Moderators work in different ways and the appearances of these may vary greatly. It is important that the moderator be well versed in the subject matter and be fully aware of the study objectives in order that all important topics will be covered during the sessions.

After selecting the moderator, hold off judgment until the project has been completed. Some subjects or topics are more difficult than others. Wait until you receive the final report before reaching conclusions.

Field suppliers

Field suppliers provide the facilities. Most can also handle the recruiting although there are some firms that specialize in recruiting only. But whether you, the client, or the moderator makes the arrangements for the field services, your input is going to be very important. The quality of the facility can be important but proper recruiting is critical to success of the project. Usually I was able to work around a facility problem but it is a waste of time and money if the right audience doesn't attend.

Recruiting

Recruiting can be one of the most difficult and frustrating tasks in marketing research. If there is any area where clients tend to create problems it is in being extremely optimistic on incidence levels. Recruiters want to be successful and if the client provides an unrealistic recruiting goal, the recruiter in his or her frustration is liable to try so hard to meet these goals that participants will be recruited who do not really meet the criteria set by the client.

I had a case where a client wanted to

recruit a group in a community. It turned out that there were only eight individuals in this community who would meet the client's screening requirements. But he did not inform either the recruiting organization or myself of that fact until after the meeting when complaints were made that unqualified people attended. Therefore, to avoid disappointments and problems, set quotas that are reasonable and, if anything, be conservative in the estimates of incidence rates. Doing otherwise is foolish and will only work to your disadvantage.

In deciding which facility to use, determine that the conference room has sufficient space for whatever it is you wish to do. Also, make certain the viewing room is sufficiently large to accommodate the group who is going to view the proceedings. If you have special needs of the facility, cover it well in advance rather than at the last minute. Usually the people at the facility will try to accommodate your extra needs but some items are difficult to provide on short notice.

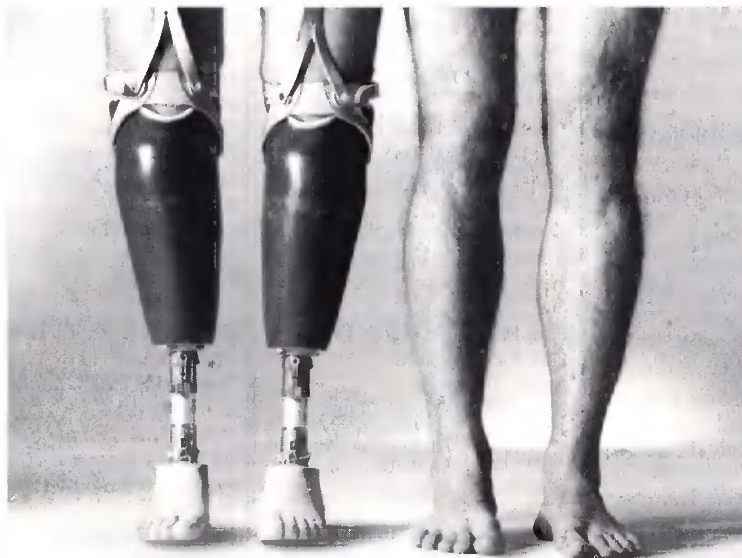
Many times the local field service will suggest the incentive needed for recruitment. In most cases, I found it to my advantage to take their advice. Another item which the facility can provide is audio tapes. (Ask for duplicates because tapes can break.)

Project leader

For a focus group program to be successful, it is important that everyone involved be in the communication stream. One person should be in charge. That person should be the primary contact with the moderator. This individual should be the only one authorized to make any changes in the program, outline, or screening criteria. Because of this responsibility and position of authority, the project leader should be in attendance at every session. All others at the client level should communicate with the moderator through the project leader. Failure to follow this procedure can cause many problems and divert the project from its original goals.

Following these planning guidelines requires organization and discipline. But the final result should be successful focus group programs. □

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509 Cathedral Parkway, Ste. 8E
New York, NY 10025
212/222-0882
*Contact: Jerry Travis
Qualitative Research and
Consultation*

Venture Marketing Ascts, Inc.
3845 Viscount, Stes. 3 & 4
Memphis, TN 38118
*Contact: Lawrence Berry
Hispanic, Medical, H&BA,
Food, Business-To-Business*

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*

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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

Research In Marketing, Inc.

Maryland

Hammer Marketing Resources

Massachusetts

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

Michigan

Brand Consulting Group
Kennedy Research Inc.
Lubavs Qualitative Research
PACE, Inc.

Minnesota

MedProbe Medical Mktg. Rsch
Rockwood Research Corp.
Jane L. Stegner and Ascts.

Missouri

Doane Marketing Research
Focus On Kids
Marketeam Associates

New Jersey

Cunninghis Associates
Meadowlands Consumer

Center, Inc.
James M. Sears Associates
Yarnell, Inc.

New York

Focus America
Focus Plus
JRH Marketing Services, Inc.
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K S & R Consumer Testing Ctr.
Leichliter Ascts.
Manhattan Opinion Center
Market Navigation, Inc.
Pamela Rogers Research
Sources For Research, Inc.
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Telesession Corporation
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D/R/S HealthCare Consultants
Medical Marketing Research, Inc.

Ohio

The Answer Group
Matrixx Marketing
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Communications

Rhode Island

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

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The Looking Glass Group
Veture Marketing Ascts., Inc.

Texas

First Market Rsch. (J. Heiman)

Virginia

Southeastern Inst. of Research, Inc.

Washington

Consumer Opinion Services
Gilmore Research Group

Wisconsin

Chamberlain Research Consultants

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Cnsltnts.
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Research In Marketing, Inc.
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Matrixx Marketing-Research Div.
Rhode Island Survey, Inc.

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Keeffe Research

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Direct Marketing Research
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The Research Center
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Rockwood Research Corp.
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LaScola Qualitative Research
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Market Navigation, Inc.
Matrixx Marketing-Research Div.
Medical Marketing Research, Inc.
MedProbe Medical Mktg. Rsch.
Research In Marketing, Inc.
Southeastern Institute of Rsch.
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3000 Riverchase Galleria, Ste. 310
Birmingham, AL 35244
Ph. 205-985-3099
Fax 205-985-3066
Contact: Jim Jager
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New South Research
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Birmingham, AL 35233
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Fax 205-322-8608
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Brookwood Village Mall
Birmingham, AL 35209
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Contact: Nell Cain
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Evelyn Drexler Research Services
8807 Bridlewood Drive
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Ph. 205-881-9468
Contact: Evelyn Drexler
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Polly Graham & Associates, Inc.
5901 University Dr., #111
Huntsville, AL 35806
Ph. 205-985-3099
Fax 205-985-0146
Contact: Jim Jager
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Polly Graham & Assoc. Inc.
3289 Bel Air Mall
Mobile, AL 36606
Ph. 205-471-0059
Fax 205-478-0015
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Nolan Research
3661 Debby Drive
Montgomery, AL 36111
Ph. 205-284-4164
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8115 Jewel Lake Road
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Ph. 907-243-3345
Fax 907-243-7172
Contact: Terry R. O'Leary
1,3,6,7C

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PHOENIX

Arizona Market Research Services
9606 Metro Parkway East
Phoenix, AZ 85051
Ph. 303-758-6424 or 602-997-7221
Fax 602-944-0130
Contact: Ruth Nelson
1,3,4,6,7A

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

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

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

Data Source
4515 South McClintock, Ste. #101
Tempe, AZ 85282
Ph. 602-831-2971
Fax 602-838-8856
Contact: Nancy Hayslett
1,3,4,6,7B

Data Source
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Glendale, AZ 85301
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Fax 602-931-6058
Contact: Susan Andersen
1,3,4,6,7A

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Fax 602-438-8555
Contact: Barbara Willens
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(See advertisement on p. 97)

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1889 E. Camelback Rd.
Phoenix, AZ 85016
Ph. 602-264-1133 or 914-698-9591
Fax 602-266-9051
Contact: Scott McFarlane
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Gikas International
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Phoenix, AZ 85014
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Fax 602-234-3955
Contact: Cathie Coppes
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Market Survey Group, Inc.
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Scottsdale, AZ 85028
Ph. 602-483-7900
Fax 602-957-7045
Contact: Jay M. Bycer
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3930 E. Camelback Rd. Ste. 207
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Ph. 602-957-9640 or 800-726-9640
Fax 602-957-9642
Contact: Sharon Sharpe
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O'Neil Associates, Inc.
412 East Southern Ave.
Tempe, AZ 85282
Ph. 602-967-4441
Fax 602-967-6122
Contact: Michael O'Neil
1,3,4,6,7B

Quality Controlled Services
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Scottsdale, AZ 85251
Ph. 602-941-0048
Fax 602-941-0949
Contact: John McCullough
1,3,4,6,7B
(See advertisement on p. 55)

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Superstition Springs Center
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Fax 602-985-6321
Contact: Jean Marks
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 (See advertisement on p. 55)

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 Ft. Smith, AR 72903
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 Contact: Cindy Craig
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 Contact: Ginger Mansfield
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Miller Research Group Inc.
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 Little Rock, AR 72205
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 Fax 501-221-2554
 Contact: David F. Miller
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 Contact: Vance McConnell
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 Bakersfield, CA 93304
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 Fax 805-326-0903
 Contact: Debbie Duncan
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 Fresno, CA 93703
 Ph. 209-252-2727
 Fax 209-252-8343
 Contact: Patricia Alviso
 1,3,4,6,7C

Bartels Research Corp.
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 Clovis, CA 93612
 Ph. 209-298-7557
 Contact: Joellen Bartels
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 Contact: Joellen Bartels
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 345 No. Maple Dr. Ste. 325
 Beverly Hills, CA 90210
 Ph. 818-905-1525
 Fax 818-905-8936
 Contact: Mark Tobias
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Contact: Jan Greenberg
 1,3,4,6,7A

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

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 1107 S. Gilbert, Ste. #110
 Mesa, AZ 85204
 Ph. 602-892-5583
 1,3,4,6,7A

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Field Market Research
 6045 E. Grant Road
 Tucson, AZ 85712
 Ph. 602-886-5548
 Fax 602-886-0245
 Contact: Jess Devaney
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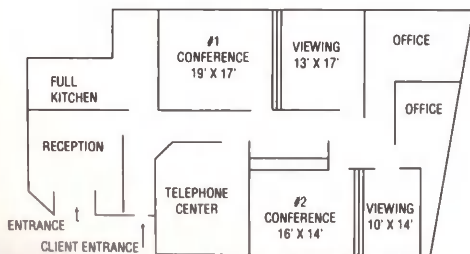
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Contact: Danella Hawkins
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Car-Lene Research
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Pomona, CA 91767
Ph. 714-623-4844
Contact: Danella Hawkins
1,3,4,6,7A

Consumer Pulse of Los Angeles
Galleria at South Bay, #269
Redondo Beach, CA 90278
Ph. 310-371-5578
Fax 310-542-2669
Contact: Angie Abell
1,3,4,5,6,7A
(See advertisement on p. 84)

Tom Dale Market Research
9165 Phyllis Ave.
Los Angeles, CA 90069
Ph. 212-758-9777
Fax 213-550-0015
Contact: Tom Dale
1,2,3,4,6,7D

Davis Market Research Services
23801 Calabasas Road
Calabasas, CA 91302
Ph. 818-591-2408
Fax 818-591-2488
Contact: Carol Davis
1,3,4,6,7B

Facts 'N Figures
Panorama Mall, Suite 78B
Panorama City, CA 91402
Ph. 805-272-4888
Fax 818-891-6119
Contact: Dee Escoe
1,3,4,6,7A

Facts 'N Figures
1233 W. Ave. P, #701
Palmdale, CA 93551
Ph. 805-272-4888
Fax 805-272-5676
Contact: Steve Escoe
1,3,7A

Field Dynamics Marketing Research
17547 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 818-783-2502
Fax 818-905-3216
Contact: Nancy Levine
1,2,3,4,6,7B
(See advertisement on p. 56)

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

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Chatsworth, CA 91311
Ph. 818-773-8801
Contact: Arlyne Girard
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Contact: Nicandro Juarez
1,3,7C

1,3,6,7B

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Contact: Dona Browne
1,3,4,6,7B

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12604 Hiddencreek Way, #A
Cerritos, CA 90701
Ph. 213-802-8273
Fax 213-802-1643
Contact: Maggie Schmidt
1,3,6,7C

Murray Hill Center West
2951 28th St., Ste. #3070
Santa Monica, CA 90405
Ph. 213-392-7337
Fax 213-392-8743
Contact: Sue Mender
1,3,4,5,6,7B

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

Pacific Research
1210 So. Shenandoah, #104
Los Angeles, CA 90035
Ph. 213-273-2477
Fax 213-273-2533
Contact: Anne Hoadley

Contact: Gail Stutz
1,3,4,6,7A

Ted Heiman & Assocs.
20350 Ventura Blvd., Suite 140
Woodland Hills, CA 91364
Ph. 818-710-0940
Fax 818-887-2750
Contact: Ted Heiman
1,3,4,6,7B
(See advertisement on p. 58)

House of Marketing
3446 Madera Ave.
Los Angeles, CA 90039
Ph. 213-661-1109
Fax 818-577-9647
Contact: Nancy Brestal
1,2,3,4,6,7D
(See advertisement on p. 57)

House of Marketing
95 N. Marengo Ave.
Pasadena, CA 91101
Ph. 818-792-5959
Fax 818-577-9647
Contact: Amy Siadak
1,3,4,6,7B
(See advertisement on p. 57)

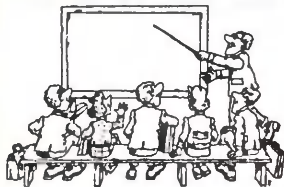
L.A. Focus
17337 Ventura Blvd. #301
Encino, CA 91316
Ph. 818-501-4794
Fax 818-907-8242
Contact: Jadoree Crossan
1,3,4,6,7B
(See advertisement on p. 126)

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

Los Angeles Marketing Research Assoc.
5712 Lankershim Blvd.
No. Hollywood, CA 91601
Ph. 818-506-5544
Fax 818-762-5144
Contact: William Bilkiss
1,3,6,7C

Marketing Matrix
2566 Overland, Suite. 716
Los Angeles, CA 90064
Ph. 310-842-8310
Fax 310-842-7212
Contact: Jennifer Cromwell

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- 16' X 12' VIEWING ROOM
- 10' X 4' ONE WAY MIRROR
- IN-HOUSE RECRUITING
- SILENT AIR CONDITIONING
- 17 IN-HOUSE WATS LINES
- EXECUTIVE LEVEL INTERVIEWERS
- AVAILABLE FROM 7am TO 9pm PACIFIC TIME
- SILENT MONITORING SYSTEM

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CALIFORNIA QUALITATIVE CENTER
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Woodland Hills, CA. 91364

1-800-274-2133 FAX 818-887-2750

Phone Bank



1,3,6,7B

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

Plaza Research

6053 W. Century Blvd.
Los Angeles, CA 90045
Ph. 213-645-1700 or 800-654-8002
Fax 213-645-3008
Contact: Toni Sullivan
1,2,3,4,5,6,7B
(See advertisement on p. 52)

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

Quality Controlled Services

3528 Torrance Blvd.
Torrance, CA 90503
Ph. 310-316-0626
Fax 310-316-4815
Contact: Carol Balcolm
1,3,4,6,7C
(See advertisement on p. 55)

Quick Test Opinion Ctrs.
5430 Van Nuys Blvd., Suite 102
Van Nuys, CA 91401
Ph. 818-995-1400
Fax 818-995-1529
Contact: Lynn Moran
1,2,3,4,6,7B

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

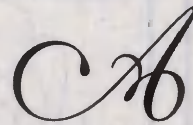
Southern California Interviewing Service
17200 Ventura Blvd., Suite 120
Encino, CA 91316
Ph. 800-872-4022
Fax 818-783-8626
Contact: Ethel Brook
1,3,4,6,7A

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

Trotta Associates

13160 Mindanao Way Suite 180
Marina Del Rey, CA 90292
Ph. 213-306-6866
Fax 213-827-5198
Contact: Diane Trotta
1,2,3,4,6,7B
(See advertisement on p. 59)

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THE UNEXPECTED. CONFIRM THE OBVIOUS. PROVIDE
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ACTS LIKE A WELL-CRAFTED MIRROR FOR
OUR CLIENTS. WE DON'T DISTORT;
WE DON'T ADD QUALITIES OF OUR OWN.
WE MAKE SURE YOU GET ACCURATE INFORMATION
SO YOU FEEL CONFIDENT
MAKING VITAL BUSINESS DECISIONS
BASED ON OUR FINDINGS.



For more information call Trotta Associates:

Las Angeles/Marina Del Rey:
13160 Mindanao Way, Suite 180
Marina Del Rey, California 90292
Telephone: 310-306-6866
Fax: 310-827-5198

Orange County/Irvine:
Jambaree Center, 5 Park Plaza, Suite 200
Irvine, California 92714
Telephone: 714-251-2700
Fax: 714-251-2707

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

Fax 818-843-6889
Contact: Jill Gardner
1,2,3,6,7B

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

MONTEREY/SALINAS

Friedman Marketing-Monterey/Salinas
Northridge Mall, Hwy 101 & Boronda Dr.
Salinas, CA 93906
Ph. 408-449-7921 or 914-698-9591

U. S. Research Corp.
2157 Montclair Plaza Lane
Montclair, CA 91763
Ph. 714-624-1244
Contact: Jackie Weise
1,3,4,6,7A

The Viewing Room/ASI Market Research
2600 W. Olive Ave., Ste. 700
Burbank, CA 91505
Ph. 818-843-4400

Fax 408-449-0187
Contact: Scott MacFarlane
1,3,4,6,7A

ORANGE COUNTY

Ask Southern California
F & M Plaza, 1224 Katella Ave #100
Orange, CA 92667
Ph. 714-744-2744
Fax 714-744-2933
Contact: Sue Amidei
1,2,3,4,5,6,7A
(See advertisement on p. 60)

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

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

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

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

Friedman Marketing/Los Angeles
Buena Park Mall
8623 On-The-Mall #123
Buena Park, CA 90620
Ph. 714-995-6000 or 914-698-9591
Fax 714-995-0637
Contact: Scott MacFarlane
1,3,4,5,6,7A


Gikas International
2146 E. Lincoln Ave.
Anaheim, CA 92806
Ph. 714-778-4937
Contact: Nancy Fidel
1,3,4,6,7A

The Question Shop Inc.
1500 E. Lincoln Ave.
Orange, CA 92665
Ph. 714-974-8020
Fax 714-921-4762
Contact: Ryan Reasor
1,3,4,6,7A
(See advertisement on p. 61)

Quick Test Opinion Ctrs.
18003 Sky Park South, Suite L
Irvine, CA 92714
Ph. 714-261-8800

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

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President

Realistic Deadlines




JENNIFER KERSTNER
Field Director

Accurate Bids



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Director of
Focus Group Operations

Attention to Details



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Office Manager

...in Southern California.



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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.

Fax 714-261-9037
Contact: Charlene Kaloper
1,3,4,6,7B

Quick Test Opinion Ctrs.
500 No. Euclid Ave.
Anaheim, CA 92801
Ph. 714-535-2696
Fax 714-535-8182
Contact: Linda Green
1,3,4,6,7A

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

Trotta Associates
5 Park Plaza, Ste. 200
Irvine, CA 92714
Ph. 714-251-2700
Fax 714-251-2707
Contact: Ingrid Robertson
1,2,3,4,6,7B
(See advertisement on p. 59)

RIVERSIDE

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

SACRAMENTO

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

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

Sacramento Research Center
2410 Fair Oaks Blvd., #170
Sacramento, CA 95825
Ph. 800-235-5028
Contact: Mary Ann Pacocha
1,3,6,7B
(See advertisement on p. 123)

SAN DIEGO

Analysis/Research Ltd.
Market Place at The Grove
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
Contact: Arline Lowenthal
1,3,6,7A

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

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

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

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

Intercontinental Marketing Investigations Inc.
P.O. Box 2147
Rancho Santa Fe, CA 92067
Ph. 619-756-1765
Fax 619-756-4605
Contact: Rhoda Muratori
1.3.6.7D

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

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

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

THE QUESTION SHOP inc.

In Southern California

Successfully Serving Clients Since 1982

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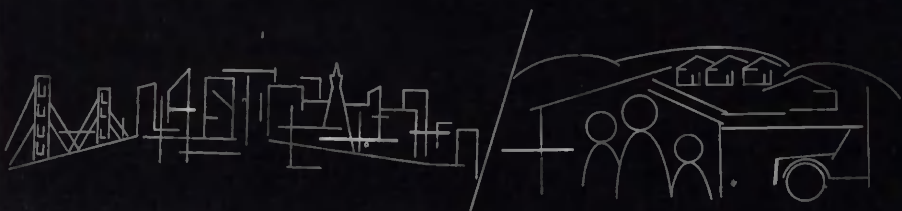
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You Will Be Glad You Did

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SAN FRANCISCO'S ONLY FULL SERVICE FIELD SERVICE,
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SUBURBAN

SAN FRANCISCO AND WALNUT CREEK
4 LUXURY FOCUS GROUP FACILITIES/80 WATS LINES

220 BUSH ST., SAN FRANCISCO/1655 N. MAIN ST., WALNUT CREEK
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FAX 415/989-4506

Codes:

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

Location:

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

Fax 619-299-6370

Contact: Harriet Huntley

1,3,4,6,7B

(See advertisement on p. 62)

SAN FRANCISCO

ConStat, Inc.

450 Sansome, Ste. #1100

San Francisco, CA 94111

Ph. 415-274-6600

Contact: Christine Schwinn

1,3,6,7B

Consumer Research Assocs./Superrooms

111 Pine Street, 17th Floor

San Francisco, CA 94111

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

Taylor Research

3990 Old Towne Ave. #201A
San Diego, CA 92110
Ph. 619-299-6368

Ph. 415-392-6000

Fax 415-392-7141

Contact: Rich Anderson

1,2,3,4,6,7B

(See advertisement on p. 63)

Corey Canapary and Galanis
447 Sutter St.

San Francisco, CA 94108

Ph. 415-397-1200

Fax 415-433-3809

1,3,6,7B

Ecker & Associates

220 So. Spruce Ave, Ste. 100

So. San Francisco, CA 94080

Ph. 415-871-6800

Fax 415-871-6815

Contact: Betty Rosenthal

1,2,3,4,6,7B

Ecker & Associates

222 Front St., 3rd Floor

San Francisco, CA 94111

Ph. 415-871-6800

Fax 415-871-6815

Contact: Betty Rosenthal

1,2,3,4,6,7B

Elrick & Lavidge Inc.

111 Maiden Lane, 6th Floor

San Francisco, CA 94108

Ph. 415-434-0536

Fax 415-391-0946

Contact: Donald Kunstler

1,3,4,6,7B

Fleischman Field Research, Inc.

1655 No. Main Street, Ste. 320

Walnut Creek, CA 94596

Ph. 510-942-2600

Fax 510-989-4506

Contact: Alex Rogers

1,2,3,4,6,7B

(See advertisement on p. 61)

Fleischman Field Research, Inc.

220 Bush St., Ste. 1212

San Francisco, CA 94104

Ph. 415-398-4140

Fax 415-989-4506

Contact: Molly Fleischman

1,2,3,6,7B

(See advertisement on p. 61)

Friedman Marketing/San Francisco

5800 Northgate Mall

San Rafael, CA 94903

Ph. 415-472-5394 or 914-698-9591

Fax 415-472-5477

Contact: Scott MacFarlane

1,3,4,6,7A

Heakin Research of California

227 Bay Fair Mall

San Leandro, CA 94758

Ph. 415-278-2200

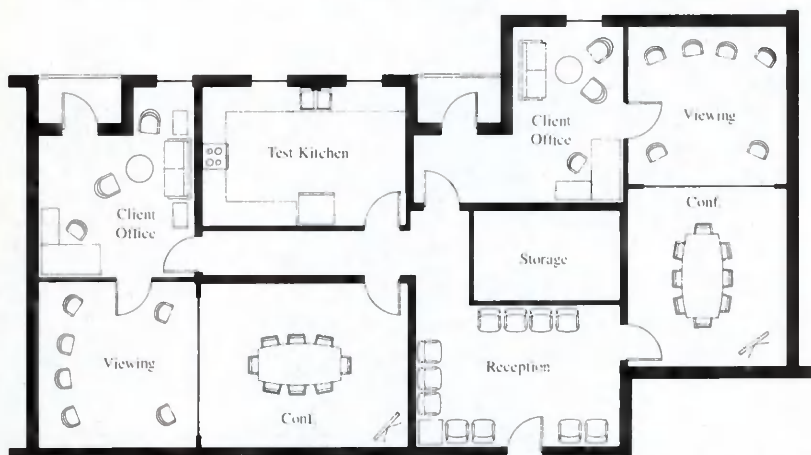
Contact: Robert Kramer

1,3,4,6,7A

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- Two Spanking-New Focus Group Suites, each having Conference, Viewing, and Client Office Rooms
- Test Kitchen, 200+ Square Feet designed and used specifically for market research
- Video feed to Permanent Monitors in Client Offices
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- Airport Close, just Seven Minutes by Taxi or Rental-Car
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Each Focus Group Suite contains over 600 square feet, divided evenly between Conference, Viewing, and Client Office.

Taylor Research
3990 Old Town Ave, Ste 201A
San Diego, California 92110

Phone: 1-800-262-4426

In California: 1-619-299-6368

Facsimile: 1-619-299-6370

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

Nichols Research
333 W. El Camino Real, #180
Sunnyvale, CA 94087
Ph. 408-773-8200
Fax 408-733-8564
Contact: Mimi Nichols
1,3,4,6,7B
(See advertisement on p. 66)

Nichols Research
1820 Galindo Ste. 3
Concord, CA 94520
Ph. 510-687-9755
Fax 510-686-1384
Contact: Sherry Dillon
1,3,4,6,7B
(See advertisement on p. 66)

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

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

Q.E.D. Research
2815 Mitchell Dr. Ste. 118
Walnut Creek, CA 94598
Ph. 510-932-3202
Fax 510-932-0499
Contact: Sharon Marchione
1,3,6,7B

Quality Research Associates (QRA)
346 Lakeside Drive, #B
Foster City, CA 94404
Ph. 415-574-8825
Fax 415-574-8826
Contact: Deborah Borcalli
1,3,4,6,7B

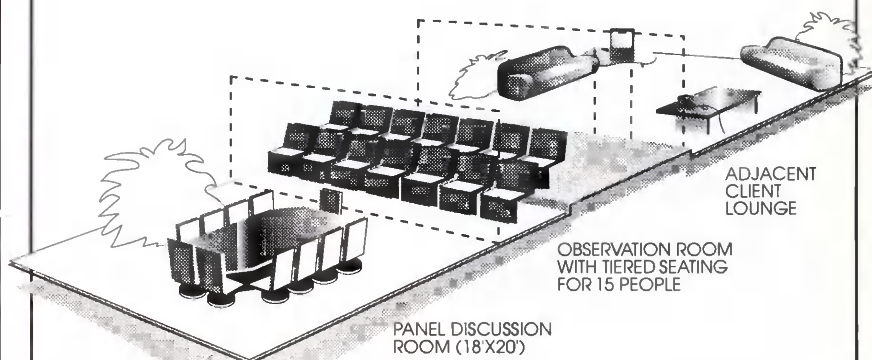
Quick Test Opinion Ctrs.
203 Southland Mall
Hayward, CA 94545
Ph. 415-785-4650
Fax 415-785-0641
Contact: Sue Gomez
1,3,4,6,7A

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

Superrooms™

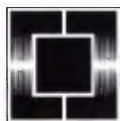
DELUXE FOCUS GROUP SUITES

2 LUXURIOUS SUITES WITH FLOOR TO CEILING MIRRORS



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



**Consumer Research
Associates**

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

TEL 415/392-6000 • FAX 415/392-7141

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

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

Ph. 510-521-6900
 Fax 510-521-2130
 Contact: Margaret Yarbrough
 1,2,3,4,5,6,7B
 (See advertisement on p. 65)

Tragon Corporation
 365 Convention Way
 Redwood City, CA 94063
 Ph. 415-365-1833
 Fax 415-365-3737
 1,3,4,6,7C
 (See advertisement on p. 64)

Margaret Yarbrough & Associate
 934 Shorepoint Ct., Ste. 100
 Alameda, CA 94501

SAN JOSE

Phase III Market Research
 1150 N. First St., Ste. 211
 San Jose, CA 95112
 Ph. 408-947-8661
 Fax 408-293-9909
 Contact: Nancy Pitta
 1,3,4,6,7B

San Jose Focus
 3032 Bunker Hill Lane, #105
 Santa Clara, CA 95054
 Ph. 408-988-4800
 Fax 408-988-4866
 Contact: Colleen Flores
 1,3,4,6,7B
 (See advertisement on p.126)

Trish Associates, Inc.
 2880 Lakeside Drive, #350
 Santa Clara, CA 95054
 Ph. 408-988-1522
 Fax 408-986-0819
 Contact: Georgia Postlewait
 1,3,6,7B

COLORADO

COLORADO SPRINGS

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

Consumer Pulse of Colorado Springs
 750 Citadel Drive East
 Colorado Springs, CO 80909
 Ph. 719-596-6933
 Fax 719-596-6935
 Contact: Karen Hendersin
 1,3,6,7D
 (See advertisement on p. 84)

Barbara Prince Assoc. Inc.
 3949 E. Palmer Park Blvd., #D
 Colorado Springs, CO 80909
 Ph. 719-594-9192
 Contact: Kay Jackson
 1,3,4,6,7A

U. S. Research Corp.
 Chapel Hills Mall, #315
 1710 Briargate Blvd.
 Colorado Springs, CO 80918
 Ph. 719-598-8070
 Contact: Norma Burndt
 1,3,4,6,7A

DENVER

Bernett Research Services, Inc.
 14200 Alameda Avenue
 Aurora, CO 80012
 Ph. 303-341-1211
 Fax 303-341-4469
 Contact: Karen Allen
 1,3,4,6,7A
 (See advertisement on pp. 85,86)

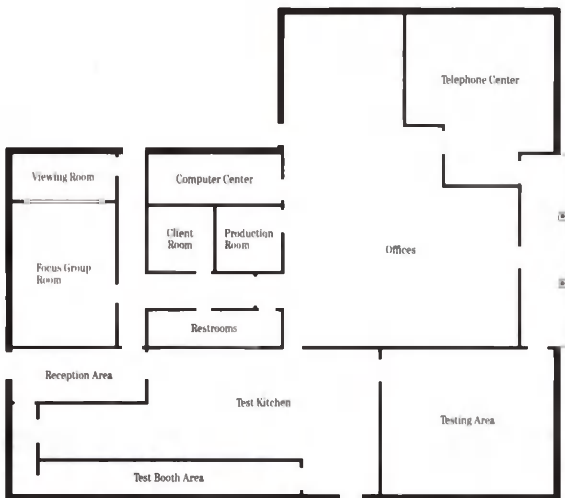
Colorado Market Research
 2149 So. Grape St.
 Denver, CO 80222
 Ph. 303-758-6424
 Fax 303-756-6467
 Contact: Ruth Nelson
 1,3,4,6,7B



Tragon

Providing Product Testing and Research Services
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- Product Optimization
- Telephone Center
- Ad Claim Substantiation
- Test Kitchen
- Focus Groups
- 21 Test Booths
- Children's Testing
- Consumer Panel



365 Convention Way, Redwood City, California 94063 USA
 Telephone: 415.365.1833 TeleFax: 415.365.3737



**MARGARET YARBROUGH
& ASSOCIATES, INC.**

FIELD SERVICES

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

Codes:

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

Location:

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

Consumer Pulse of Denver

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

Fieldwork Denver Inc.

900 Auraria Pkwy.
Denver, CO 80204
Ph. 303-825-7788
Fax 303-623-8006
Contact: Ann McIntyre
1,3,6,7B
(See advertisement on p. 97)

Friedman Marketing/Boulder
Crossroads Mall
1600 28th St., #277
Boulder, CO 80301
Ph. 303-449-4632 or 914-698-9591
Fax 303-449-1484
Contact: Scott McFarlane
1,3,4,6,7A

Friedman Marketing/Denver
6510 W. 91st Ave., Ste.#106
Westminster, CO 80030

Ph. 303-428-8803 or 913-698-9591
Fax 303-430-4719
Contact: Scott MacFarlane
1,3,4,6,7B

Friedman Marketing/Denver
Southwest Plaza Mall
8501 West Bowles Avenue
Littleton, CO 80123
Ph. 303-972-8734 or 914-698-9591
Fax 303-933-0476
Contact: Scott MacFarlane
1,3,4,6,7A

Gikas International
Cinderella City Mall
701 W. Hampden Ave., Ste. 215
Engelwood, CO 80110
Ph. 303-789-0565
Contact: Dunlap Scott
1,3,4,6,7A

Information Research Inc
10650 E. Bethany Drive
Aurora, CO 80014
Ph. 303-751-0190
Fax 303-751-8075
Contact: Norman Pettit
1,3,4,5,6,7B

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

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

Plaza Research

One Tabor Center
Denver, CO 80202
Ph. 303-572-6900 or 800-654-8002
Fax 303-572-6902
Contact: Julie Dudley
1,2,3,4,5,6,7B
(See advertisement on p. 52)

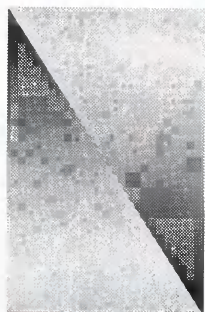
Barbara Prince Associates Inc.
5801 W. 44th Avenue
Denver, CO 80212
Ph. 303-458-0145
1,3,4,6,7A

Quick Test Opinion Ctrs.
203 Villa Italia Mall
Lakewood, CO 80226
Ph. 303-937-0144
Fax 303-937-0502
Contact: Mark Smith
1,3,4,6,7A

The Research Center
550 S. Wadsworth, Suite 101
Denver, CO 80226
Ph. 303-935-1750
Fax 303-935-4390
Annie Sampogna-Reid/Chris Balthaser
1,3,4,6,7B
(See advertisement on p. 67)

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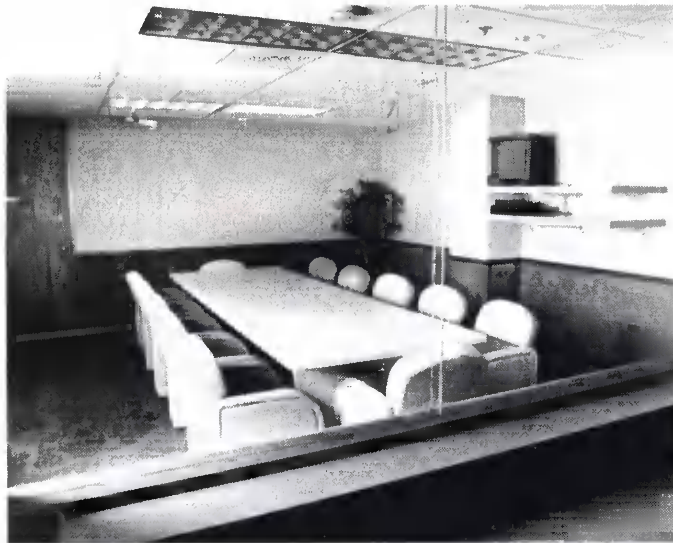
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RESEARCH

SUITE 180 333 W. EL CAMINO REAL SUNNYVALE, CA 94087 (408) 773-8200

For further information, call or write for a brochure and free video tape of our new focus facilities.

DENVER'S EXCEPTIONAL FOCUS GROUP AND CENTRAL LOCATION FACILITY

The Research Center is Denver's exceptional focus group and central location source featuring outstanding facilities and the highest quality recruiting and interviewing.



The focus group suite is a tastefully decorated, contemporary and private facility located in an easy-to-find, high-profile building. The viewing room seats 17 comfortably. The conference room is 18' x 20' and features washable writing surface, oak rails and a bleached oak conference table. 1/2" video player and monitor are built-in and available at no additional charge.

Annia Sampogna-Reid and Chris Balthaser manage The Research Center. They have over twenty years combined experience recruiting focus groups and central location tests in the Denver market. Their goal is to provide clients with the highest quality recruiting and the best facilities in Denver.

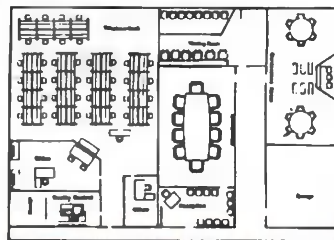
All recruiting for focus groups is conducted from The Research Center's **40-line telephono bank** (equipped with CRT and ACS Query interviewing software). The Research Center uses a duplicate number database system to help insure the highest quality recruiting.



The central location facility is 24' x 24' and accommodates up to 50 participants.



The room is wired to provide audio and video feeds to the focus group viewing room. It features a raised platform and podium for the moderator and includes a built-in easel and wet bar.



The Research Center
550 South Wadsworth Suite 101
Denver, Colorado 80226
(303) 935-1750
FAX (303) 935-4390

Codes:

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

Location:

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

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

CONNECTICUT**BRIDGEPORT**

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

DANBURY

Performance Plus Inc.
7 Backus Avenue
Danbury, CT 06810
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7A

HARTFORD

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

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

Hartford Research Center

530 Silas Deane Hwy., #LL
Wethersfield, CT 06109
Ph. 800-235-5028
Contact: Mary Ann Pacocha
1,3,6,7B
(See advertisement on p. 123)

NEW HAVEN**New Haven Research Center**

140 Washington Ave., #LL
North Haven, CT 06473
Ph. 800-235-5028
Contact: Mary Ann Pacocha
1,3,6,7B
(See advertisement on p. 123)

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

NORWALK

Trost Associates Inc.
585 Main Avenue
Norwalk, CT 06851
Ph. 203-847-7204
Fax 203-846-2796
1,3,4,6,7C

STAMFORD

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

Focus Center-So. New England
1011 High Ridge Road
Stamford, CT 06905
Ph. 203-322-5996
Fax 203-322-0819
Contact: Gail Friedman
1,3,4,5,6,7B

Focus First America

969 High Ridge Road
Stamford, CT 06905
Ph. 203-322-1173
Fax 203-968-0421
Contact: Susan Weiss
1,2,3,4,5,6,7B
(See advertisement on p. 68)



Word of Mouth says it all.

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

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

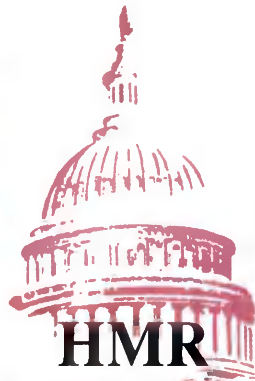
For complete information and a full color brochure describing our facilities, please call or write to us today. Ask for Susan Weiss or Michael J. Hothorn. . .we promise a fast response.

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

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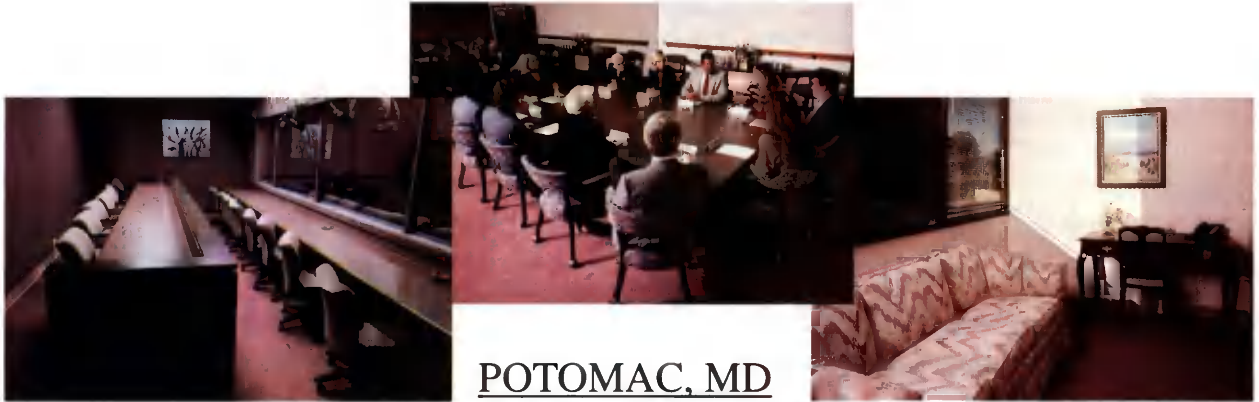
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- ** Individual controls for heat and AC
- ** Tiered seating and illuminated writing ledges in client viewing rooms
- ** Technologically advanced remote controlled audio and video systems
- ** Satellite transmission capabilities

Pauline House, her daughters Karen and Elaine, and their professional staff guarantee exceptional recruiting, service with a smile and a sincere desire to cater to your every need!!



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1201 Seven Locks Road, Suite 200, Potomac, MD 20854 ~ (301) 424-1930 ~ FAX (301) 424-3128

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

Strategic Focus, Inc.
274 Riverside Avenue
Westport, CT 06880
Ph. 203-221-0789
Fax 203-221-0783
Contact: Diane D'Arcy
1,3,4,6,7B

WASHINGTON, D.C.

Area Wide Market Research
16017 Comprint Circle
Gaithersburg, MD 20877
Ph. 301-948-1920
Fax 301-990-6690
1,3,4,6,7B

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

Consumer Pulse of Washington

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

Covington-Burgess Market Research Svce.
1921 Eleventh Street N.W.
Washington, D.C. 20001
Ph. 202-745-0919
Fax 202-797-8562
1,3,4,5,6,7D

Gikas International
11611 Old Georgetown Road
Rockville, MD 20852
Ph. 301-468-2380
Contact: Ellen Rosenthal
1,3,4,6,7B

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

House Market Research Inc.
1201 Seven Locks Rd., Ste. #200
Potomac, MD 20854
Ph. 301-424-1930
Fax 301-424-3128
Contact: Karen House-Sapp
1,3,4,6,7B
(See advertisement on p. 69)

House Market Research Inc.
3500 East West Hwy.
Hyattsville, MD 20782
Ph. 301-559-7060 or 301-424-1930
Fax 301-424-3128
Contact: Mollye Meyer
1,2,3,4,5,6,7A
(See advertisement on p. 69)

Metro Research Services, Inc.
10710 Lee Hwy. Ste. 207
Fairfax, VA 22030
Ph. 703-385-1108
Fax 703-385-8620
Contact: Nancy Jacobs
1,3,4,6,7A

Nancy Low & Assoc., Inc.
5454 Wisconsin Ave., #1500
Chevy Chase, MD 20815
Ph. 301-951-9200
Fax 301-986-1641
Contact: Patricia Kauffman
1,3,6,7B

Metro Research Services, Inc.
1729 King St., Ste. 303
Alexandria, VA 22314
Ph. 703-385-1108
Fax 703-385-8620
Contact: Nancy Jacobs
1,3,6,7B

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

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

Quality Controlled Services
6691-B Springfield Mall
Springfield, VA 22150
Ph. 703-971-6717
Fax 703-922-5946
Contact: Cynthia Dunn
1,3,4,6,7A
(See advertisement on p. 55)

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

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredricksburg, VA 22407
Ph. 703-786-3376
Fax 703-786-3925
1,3,4,6,7A
(See advertisement on p. 71)

Woelfel Research, Inc.
2222 Gallows Road, #220
Vienna, VA 22027
Ph. 703-560-8400
Fax 703-560-0365
Contact: Lisa H. Long
1,3,6,7B

FLORIDA

DAYTONA BEACH

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

FORT LAUDERDALE / BOCA RATON

Alenik Field Services, Inc.
1750 No. University Dr. #117
Coral Springs, FL 33071
Ph. 305-755-2222
Fax 305-755-2559
Contact: Bea Alenik
1,2,3,6,7B

Florida in Focus, Inc.
915 Middle River Drive
Ft. Lauderdale, FL 33304
Ph. 305-566-5729
Fax 305-566-6819
Contact: Doris M. Wagman
1,3,4,6,7B

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

Mar's Surveys, Inc.
1700 No. University Drive
Coral Springs, FL 33071
Ph. 305-755-2805
Fax 305-755-3061
Contact: Ronald Teblum
1,3,4,6,7B
(See advertisement on p. 112)

FORT MYERS

T.I.M.E. Market Research
4125 Cleveland Avenue
Ft. Myers, FL 33901
Ph. 813-275-0223
Fax 813-275-9883
1,3,4,6,7A
(See advertisement on p. 71)

GAINESVILLE

Perceptive Market Research, Inc.
2306 SW 13th St., #409
Gainesville, FL 32608
Ph. 904-336-6760 or 800-749-6760

Fax 904-336-6763
Contact: Elaine M. Lyons-Lepke
1,3,6,7D

JACKSONVILLE

Tom Dale Market Research
235 Margaret Street
Neptune Beach FL 32233
Ph. 212-758-9777
Fax 904-241-7922
Contact: Tom Dale
1,2,3,4,6,7B

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

MELBOURNE

Quick Test Opinion Ctrs.
Melbourne Square Mall #577
1700 W. Newhaven Ave.
Melbourne, FL 32904
Ph. 407-729-9809
Fax 407-729-9551
Contact: Lori Ryan
1,3,4,6,7A

MIAMI

BSR Field Services
2121 Ponce De Leon Blvd., #1250
Coral Gables, FL 33134
Ph. 305-443-2000 or 800-282-2771
Fax 305-448-6825
Contact: Robert Hays
1,2,3,6,7B

Findings International Corp.
9100 Coral Way. #6
Miami, FL 33165
Ph. 305-225-6517
Fax 305-225-6522
Contact: Orlando Esquivel
1,3,4,6,7B

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

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

National Opinion Research Services
760 Northwest 107 Ave., Ste. 115
Miami, FL 33178
Ph. 305-553-8585

Contact: Daniel Clapp
1,3,4,6,7B

Rife Market Research, Inc.
1111 Park Center Blvd., Ste. #111
Miami, FL 33169
Ph. 305-620-4244
Fax 305-621-3533
Contact: Mary Rife
1,3,4,6,7B
(See advertisement on p. 15)

Rife Market Research, Inc.
Skylake Mall
1758 NE Miami Gardens
No. Miami, FL 33179
Ph. 305-620-4244
Fax 305-621-3533
Contact: Mary Rife
1,3,4,6,7A
(See advertisement on p. 15)

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

Weitzman & Philip, Inc.
850 Ives Dairy Road
Miami, FL 33179
Ph. 305-653-4016
Contact: Daniel Philip
1,3,4,5,6,7A

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(Wheeling WV)

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Heath OH
(Columbus OH)

• **TIME NORTH**
Erie PA

• **TIME PITTSBURGH**
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• **TIME NEW YORK**
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• **TIME DAYTON**
Dayten OH

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Codes:

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

Location:

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

ORLANDO

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

Quick Test Opinion Ctrs.
Lake Square Mall
10401-082 Hwy. 441
Leesburg, FL 34788
Ph. 904-365-0505
Fax 904-365-2005
Contact: Douglas Fedele
1,3,4,6,7A

U.S. Research Corp.
Florida Mall Room 422
Orlando, FL 32809
Ph. 407-830-4542
Fax 407-830-6064
Contact: Ellen Shamblin
1,3,4,6,7A

U.S. Research Corp.
560 Osceola St.
Altamonte Springs, FL 32701

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Contact: Ellen Shamblin
1,3,4,5,6,7C

U.S. Research Corp.
1650 Sand Lake Rd., Ste. #213
Orlando, FL 32809
Ph. 407-830-4542
Contact: Ellen Shamblin
1,3,4,6,7B

PENSACOLA

Sand Dollar Research, Inc.
Cordova Square
4400 Bayou Blvd., Bldg. 53A
Pensacola, FL 32503
Ph. 904-478-9274
Fax 904-476-4450
Contact: Charles Graham
1,3,6,7B

Sand Dollar Research, Inc.
5100 North 9th Ave. M-1209
Pensacola, FL 32504
Ph. 904-478-9274
Fax 904-476-4450
Contact: Charles Graham
1,3,4,6,7A

SARASOTA

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

TALLAHASSEE

Friedman Marketing/Florida
Tallahassee Mall
2415 N. Monroe St., #708
Tallahassee, FL 32303
Ph. 904-385-4399 or 914-698-9591
Fax 904-385-3481
Contact: Scott MacFarlane
1,3,4,6,7A

TAMPA/ST. PETERSBURG

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

Adam Market Research, Inc.
7965 9th Street North
St. Petersburg, FL 33702
Ph. 813-875-4005
Fax 813-875-4055
Contact: Mark Siegel
1,3,6,7A

Adam Market Research, Inc.
4010 Boy Scout Blvd., Suite 755
Tampa, FL 33607
Ph. 813-875-4005

Fax 813-875-4055
Contact: Mark Siegel
1,3,4,6,7B

Davis & Davis Research, Inc.
8001 N. Dale Mabry Hwy., Ste. 401B
Tampa, FL 33614-3263
Ph. 813-873-1908
Fax 813-935-5473
Contact: Irene Davis
1,2,3,6,7B

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

Herron Associates, Inc.
600 No. Westshore Blvd., Ste. 702
Tampa, FL 33609
Ph. 813-282-0866
Fax 813-282-7037
Contact: Elaine Herron-Cravens
1,3,4,6,7B

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

Marketing and Store Services, Inc.
Urban Center II
4890 W. Kennedy Blvd., #120
Tampa, FL 33609
Ph. 813-289-4500
Fax 813-289-3760
Contact: Gwen Weinberger
1,3,4,6,7B
(See advertisement on p. 73)

Message Factors, Inc.
3102 N. Habana Ave., Suite 301
Tampa, FL 33607
Ph. 813-871-6546
Contact: Russell Boyd
1,3,4,6,7B

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

Quick Test Opinion Ctrs.
Countryside Mall, #1046
2601 U.S. Hwy 19 North
Clearwater, FL 34621
Ph. 813-797-4868
Fax 813-796-2616
Contact: Bessie Zantopoulos
1,3,4,6,7A

Schwartz Field Service Inc.
8902 N. Dale Mabry, Ste. 102
Tampa, FL 33614
Ph. 813-933-8060
Fax 813-935-3496
Contact: Bonita Schwartz
1,2,3,4,6,7B

Suburban Associates Inc.
4350 W. Cypress, Ste. 535
Tampa, FL 33607

Ph. 813-874-3423
Fax 813-875-6789
Contact: Mandy Tryanski
1,3,4,6,7B

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

WEST PALM BEACH

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

Profile Marketing Research
4020 So. 57 Avenue
Lake Worth, FL 33463
Ph. 407-965-8300
Fax 407-965-6925
1,3,6,7B

Lois Weinstein Associates
2300 Palm Beach Lakes Blvd., Ste. 207
W. Palm Beach, FL 33409
Ph. 407-622-4579
Fax 407-622-7779
Contact: Lois Weinstein
1,3,4,6,7B

GEORGIA

ATLANTA

Arena Research
1 Dunwoody Park, Suite 128
Dunwoody, GA 30338
Ph. 404-455-0770
Fax 404-451-3723
Contact: Steve Israel
1,3,4,6,7B

Atlanta Marketing Research Center
Ten Lenox Pointe
Atlanta, GA 30324
Ph. 404-239-0001
Fax 404-237-1235
Contact: Carol Smith
1,3,4,5,6,7C

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

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

Data Tabulating Service
3323 Chamblee-Dunwoody Road

Atlanta, GA 30341
Ph. 404-455-0114
Fax 404-458-8926
Contact: Bill Tyner
1,3,6,7B

Elrick & Lavidge Inc.
1990 Lakeside Pkwy., 3rd Flr.
Tucker, GA 30084
Ph. 404-938-3233
Fax 404-621-7666
Contact: Barbara Fackler
1,3,4,6,7B

Fieldwork Atlanta
200 Galleria Parkway
Atlanta, GA 30339

Ph. 404-988-0330
Contact: Carolyn Lee
1,3,4,5,6,7B
(See advertisement on p. 97)

Focus On Atlanta
3953 Pleasantdale Rd.
Atlanta, GA 30340
Ph. 404-447-9800
Fax 404-446-8038
Contact: Clara Stokes
1,3,4,6,7C

Heakin Research Inc.
Gwinnett Plaza Mall
2100 Pleasant Hill Road
Duluth, GA 30136

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.

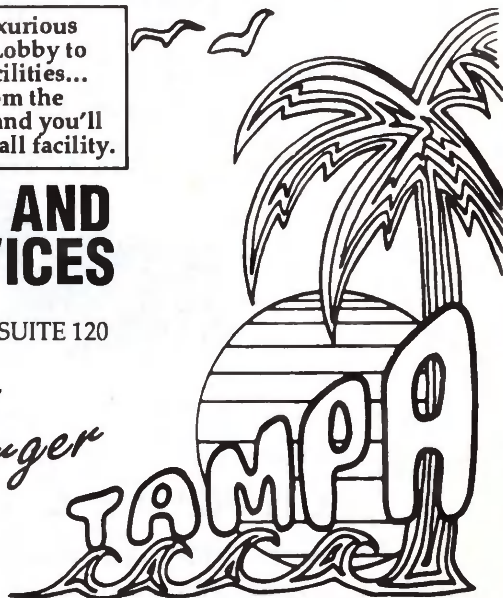
Just walk across the luxurious
Sheraton Grand Hotel Lobby to
our new focus group facilities...
or cross the street (from the
Sheraton Grand Lobby) and you'll
be able to visit our new mall facility.

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:

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

Location:

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

Ph. 404-476-0714
 Contact: Teri Williams
 1,3,6,7A

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

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

Jackson Associates Inc.
 3070 Presidential Dr. #123
 Atlanta, GA 30340
 Ph. 404-454-7060
 Fax 404-986-2828
 Contact: Margaret Hicks
 1,3,4,6,7B
 (See advertisement on p. 74)

Joyner Hutcheson Research Inc.
 1900 Century Place
 Atlanta, GA 30345
 Ph. 404-321-0953
 Fax 404-634-8131
 Contact: Wanda Hutcheson
 1,2,3,4,6,7B

Lansdell and Associates, Inc.
 5052 Clark Howell Hwy.
 Atlanta, GA 30349

Ph. 404-765-0936
 Fax 404-767-3124
 Contact: Doris Lansdell
 1,3,4,6,7B

MacConnell Research Services, Inc.
 10 Perimeter Park Dr., Ste. 110
 Atlanta, GA 30341
 Ph. 404-451-6236
 Fax 404-451-6184
 Contact: Joy MacConnell
 1,3,4,6,7B

MacFarlane & Company Inc.
 1900 Emery St. NW., Ste. 450
 Atlanta, GA 30318
 Ph. 404-352-2290
 Fax 404-352-2299
 1,3,6,7B

Message Factors
 5208 Roswell Rd.
 Atlanta, GA 30342
 Ph. 404-256-9405
 Fax 404-256-9457
 1,3,6,7C

Mid-America Research
 Lenox Square Mall
 3393 Peachtree Rd. NE
 Atlanta, GA 30326
 Ph. 404-261-8011
 Contact: Joan Ferdinands
 1,3,4,6,7A

Plaza Research
 2401 Lake Park Drive
 Atlanta, GA 30080
 Ph. 404-432-1400 or 800-654-8002
 Fax 404-432-0730
 Contacy: Bonnie Connell Vargo
 1,2,3,4,5,6,7B
 (See advertisement on p. 52)

Precision Field Services Atlanta, Inc.
 3405 Piedmont Rd.
 Atlanta, GA 30305
 Ph. 404-266-8666
 Fax 404-266-0208
 Contact: Patricia Sawyer
 1,3,4,5,6,7B

P.V.R.
 655 Village Square Dr.
 Stone Mountain, GA 30083
 Ph. 404-294-4433
 Fax 404-508-9677
 Contact: Glenda Fears
 1,3,4,6,7B

Quality Controlled Services
 1945 Cliff Valley Way, Ste. #250
 Atlanta, GA 30329
 Ph. 404-321-0468
 Fax 404-636-3276
 Contact: Susan Lipsitz
 1,3,4,6,7B
 (See advertisement on p. 55)

Quick Test Opinion Ctrs.
 Town Center at Cobb
 400 Ernest Barret Pkwy.
 Kennesaw, GA 30144
 Ph. 404-423-0884
 Fax 404-424-5354
 Contact: Barry McCoy
 1,3,4,6,7A

Quick Test Opinion Ctrs.
 4205 Roswell Rd.
 Atlanta, GA 30342
 Ph. 404-843-3807
 Fax 404-843-9733
 Contact: James Tackett
 1,3,4,6,7B

John Stolzberg Market Research
 1800 Century Blvd., Ste. #795
 Atlanta, GA 30345
 Ph. 404-329-0954
 Fax 404-329-1596
 Contact: John Stolzberg
 1,3,4,6,7B

Superior Research
 1155 Hammond Dr.
 Atlanta, GA 30328
 Ph. 404-394-4400
 Fax 404-391-9345
 Contact: Rhoda Davis
 1,2,3,4,5,6,7B
 (See advertisement on p. 75)

T & K Research Center
 245 Peachtree Center #308
 Atlanta, GA 30303
 Ph. 404-578-9085
 Fax 404-977-0833
 Contact: Sheryl Morgan
 1,2,3,6,7B

Whaley Research & Assoc., Inc.
 5001 Riverdale Court
 College Park, GA 30337
 Ph. 800-633-1652
 Contact: Marilynn Whaley
 1,3,4,6,7D
 (See advertisement on p. 3)

For over 30 years
JACKSON ASSOCIATES
 has provided quality data collection for the
 marketing research industry in
ATLANTA



Now, we are pleased to announce that same quality is
 available at our new mall/focus facilities in
CHARLOTTE & NASHVILLE
 For more information call Margaret Hicks at
 (404)454-7060 or (800)359-7060

GAINESVILLE

Jackson Associates Inc.
1285 W. Washington Street
Gainesville, GA 30501
Ph. 404-536-2054
Contact: Margaret Hicks
1,3,6,7A
(See advertisement on p. 74)

HAWAII

HONOLULU

Omnitrak Group, Inc.
220 S. King St., Ste. #975
Honolulu, HI 96813
Ph. 808-528-4050
Fax 808-538-6227
Contact: Barbara Ankersmit
1,3,6,7B

IDAHO

BOISE

E.S. Field Services
1111 S. Orchard, #150
Boise, ID 83705
Ph. 208-343-9556
Fax 208-343-0648
Contact: Steve Swann
1,3,6,7B

ILLINOIS

CHICAGO

Adler Weiner Research/Chicago, Inc.
34 E. Oak St., 3rd Floor
Chicago, IL 60611
Ph. 312-944-2555
Fax 312-944-7639
Contact: Eileen Dorfman
1,3,4,6,7B

Adler Weiner Research/Chicago, Inc.
6500 N. Lincoln Ave., #200
Chicago, IL 60645
Ph. 708-675-5011
Fax 708-675-5698
Contact: Eileen Dorfman
1,3,4,6,7C

All About Research
2000 York Road
Oak Brook, IL 60521
Ph. 708-573-9500
Fax 708-573-2552
Contact: Sandy Shapin
1,2,3,4,6,7B

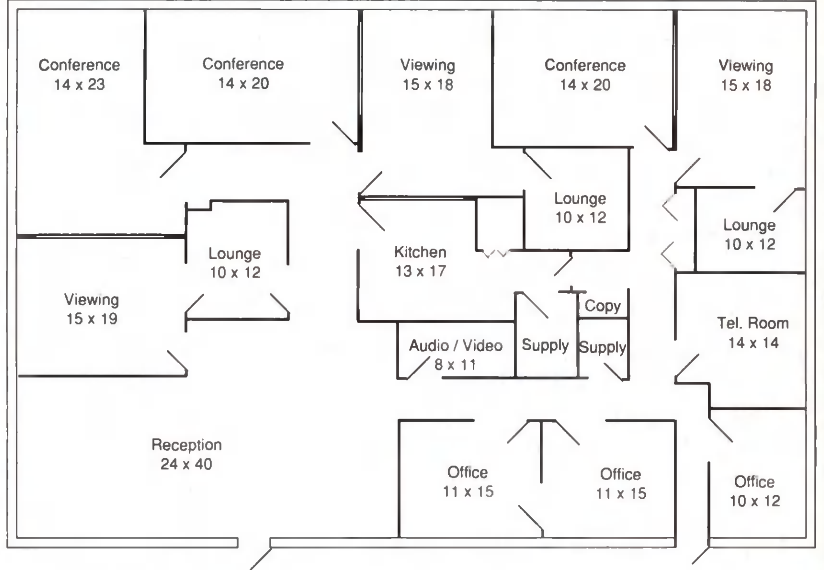
B. Angell and Associates, Inc.
4709 Golf Road
Skokie, IL 60076
Ph. 708-677-8888
Contact: Sharon Lowery
2,3,4,6,7B

Assistance In Marketing
1650 N. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 708-392-5500
Fax 708-392-5841
Contact: Maureen Fields
1,3,4,5,6,7B

Assistance In Marketing
Route 31 and 72
Dundee, IL 60118
Ph. 708-428-0885
Fax 708-428-4554
Contact: Trish Hoffman
1,3,4,6,7A

Assistance In Marketing
2828 N. Clark Street
Chicago, IL 60657
Ph. 312-477-3139
Fax 312-528-3897
Contact: Kelly Kerchum
1,3,4,6,7A

Baxter Research Interviewing
270 W. North Avenue
Villa Park, IL 60181
Ph. 708-832-2617
1,3,4,6,7A

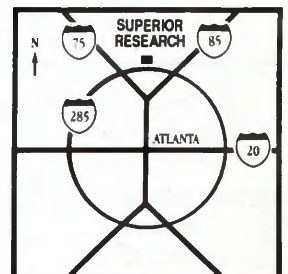


SUPERIOR RESEARCH

*ATLANTA'S NEWEST FOCUS GROUP FACILITY
OWNED AND MANAGED BY RHODA DAVIS AND DEBBIE HUNTER*

- THREE SPACIOUS FOCUS GROUP SET-UPS
- FULLY EQUIPPED TEST KITCHEN
- SIMULTANEOUS VIEWING CAPABILITY
- REVERSABLE SET-UP FOR IN-DEPTH INTERVIEWS
- FIXED VIDEO EQUIPMENT
- LOUNGES WITH EXERCISE EQUIPMENT
- GOURMET FOOD
- ADJACENT TO BANKS, RESTAURANTS, SHOPS AND HOTELS
- EASY ACCESS TO MAJOR HIGHWAYS AND AIRPORTS

SUPERIOR RESEARCH
1155 HAMMOND DRIVE
SUITE 5090-E
ATLANTA, GA 30328
TELEPHONE **404-394-4400**
FAX **404-391-9345**



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

Contact: Bob Bryles
1,3,4,6,7A

Bryles Survey Service
17735 S. Halsted Street
Homewood, IL 60477
Ph. 708-532-6800
Contact: Bob Bryles
1,3,4,6,7A

Bullard Research Service, Inc.
10413 Roberts Rd.
Palos Hills, IL 60465
Ph. 708-599-2703
Fax 708-599-2707
Contact: Bob King
1,3,6,7B

Bryles Survey Service
6847 W. 159th Street
Tinley Park, IL 60477
Ph. 708-532-6800
Contact: Bob Bryles
1,3,4,6,7A

Bryles Survey Service
260 Orland Park Place
Orland Park, IL 60462
Ph. 708-532-6800

C/J Research, Inc.
3150 Salt Creek Lane
Arlington Heights, IL 60005
Ph. 708-253-1100
Fax 708-253-1587
Contact: Sherri Binke
1,3,6,7B

Car-Lene Research, Inc.
Northbrook Court
Northbrook, IL 60062
Ph. 708-498-1305
1,3,4,6,7A

Car-Lene Research, Inc.
Deerbrook Mall
188 So. Waukegan Street
Deerfield, IL 60015
Ph. 708-564-1454
Contact: Karen Canzoneri
1,3,4,6,7A

Chicago Focus
7 E. Huron
Chicago, IL 60611
Ph. 312-951-1616
Fax 312-951-5099
Contact: Lynn Rissman
1,3,4,6,7C
(See advertisement on p. 126)

Comiskey Research
205 W. Grand Ave., Ste. #108
Bensenville, IL 60106
Ph. 708-860-2255
Contact: Sig Saltz
1,3,4,6,7B

Communications Workshop, Inc.
168 N. Michigan Ave.
Chicago, IL 60601
Ph. 312-263-7551
Fax 312-332-6115
Contact: Wilma M. Blagaich
1,2,3,4,6,7B

Consumer and Professional Research, Inc.
3612 W. Lake Ave.
Wilmette, IL 60091
Ph. 708-256-7744
Fax 708-251-7662
Contact: Margie Morich
1,3,6,7B

Consumer Surveys Company
Northpoint Shopping Center
304 E. Rand Road
Arlington Heights, IL 60004
Ph. 708-394-9411
Fax 708-394-0001
Contact: Floyd Berlant
1,3,4,6,7A
(See advertisement on p. 76)

Data Research, Inc.
1319 Butterfield Rd., Ste. #512
Downers Grove, IL 60515
Ph. 708-971-2880
1,3,6,7B

Dimensional Marketing, Inc.
211 E. Ontario St., 16th Flr.
Chicago, IL 60611
Ph. 312-280-0700
1,3,4,6,7B

MEMO TO: All Marketing Research Professionals,
Moderators and Clients

FROM: CONSUMER SURVEYS COMPANY

MESSAGE: You Deserve To Be Pampered!

You get off a cramped airplane, drive through an unfamiliar city to arrive, barely on time, at a research facility where you spend time in a cramped, too warm/too cold viewing room, craning your neck to see around a cameraman who is busily videotaping your group.

Next time, pamper yourself at our new facility at the Northpoint Shopping Center. Relax in our spacious client lounge. Monitor the group in the lounge, or in our tired, airy, observation room along with your 15 agency and corporate traveling companions. You'll feel refreshed by our separate air/heating system. View your group through an insulated one-way window stretching from the desktop writing ledge to the ceiling while a cameraman records the session from a remote video system located at the rear of the room, thereby providing you an unobstructed view.

While you are comfortably watching your moderator capture every nuance, you can periodically jump up and utter those immortal words . . . "That's right! That's exactly what I've been telling you!"

Come join us in a research environment designed to provide both comfort and quality research. After all, you are worth it.

In Chicago, wheu you demand excellence . . .



CONSUMER SURVEYS

NORTHPOINT SHOPPING CENTER

304 E. Rand Road, Snite 220

Arlington Heights, IL 60004-3147

Tel. # 708/394-9411

Fax # 708/394-0001

Elrick & Lavidge, Inc.
3 Westbrook Corp. Ctr., #600
Westchester, IL 60154
Ph. 708-449-5300
Fax 708-449-4498
Contact: Jan Gebhardt
1,3,4,6,7B

Facts In Focus, Inc.
226 Fox Valley Center
Aurora, IL 60505
Ph. 708-898-2166
Fax 708-898-2172
Contact: Ann O'Connor
1,3,4,5,6,7A

Fieldwork Chicago, Inc.
6200 N. Hiawatha, Ste. #720
Chicago, IL 60646
Ph. 312-282-2911
Fax 312-282-8971
Contact: Alice White
1,3,4,5,6,7B
(See advertisement on p. 97)

Fieldwork Chicago-O'Hare, Inc.
8420 W. Bryn Mawr
Chicago, IL 60631
Ph. 312-714-8700
Fax 312-714-0737
Contact: Susan Brody
1,3,4,6,7B
(See advertisement on p. 97)

Focuscope, Inc.
1100 West Lake St., Ste #60
Oak Park, IL 60301
Ph. 708-386-5086
Fax 708-386-1207
Contact: Kevin Rooney
1,3,4,5,6,7B
(See advertisement on p. 77)

Goldring and Company, Inc.
820 No. Orleans, Ste. #210
Chicago, IL 60610
Ph. 312-440-5252
Fax 312-266-1742
1,2,3,4,6,7B

Heakin Research, Inc.
3615 Park Drive, Ste. #101
Olympia Fields, IL 60461
Ph. 708-503-0100
Contact: Pat Wroble
1,3,4,6,7B

Home Arts Guild Research Center
35 E. Wacker Drive
Chicago, IL 60601
Ph. 312-726-7406
Fax 312-346-3746
Contact: Roy Roberts
1,3,4,5,6,7B
(See advertisement on p. 77)

Illinois Center Market Research
151 N. Michigan Ave., Ste. 2413
Chicago, IL 60601
Ph. 312-856-1697
Fax 312-856-0122
Contact: Peggy Ryan
1,3,4,6,7B

Kapuler Survey Center
North Arlington Atrium
3436 No. Kennicott
Arlington Heights, IL 60004
Ph. 708-870-6700
Fax 708-392-2122
Contact: Deanna Springer Abramowitz
1,3,4,6,7B

Marketing Services
2525 Gross Point Road
Evanston, IL 60201
Ph. 708-864-4100
1,3,6,7C

Mid-America Research
280 Orland Square Shopping Center
Orland Park, IL 60462
Ph. 708-349-0888
Contact: Denise Allaway
1,3,4,6,7A

Mid-America Research
Randhurst Shopping Center
999 N. Elmhurst Rd.
Mt. Prospect, IL 60056
Ph. 708-392-0800
Fax 708-870-6236
Contact: Elizabeth Jorgenson
1,3,4,6,7A



WE'RE GONNA KNOCK YOUR SOCKS OFF!

Focuscope has a new look!
Our new facilities include four state of the art qualitative suites with private client lounges and all the right amenities to knock the socks off both moderators and their clients.

But we're not just another pretty face.
At Focuscope you can still rely on *full groups of qualified respondents* and our famous attention to detail...right down to brimming bowls of m&m's in each viewing room.

Focuscope's facilities, recruiting, service...hang on to your socks!



focuscope 1100 W. Lake Street, Ste. 60
Oak Park IL 60301 Phone: 708/386-5086

Circle No. 444 on Reader Card

CHICAGO'S LUXURIOUS FOCUS GROUP CENTER

Four Spacious Suites

- Tiered viewing rooms with private lounges, phones, dining centers.
- Consumers, doctors, business people recruited on site from *entire area, city and suburbs.*
- Observable kitchen & 1-on 1 rooms. Test Store, auditorium. Specialize in large scale pre-recruited product, taste tests with quick turn-around.
- Ask for our color brochure.



HOME ARTS GUILD RESEARCH CENTER

35 East Wacker Drive, Chicago, IL 60601
Phone (312) 726-7406 • Fax (312) 346-3746



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

National Data Research, Inc.
770 Frontage Rd., #110
Northfield., IL 60093
Ph. 708-501-3200
Fax 708-501-2865
Contact: Val Maxwell
1,3,4,6,7B

National Qualitative Centers
625 N. Michigan Avenue
Chicago., IL 60611
Ph. 312-642-1001
Fax 312-649-5812
Contact: Sandy Nidetz
1,2,3,4,6,7B

Oakbrook Interviewing Center
1415 W. 22nd St., Ste. #220
Oak Brook., IL 60521
Ph. 708-574-0330
Fax 708-574-0358
Contact: Irene Potocki
1,3,4,5,6,7B
(See advertisement on p. 78)

O'Hare in Focus
1011 E. Touhy Ave., Ste. #440
Des Plaines., IL 60018
Ph. 708-299-6636
Fax 708-824-3259
Contact: Renie Vitellaro
1,3,4,5,6,7B
(See advertisement on p. 79)

Plaza Research
5450 N. Cumberland Ave.
Chicago., IL 60656
Ph. 312-714-9600
Fax 312-714-9604

Contact: Holli Epstien
1,2,3,4,5,6,7B
(See advertisement on p. 52)

Precision Field Services
7900 Milwaukee Ave., Ste. #22
Niles., IL 60648
Ph. 708-966-8666
Fax 708-966-9551
Contact: Iona Adelman
1,3,4,5,6,7A

Quality Controlled Services
2000 Spring Road
Oak Brook., IL 60521
Ph. 708-990-8300
Fax 708-990-8188
Contact: Andrea Wilk
1,3,4,6,7B
(See advertisement on p. 55)

Quick Test Opinion Ctrs.
Ford City Shopping Ctr
7601 S. Cicero Ave.
Chicago., IL 60652
Ph. 312-581-9400
Fax 312-581-9758
Contact: Gerri Etkron
1,3,4,6,7A

Quick Test Opinion Ctrs.
429 Hawthorne Center
Vernon Hills., IL 60061
Ph. 708-367-0036
Fax 708-367-4863
Contact: Sandy Lewis
1,3,4,6,7A

Research House
6901 No. Lincoln Ave.
Lincolnwood, IL 60646-2605
Ph. 708-677-4747
Fax 708-677-7990
Contact: Darlene Piell
1,3,4,6,7C

Smith Research
1121-P Lake Cook Road
Deerfield., IL 60015
Ph. 708-948-0440
Fax 708-948-8350
Contact: Kevin Smith
1,2,3,4,6,7B

Smith Research
150 E. Huron, Ste. #720
Chicago., IL 60611
Ph. 708-948-0440
Fax 708-948-8350
Contact: Kevin Smith
1,2,3,4,6,7B

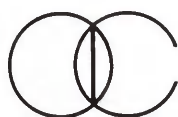
Survey Center, Inc.
455 E., ILinois
Chicago., IL 60611
Ph. 312-321-8100
Fax 312-321-0607
1,2,3,4,5,6,7D

Time N Talent, Inc.
7337 N. Lincoln Ave.
Lincolnwood., IL 60646
Ph. 708-675-0200
Contact: Myra Balaban
1,3,4,6,7B

Time N Talent
Meadows Town Mall
1400 Golf Rd.
Rolling Meadows., IL 60008
Ph. 708-806-0006
Contact: Harry Balaban
1,3,4,6,7A

U.S. Research Corp.
300 Marquardt Drive
Wheeling, IL 60090
Ph. 708-520-3600
Fax 708-520-7933 or 520-3621
Contact: Dennis Hill
1,3,6,7C

View Point, Inc.
3059 W. Palmer Square
Chicago, IL 60647
Ph. 312-276-3900
Contact: Felix Burrows
1,3,4,6,7C



OAKBROOK INTERVIEWING CENTER... in the heart of the Chicago Metropolitan area.

Beautifully designed and decorated, the center has four spacious conference rooms with large, tiered viewing rooms and private client areas, and two fully equipped kitchens, one with viewing. Every need of the experienced moderator has been anticipated, including superb recruiting from a widely diverse area. And a professional staff attends to your needs throughout the most demanding day.

The Oakbrook Interviewing Center...quite possibly, the finest focus group facility in the Chicago area, where warmth and comfort are evident, and attention to detail and service is the rule, not the exception.

For a brochure call or write Irene Potocki
1415 West 22nd Street Oak Brook, IL 60521
(708) 574-0330 / (708) 574-9358[fax]

PEORIA

Scotti Bur. Mktg. Rsch.
1118 N. Sheridan Rd.
Peoria, IL 61606
309-673-6194
1,3,4,5,6,7C

INDIANA

EVANSVILLE

Gore Research and Associates
Old Nat'l Bank Bldg., Ste. #1011
Evansville, IN 47708
Ph. 812-422-3221
1,3,4,6,7B



Your CHICAGO Area Focus Group Center

Excellent Location

Just minutes from O'Hare International Airport.

Our location provides convenient access from middle and upper income suburbs plus Northwest Chicago.

State-of-the-Art Focus Group Center

Three large conference rooms.

Spacious viewing rooms with wall-to-wall, one-way mirrors.

Two client lounges.

Private client entrance.

Professional quality video and audio equipment.

Flexible areas for large displays.

Available with or without recruiting.

Test Kitchen

Fully-equipped test kitchen with freezer storage.

Direct observation of the kitchen through one-way mirror.

Our People

Experienced staff of in-house recruiters.

Highly qualified moderators available.

O'HARE IN FOCUS

a division of Irwin Broh & Associates, Inc.

1011 East Touhy Avenue • Des Plaines, Illinois 60018
(708) 299-6636 • FAX (708) 824-3259

Codes:

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

Location:

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

Market Research Services
4530 Hwy. 1514
Utica, KY 42376
Ph. 502-785-4033
Contact: Donna Baldrige
1,3,4,6,7C

Product Acceptance & Research(PAR)
1510 W. Franklin St.
Evansville, IN 47710
Ph. 812-425-3533
Fax 812-421-6806
1,3,4,6,7B

Product Acceptance & Research(PAR)
1139 Washington Square Mall
Evansville, IN 47715
Ph. 812-473-5116
Fax 812-421-6806
1,3,4,6,7A

FORT WAYNE

Dennis Research Services, Inc.
3502 Stellhorn Rd.
Ft. Wayne, IN 46815
Ph. 800-837-2442
Fax 219-485-1476
Contact: Pat Slater
1,3,4,6,7B

INDIANAPOLIS

Data Source
8004 Castleway Dr.
Indianapolis, IN 46250
Ph. 317-577-0500
Fax 317-577-5438
Contact: Marlene Brewer
1,3,4,6,7B

Herron Associates, Inc.
710 Executive Park Drive
Greenwood IN 46143
Ph. 317-882-3800
Fax 317-882-4716
Contact: Dorothy Serrano
1,3,4,6,7B

Herron Associates, Inc.
Washington Square Mall
Indianapolis, IN 46229
Ph. 317-882-3800
Fax 317-882-4716
Contact: Dorothy Serrano
1,3,4,6,7A

Indianapolis Research Company
3037 South Meridian St.
Indianapolis, IN 46217
Ph. 317-788-0861
Contact: Judy Young
1,3,4,6,7B

Strategic Marketing & Research
303 No. Alabama, #210
Indianapolis, IN 46204
Ph. 317-262-4680 or 800-424-6270
Fax 317-262-4513
Contact: Susan Wood
1,3,6,7B

SOUTH BEND

Focal Pointe/Memorial Hosp. of So. Bend
615 No. Michigan Street
South Bend, IN 46601
Ph. 219-284-7350
Fax 219-284-3674
Contact: Rosalind Alexander
1,3,4,6,7C

Market Strategies, Inc.
108 No. Main St., JMS Bldg., #311
South Bend, IN 46530
Ph. 219-233-3453
Fax 219-287-1276
Contact: Sharon Boveri
1,3,4,6,7B

Research Centre, Inc.
103 West Wayne St., #304
South Bend, IN 46601
Ph. 219-287-7070
Fax 219-236-6060
Contact: Rita Runyon
1,2,3,4,6,7B

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WATERLOO**

Frank N. Magid Associates
One Research Center
Marion, IA 52302
Ph. 319-377-7345
Contact: Jane Cook
1,3,6,7B

DAVENPORT

Per Mar Research Services
322 Brady Street
Davenport, IA 52801
Ph. 319-322-1960
Fax 319-322-1370
Contact: Patricia Duffy Stegmaier
1,3,6,7C

DES MOINES

Friedman Marketing/Des Moines
Southridge Mall
1111 E. Army Post Rd., #158
Des Moines, IA 50315
Ph. 515-287-4744 or 313-569-0444
Fax 515-287-5937
Contact: Paula Crimmins
1,3,4,6,7A

IMR Systems, Ltd.
507 Tenth St., #802
Des Moines, IA 50309
Ph. 515-282-7800
Contact: William Tooley
1,3,6,7B

Mid-Iowa Interviewing
1551-35th St., #157A
West Des Moines, IA 50265
Ph. 515-225-6232
Fax 515-225-1184
Contact: Doug Brown
1,3,4,6,7A

Per Mar Research Services
2901 Douglas Ave., Ste. #1A
Des Moines, IA 50310
Ph. 515-255-2218
Fax 515-255-3664
Contact: Mary Vortherms
1,3,6,7C

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

Central Research Corp.
900 Bank IV Tower
Topeka, KS 66603
Ph. 913-233-8948
Fax 913-233-8956
Contact: Donald Hardesty
1,3,6,7B

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Data Net-Wichita
7700 E. Kellogg, #231
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6664
Contact: Clyde K. Nitta
1,3,4,6,7A

Marketing Support Services, Inc.
200 No. Broadway, #220
Wichita, KS 67202
Ph. 316-263-3949
Fax 316-292-3274
Contact: Kenneth F. Smith
1,3,7B

Name Services Unlimited
1786 So. Seneca, #6
Wichita, KS 67213
Ph. 316-264-3670
Contact: Linda McFadden
1,3,6,7B

The Research Partnership/
Wichita Marketing Research, Inc.
224 Ohio
Wichita, KS 67214
Ph. 316-263-6433
Fax 316-263-0885
Contact: Esther Headley
1,3,7C

U.S. Research Corp.
Town West Square, Store 804
Wichita, KS 67209
Ph. 316-943-1153
1,3,4,6,7A

KENTUCKY

LEXINGTON

Lexington Opinion Research
131 Prosperous Place, #19B
Lexington, KY 40509
Ph. 606-263-4999
Fax 606-263-2838
Contact: Alice M. Greene
1,3,6,7B

LOUISVILLE

Davis Research Services, Inc.
4229 Bardstown Rd.
Louisville, KY 40218
Ph. 502-499-0607
Contact: Joan Davis
1,3,4,6,7A

Internet Research Services,
Div. of Wilkerson and Associates
3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-459-3133
Fax 502-459-8392
1,3,4,5,6,7C

Personal Opinion, Inc.
3415 Bardstown Rd., Ste. 206A
Louisville, KY 40218
Ph. 502-451-1971
Fax 502-451-3940
Contact: Melissa Smith
1,2,3,4,5,6,7B

Southern Research Services, Inc.
1930 Bishop Lane, #921
Louisville, KY 40218
Ph. 502-454-0771
Contact: Sharron Hermanson
1,3,4,6,7B
(See advertisement on p. 81)

Southern Surveys, Inc.
1519 Gagel Avenue
Louisville, KY 40216
Ph. 502-367-7199
Contact: Doris Kaberle
1,3,4,6,7B

Stevens Research Services, Inc.
1941 Bishop Lane, #806
Louisville, KY 40218
Ph. 502-456-5300
Fax 502-456-2404

Contact: Allen Fangman
1,2,3,4,5,6,7B

Stevens Research Services, Inc.
Greentree Mall, Hwy. 131
Clarksville, IN 47130
Ph. 502-456-5300
Fax 502-456-2404
Contact: Allen Fangman
1,3,4,6,7A

LOUISIANA

BATON ROUGE

Gulf State Research Center
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Baton Rouge, LA 70806
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Baton Rouge, LA 70808
Ph. 504-766-4065
Fax 504-766-9597
Contact: Joan Berg
1,3,4,6,7B

NEW ORLEANS

Analytical Studies, Inc.
708 Rosa Avenue
Metairie, LA 70005
Ph. 504-835-3508
Contact: Myrtle Grosskopf
1,3,6,7B

Friedman Marketing/New Orleans
Belle Promenade Mall
1701 Barataria Blvd., Ste. 666
Marrero, LA 70072
Ph. 504-340-0972 or 914-698-9591
Fax 504-340-7965
Contact: Scott McFarlane
1,3,4,6,7A

Heakin Research, Inc.
Esplanade Mall
1401 W. Esplanade, Ste. 118

Kenner, LA 70065
Ph. 504-464-9188
Contact: Ben Leighton
1,3,4,6,7A

Linden Research Services Corp.
197-36 Westbank Exp.
Gretna, LA 70053
Ph. 504-368-9825
Fax 504-368-9866
Contact: Marty Olson
1,3,4,6,7A

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4300 S. I-10 Service Rd., Ste 115
Metairie, LA 70001
Ph. 504-456-9025
Fax 504-456-9072
Contact: Lena Webre
1,3,4,6,7B

New Orleans Field Service Assoc.
257 Bonnabel Blvd.
Metairie, LA 70005
Ph. 504-833-0641
Contact: Andrea Gereighty
1,3,6,7B

MAINE

PORTLAND

Consumer Research of Maine
672 Ocean Avenue
Portland, ME 04103

Ph. 207-773-3849
Fax 207-773-3849
Contact: Susan W. Jordan
1,2,3,4,6,7D

Market Research Unlimited, Inc.
40 Atlantic Place
S. Portland, ME 04106
Ph. 207-775-7249
Fax 207-775-5223
Contact: Fran Mavodones
1,3,4,5,6,7B

Strategic Marketing Services
148 Middle Street
Portland, ME 04101
Ph. 207-774-6738
Fax 207-772-4842
Contact: Patrick O. Murphy
1,3,4,6,7C

MARYLAND

BALTIMORE

A-H Interviewing
3610 Milford Mill Rd.
Baltimore, MD 21207
Ph. 410-922-9186
1,3,4,6,7B

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Glen Burnie, MD 21061
Ph. 410-760-0052
Fax 410-760-6744
Contact: Becky Valenta
1,3,4,6,7B

AIM/Baltimore
101 E. Chesapeake Ave.
Towson, MD 21204
PH. 410-337-5000
Fax 410-337-5089
Contact: Sylvia Yaeger
1,3,4,6,7C

AIM/Baltimore
6400 Rossville Blvd.
Baltimore, MD 21237
Ph. 410-391-7750
Fax 410-391-7850
Contact: Sylvia Yaeger
1,3,4,6,7A

Baltimore Research Agency
8320 Bellona Ave., Ste. 40
Baltimore, MD 21204
Ph. 410-583-9991
Fax 410-484-0252
1,3,6,7B

Bay Area Research
9936 Liberty Road
Randallstown, MD 21133
Ph. 410-922-6600
Fax 410-922-6675
Contact: Tamara Zwingelberg
1,3,4,6,7D

Chesapeake Surveys
305 W. Chesapeake Ave., Ste. L19
Towson, MD 21204
Ph. 410-296-4411
Fax 410-828-6520
Contact: Carolyn Hilton
1,3,4,6,7B
(See advertisement on p. 82)

Consumer Pulse of Baltimore
8200 Perry Hall Blvd.
Baltimore, MD 21236
Ph. 410-931-6700
Fax 410-931-6711
Contact: Linda Crowder
1,3,4,5,6,7A
(See advertisement on p. 84)

The Family Research Group
717 Light St., 3rd Floor
Baltimore, MD 21230
Ph. 410-332-0400
Fax 410-744-2312
Contact: Barbara Gassaway
1,3,4,6,7B

Heakin Research, Inc.
7839 Eastpoint Mall, Ste. 3
Baltimore, MD 21224
Ph. 410-282-3133
Contact: Alice Matheny
1,3,4,6,7A

Maryland Marketing Source, Inc.
817 Maiden Choice Ln. #150
Baltimore, MD 21228
Ph. 410-247-3276
Fax 410-536-1858
Contact: Barbara Bridge
1,3,6,7B

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Bernett Research Services, Inc.
230 Western Ave., Ste. 201
Boston, MA 02134
Ph. 617-254-1314
Fax 617-254-1857
Contact: Stacey Black/Trish Herman
1,3,4,5,6,7B
(See advertisement on pp. 85,86)

Boston Field and Focus
4 Faneuil Hall Marketplace
Boston, MA 02109
Ph. 508-720-1870
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7B

CSI Qualitative Research Center
Northshore Mall
Peabody, MA 01960
Ph. 203-797-0666
Fax 203-748-1735
Contact: Karen Forcade
1,3,4,5,6,7A

Decision Research
99 Hayden Ave.
Lexington, MA 02173
Ph. 617-861-7350
1,3,6,7B

Dorr & Sheff, Inc.
190 North Main Dr.
Natick, MA 01760
Ph. 508-650-1292
Fax 508-650-4722
Contact: Garry Sheff
1,3,4,6,7B

Fieldwork Boston, Inc.
800 South Street
Waltham, MA 02154
Ph. 617-899-3660
Fax 617-893-5574
Contact: Vincent Stolo
1,2,3,4,6,7B
(See advertisement on p. 97)

First Market Research Corp.
121 Beach Street
Boston, MA 02111
Ph. 617-482-9080 or 800-347-7811
Fax 617-482-4017
1,3,6,7B

Focus On Boston
Qualitative Research Center
400 Atlantic Ave.
Boston, MA 02110

Ph. 617-338-9636
Fax 617-338-9236
Contact: Paul Bolden
1,3,4,6,7B
(See advertisement on p. 83)

National Field & Focus, Inc.
190 N. Main Street
Natick, MA 01760
Ph. 508-655-1926
Contact: Brenda Chartoff
1,3,4,6,7B
(See advertisement on p. 84)

National Qualitative Centers
545 Boylston St.
Boston, MA 02116
Ph. 617-424-8800
Fax 617-262-2156
Contact: Christine Donnell
1,3,4,5,6,7B

New England Marketing Research
50-R Nichols St.
Danvers, MA 01923
Ph. 508-774-5688
Contact: Una Hyland O'Connor
1,3,6,7C

Panel Opinions, Inc.
155 Middlesex Turnpike
Burlington, MA 01803
Ph. 617-229-6226
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Contact: Lois Toko
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Qualitative Focus
(Div. of Research Data, Inc.)
624 Worcester Rd.
Framingham, MA 01701
Ph. 508-875-1300
Fax 508-872-2001
1,3,4,6,7B

Quick Test Opinion Ctrs.
Watertown Mall
550 Arsenal St.
Watertown, MA 02172
Ph. 617-924-8486
Fax 617-923-0261
Contact: Bonnie McDonald
1,3,4,6,7A

Pathfinder Research Group
629 Massachusetts Avenue
Boxborough, MA 01719
Ph. 508-263-0400
Fax 508-264-4065
Contact: James F. Shur
1,3,4,6,7B

Performance Plus, Inc.
111 Speen St., Ste 105
Framingham, MA 01701
Ph. 508-872-1287

Quick Test Opinion Ctrs.
Dedham Mall, Route 1
Dedham, MA 02026
Ph. 617-326-0865
Fax 617-320-0049
Contact: Dolly Rooney
1,3,4,5,6,7B

Quick Test Opinion Ctrs.
Hamilton Plaza
680 Worcester Rd.
Framingham, MA 01701
Ph. 508-872-1800
Fax 508-875-4719
Contact: Chris Rigopoulos
1,3,4,6,7B

Survey and Research Service, Inc.
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Cambridge, MA 02140
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Contact: Agnes Piandes
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1,3,4,6,7A

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vice

2341 Boston Road
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Contact: Anita Tarallo
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(See advertisement on p. 84)

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Contact: Paula Crimmins
1,2,3,4,5,6,7C

Crimmins-Forman Market Research
29755 Plymouth Rd., #150
Livonia, MI 48150
Ph. 313-427-5360
Fax 313-427-5250
Contact: Lois Forman
1,3,4,5,6,7A

Friedman Marketing/Detroit
Oakland Mall
350B W 14 Mile Road
Troy, MI 48083
Ph. 313-589-0950 or 914-698-9591
Fax 313-589-0271
Contact: Scott McFarlane
1,3,4,6,7A

Friedman Marketing/Detroit
French-Town Square Mall
2121 N. Monroe Street, Unit 105
Monroe, MI 48161
Ph. 313-241-1610 or 914-698-9591
Fax 313-241-6804
Contact: Scott McFarlane
1,3,4,6,7A

Friedman Marketing of Detroit
25130 Southfield Rd. #102
Southfield, MI 48075
Ph. 313-569-0444 or 914-698-9591
Fax 313-569-2813
Contact: Scott McFarlane
1,3,4,6,7A

General Interviewing Surveys
17117 W. Nine Mile Rd., Ste. 1020
Southfield, MI 48075
Ph. 313-559-7860
Fax 313-559-2421
Contact: Sheila Smith
1,3,4,6,7B

Heakin Research-Detroit
Macomb Mall, Ste. 79
Roseville, MI 48066
Ph. 313-294-3232
Contact: Janet Baker
1,3,4,6,7A

M. O. R.-PACE
31700 Middlebelt Rd..
Farmington Hills, MI 48334
Ph. 800-878-PACE or 313-737-5300
Fax 313-737-5326
Contact: Lisa Sherwood
1,2,3,4,6,7B
(See advertisement on p. 11)

Nordhaus Research, Inc.
20300 W. 12 Mile Rd.
Southfield, MI 48076
Ph. 313-827-2400
Fax 313-827-1380
Contact: Jean Delegarde
1,3,4,6,7B

Opinion Search
21800 Melrose, Ste. 4
Southfield, MI 48075
Ph. 313-358-9922
Fax 313-358-9914
Contact: Roberta Schare
1,3,4,6,7B

Product & Consumer Evaluations
31700 Middlebelt Rd..
Farmington Hills, MI 48334
Ph. 800-878-PACE
Fax 313-737-5326
Contact: Kathy Patrignani
1,2,3,4,5,6,7B

Quick Test Opinion Ctrs.
Southland Center Mall
23000 Eureka Road
Taylor, MI 48180
Ph. 313-287-3600
Fax 313-287-3840
Contact: Mike Clack
1,3,4,6,7A

Research Data Analysis
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Fax 313-332-4168
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- 7D Other

Ph. 313-855-7811
 Fax 313-855-2368
 Contact: Karen Lesko
 1,2,3,4,5,6,7B
 (See advertisement on p. 87)

Research-One, Inc.
 21711 W. Ten Mile Rd.
 Southfield, MI 48075
 Ph. 313-358-4055
 Fax 313-358-2762
 Contact: Gordon Kane
 1,3,6,7B

TRENDFACTS Field Services
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Yee/Minard and Associates
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 Southfield, MI 48034
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 Fax 313-352-3787
 Contact: Lynne Goodman
 1,3,6,7B

GRAND RAPIDS

Breakthru Surveys, Inc.

535 Greenwood SE
 Grand Rapids, MI 49506
 Ph. 616-451-9219
 Contact: Fred Howell
 1,3,6,7B

Datatrack, Inc.
 161 Ottawa Ave. NW
 Grand Rapids, MI 49503
 Ph. 616-776-7230
 Fax 616-776-7212
 Contact: Pamela Schichtel
 1,2,3,4,6,7B

Datatrack, Inc.
 Eastbrook Mall
 Grand Rapids, MI 49508
 Ph. 616-776-7230
 Fax 616-776-7212
 Contact: Pamela Schichtel
 1,2,3,4,6,7A

Nordhaus Research, Inc.
 2449 Camelot Court
 Grand Rapids, MI 49506
 Ph. 616-942-9700
 Fax 616-942-1325
 Contact: Jean Delegarde
 1,3,6,7B

Western Michigan Research, Inc.
 6143 1/2 28th St. SE
 Grand Rapids, MI 49546
 Ph. 616-949-8724
 Fax 616-949-8511
 Contact: Nancy Vanderveer
 1,2,3,6,7B

KALAMAZOO

Haworth College of Business
 Western Michigan University
 Kalamazoo, MI 49008-3801
 Ph. 616-387-5066
 Contact: Doralee DeRyke
 1,3,6,7C

LANSING

Capitol Research Services
 401 So. Washington Sq. 2nd Flr.
 Lansing, MI 48933
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 Fax 517-322-0640
 Contact: Rachele Souser
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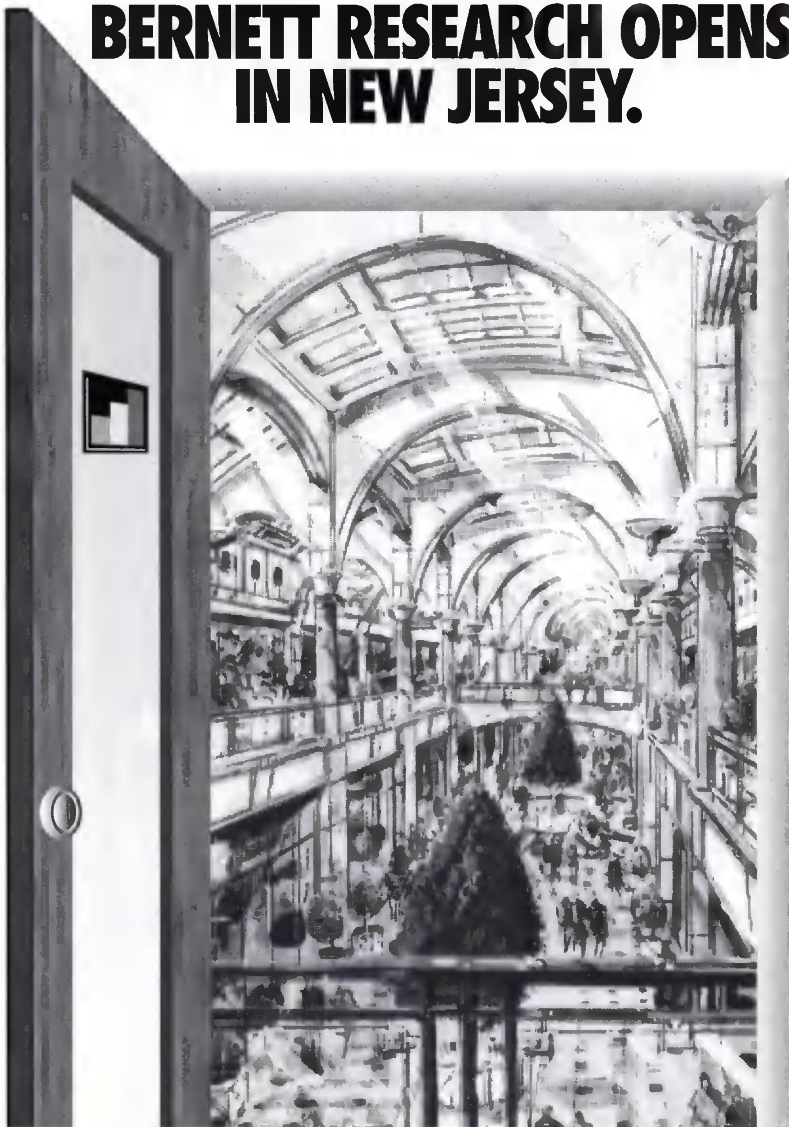
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 Contact: Lois Finseth
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Minneapolis, MN 55435
Ph. 612-920-6251
Fax 612-920-1230
Contact: Harold Cook
1,3,4,5,6,7B

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3900 36th Ave. No.
Minneapolis, MN 55422
Ph. 612-521-7635
1,3,4,6,7C

Dynamic Observations
2900 Rice Street, Ste. 290
St. Paul, MN 55113
Ph. 612-481-6937
Fax 612-481-0200
Contact: Carrie Cardinal-Bale
1,2,3,4,5,6,7A
(See advertisement on p. 87)

Focus Market Research, Inc.
801 W. 106th St., Ste. 201
Bloomington, MN 55420
Ph. 612-881-3635
Fax 612-881-1880
Contact: Judy Opstad
1,2,3,4,5,6,7B
(See advertisement on p. 88)

Focus Market Research, Inc.
4956 Lincoln Drive
Edina, MN 55436
Ph. 612-933-0449
Contact: Judy Opstad
1,2,3,4,5,6,7B
(See advertisement on p. 88)

N.K. Friedrichs & Assoc.
2500 Centre Village
431 So. 7th Street
Minneapolis, MN 55415
Ph. 612-333-5400
Fax 612-344-1408
Contact: Betty Hill
1,3,4,6,7B

Heakin Research, Inc.
Knollwood Mall, 8332 Hwy. 7
St. Louis Park, MN 55426
Ph. 612-936-0940
Contact: Elena Johnson
1,3,4,6,7A

Ideas To Go, Inc
One Main at Riverplace, #504
Minneapolis, MN 55414
Ph. 612-331-1570
Contact: Fred S. Meyer
1,2,3,6,7D
(See advertisement on p. 89)

Lakewood Research
50 South 9th Street
Minneapolis, MN 55402
Ph. 612-333-0471
Fax 612-333-6526
Contact: Gary Ballman
1,3,6,7B

Minnesota Opinion Research
7901 Xerxes Avenue So., Ste. 300

Bloomington, MN 55431
Ph. 612-881-2380
Fax 612-831-3452
1,3,6,7B

Molgren Research Associates
10910 Wayzata Blvd.
Minneapolis, MN 55343
Ph. 612-544-8497
Contact: Douglas Dickerson
1,4,6,7B

C.J. Olson Market Research, Inc.
708 So. 3rd St., Ste. 105 East
Minneapolis, MN 55415
Ph. 612-339-0085
Fax 612-339-1788
Contact: Carolyn J. Olson
1,3,6,7B

Orman Guidance Research, Inc.
715 Southgate Office Plaza
5001 W. 80th St.
Minneapolis, MN 55437
Ph. 612-831-4911
Fax 612-831-4913
Contact: Allan Orman
1,2,3,4,5,6,7B

Project Research, Inc.
University Technology Center
1313 Fifth St. SE
Minneapolis, MN 55414
Ph. 612-331-9222
Fax 612-331-1726
Contact: Lynn M. Nadeau
1,3,6,7B

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Ph. 612-926-2646
Fax 612-926-6281
Contact: Kathryn Riemer
1,3,4,6,7B
(See advertisement on p. 5)

Research Systems
1809 S. Plymouth Rd., Ste. 325
Minnetonka, MN 55343
Ph. 612-544-6334
Fax 612-544-6764
Contact: Bill Whitney
1,2,3,4,5,6,7B

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- 7B Office Building
- 7C Free Standing
- 7D Other

Rockwood Research

1751 W. County Road B
St. Paul, MN 55113
Ph. 612-631-1977
Fax 612-631-8198
Contact: Lisa Schwartz/Michelle Judge
1,3,6,7B
(See advertisement on p. 89)

Twin City Interviewing Service, Inc.
3225 Hennepin Ave. So.
Minneapolis, MN 55408

Ph. 612-823-6214
Fax 612-823-6215
Contact: Beth Fischer
1,2,3,4,6,7C

Winona MRB, Inc.
8200 Humboldt Ave. So.
Minneapolis, MN 55431
Ph. 612-881-5400
Fax 612-881-0763
Contact: Marcia Janzen
1,3,6,7B

MISSISSIPPI**JACKSON**

Focus One of Jackson

850 E. River Place, Ste. 304
Jackson, MS 39202
Ph. 601-829-1231
Contact: Linda Harmon
1,3,6,7B

Friedman Marketing/Jackson
1275 Metro Center Mall
Jackson, MS 39209
Ph. 601-352-9340 or 914-698-9591
Fax 601-355-3530
Contact: Scott McFarlane
1,3,4,6,7A

MISSOURI**JEFFERSON CITY**

Klein Market Test, Inc.
226 East Dunklin
Jefferson City, MO 65101
Ph. 314-635-9600
Contact: Ann Klein
1,3,6,7B

KANSAS CITY

The Field House, Inc.
7220 W. 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
Fax 913-341-4245
Contact: Tina Benz
1,2,3,4,5,6,7C

The Field House, Inc.
Oak Park Mall
11319 W. 95th St.
Overland Park, KS 66214
Ph. 913-341-4245
Fax 913-341-4245
Contact: Tina Benz
1,3,4,6,7A

Flaspohler-Rose Market Research, Inc.
4330 Shawnee Mission Pkwy., #222
Shawnee Mission, KS 66205
Ph. 913-384-1337
Fax 913-831-0671
Contact: Jill Rogers
1,3,6,7B

Heakin Research, Inc.
Indian Springs Mall
4601 State Ave.
Kansas City, KS 66102
Ph. 913-596-2244
Contact: Debbie Chibick
1,3,4,6,7A

Heakin Research, Inc.
Blue Ridge Mall
4200 Blue Ridge Blvd.
Kansas City, MO 64133
Ph. 816-737-1130
Contact: Pat Stoeckman
1,3,4,6,7A

Heakin Research, Inc.
116 Independence Center
Independence, MO 64057
Ph. 816-795-0706
Contact: Eloise Mills
1,3,4,5,7A

Interro Research Inc.
4050 Pennsylvania Manor Sq., Ste. 215
Kansas City, MO 64111

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FOCUS

Market Research, Inc.

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Bloomington, MN 55420
4956 Lincoln Drive
Edina, MN 55436
612/881-3635

Ph. 816-931-8770
Contact: Betsy Sears
1,3,6,7B

Market Research Institute, Inc.
7315 Frontage Rd., Ste. 200
Merriam, KS 66204
Ph. 913-236-6060
Fax 913-236-6094
Contact: Donald Weston
1,2,3,4,6,7B

Quality Controlled Services
Corporate Woods Office Park
10875 Grandview St., Ste. 2230
Overland Park, KS 66210
Ph. 913-345-2200
Fax 913-345-2070
Contact: Shirley Musgrave
1,3,4,5,6,7B
(See advertisement on p. 55)

Quality Controlled Services
8600 Ward Parkway
Kansas City, MO 64114
Ph. 816-361-0345
Fax 816-361-3580
Contact: Iva Schlatter
1,3,4,6,7A
(See advertisement on p. 55)

Quality-On-Time Interviewing
8889 Bourgade Ave.
Lenexa, KS 66219
Ph. 913-894-9012
Fax 913-894-5240
Contact: William Foley
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- 7D Other

Valentine Radford
911 Main St.
Kansas City, MO 64105
Ph. 816-842-5021
Fax 816-472-5177
Contact: Annie Heck
1,3,6,7B

ST. LOUIS**ACG Research Solutions**

120 South Central, Suite 1750
St. Louis, MO 63105
Ph. 314-726-3403
Fax 314-726-2503
Contact: Vicki Savala
1,3,6,7B
(See advertisement on p. 91)

Consumer Opinion Search
10795 Watson Rd.
St. Louis, MO 63127
Ph. 314-965-0053
Fax 314-965-8042
Contact: Carol McGill
1,3,4,6,7B

Consumer Opinion Search
1279 Mid Rivers Mall
St. Louis, MO 63376
Ph. 314-926-0247
Fax 314-965-8042
Contact: Carol McGill
1,3,4,6,7A

Consumer Opinion Council Research Ctr.
222 So. Meramec Ave., #301-02
St. Louis, MO 63105
Ph. 314-863-3780
Fax 314-863-2880
Contact: Shelle Hassenforder
1,2,3,4,6,7B

Fact Finders
11960 Westline Industrial Dr., Ste. 105
St. Louis, MO 63146
Ph. 314-469-7373
Fax 314-469-0758
Contact: Sandra Christie
1,3,6,7B

Lucas Market Research
13250 New Halls Ferry Rd.
Florissant, MO 63033
Ph. 314-838-0696
Fax 314-838-1996
Contact: Mary Lucas
1,3,4,5,6,7C

Marketeam Associates

1807 Park 270 Dr., Suite 300
St. Louis, MO 63146
Ph. 314-878-7667
Fax 314-878-7616
Contact: Denise Titus
1,3,4,6,7B
(See advertisement on p. 90)

Marketeam Associates

515 No. Sixth St., #374
St. Louis, MO 63101
Ph. 314-241-8111
Fax 314-241-6429
Contact: Joyce Klostermann
1,3,6,7A
(See advertisement on p. 90)

Marketing Horizons, Inc.

1001 Craig Rd., #100
St. Louis, MO 63146
Ph. 314-432-1957
Fax 314-432-7014
Contact: Renee Fredman
1,3,4,6,7B
(See advertisement on p. 91)

Peters Marketing Research, Inc.
12400 Olive Blvd., Suite 225
St. Louis, MO 63141
Ph. 314-469-9022
Fax 314-469-7436
Contact: Tina Peters-Price
1,3,6,7B

Pragmatic Research, Inc.
222 So. Meramec Ave., #301
St. Louis, MO 63105
Ph. 314-863-2800
Fax 314-863-3780
Contact: Swaran L. Saxena, Pres.
1,3,4,6,7B

Quality Controlled Services

1655 Des Peres Rd.
St. Louis, MO 63131
Ph. 314-966-6595
Fax 314-822-4294
Contact: Yvonne Filla
1,3,4,6,7B
(See advertisement on p. 55)

Quick Test Opinion Ctrs.
505 Northwest Plaza
St. Louis/St. Ann, MO 63074
Ph. 314-291-8888
Fax 314-291-8581
Contact: Fletcher Peacock
1,3,4,6,7A

Superior Surveys of St. Louis
10795 Watson Rd.
St. Louis, MO 63127
Ph. 800-325-4982
Fax 314-965-8042
Contact: Trish Dunn
1,3,4,6,7B

Superior Surveys of St. Louis
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St. Louis, MO 63376
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U. S. Research Corp.
338 Jamestown Mall
Florissant, MO 63034
Ph. 314-741-0284
Contact: Jackie Weise
1,3,4,6,7A

Westgate Research, Inc.
650 Office Parkway
Creve Coeur, MO 63141
Ph. 314-567-3333
Contact: Richard Rennencamp
1,3,6,7B

SPRINGFIELD

Bryles Survey Service
227 Battlefield Mall
Springfield, MO 65804
Ph. 708-532-6800
Fax 708-532-1880
Contact: Bob Bryles
1,3,4,6,7A

Martell Research
3 Corporate Center, Ste. 3-300
Springfield, MO 65804
Ph. 417-882-5999
1,3,4,6,7B

MONTANA

GREAT FALLS

Intermountain SIR
619-2nd Ave. So.
Great Falls, MT 59405
Ph. 406-727-7050
Fax 406-727-7847
Contact: Jan Reagor
1,3,6,7B

NEBRASKA

LINCOLN

Coy/Pedco
380 Bruce Dr.
Lincoln, NE 68510
Ph. 402-488-3753
1,3,6,7A

OMAHA

Midwest Survey, Inc.
8922 Cuming
Omaha, NE 68114
Ph. 402-392-0755
Fax 402-392-1068
Contact: Jim Krieger
1,3,4,6,7C

Omaha Research
13057 W. Center Rd., #6
Omaha, NE 68144
Ph. 402-331-6670
Fax 402-334-2317
Contact: Fran Lynam
1,3,7B

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Three Cedars

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Contact: John Lee
1,2,3,4,6,7C
(See advertisement on p. 93)

Wiese Research Associates
10707 Pacific St., Suite 202
Omaha, NE 68114
Ph. 402-391-7734
Fax 402-391-0331
Contact: Cathy Morrissey
1,3,6,7B

NEVADA**LAS VEGAS**

Consumer Research Center
1370 E. Flamingo., Ste. J
Las Vegas, NV 89119
Ph. 702-737-3272
Fax 702-737-1023
1,3,4,5,6,7A

Las Vegas Surveys
1516 S. Eastern
Las Vegas, NV 89104
Ph. 702-796-6451
Contact: Elaine Banister
1,3,4,6,7C

RENO

Sierra Market Research
63 Keystone Ave., #302
Reno, NV 89503
Ph. 702-786-6556
Fax 702-786-6844
Contact: Carl Bergemann
1,3,6,7B

NEW HAMPSHIRE**MANCHESTER**

American Research Group, Inc.
814 Elm Street
Manchester, NH 03101
Ph. 603-624-4081
Fax 603-627-1746
Contact: Robin Lindley
1,3,6,7B

Granite State Mktg. Rch., Inc.
1 North Main St., #201A
Derry, NH 03038
Ph. 603-434-9141
Fax 603-434-4176
Contact: Dorothy Bacon
1,4,6,7B

New England Interviewing, Inc.
5 Coliseum Ave.
Nashua, NH 03063
Ph. 603-889-8222
Fax 603-883-1119
Contact: Joan Greene
1,3,4,6,7B

New England Interviewing, Inc.
650 Elm Street
Manchester, NH 03101
Ph. 603-641-1222
Fax 603-883-1119
Contact: Stella McDaniel
1,3,4,6,7B

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Survey Central, Inc.
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Cardiff, NJ 08232
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Fax 609-383-1783
Contact: Jody Davis
1,3,6,7B

PRINCETON

Research 100
29 Emmons Drive
Princeton, NJ 08540
Ph. 609-924-6100
Fax 609-452-0138
Contact: Michael Sandler
1,3,4,6,7B

Response Analysis
377 Wall Street
Princeton, NJ 08540
Ph. 609-921-3333
Fax 609-921-2611
Contact: James Fouss
1,3,6,7B

NEW MEXICO**ALBUQUERQUE**

Business Information Group
7800 Marble N.E., Suite 6
Albuquerque, NM 87110
Ph. 505-265-4760
Fax 505-265-5062
Contact: Carol Jacobus
1,3,6,7B

Sandia Marketing Services
Coronado Mall
6600 Menaul Blvd. N.E., #20
Albuquerque, NM 87110
Ph. 800-950-4148
Fax 505-883-4776
Contact: Lana Scutt
1,3,4,6,7A

Sandia Marketing Services
2201 San Pedro NE, Bldg. 1, #230
Albuquerque, NM 87110
Ph. 800-950-4148
Fax 505-883-4776
Contact: Lana Scutt
1,2,3,4,5,6,7B

SANTA FE

Quick Test Opinion Ctrs.
1124 Villa Linda Mall
Santa Fe, NM 87505
Ph. 505-471-1699
Fax 505-471-4336
Contact: Donna Wizinsky
1,3,4,6,7A

NEW YORK

ALBANY

Quick Test Opinion Ctrs.
428 Mohawk Mall
Schenectady, NY 12304
Ph. 518-370-5077
Fax 518-370-5054
Contact: Scott Burgess
1,3,4,6,7A

J.L.Whalen Markette Research
521 Dwaaskill Pk. Prof. Bldg.
Clifton Park, NY 12065
Ph. 518-383-1661
Fax 518-371-0791
1,3,6,7B

BUFFALO

Buffalo Survey & Research, Inc.
1249 Eggert Rd.
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-0372
1,3,4,6,7C

Ruth Diamond Market Research
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110
Fax 716-836-1114
Contact: Harvey Podolsky
1,3,4,6,7A

Goldhaber Research Associates
One NFA Park
Amherst, NY 14228
Ph. 716-689-3311
Fax 716-689-3342
1,4,6,7B

Marketing Decision Group, Inc.
9141 Main Street
Buffalo, NY 14031
Ph. 716-634-2045
1,3,4,6,7C
(See advertisement on p. 94)

Marion Simon Research Services
C103 Walden Galleria
Cheektowaga, NY 14225
Ph. 716-684-8025
Fax 716-684-3009
Contact: Delores Marsillo
1,3,4,6,7A
(See advertisement on p. 95)

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- 5. Test Kitchen w/ Obs. Room
- 6. Video Equipment Available

Location:

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

Survey Svce. of Western New York
 1911 Sheridan Drive
 Buffalo, NY 14223
 Ph. 716-876-6450
 Fax 716-876-0430
 Contact: Susan Adelman
 1,2,3,4,6,7C

Survey Svce. of Western New York
 4545 Transit Road
 Williamsville, NY 14221
 Ph. 716-876-6450
 Fax 716-876-0430
 Contact: Susan Adelman
 1,3,4,6,7A

Survey Svce. of Western New York
 3701 W. McKinley Parkway
 Blasdell, NY 14219
 Ph. 716-876-6450
 Fax 716-876-0430
 Contact: Susan Adelman
 1,3,4,6,7A

NEW YORK CITY

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 Fax 516-957-8938
 Contact: Grace Goldstein
 1,3,6,7C

A La Carte Research
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 Syosset, NY 11791
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 Fax 516-364-4683
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 1,3,6,7B

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 151-17 82 Street
 Howard Beach, NY 11414
 Ph. 718-835-3100
 Fax 718-641-6310
 Contact: Joan Stahl
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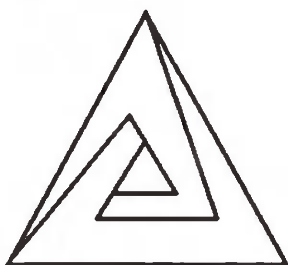
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 2800 Coyle Street
 Brooklyn, NY 11235
 Ph. 718-646-1721
 Fax 718-934-9833
 1,3,4,6,7B

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 Syosset, NY 11791
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 Fax 516-935-4092
 1,3,6,7B

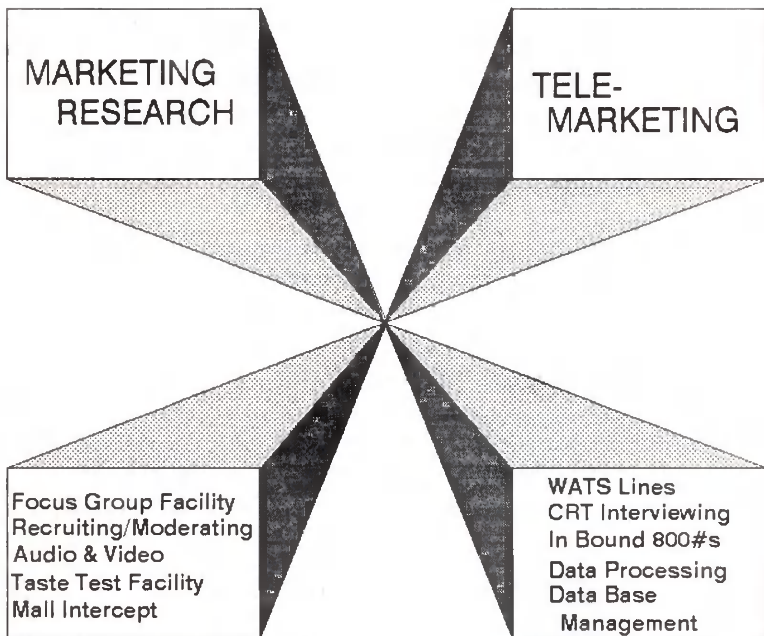
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 Edison, NJ 08837
 Ph. 908-548-2900
 Fax 908-549-0026
 Contact: Jill Teiler
 1,3,4,6,7A
 (See advertisement on pp. 85,86)

**The Conference Center of
 New Rochelle**
 3 Cottage Place
 New Rochelle, NY 10801
 Ph. 914-576-3800
 Fax 914-576-0469
 Contact: Annette Capawana
 1,2,3,4,5,7B
 (See advertisement on p. 95)

CSI Qualitative Research Ctr.
 Wayne Towne Center
 Intersections of Rts. 23,46 & 80
 Wayne, NJ 07470
 Ph. 203-797-0666
 Fax 203-748-1735
 Contact: Karen Forcade
 1,2,3,4,5,6,7A



Marketing Decisions Group, Inc.
BUFFALO, NEW YORK



Mr. Arup K. Sen, President
Ms. Lee M. Grunert, Vice President
9141 Main Street, Buffalo, NY 14031
Phone: (800) 346-1884 (716) 634-2045

Tom Dale Market Research
160 East 48th Street
New York, NY 10017
Ph. 212-758-9777
Fax 212-758-7520
Contact: Tom Dale
1,2,3,4,5,6,7D

Downtown Focus Center
Two World Trade Center, 27th Fl.
New York, NY 10048
Ph. 212-837-7160
Fax 212-837-7079
Contact: Marcia Helland
1,3,6,7B
(See advertisement on p. 96)

Ebony Marketing Research, Inc.
2100 Bartow Ave.
Baychester Bronx
New York, NY 10469
Ph. 212-217-0842
Fax 212-320-3996
Contact: Bruce Kirkland
1,3,4,6,7B

Elrick & Lavidge, Inc.
Mack Centre II,
1 Mack Centre Dr.
Paramus, NJ 07652
Ph. 201-599-0755
Fax 201-599-9896
Contact: Sherri Neuwirth
1,3,4,6,7B

Fieldwork East, Inc.
Two Executive Dr.
Fort Lee, NJ 07024
Ph. 201-585-8200
Fax 201-585-0096
Contact: Carol Tauben
1,2,3,4,5,6,7B
(See advertisement on p. 97)

Fieldwork East at Westchester, Inc.
555 Taxter Road
Elmsford, NY 10523
Ph. 914-347-2145
Fax 914-347-2298
Contact: Maria Garcia
1,2,3,4,5,6,7B
(See advertisement on p. 97)

Focus America
1140 Avenue of the Americas, 9th Floor
New York, NY 10036
Ph. 212-302-1808
Contact: Sally deVries
1,3,4,6,7B

Focus Plus
Div. of ASI Market Research, Inc.
79 Fifth Avenue
New York, NY 10003
Ph. 212-807-9393
Fax 212-645-3171
Contact: Liz Lobrano
1,3,4,6,7B
(See advertisement on p. 99)

Providing
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Cost-Effective,
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for three key
New York markets
Syracuse • Rochester • Buffalo
is what we do best!

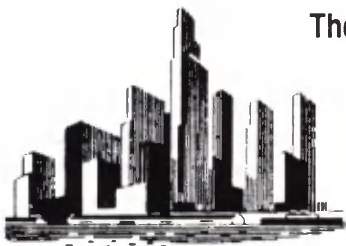
For more information on our organization, and how we can best serve yours through focus groups, mall intercepts, central telephones, audits, and our other services, please call.

**Marion Simon
Research Service, Inc.**
Syracuse Rochester Buffalo
(716) 359-1510

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The Conference Centre of New Rochelle
3 Cottage Place
New Rochelle, N.Y. 10801
(914) 576-3800

Circle No. 464 on Reader Card

Codes:

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

Location:

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

Focus Plus

Div. of ASI Market Research, Inc.
141 Fifth Avenue
New York, NY 10010
Ph. 212-807-9393
Fax 212-645-3171
Contact: Liz Lobrano
1,3,4,6,7B
(See advertisement on p. 99)

NEW FOCUS GROUP FACILITY IN WORLD TRADE CENTER

Downtown Focus Center, located in the heart of NYC's financial district, is the ideal setting for business-to-business market research and off-site meetings.

As the only facility of its kind in the WTC, it offers accessibility to the large concentration of up-scale business executives working in downtown NYC and NJ.

The facility is equipped with modern features including:

- 12-seat conference room
- 10-seat client room
- Full video capability
- Modems
- Slide & overhead projectors
- Professional recruiting
- Freelance moderators
- Full-service catering
- Reasonable rates

DOWNTOWN FOCUS CENTER

Open Monday to Thursday evenings from 6 PM on. For further information, please contact:

Marcia S. Holland
clo *The Journal of Commerce*
Two World Trade Center
27th Floor
New York, NY 10048
(212) 837-7160
FAX (212) 837-7079

The Focus Room-White Plains
231 Central Ave.
White Plains, NY 10600
Ph. 914-682-8404
Fax 914-428-3925
1,2,3,4,6,7B

Focus Room of New Jersey
285 Grand Avenue
5 Patriot Center
Englewood, NJ 07631
Ph. 201-569-1919
Fax 201-569-8128
Contact: Donna Weinberg
1,3,4,6,7B

Friedman Marketing/New York
Jefferson Valley Mall
650 Lee Blvd., E-1
Yorktown Heights, NY 10598
Ph. 914-962-9400 or 914-698-9591
Fax 914-962-1067
Contact: Scott McFarlane
1,3,4,6,7A

GRA Focus Center
160 Paris Avenue
Northvale, NJ 07647
Ph. 201-767-8888
Fax 201-767-6933
Contact: Linda Broer
1,3,6,7B

Ideal Field Services, Inc.
1242 Green Acres Mall
Valley Stream, NY 11581
Ph. 516-561-1723
Contact: Barbara Prince
1,3,4,6,7A

Interviewers For Research/Suburban Accts.
517 Route 1 South
Iselin, NJ 08830
Ph. 201-855-8900
Fax 201-855-9291
Contact: Rosellyn Gorman
1,2,3,4,6,7B

Long Island Groups In Focus LTD
1185 Northern Blvd.
Manhasset, NY 11030
Ph. 516-365-8630
Fax 516-365-4913
Contact: Annette Heller
1,2,3,4,5,6,7C

Manhattan Opinion Center
369 Lexington Ave.
New York, NY 10017
Ph. 212-972-5553
Fax 212-557-3085
Contact: Lisa Ratteray
1,3,6,7B
(See advertisement on p. 98)

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...

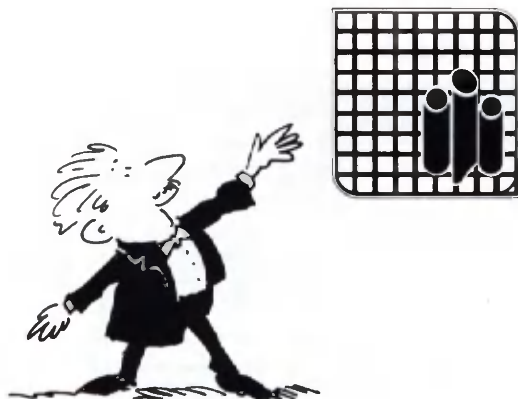
At QMRR, we're always looking for interesting, marketing research-related stories. No matter what the industry or application--from pharmaceuticals to lodging, new packaging to customer satisfaction--if it involves research, we want to cover it!

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 612-861-8051 or at the address below.

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

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To get Five-Star Focus Groups, it takes *fieldwork*.



Why live with average focus group services, when you could host your research in five-star business surroundings? It just takes *fieldwork*.

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(404) 988-0330

fieldwork Denver
(303) 825-7788

fieldwork Boston
(617) 899-3660

fieldwork East (Fort Lee)
(201) 585-8200

fieldwork Chicago
(312) 282-2911

fieldwork East (Westchester)
(914) 347-2145

fieldwork Chicago (O'Hare)
(312) 714-8700

fieldwork Phoenix
(602) 438-2800

It takes *fieldwork*!



Codes:

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

Location:

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

MetroMarket Research Center

855 Valley Road
Clifton, NJ 07013
Ph. 201-470-0044
Fax 201-470-0397
Contact: Sharon Ferricola
1,2,3,4,5,6,7B

T. A. Miller Company, Inc.
1060 Clifton Ave.
Clifton, NJ 07015
Ph. 201-778-6011
Contact: Thomas Miller
1,3,4,6,7B

Murray Hill Center
205 Lexington Avenue
New York, NY 10016
Ph. 212-889-4777
Fax 212-683-2282
Contact: Sue Winer
1,3,4,6,7B

New York Conference Center, Inc.
240 Madison Avenue
New York, NY 10016
Ph. 212-682-0220
Fax 212-682-0214
Contact: Anne McLaughlin
1,3,6,7B

New York Focus

12 East 41st St.
New York, NY 10017
Ph. 212-481-3780
Fax 212-779-8623
Contact: Nancy Opoczynski
1,3,4,6,7B
(See advertisement on p. 126)

Peters Marketing Research
615 W. Mt. Pleasant Ave.
Livingston, NJ 07039
Ph. 201-535-6488
Fax 201-535-9887
1,3,6,7B

Plaza Research

120 Rte. 17 North
Paramus, NJ 07652
Ph. 201-265-7500 or 800-654-8002
Fax 201-265-7269
Contact: Barbara Murphy
1,2,3,4,5,6,7B
(See advertisement on p. 52)

The Product Development Workshop
195 Columbia Turnpike
Florham Park, NJ 07932
Ph. 201-765-0077
Fax 201-765-9087
Contact: Donna Weinberg
1,3,4,5,6,7B

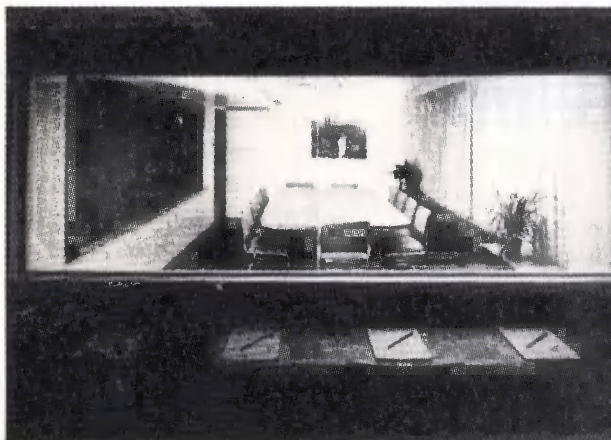
Q and A Research, Inc.
1701 Sunrise Hwy.
Bay Shore, NY 11706
Ph. 516-968-6868
1,3,4,6,7A

Quick Test Opinion Ctrs.
11 Rye Ridge Plaza
Rye Brook, NY 10573
Ph. 914-937-0220
Fax 914-937-0561
Contact: Ruth Suhr
1,3,4,6,7B

Quick Test Opinion Ctrs.
#370 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
Fax 516-541-1099
Contact: Sina Ehrenfreund
1,3,4,6,7A

Meadowlands Consumer Center

The Plaza at the Meadows
700 Plaza Drive, 2nd Flr.
Secaucus, NJ 07094
Ph. 201-865-4900
Fax 201-865-0408
Contact: Janis Wagman
1,2,3,4,5,6,7B



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toughest market-
place.**

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34 Cliff Street, New York 10038 212/608-3100 800/347-2662

RDJ Market Research
2 Kavey Place
Armonk, NY 10504
Ph. 914-273-8470
1,3,4,6,7A

Recruiting Resources Unlimited
131 Beverley Road
Brooklyn, NY 11218
Ph. 218-435-4444
Fax 718-972-3926
Contact: Connie Livia
1,3,6,7B

Rich Interviewing, Inc.
2611 Pettit Ave.
Bellmore, NY 11710
Ph. 516-826-8822
1,3,4,6,7B

St. George Research
1025 W. St. George Avenue
Linden, NJ 07036
Ph. 908-486-5700
Fax 908-486-5643
Contact: Barbara Studney
1,3,6,7B

Seaport Surveys, Inc.
South Street Seaport-South Street
New York, NY 10038
Ph. 212-608-3100
Fax 212-608-4966
Contact: Andrea Waller
1,3,4,6,7C
(See advertisement on p. 98)

Schlesinger Associates, Inc.
Levinson Plaza, Ste. 302
2 Lincoln Highway
Edison, NJ 08820
Ph. 201-906-1122
Fax 201-906-8792
Contact: Steven Schlesinger
1,2,3,4,6,7B
(See advertisement on p. 101)

Audrey Schiller Market Research
3601 Hempstead Turnpike
Levittown, NY 11756
Ph. 516-731-1500
Contact: Audrey Schiller
1,3,4,6,7B

Suburban Associates
Roosevelt Field Shopping Ctr.
Garden City, NY 11530
Ph. 516-877-2223
Fax 516-877-2230
Contact: Barbara Van Grover
1,3,4,6,7A

Suburban Associates
579 Franklin Turnpike
Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
Contact: Connie Kass
1,2,3,4,6,7C

Technical Analysis
20 E. Oakdene Ave.
Teaneck, NJ 07666

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- + Professional in-house recruiting
- + Fast turn-around
- + Guaranteed special-audience recruiting
- + One of the largest conference rooms in N.Y.C.
- + Comfort and luxury



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(212) 807-9393
79 FIFTH AVENUE
FIFTH FLOOR
NEW YORK, N.Y. 10003
(BETWEEN 15th & 16th)

Focus North
141 FIFTH AVENUE
FIFTH FLOOR
NEW YORK, N.Y. 10010
(BETWEEN 20th & 21st)

Codes:

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

Location:

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

Ph. 201-836-1500
 Fax 201-836-1959
 Contact: Pat Herman
 1,2,3,4,6,7B

T.I.M.E. Market Research

Galleria Mall, 100 Main St.
 White Plains, NY 10601
 Ph. 914-949-6900
 Fax 914-949-6917
 Contact: Marie Pieroni
 1,3,4,6,7A
 (See advertisement on p. 71)

Wolf/Altschul/Callahan, Inc.
 171 Madison Avenue, #1100
 New York, NY 10016
 Ph. 212-725-8840
 1,3,4,6,7B

ROCHESTER

Gordon S. Black Corp.
 135 Corporate Woods
 Rochester, NY 14623-1457
 Ph. 716-272-8400 or 800-866-7655
 Fax 716-272-8680
 1,3,6,7B

BRX/Global, Inc.

169 Rue De Ville
 Rochester, NY 14618
 Ph. 716-442-0590
 Fax 716-442-0840
 Contact: Marilyn Salit
 1,3,4,5,6,7B
 (See advertisement on p. 100)

Car-Lene Research, Inc.
 Marketplace Mall
 3400 W. Henrietta Rd.
 Rochester, NY 14623
 Ph. 716-424-3203
 Fax 716-292-0523
 Contact: Anne Hossenlopp
 1,3,4,5,6,7A

The Performance Group
 260 East Avenue
 Rochester, NY 14604
 Ph. 716-263-2614
 Fax 716-263-6573
 Contact: Dianne Thomason
 1,3,6,7B

Marion Simon Research Services

49 Wildbriar Rd.
 Rochester, NY 14623
 Ph. 716-359-1510
 Fax 716-334-9423
 Contact: Marion Simon
 1,3,4,6,7C
 (See advertisement on p. 95)

The Sutherland Group, Ltd.
 1160-B Pittsford-Victor Rd.
 Pittsford, NY 14534
 Ph. 716-586-5757
 Fax 716-586-5664
 Contact: John Stensrud
 1,3,6,7B

SUFFOLK COUNTY

J & R Mall Research
 800 Montauk Hwy.
 Shirley, NY 11967
 Ph. 516-399-0200
 Fax 516-791-5033
 Contact: Patricia Bryant
 1,3,4,6,7A

SYRACUSE

KS&R Consumer Testing Center
 Shoppingtown Mall
 Syracuse, NY 13214
 Ph. 800-289-8028
 Fax 315-471-0115
 Contact: Lynette S. VanDyke
 1,2,3,4,6,7A

McCarthy Associates
 Penn Can Mall
 5775 South Bay Road
 Syracuse, NY 13041
 Ph. 315-458-9320
 Contact: Teresa McCarthy
 1,2,3,4,6,7A

Marion Simon Research Services

Northern Lights Mall
 Syracuse, NY 13212
 Ph. 315-455-5952
 Fax 315-455-1826
 Contact: Angrid Macri
 1,3,4,6,7A
 (See advertisement on p. 95)

NORTH CAROLINA**ASHEVILLE**

American Sales & Marketing
 216 Vance Street
 Hendersonville, NC 28739
 Ph. 704-693-1971
 Contact: Dorothy Rogat
 1,6,7B

CHARLOTTE

Catherine Bryant & Assoc.
 353 Jonestown Rd., Suite 124
 Winston-Salem, NC 27104
 Ph. 919-766-8966
 Fax 919-766-0786
 Contact: Kathy Kennedy
 1,3,6,7A

Charlotte Research Services
 301 E. Kingston Avenue
 Charlotte, NC 28203
 Ph. 704-333-5028
 Contact: Elizabeth Peeler
 1,3,6,7B

Consumer Pulse of Charlotte

Eastland Mall
 5625 Central Avenue
 Charlotte, NC 28212
 Ph. 704-536-6067
 Fax 704-536-2238
 Contact: Betty Collins
 1,3,4,5,6,7A
 (See advertisement on p. 84)

FacFind, Inc.
 2101 E. Rexford Rd., Suite 123
 Charlotte, NC 28211
 Ph. 704-365-8474

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- Compact, fully equipped test kitchen

189 Rue de Ville • Rochester, New York 14818
 Telephone: (716) 442-0500 FAX: (716) 442-0840

Fax 704-365-8741
Contact: Laura Peedin
1,3,4,6,7B

Homer/Leibowitz Market Research
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 919-294-9415
Fax 919-294-6116
Contact: Leonard Homer
1,3,4,6,7A

Jackson Associates, Inc.
Carolina Place
9599 Pineville-Matthews Rd.
Pineville(Charlotte), NC 28134
Ph. 404-454-7060
Fax 404-986-2828
Contact: Margaret Hicks
1,3,6,7A
(See advertisement on p. 74)

KPC Research
908 S. Tryon Street
Charlotte, NC 28202
Ph. 704-358-5754 or 800-852-2794
Fax 704-358-5745
Contact: Linda Dawley
1,3,6,7B

Leibowitz Market Research Assoc.
One Parkway Plaza, Ste. 110
Charlotte, NC 28217
Ph. 704-357-1961
Fax 704-357-1965
Contact: Teri Leibowitz
1,3,4,6,7B
(See advertisement on p.102)

W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27408
Ph. 919-292-4146
Contact: John Voss
1,2,3,4,6,7A

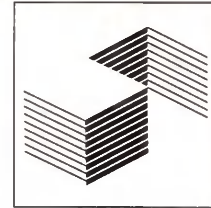
MarketWise, Inc.
1332 E. Morehead St., #100
Charlotte, NC 28204
Ph. 704-332-8433
Fax 704-332-0499
Contact: Beverly Kothe
1,3,4,6,7B

Quick Test Qpinion Ctrs.
2300 W. Meadowview Rd., #203
Greensboro, NC 27407
Ph. 919-854-3333
Fax 919-854-9054
Contact: Dan Glackin
1,3,4,6,7B

RALEIGH

Diener & Associates, Inc.
200 Park Bldg., Ste. 111
Rsch. Tri. Pk., NC 27709
Ph. 919-549-8945
Fax 919-549-9446
Contact: Mary E. Diener
1,3,6,7B

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COLLECTION
EXPERTS
FOR
THE
NY
TRI-
STATE
AREA.
WE
FOCUS
ON
QUALITY



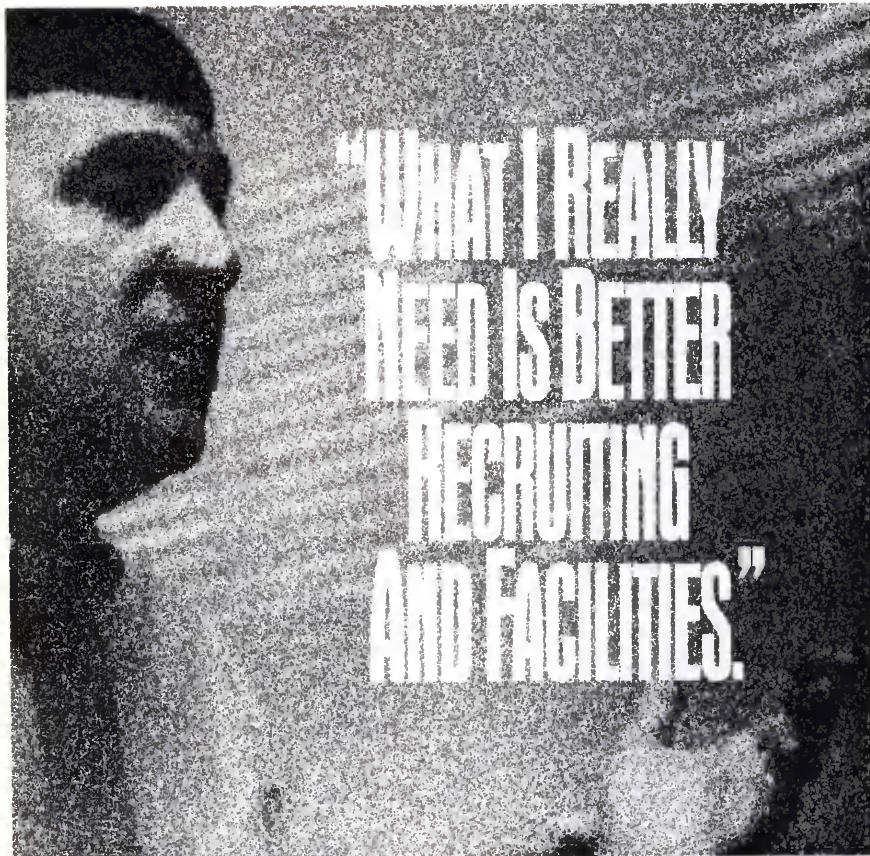
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- Central location interviewing
- Mall intercepts
- Door-to-door interviewing
- Executive/Medical In-depth interviewing
- Central location taste tests
- Telephone interviewing
- Mystery shoppers
- In-store merchandising and distribution
- Product testing
- Store audits
- Coupons and demonstrations

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Levinson Plaza, Suite 302, 2 Lincoln Hwy., Edison, NJ 08820
908-906-1122 FAX 908-906-8792



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At Leibowitz we do more than just listen. We respond. No matter how big your demands, no matter how small. If it's important to you, it's important to us.

In fact, it's often the small things we do that seem to impress our clients the most. Like anticipating their needs before they have to make demands and staying one step ahead to make sure everything goes smoothly.

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If your demands aren't being met call someone who not only listens but hears. Call Teri Leibowitz, (704) 357-1961.



Leibowitz Market Research Assoc. Inc.

One Parkway Plaza, Suite 110, Charlotte, NC 28217, Fax (704) 357-1965

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

FGI, Inc.
700 Eastowne Dr.
Chapel Hill, NC 27514
Ph. 919-493-1670
Fax 919-490-8829
Contact: Lenny Lind
1,3,4,6,7B

Internet Research Services,
Div. of Wilkerson & Assoc.
4208 Six Forks Rd.
Bldg. 2, Ste. 333
Raleigh, NC 27609
Ph. 919-781-0555
Fax 919-783-7810
1,3,6,7B

Johnston, Zabor & Assoc.
2222 Chapel Hill/Nelson Hwy.
Headquarters Park, #300
Durham, NC 27713
Ph. 919-544-5448
Contact: Jeffrey M. Johnston
1,3,4,6,7B

L and E Research
4009 Barrett Dr., Ste. 101
Raleigh, NC 27609
Ph. 919-782-3860
Fax 919-787-3428
1,3,4,6,7B

Management Rsch. & Png. Corp.
303 Blake St., #200
Raleigh, NC 27601
Ph. 800-347-5608
Fax 919-856-0020
Contact: John Watkins
1,3,6,7B

Quick Test Opinion Ctrs.
South Square Mall
4001 Chapel Hill Blvd.
Durham, NC 27707
Ph. 919-489-3104
Fax 919-489-8316
Contact: Brian O'Neil
1,3,4,6,7A

WINSTON-SALEM

Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winston-Salem, NC 27104
Ph. 919-765-7676 or 800-443-7344
Fax 919-765-8084
Contact: Ann Hudson
1,3,4,5,6,7C
(See advertisement on p. 17)

The Customer Center, Inc.
3528 Vest Mill Rd
Winston-Salem, NC 27103
Ph. 919-768-7368
Contact: Tara Olson
1,3,6,7C

OHIO

AKRON

Opinion Centers Akron
2872 West Market Street
Akron, OH 44333
Ph. 216-867-0885
Fax 216-864-2233
Contact: Suzann Davis
1,3,4,6,7B

CINCINNATI

Advanced Research In Marketing
10133 Springfield Pike
Cincinnati, OH 45215
Ph. 513-772-2929
Fax 513-7832-4153
Contact: Judy Christman
1,3,4,6,7C

Alliance Research, Inc.
538 Centre View Blvd.
Crestview Hills, KY 41017
Ph. 606-344-0077
Fax 606-344-0078
Contact: Molly Moreland
1,3,6,7B

The Answer Group

11161 Kenwood Rd.
Cincinnati, OH 45242
Ph. 513-489-9000
Fax 513-489-9130
Contact: Sue Haigh
1,3,6,7B
(See advertisement on p. 103)

The Answer Group

Downtown Cincinnati
Cincinnati, OH 45202
Ph. 513-489-9000
Fax 513-489-9130
Contact: Sue Haigh
1,3,6,7B
(See advertisement on p. 103)

Assistance In Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600
Fax 513-683-9177
Contact: Irwin Weinberg
1,3,4,5,6,7C

Assistance In Marketing
9523 Colerain Avenue
Cincinnati, OH 45251
Ph. 513-385-8228
Fax 513-385-2140
Contact: Susan Odom
1,3,6,7A

Assistance In Marketing, Inc.
Florence Mall
Florence, KY 41042
Ph. 606-283-1232
Fax 606-283-1247
Contact: Karen Geeding
1,3,4,6,7A

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
Contact: Lynn Caudill
1,3,4,6,7B

Calo Research Services, Inc.
10250 Alliance Road, #250
Cincinnati, OH 45242
Ph. 513-984-9708
Contact: Cindi Johnson
1,3,6,7B

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THE ANSWER GROUP

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- Large focus group interview rooms with contemporary styling for relaxed conversation.
- Spacious viewing rooms which seat 12 comfortably.
- Recruitment of qualified consumers and professionals according to exact specifications.
- Emphasis on client service and prompt, expert attention to your market research needs.

Call Lynn Grome at
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THE ANSWER GROUP
4665 Cornell Road, Suite 150
Cincinnati, OH 45241

Codes:

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

Location:

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

Elrick & Lavidge, Inc.
 11 Triangle Park Dr.
 Cincinnati, OH 45246
 Ph. 513-772-1990
 Fax 513-772-2093
 Contact: James Palmer
 1,3,6,7B

Fields Marketing Research, Inc.
 7979 Reading Rd.
 Cincinnati, OH 45237
 Ph. 513-821-6266
 Fax 513-679-5300
 Contact: Ken A. Fields
 1,2,3,6,7B
 (See advertisement on p. 105)

MarketVision Research, Inc.
 4500 Cooper Rd.
 Cincinnati, OH 45242
 Ph. 513-791-3100
 Fax 513-791-3103
 Contact: Ellen Benner or Tina Rucker
 1,3,4,5,6,7B
 (See advertisement on p. 104)

Matrixx Marketing
 4600 Montgomery Rd., Ste. 400
 Cincinnati, Oh 45212
 Ph. 800-323-8369
 Contact: Tanya Mahon
 1,2,3,4,6,7B
 (See advertisement on p. 106)

QFact Marketing Research, Inc.
 9908 Carver Rd.
 Cincinnati, OH 45242
 Ph. 513-891-2271
 Fax 513-791-7356
 Contact: Nan Moore or Mary Swart
 1,3,4,5,6,7B
 (See advertisement on p. 107)

Research and Results, Inc.
 4941 Paddock Rd.
 Cincinnati, OH 45237
 Ph. 513-242-6700
 Contact: Barbara Newman
 1,3,6,7B

Spar/Burgoyne ConsumerViews
 30 W. 3rd Street
 Cincinnati, OH 45202
 Ph. 513-621-7000
 Fax 513-621-9449
 Contact: Ann Wilking
 1,3,4,6,7B

CLEVELAND

Business Research Services
 23825 Commerce Park
 Cleveland, OH 44122
 Ph. 216-831-5200
 Fax 216-292-3048
 Contact: Tony Ramacciatti
 1,3,4,6,7B

Cleveland Survey Center
 691 Richmond Mall
 Cleveland, OH 44143
 Ph. 216-321-0006
 Fax 216-461-9525
 Contact: Betty Perry or Harriet Fadem
 1,3,4,6,7A

Consumer Pulse of Cleveland
 4301 Ridge Road
 Cleveland, OH 44144
 Ph. 216-351-4644
 Fax 216-351-7876
 Contact: Veronica Hoffman McCready
 1,3,4,6,7C
 (See advertisement on p. 84)

Consumer Pulse of Cincinnati

514 Forest Fair Drive
 Cincinnati, OH 45240
 Ph. 513-671-1211
 Fax 513-346-4244
 Contact: Susan Lake
 1,3,4,5,6,7A
 (See advertisement on p. 84)

COMMITMENT TO QUALITY

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MarketVision.[®]

FOCUS GROUPS

- ◆ 2 fully-equipped suites with luxury tiered seating
- ◆ remote controlled video

CONSUMER CENTER

- ◆ high tech test kitchen
- ◆ two viewing rooms
- ◆ newest and finest facility in Cincinnati



MarketVision Research

The MarketVision Building
 4500 Cooper Road
 Cincinnati, Ohio 45242
 (513) 791-3100

An Inc. 500[®] Company

Focus Groups of Cleveland

2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 216-642-8883
Fax 216-461-9525
Contact: Betty Perry or Harriet Fadem
1,3,4,6,7B
(See advertisement on p. 103)

Heakin Research, Inc.
Severance Center
3542 Mayfield Road
Cleveland Heights, OH 44118
Ph. 216-381-6115
Contact: Laurel Taichnar
1,3,4,6,7A

The Maffett Research Group
25111 Country Club Blvd., Ste. 290
No. Olmsted, OH 44070
Ph. 216-779-1303
Fax 216-779-2718
Contact: Cindy Kozik
1,3,4,6,7B

Marketeam Associates

3645 Warrensville Center Rd.
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552
Contact: Nikki Klonaris
1,3,6,7B
(See advertisement on p. 90)

National Market Measures, Inc.
781 Beta Drive
Mayfield Village, OH 44143
Ph. 216-473-7766
Fax 216-473-0428
Contact: Martha M. Kain
1,3,6,7B

National Market Measures, Inc.
28901 Clemens Road
Westlake, OH 44134
Ph. 216-473-7766
Fax 216-892-0002
1,2,3,6,7B

Opinion Centers America, Inc.
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-3000
Fax 216-779-3040
Contact: Betty Schwarcz
1,3,4,5,6,7C

Opinion Centers America
Great Northern Mall, Rm. 924
North Olmsted, OH 44070
Ph. 216-779-3050
Fax 216-779-3060
Contact: Debbie Kuhn
1,3,4,6,7A

Rosen Research
25906 Emery Road
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-464-7864
Contact: Eric Silver
1,2,3,4,5,6,7C

Fields Marketing Research, Inc.

7979 READING ROAD ■ CINCINNATI, OHIO 45237

CINCINNATI'S.....

Most spacious and advanced focus group facility.

FMR provides...

- Cincinnati's only centrally located focus facility.
- Easy access to airport, fine hotels and restaurants.
- Convenient for wide cross section of respondents.
- Viewing room 14' x 26' with 8' x 12' mirror.
- Focus room 19' x 24'.
- 28 telephone stations for local and national studies.



FOCUS ROOM (19' x 24')

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 - National.
 - Cincinnati Chapter.
- M.R.A.
 - National.
 - Great Lakes Chapter.

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Donna J. Fields, President
Ken A. Fields, Vice President



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(ROOM 14' x 26' / MIRROR 8' x 12')

* Now available CRT interviewing

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FAX (513) 679-5300

Codes:

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

Location:

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

Strategic Consumer Research, Inc.
26250 Euclid Avenue
Cleveland, OH 44132
Ph. 216-261-0308
1,3,6,7B

COLUMBUS

B & B Research Service, Inc.
1365 Grandview Avenue
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958
Contact: Judy Frederick
1,3,6,7B

Clark Jones Inc.
1029 Dublin Road
Columbus, OH 43215
Ph. 614-488-2466
Fax 614-488-2564
Contact: Hugh Clark
1,3,6,7C

Focus and Phones, Inc.
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840

Contact: Anita Ingalls
1,3,4,5,6,7B

Focus Plus
At Shelly Berman Communicators
707 Park Meadow Rd.
Westerville, OH 43081
Ph. 614-891-7070
Fax 614-891-3664
Contact: Melanie Woisin
1,3,4,6,7C

MNE Mktg. & Rsch. Svces., Inc.
929 Eastwind Drive, Ste. 211
Westerville, OH 43081
Ph. 614-898-9961
Fax 614-898-3063
Contact: Barbara Markin
1,2,3,4,5,6,7B

Quality Controlled Services

Crossroads Center
7634 Crossroads Dr.
Columbus, OH 43219
Ph. 614-436-2025
Fax 614-436-7040
Contact: Judy Golas
1,3,4,6,7B
(See advertisement on p. 55)

Dwight Spencer & Associates Inc.
1290 Grandview Avenue
Columbus, OH 43212
Ph. 614-488-3123
Contact: Betty Spencer
1,3,4,5,6,7C

DAYTON

Center For Bus. & Econ. Rsch.
University of Dayton
300 College Park
Dayton, OH 45469-2110
Ph. 513-229-2453
Fax 513-229-2371
Contact: Fantine M. Kerckaert
1,3,6,7B

Ruth Elliott Research Services
3077 Kettering Blvd., Ste. 300
Dayton, OH 45439
Ph. 513-294-5959
Fax 513-294-8518
Contact: Dianne Howell
1,3,4,5,6,7B

QFact Marketing Research, Inc.

8163 Old Yankee St.
Dayton, OH 45459
Ph. 513-891-2271
Fax 513-435-3457
Contact: Nan Moore or Mary Swart
1,3,6,7B
(See advertisement on p. 107)

Shiloh Research Associates, Inc.
16 West Wenger Rd., Ste. B
Englewood, OH 45322
Ph. 513-836-9485
Fax 513-836-9497
Contact: Laura Martin
1,3,4,5,6,7B

T.I.M.E. Market Research

560 Dayton Mall
Dayton, OH 45459
Ph. 513-433-6296
Fax 513-433-5954
Contact: Anita Ingalls
1,3,4,6,7A
(See advertisement on p. 71)

TOLEDO

Barbour Research, Inc.
5241 Southwyck Blvd., Ste. 201
Toledo, OH 43614
Ph. 419-866-3475
Fax 419-866-3478
Contact: Linda Hagedorn
1,3,6,7B

Market Research of Toledo
3103 Executive Pkwy., Ste. 106
Toledo, OH 43606
Ph. 419-534-4705
Fax 419-531-8950
Contact: Sharon Schweickert
1,3,6,7B

Package Factors, Inc.
3736 Sylvan Wood Dr.
Sylvania, OH 43560
Ph. 419-841-9224
1,6,7D

MATRIX MARKET RESEARCH

**HAS THE
MOST MODERN AND CONVENIENT
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OUTSTANDING FACILITIES

- Two completely equipped focus group/client viewing rooms with audio/video recording.
- Recruiting and focus group sessions conducted seven days/week.
- On-line, computerized respondent database.
- Complete kitchen/food service.
- Experienced managers and supervisors; trained personnel.

CONVENIENT LOCATION

- Next to Kenwood Towers Centre, the most prestigious regional mall in Cincinnati.
- In the suburbs, yet less than 15 minutes from downtown Cincinnati.

MODERN BUILDING

- 24 hour on site security.
- Kenwood Towers, a landmark office-complex development.

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- Demographics
 - 73,000 households within five mile radius of the Towers.
 - Median education - 13 years.
 - Median household income - \$30,000 (30% over \$40,000).
 - Home values - 15% above national average.
- Available on request - Detailed demographics and 40-Cluster PRIZM Lifestyle profile data for 1, 3, & 5 mile areas.

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OKLAHOMA

OKLAHOMA CITY

Johnson Marketing Research
2915 Classen Blvd., Ste. 350
Oklahoma City, OK 73106
Ph. 405-528-2700
Contact: Patty Nichols-Casteel
1,3,4,6,7B

Oklahoma City Research
Ruth Nelson Research Services
2501 W. Memorial Dr.
Oklahoma City, OK 73134
Ph. 303-758-6424 or 405-752-4710
Fax 405-751-1743
Contact: Ruth Nelson
1,3,4,6,7A

Oklahoma Market Research/Data Net, Inc.
3909 Classen Blvd., Ste. 200
Oklahoma City, OK 73118
Ph. 405-525-3412
Fax 405-525-3419
1,3,4,6,7B

Quick Test Opinion Ctrs.
1153 Crossroads Mall
Oklahoma City, OK 73149
Ph. 405-631-9738
Fax 405-632-0750
Contact: Mary Rose
1,3,4,6,7A

TULSA

Cunningham Market Research
4107 So. Yale, #LA 107
Tulsa, OK 74135
Ph. 918-664-7485
Contact: Roberta Cunningham
1,3,4,5,6,7A

Tulsa Surveys
4530 So. Sheridan #101
Tulsa, OK 74145
Ph. 918-665-3311 or 800-544-1494
Fax 918-665-3388
1,3,4,6,7B

OREGON

EUGENE

MarStat Market Research
71 E. 28 Avenue
Eugene, OR 97405
Ph. 503-484-6176
Fax 503-485-3810
Contact: LaDeane Pryor
1,3,4,6,7B

PORTLAND

Benner Research Group
8010 SW Cirrus Drive
Beaverton, OR 97005
Ph. 503-626-7653
Fax 503-626-7665

Contact: Lisa Perrin
1,3,6,7C

Data Unlimited, Inc.
9900A SE. Washington, Mall 205
Portland, OR 97216
Ph. 503-256-0987
Contact: Robin McCuen
1,3,4,6,7A

Gargan Research
2705 E. Burnside, Ste. 200
Portland, OR 97214
Ph. 503-234-7111
Fax 503-233-3865
Contact: Ginger Shank
1,3,4,6,7B

The Gilmore Research Group
729 N.E. Oregon St., #150
Portland, OR 97232
Ph. 503-236-4551
Fax 503-731-5590
Contact: Vicki Murphy
1,3,6,7B
(See advertisement on p. 118)

Griggs-Anderson Field Research
110 SW. Yamhill
Portland, OR 97204
Ph. 503-241-8700
Fax 503-241-8716
1,3,4,6,7A



AS TIME GOES BY...

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FIELD MANAGEMENT = TIME.. YOUR VALUABLE TIME CAN BE BETTER SPENT ON HELPING YOUR CLIENTS ACHIEVE THEIR RESEARCH GOALS THAN HANDLING DETAILS.

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CINCINNATI OHIO

(513)891-2271 FAX (513)791-7356

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

Image Analysis Market Research
4386 SW. Macadam, #301
Portland, OR 97201
Ph. 503-227-5763
Fax 503-274-2303
Contact: Dan O'Brien
1,6,7B

Management/Marketing Associates
Bank of California Tower
707 SW. Washington St., Ste. 1460

Portland, OR 97205
Ph. 503-228-9327
Fax 503-228-9479
Contact: Donald T. Jacobson
1,2,6,7B

Market Decisions Corporation
8959 SW. Barbur Blvd., Ste. 204
Portland, OR 97219
Ph. 503-245-4479
Fax 503-245-9677
Contact: Fran Davison
1,3,6,7B

Market Strategies
333 SW. 5th Avenue, #200
Portland, OR 97204
Ph. 503-225-0112

Contact: Michael Malone
1,3,6,7B

Market Trends, Inc.
2130 SW. Jefferson, Ste. 200
Portland, OR 97201
Ph. 503-224-4900
Fax 503-224-0633
Contact: Laurie Farley
1,3,4,6,7B

Omni Research
9414 SW. Barbur Blvd., Ste. A
Portland, OR 97219
Ph. 503-245-4014
Fax 503-245-9065
Contact: Chris Robinson
1,3,6,7B

PENNSYLVANIA

ALLENTOWN

Parkwood Research Associate
4635 Crackersport Rd.
Allentown, PA 18104
Ph. 215-481-0102
Fax 215-395-8027
Contact: Kathleen Follweiler
1,3,4,6,7B

Telephone Concepts Unlimited
P.O. Box E, 3730 Lehigh St.
Whitehall, PA 18052
Ph. 215-437-4000
Fax 215-437-5212
Contact: Bob Williams
1,3,6,7B

ERIE

Heintz Research
709 Park Avenue South
Erie, PA 16502-1238
Ph. 814-452-6474
Contact: Rick DeLuca
1,3,4,6,7D

T.I.M.E. North
3854 Walker Blvd.
Erie, PA 16509
Ph. 814-868-0873
Fax 814-864-7012
1,3,6,7B
(See advertisement on p. 71)

HARRISBURG

The Bartlett Group
3690 Vartan Way
Harrisburg, PA 17110
Ph. 717-540-9900
Fax 717-540-9338
Contact: Jeff Bartlett
1,3,6,7C



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At Philadelphia Focus, we specialize in recruiting new respondents, and bringing you unsurpassed service in our centrally-located facilities.

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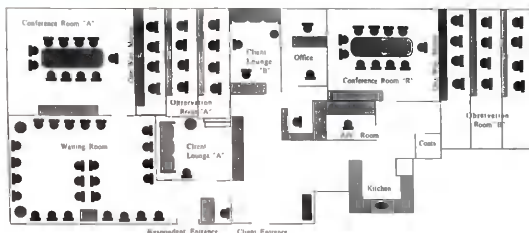
You'll never hear us complain or make excuses — no matter how demanding your requirements.

Clients say our facilities are the

best they've soon. They've been designed for optimal privacy and comfort, with the latest audio-visual equipment and spacious viewing rooms. Give us a call today. And discover over five million reasons why we should be your next focus group choice.



Thomas A. Bershad
President



Philadelphia Focus
100 N. 17th Street Philadelphia, Pa. 19103
(215) 561-5500

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FACILITIES

MODERATING

All the Right Ingredients for a Successful Focus Group

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We deliver the panelists that you require, no matter how hard they may be to find, using traditional sources plus our own malls and computerized bank of 15,000 households.

- **Experienced Moderators**

Our moderators focus on your objectives with insight and sensitivity and deliver reports that are clear, complete and actionable.

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Second to none in the Delaware Valley, our two focus group rooms are the centerpiece of our new Research Center in Media, Pennsylvania.

Viewing rooms accommodate 20 observers comfortably. A fully equipped Test Kitchen and three one-on-one rooms complete this state-of-the-art facility.

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JRP—Focus Group Research with Confidence



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

Codes:

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

Location:

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

PHILADELPHIA

All-Ways Advertising Co.
Smylie Times Bldg., Ste. 100
8001 Roosevelt Blvd.
Philadelphia, PA 19152
Ph. 215-332-9000
Fax 215-331-8031
Contact: Robert Lieberman
1,3,4,6,7B

Consumer Pulse of Philadelphia

Plymouth Meeting Mall #2203
Plymouth Meeting, PA 19462
Ph. 215-825-6636
Fax 215-825-6805
Contact: Elanor Yates
1,3,4,5,6,7A
(See advertisement on p. 84)

The Data Group
Meetinghouse Business Center
2260 Butler Pike, Ste. 150
Plymouth Meeting, PA 19462
Ph. 215-834-2080
Fax 215-834-3035
Contact: Kathy Leister
1,3,6,7B

Davis and Company
3901 Market Street, Ste. 12
Philadelphia, PA 19104
Ph. 215-222-3000
Fax 215-222-3480
Contact: Morris R. Davis
1,3,6,7B

Focus Suites of Philadelphia

One Bala Plaza, Ste. 622
Bala Cynwyd, PA. 19004
Ph. 215-667-1110
Fax 215-667-4858
Contact: Kathy Jonik
1,3,4,6,7B
(See advertisement on p. 125)

Group Dynamics In Focus, Inc.

555 City Line Ave., Ste. 580
Bala Cynwyd, PA 19004
Ph. 215-668-8535
Fax 215-668-2072
Contact: Merle Holman
1,3,4,6,7B
(See advertisement on p. 108)

JRP Marketing Research Services, Inc.

100 Granite Drive, Terrace Level
Media, PA 19063
Ph. 215-565-8840
Fax 215-565-8870
Contact: Paul Frattaroli
1,3,4,6,7B
(See advertisement on p. 110)

JRP Marketing Research Services, Inc.
108 Oxford Valley Mall
Langhorne, PA 19047
Ph. 215-565-8840
Fax 215-565-8870
Contact: Paul Frattaroli
1,3,4,6,7A
(See advertisement on p. 110)

Mar's Surveys, Inc.
3000 Atrium Way, Ste. 100 Lobby Flr.
Horizon Corp. Ctr., Atrium 2 Bldg.
Mt. Laurel, NJ 08054
Ph. 609-786-8514/609-235-3345
Fax 609-786-0480/609-235-1613
Contact: Marlene Teblum or Judy Abrams
1,3,4,6,7B
(See advertisement on p. 112)

Mar's Surveys, Inc.
Cinnaminson Mall, Rte. 130
Cinnaminson, NJ 08054
Ph. 609-786-8514
Fax 609-786-0480
Contact: Judy Abrams
1,3,6,7B
(See advertisement on p.112)

National Analysts
Booz Allen & Hamilton, Inc.
1700 Market Street, #1700
Philadelphia, PA 19103
Ph. 215-496-6800
Contact: Marshall Greenberg
1,3,6,7B

Philadelphia Focus, Inc.
100 No. 17th St.
Philadelphia, PA 19103
Ph. 215-561-5500
Fax 215-561-6525
1,3,6,7B
(See advertisement on p. 109)

Plaza Research
Two Greentree Centre
Marlton, NJ 08053
Ph. 609-596-7777 or 800-654-8002
Fax 609-596-3011
1,2,3,4,5,6,7B
Contact: Annette Guss
(See advertisement on p. 52)

Quality Controlled Services
A2577 Interplex Drive
Trevose, PA 19047
Ph. 215-639-8035
Fax 215-639-8224
Contact: Mitzi Keller
1,3,4,6,7C
(See advertisement on p. 55)

Quality In Field
308 Lakeside Drive
Southampton, PA 18066
Ph. 215-698-0606
Fax 215-676-4055
1,3,4,6,7B

Quick Test Opinion Ctrs.
Neshaminy Mall #109
Bensalem, PA 19020
Ph. 215-322-0400
Fax 215-322-5412
Contact: Alice Osborne
1,3,4,6,7A

Dallas Houston Philadelphia

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- ◆ The spacious focus group room features a sound-proof full wall mirror. Inside, microphones and camera are hidden from view and are part of the state-of-the-art audio and video systems.
- ◆ First-class facilities for first-class results. That's the Savitz difference, along with trained recruiters who consistently get the people *you* specify. All of this, plus the most convenient locations in Dallas, Houston and Philadelphia. Call for your next focus group study. You'll get a whole new look at effective focus group research.

Savitz

RESEARCH CENTER INC

(214) 386-4050

Dallas • Houston • Philadelphia

Codes:

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

Location:

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

Quick Test Opinion Centers
Franklin Mills Mall
1749 Franklin Mills Circle
Philadelphia, PA 19154
Ph. 215-281-9304
Fax 215-281-9362
Contact: Dot Muir
1,3,4,6,7A

Savitz Research Center, Inc.

Valley Forge Plaza
1150 First Ave., Ste. 750
King of Prussia, PA 19406
Ph. 215-962-0609
Fax 215-962-0613
Contact: Harriet Silverman
1,3,4,6,7B
(See advertisement on p. 111)

Savitz Research Center, Inc.

3007 Willow Grove Park Mall
2500 Moreland Road
Willow Grove, PA 19090
Ph. 215-657-6660
Fax 215-657-1915
Contact: Pat Roberts
1,3,4,6,7A
(See advertisement on p. 111)

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MAR'S SURVEYS
3000 Atrium II Building, Suite 100
Mt. Laurel, NJ 08054
Ph. 609-786-8514 / 609-235-3345
Fax 609-786-0480 / 609-235-1613

Strategic Marketing Corp.
GSB Bldg., Ste. 802
City Line & Belmont Aves.
Bala Cynwyd, PA 19004
Ph. 215-667-1649
Fax 215-667-0628
Contact: Julia Goodfriend Zimmerman
1,3,6,7B

U. S. Research Corp.
224 Echelon Mall
Voorhees, NJ 08043
Ph. 609-772-2220
Contact: Jackie Weise
1,3,4,6,7A

The Vanderveer Group
555 Virginia Drive
Fort Washington, PA 19034
Ph. 215-646-7200
Contact: Kathleen McRoberts
1,3,4,5,6,7B

PITTSBURGH

Allegheny Marketing Group
2121 Noblestown Plaza
Pittsburgh, PA 15205
Ph. 412-937-0770
1,3,4,6,7B

Campos Market Research
216 Blvd. of the Allies
Pittsburgh, PA 15222
Ph. 412-471-8484
Fax 412-471-8497
Contact: Yvonne Campos
1,3,4,6,7B

Car-Lene Research, Inc.
Monroeville Mall, Rm. 256
Monroeville, PA 15146
Ph. 412-373-3670
Fax 412-373-5076
Contact: Nancy Hickey
1,3,4,5,6,7A

Data Information, Inc.
Century III Mall, Room 934
3075 Clairton Rd.
W. Mifflin, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
Contact: Nancy Palyo
1,3,4,6,7A

Greater Pittsburgh Research Service
5950 Steubenville Pike
Pittsburgh, PA 15136
Ph. 412-788-4570
Fax 412-788-4582
Contact: Ann Urban
1,3,6,7B

Heakin Research, Inc.
Ross Park Mall
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
Ph. 412-369-4545
Contact: Sherry Recker
1,3,4,6,7A

Noble Interviewing
North Hill Village Mall
McKnight Road
Pittsburgh, PA 15237
Ph. 412-343-6455
Contact: Nancy Diggans
1,3,4,6,7A

Santell Market Research
300 Mt. Lebanon Blvd., Ste. 2204
Pittsburgh, PA 15234
Ph. 412-341-8770
Fax 412-341-8770
1,3,6,7B

T.I.M.E. East Market Research

280 Ohio Valley Mall
St. Clairsville, OH 43950
Ph. 614-695-6288
Fax 614-695-5163
Contact: Anita Ingalls
1,3,4,6,7A
(See advertisement on p. 71)

YORK

Polk-Lepson Research Group
108 Pauline Drive
York, PA 17402
Ph. 717-741-2879
Contact: David Polk
1,3,6,7B

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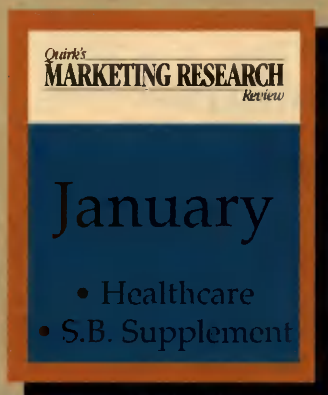
Alpha Research Associates, Inc.
395 Smith Street
Providence, RI 02908
Ph. 401-861-3400
Contact: Cathy Camille
1,3,6,7C

First Wave Research
25 Mill Street
Newport, RI 02840
Ph. 401-848-0111
Fax 401-848-0110
Contact: Bill Doyle
1,3,6,7C

MacIntosh Survey Center
450 Veterans Memorial Pkwy.
East Providence, RI 02914
Ph. 401-438-8330
Fax 401-434-9219
Contact: Ann MacIntosh
1,2,3,4,5,6,7B

Rhode Island Survey & Research
690 Warren Ave.
E. Providence, RI 02914
Ph. 401-438-4120
Fax 401-438-3617
Contact: Martha Baker
1,2,3,4,6,7B

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5. Test Kitchen w/ Obs. Room
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- 7B Office Building
- 7C Free Standing
- 7D Other

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CHARLESTON

Bernett Research Services, Inc.

62 Northwoods Mall
2150 Northwoods Blvd.
N. Charleston, SC 29418
Ph. 803-553-0030
Fax 803-553-0526
Contact: Gloria Duda
1,3,4,6,7A
(See advertisement on pp. 85, 86)

COLUMBIA

Marketsearch Corporation
2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
1,3,4,6,7C

Metromark Market Research, Inc.
3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-254-3798
Contact: Emerson Smith
1,3,6,7C

GREENVILLE

Carolina Market Research
88 Villa Road
Greenville, SC 29615
Ph. 803-233-5775
Contact: Elizabeth Buchanan
1,3,4,6,7C

Market Insight
530 Howell Rd. #205
Greenville, SC 29615
Ph. 803-292-5187
1,3,4,5,6,7B

ProGen Research
712 No. Main St.
Greenville, SC 29609
Ph. 803-271-0643
Contact: Maxie Freeman
1,3,6,7C

SOUTH DAKOTA

SIOUX FALLS

American Public Opinion Survey
and Market Research
1320 So. Minnesota Ave.
Sioux Falls, SD 57105-0625
Ph. 605-338-3918
Fax 605-334-7473
1,2,3,4,5,6,7C

Phoenix Systems, Inc.
525 W. 22nd St.
Sioux Falls, SD 57105
Ph. 605-339-3221
Fax 605-339-0408
Contact: Sharon Hunt
1,3,6,7B

TENNESSEE

CHATTANOOGA

Wilkins Research Services
1921 Morris Hill Road
Chattanooga, TN 37421
Ph. 615-894-9478
Fax 615-894-0942
1,3,4,5,6,7C

KNOXVILLE

H M R Associates
1423 Coker Ave.
Knoxville, TN 37917
Ph. 615-522-4532
Contact: Sylvia Hill
1,3,4,5,6,7C

T.I.M.E. South

East Towne Mall
3029 Mall Rd.
Knoxville, TN 37924
Ph. 615-544-1885
Fax 615-544-1802
Contact: Anita Ingalls
1,3,4,6,7A
(See advertisement on p. 71)

MEMPHIS

Chamberlain Market Research
1036 Oakhaven Rd
Memphis, TN 38119
Ph. 901-763-0405
Fax 901-763-0660
Contact: Tessa Berry
1,2,3,4,5,6,7B

Friedman Marketing/Memphis
Century Plaza Bldg., Ste. 1 & 2
5830 Mt. Moriah
Memphis, TN 38115
Ph. 901-795-0073 or 914-698-9591
Fax 901-360-1268
Contact: Scott McFarlane
1,3,4,6,7B

Heakin Research, Inc.
5501 Winchester, Suite 6
Memphis, TN 38115
Ph. 901-795-8180
Contact: Betty Huber
1,3,4,6,7B

Market Development Associates
5050 Poplar, Ste. 821
Memphis, TN 38157
Ph. 901-682-1011
Fax 901-682-1627
Contact: James Mecredy
1,3,6,7B

PWI Research
1755 Lynnfield, Ste. 249
Memphis, TN 38119
Ph. 901-682-2444
Fax 901-682-2471
Contact: Karen Reddin
1,3,6,7B

Venture Marketing Associates, Inc.
3845 Viscount, Suite 3&4
Memphis, TN 38118
Ph. 901-795-6720
Fax 901-795-6763
Contact: Larry Berry
1,2,3,6,7B

NASHVILLE

Jackson Associates, Inc.

Cool Springs Galleria
1800 Galleria Blvd.
Franklin(Nashville), TN 37064
Ph. 404-454-7060
Fax 404-986-2828
Contact: Margaret Hicks
1,3,6,7A
(See advertisement on p.74)

NCG Research
2100 West End Avenue, Ste. 800
Nashville, TN 37203
Ph. 615-327-3373
Contact: David Furse
1,3,6,7B

Quality Controlled Services

Fairlawns Bldg, 5203 Maryland Way
Nashville, TN 37027
Ph. 615-661-4016
Fax 615-661-4035
Contact: Nancy Proctor
1,3,4,6,7B
(See advertisement on p. 55)

Quick Test Opinion Ctrs.
Hickory Hollow Mall #1123
Nashville, TN 37013
Ph. 615-731-0900
Fax 615-731-2022
Contact: Kathleen Love
1,3,4,6,7A

20/20 Research, Inc.
2303 21st Ave. S. 2nd Flr.
Nashville, TN 37212
Ph. 800-737-2020
Fax 615-385-0925
Contact: Greg Fuson
1,2,3,6,7B

TEXAS

AMARILLO

Opinions Unlimited, Inc.

8201 SW 34th.
Amarillo, TX 79121
Ph. 806-353-4444
Fax 806-353-4718
Contact: Anndel Hodges
1,3,4,6,7C
(See advertisement on p.116)

AUSTIN

First Market Research Corp.
2301 Hancock Drive
Austin, TX 78756
Ph. 512-451-4000
Fax 512-451-5700
Contact: James R. Heiman
1,3,6,7C

NuStats, Inc.
816 Congress Ave., Ste. 300
Austin, TX 78701
Ph. 512-469-6400
Fax 512-469-6408
Contact: Deborah Pedigo
1,3,6,7B

Quick Test Opinion Ctrs.
Barton Creek Square
2901 Capitol Texas Hwy.
Austin, TX 78746
Ph. 512-327-8787
Fax 512-327-7460
Contact: Patty Franchina
1,3,4,6,7A

RPC Market Research/Texas Field Svcs.
3200 Red River, Ste. 302
Austin, TX 78705
Ph. 512-472-7765
Contact: Donna Martin
1,3,4,6,7B

Tammadge Market Research
1616 B Rio Grande
Austin, TX 78701
Ph. 512-474-1005
Fax 512-370-0339
Contact: Melissa Pepper
1,3,6,7C

CORPUS CHRISTI

Quick Test Opinion Ctrs.
Sunrise Mall
5858 S. Padre Island Dr., #38
Corpus Christi, TX 78412
Ph. 512-993-6200
Fax 512-991-6029
Contact: Lorna Miller
1,3,4,5,6,7A

DALLAS/FT. WORTH

Accurate Research, Inc.
2214 Paddock Way Dr. #100
Grand Prairie, TX 75050
Ph. 214-647-4277
Fax 214-641-1549
Contact: Jeri Harwell
1,3,4,6,7C

Dallas Focus
511 E. John W. Carpenter Frwy., #100
Irving, TX 75062
Ph. 214-869-2366
Fax 214-869-9174
Contact: Robin McClure
1,3,4,6,7B
(See advertisement on pp. 115, 126)

Databank Marketing Research
Rt. 1, 109F Hwy. 718
Rhame, TX 76078
Ph. 817-489-2300
Fax 817-433-2248
Contact: Sharyn Jackson
1,3,4,5,6,7C

Fenton Swanger Consumer Research
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 214-934-0707
Fax 214-490-3919
Contact: Nancy Ashmore
1,3,4,6,7B

Focus On Dallas
12240 Inwood Rd., #400
Dallas, TX 75244
Ph. 214-960-5850
Contact: Kelly Lynn Ireland
1,3,4,6,7B

Heakin Research, Inc.
Fort Worth Town Center
4200 So. Freeway, Ste. B-31
Ft. Worth, TX 76115
Ph. 817-926-7995
Contact: Vivian Taylor
1,3,4,6,7A

Linden Research Services, Inc.
4800 So. Hulen St.
Ft. Worth, TX 76132
Ph. 817-370-7678
Fax 817-370-9019

Contact: Rhonda Linden
1,3,4,6,7A

National Data Research/Facts In Focus
15340 Dallas Parkway, Suite 2740
Dallas, TX 75248
Ph. 708-501-3200
Fax 214-233-9033
Contact: Val Maxwell
1,3,4,6,7C

Plaza Research
14160 Dallas Parkway
Dallas, TX 75240
Ph. 214-392-0100 or 800-654-8002
Fax 214-386-6008
Contact: Susan Trace
1,2,3,4,5,6,7B
(See advertisement on p. 52)

Probe Research
2723 Valley View Lane
Dallas, TX 75234
Ph. 214-241-6696
Fax 214-241-8513
Contact: Richard Harris
1,3,4,6,7C

Quality Controlled Services
14683 Midway Rd., Ste. 100
Dallas, TX 75244
Ph. 214-458-1502
Fax 214-490-3065
Contact: Joyce Clifton
1,3,4,6,7B
(See advertisement on p. 55)

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- 7C Free Standing
- 7D Other

RPC Market Research/Texas Field Svcs.
7557 Rambler Rd., Suite 706
Dallas, TX 75231
Ph. 800-288-9287
Fax 512-472-2232
Contact: Donna Martin
1,3,6,7B

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- Exceptional Client Service
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1-800-658-2656

Savitz Research Center, Inc.

13747 Montfort, Ste. 211
Dallas, TX 75240
Ph. 214-386-4050
Fax 214-450-2507
Contact: Harriet Silverman
1,3,4,6,7B
(See advertisement on p. 111)

Savitz Research Center, Inc.

2053 The Parks at Arlington Mall
3811 So. Cooper
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
Contact: Pat Roberts
1,3,4,6,7A
(See advertisement on p. 111)

EL PASO

Aim Research
10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
Contact: Linda Adams
1,3,4,6,7C

HOUSTON

CQS Research
1726 Augusta, Ste. 150
Houston, TX 77057
Ph. 713-783-9111
Contact: Noel Roulin
1,3,4,5,6,7B

Creative Consumer Research
4133 Bluebonnet
Stafford, TX 77477
Ph. 713-240-9646
Fax 713-240-3497
1,3,4,6,7B

Heakin Research, Inc.
Galleria II
5085 Westheimer, Ste. 3897
Houston, TX 77056
Ph. 713-871-8542
Contact: Maggie Franek
1,3,4,6,7A

Heakin Research
San Jacinto Mall #1670
Baytown, TX 77521
Ph. 713-421-2584
Contact: Larry Bartz
1,3,4,6,7A

Houston Consumer Research
730 Alameda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
Contact: Pat Williams
1,3,4,6,7A

International Forum Corporation
11111 Richmond, Ste. 111
Houston, TX 77082
Ph. 713-784-2222
1,3,6,7B

In-Touch Research, Inc.
5855 Sovereign Dr., #200
Houston, TX 77074
Ph. 713-497-2828
Fax 713-497-4059
Contact: Debbie L. Thigpen
1,3,4,6,7B

In-Touch Research, Inc.
307 Northwest Mall
Houston, TX 77092
Ph. 713-682-1682
Fax 713-682-1686
Contact: Debbie L. Thigpen
1,3,4,5,6,7A

Key Research, Inc.
3115 W. Loop So., #18
Houston, TX 77027
Ph. 713-840-7711
Contact: Jean Stanley
1,3,6,7B

MVA Research
1726 Augusta, #100
Houston, TX 77057
Ph. 713-783-9109
Fax 713-783-4238
Contact: Michael Pope
1,2,3,4,5,6,7B

Quality Controlled Services

1560 W. Bay Area Blvd., Ste. 130
Friendswood, TX 77546
Ph. 713-488-8247
Fax 713-486-3831
Contact: Dana Reid
1,3,4,6,7B
(See advertisement on p. 55)

Quick Test Opinion Ctrs.
Sharpstown Center
7500 Bellaire Blvd., Ste. 762
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
Contact: Beth Simons
1,3,4,6,7A

RPC Market Research/Texas Field Svcs.
6750 West Loop South, Suite 680
Bellaire, TX 77401
Ph. 800-288-9287
Fax 512-472-2232
Contact: Donna Martin
1,3,6,7B

Savitz Research Center, Inc.

1122 Deerbrook Mall
20131 Highway 59
Humble, TX 77338
Ph. 713-540-2020
Fax 713-540-2026
Contact: Pat Roberts
1,3,4,6,7A
(See advertisement on p. 111)

The Woodward Group
10101 Southwest Freeway, Ste. 335
Houston, TX 77074
Ph. 713-772-0262 or 800-678-7839
Fax 713-772-0265
Contact: Kerry A. Palermo
1,3,6,7B

LUBBOCK

UMS Research Group
1516 53rd Street
Lubbock, TX 79412
Ph. 806-744-6740
Contact: James E. Petrillo
1,3,4,6,7C

MCALLEN

MT&T Mkt. Rsch. and Opinion Smplg.
801 Nolana Loop, Ste. 120
McAllen, TX 78504
Ph. 512-631-3449
Fax 512-618-2400
Contact: Ruben Cuellar
1,3,6,7B

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 512-520-7025
Fax 512-680-9906
1,3,6,7B

Galloway Research Service
4346 NW Loop 410
San Antonio, TX 78229
Ph. 512-734-4346
Fax 512-732-4500
Contact: Patrick Galloway
1,2,3,4,6,7C

L. Tucker Gibson and Associates
1046 Grand Central Pkwy. So.
San Antonio, TX 78232
Ph. 512-496-1166
Contact: Tim Hager
1,3,6,7B

Promark, Professional Marketing Svcs.
1777 N.E. Loop 410, Ste. 801
San Antonio, TX 78217
Ph. 512-822-1200
Fax 512-822-1299
Contact: Deborah Prost
1,3,4,6,7B

Quick Test Opinion Ctrs.
Windsor Park Mall, Ste. 14B
San Antonio, TX 78218
Ph. 512-657-9424
Fax 512-657-9432
Contact: Ernestene Suhler
1,3,4,6,7A

UTAH

SALT LAKE CITY

Friedman Marketing/Salt Lake City
2051 Layton Hills Mall
Layton, UT 84041
Ph. 801-544-8688 or 914-698-9591
Fax 801-546-6075
Contact: Scott McFarlane
1,3,4,6,7A

Utah Market Research
Ruth Nelson Research Services
50 So. Main Street
Salt Lake City, UT 84144
Ph. 303-758-6424 or 801-363-8726
Fax 801-321-4904
Contact: Ruth Nelson
1,3,4,6,7A

Valley Research & Survey
1104 East Ashton Ave. #106
Salt Lake City, UT 84106
Ph. 801-467-4476
Fax 801-487-5820
Contact: Elaine Anderson
1,3,4,6,7B

Your Opinion Counts
Gay Hill Field Service
4835 Highland Drive
Salt Lake City, UT 84117
Ph. 801-261-4117
Fax 801-268-0247
Contact: Gay Hill
1,3,6,7A

VIRGINIA

NORFOLK/VIRGINIA BCH

Continental Research
4500 Colley Ave.
Norfolk, VA 23508
Ph. 804-489-4887
Contact: Nanci Glassman
1,3,6,7B

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3. Observation Room
4. Test Kitchen
5. Test Kitchen w/ Obs. Room
6. Video Equipment Available

Location:

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- 7B Office Building
- 7C Free Standing
- 7D Other

Norfolk Focus Group Centre

Div. of Martin Research, Inc.
 #5 Koger Executive Ctr. #110
 Norfolk, VA 23502
 Ph. 804-455-8463
 Fax 804-499-8445
 Contact: Suzanne Deibler
 1,3,6,7B
 (See advertisement on p. 123)

Quick Test Opinion Ctrs.
 816 Greenbrier Cir., Suite 208
 Chesapeake, VA 23320
 Ph. 804-523-2505
 Fax 804-523-0463
 Contact: Gerri Kennedy
 1,3,4,6,7B

RICHMOND

Basso Survey Services, Ltd.
 The Shops At Willow Lawn
 616 No. Office Tower
 Richmond, VA 23230
 Ph. 804-285-2113
 Contact: Rae Basso
 1,3,6,7A

Capital Focus Group Centre

Div. of Martin Research Inc.
 8100 Three Chopt Rd., #203
 Richmond, VA 23229
 Ph. 804-285-3165
 Fax 804-288-9130
 Contact: Kathryn McGuire
 1,3,6,7B
 (See advertisement on p. 123)

Pappas Research
 7437B Midlothian Tnpke
 Richmond, VA 23225
 Ph. 804-276-8537
 Contact: Katherine Pappas
 1,3,4,6,7A

Richmond Focus Group Ctr.
 6802 Paragon Place, Suite 210
 Richmond, VA 23230
 Ph. 804-288-0590
 Fax 804-288-3234
 Contact: Terry Brisbane
 1,3,6,7B

Southeastern Institute of Research

2325 W. Broad St.
 Richmond, VA 23220
 Ph. 804-358-8981
 Fax 804-358-9761
 Contact: Rebecca Day or Lois Abernathy
 1,3,6,7B
 (See advertisement on p. 117)

ROANOKE**Roanoke Focus Group Centre**

Div. of Martin Research, Inc.
 2122 Carolina Ave. SW
 Roanoke, VA 24014
 Ph. 703-342-5364
 Fax 703-982-8101
 Contact: Marjorie Jeskey
 1,3,4,6,7C
 (See advertisement on p. 123)

WASHINGTON**SEATTLE/TACOMA****Consumer Opinion Services**

12825 1st Ave. So.
 Seattle, WA 98168
 Ph. 206-241-6050
 Fax 206-241-5213
 Contact: Jerry Carter
 1,3,4,6,7C
 (See advertisement on p. 119)

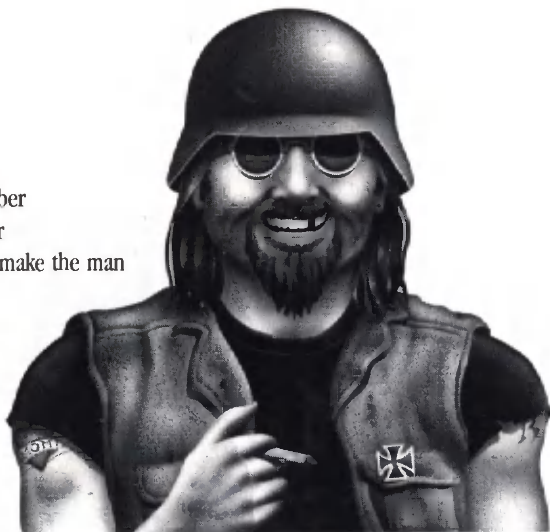
Consumer Opinion Services

10829 NE 68th St., Bldg. B
 Kirkland, WA 98033
 Ph. 206-241-6050
 Fax 206-241-5216
 Contact: Jerry Carter
 1,3,4,6,7B
 (See advertisement on p. 119)

Decision Data, Inc.

200 Kirkland Ave., Ste. C
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Contact: Mary Redd
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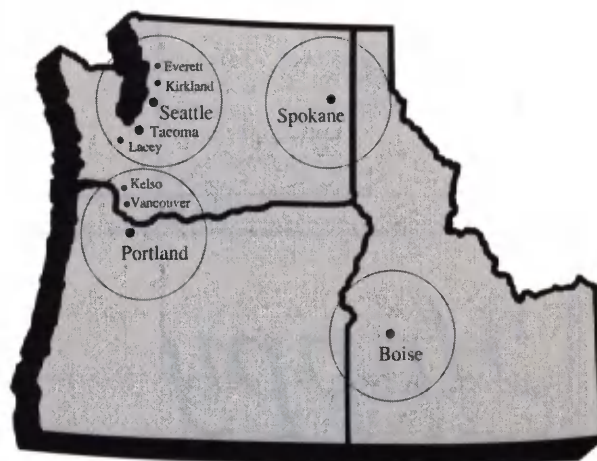
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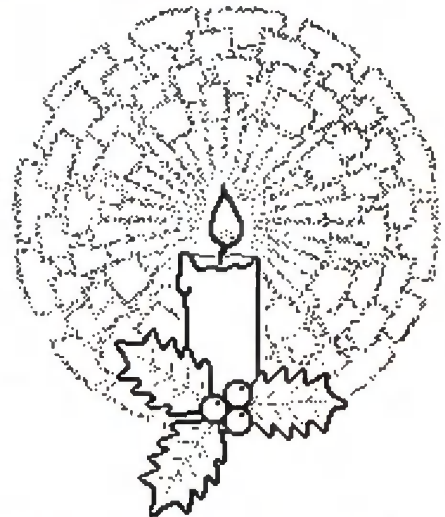
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Trade Talk

continued from p. 124

shop. Why did they go to one retailer for a certain thing that they could buy in ten other places?"

Price number one

The study found that price was the number one factor influencing where people shopped. Convenience dropped to second place. For food purchases, conventional supermarkets were still the most popular outlets, more so than food-drug combinations. Women said that they had cut back on snack foods and were buying more staple foods. Forty-two percent of the women said they had cut back on clothing purchases for themselves in the past year.

Some seemingly recession-proof categories included hair-styling products (91% of the women said they were buying at about the same rate or more than a year ago), cosmetics (79% buying same or more) and greeting cards (81% buying same or more).

In general, the respondents felt that their economic future would stay about the same. Just over a third (35%) believed things would improve in the coming year and half that number felt things would get worse. As expected, the economically vulnerable—older, unmarried women with lower education/income levels and blue collar jobs—were the most pessimistic.

Sense of value

Though the Evansville study shows that price is the most important factor for consumers, Liebmann says that simply offering low prices won't guarantee success for retailers. "I think the issue of price is something that every retailer is

going to have to face, but in the end, consumers really need to walk away with a sense of value. I know we've heard that for years but it's not the lowest price that's going to drive people, it's the best value."

She cites retailers like Wal-Mart and Target as retail success stories because they've added new factors to the 'price + quality = value' equation, factors such as service, innovation, and an overall satisfying shopping experience. Their particular combination of these elements defines the brand and makes shopping at a Wal-Mart, for example, a unique experience.

"These retailers have a very clear brand identity unto themselves and when people shop that store they have a sense of shopping a brand. Wal-Mart, for example, has an atmosphere and a product mix and a price structure that gives it a whole image to people. Consumers feel comfortable and believe that you'll always walk out of the store feeling as if you did alright. You got what you paid for, in fact, you probably got more.

"What a lot of these retailers have to do is really understand much more clearly the demographics and psychographics of their customers. It seems that those who clearly position themselves to a specific consumer are the ones that are much more successful today."

Liebmann mentions Sears as one retailer that has lost contact with consumers. "It's as if they stopped talking and listening to their customers to find out how things have changed. They've tried to position themselves with the 'everyday low prices' campaign but then you turn around and every three minutes they've got a sale on. Sears is a perfect example of a retailer who lost its sense of identity and its customers. You just can't do that anymore. There's too much competition out there. You can't get away with it." □

Listing Additions

Please add the following firms to the 1991 Mall Research Facilities Directory:

National Quality Interviewers
Ocean County Mall
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Income-NA

Buffalo Survey & Research
Main Place Mall
Buffalo, NY 14202
Tel. 716/833-6639
Fax 716/834-0372
Contact: Jeanette Levin
H-10% M-50% L-40%
Stat.-4 2,3

Markette Research, Inc.
Clifton County Mall #421
Clifton Park, NY 12065
Tel. 518/383-1661
Fax 518/371-0791
Contact: Joyce Whalen
H-35% M-60% L-5%

Ruth Diamond Market Research
Boulevard Mall
770 Alberta Drive
Buffalo, NY 14226
Tel. 716/836-1110
Fax 716/836-1114
Contact: Harvey Podolsky
H-28% M-53% L-19%
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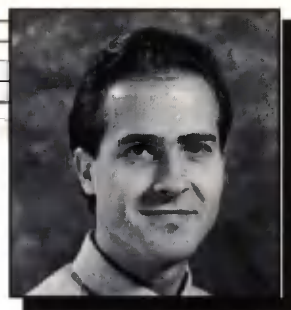
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by Joseph Rydholm
managing editor



Another round of belt tightening

I don't want to sound pessimistic (it is, after all, the holiday season, the time of good cheer), but it looks like we're heading into the second half of the double dip recession. I thought the country might shake off its economic woes, but now the pundits seem unsure when recovery might begin.

Increased consumer spending has been touted as the lifeline that could rescue the country from its doldrums. But before consumer spending can increase, consumer confidence has to go up. And based on scores of articles and news reports, it's clear consumers are in no mood to get out there and start buying. They're too busy tightening their belts. Which brings us to the subject of this month's column.

To see how the recession has affected consumer spending in one heartland region, WSL Marketing, a New York-based marketing and retailing consulting firm, conducted a study of the buying habits of women in Evansville, Indiana in February and March of this year.

Located in southwest Indiana near the Kentucky and Illinois borders, Evansville was chosen because its demographics and retail environment are similar to America as a whole. The area includes many mass retailer brands (e.g., Wal-Mart, Target, Osco, Kmart, Phar-Mor) and store types (discount,

department, chain and deep-discount drug, warehouse, and supermarket). In addition, because Evansville's economy was hit early by the recession, the buying habits of its residents might anticipate those in the rest of the country.

Using 600 telephone interviews with adult females who had completed a shopping trip in the past seven days, the study was intended to answer questions such as: Were women switching brands because of the recession? Switching types of stores? Were there certain categories of merchandise that they were cutting out or buying more of?

These questions were asked in the context of the recession and also in the context of the changing retail market, says Wendy Liebmann, president of WSL Marketing. "The thing that had struck us over the last few years is that the classes of trade had really blurred dramatically. There are no longer very clear distinctions about who sells what merchandise. It used to be that if you wanted to buy clothes, you went to the department store or to the discount store. If you wanted to buy drugs you went to the drug store. If you wanted to buy food you went to the supermarket. But now there are so many different types of retailers selling the same types of merchandise that I wanted to find out how that affects the way women

continued on p. 123

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