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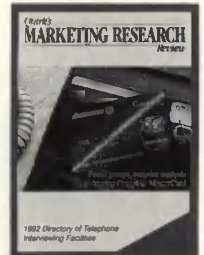
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Focus groups and conjoint analysis helped Ameritech develop its Complete MasterCard. Photo courtesy of Ameritech.



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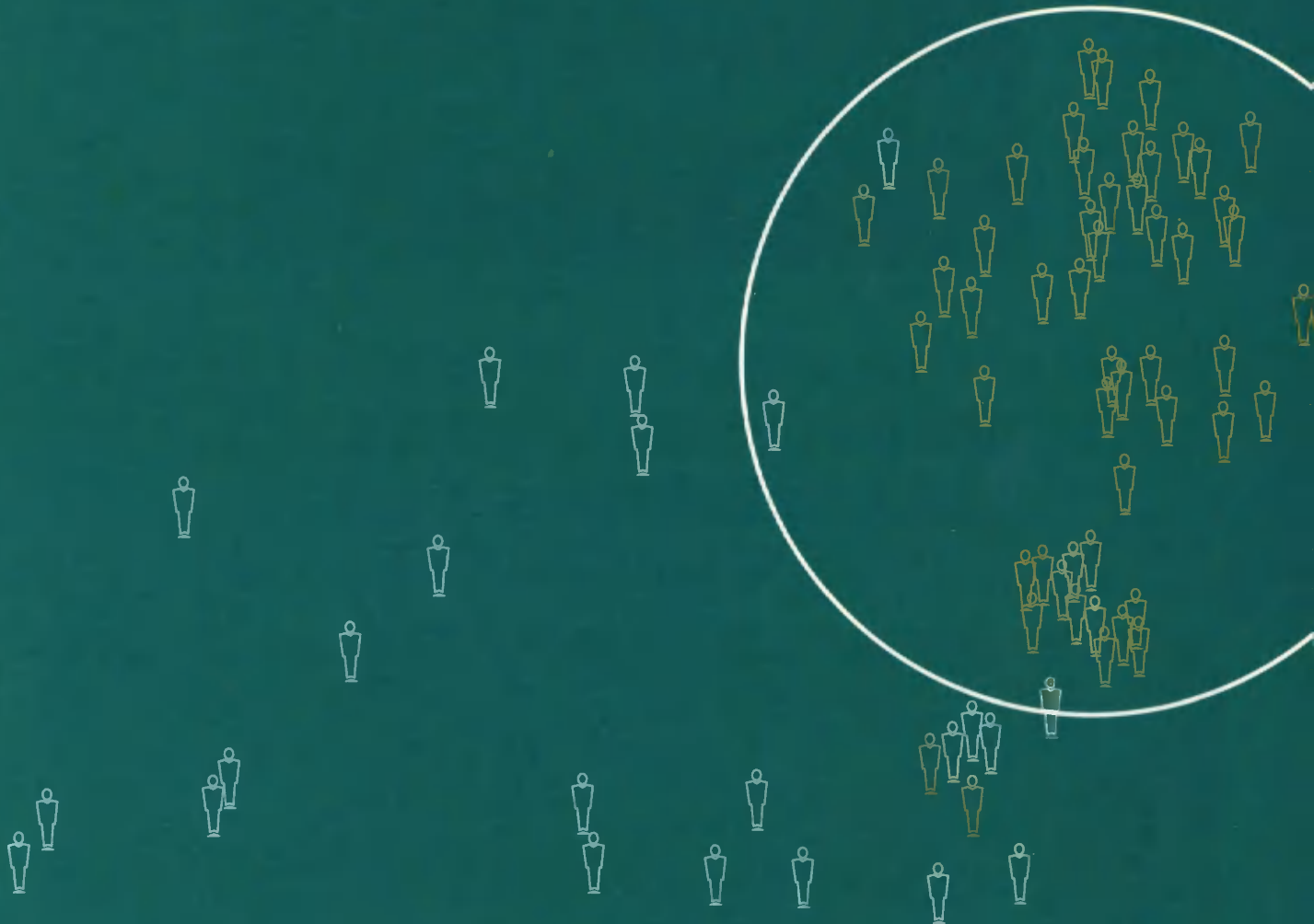
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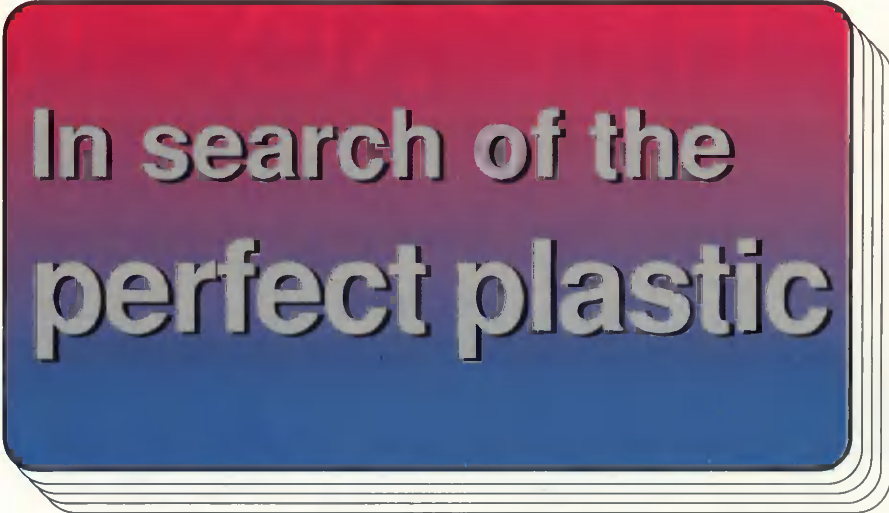


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In search of the perfect plastic

Focus groups, conjoint analysis help develop the Ameritech/Household Int'l. Complete Master Card

By Mary P. Tonneberger

Editor's note: Mary P. Tonneberger is vice president of Kennedy Research Inc., Grand Rapids, Michigan.

Like no other industry, telecommunications has seen its playing field abruptly change over the past decade. For example, long-distance service, once highly regulated, is now a hotbed of competition, a development that overnight changed the rules of the game for the entire industry.

Nowadays, both long-distance and local telephone companies find themselves looking over their shoulders--first at the courts, then at their competitors--as one long-standing regulation after another is struck down, opening dramatic new opportunities.

At first blush, the industry's newest innovation--a foray into the lucrative credit card business--seems incongruous with the traditional role of telecommunications, though it makes perfect sense when seen in the twin lights of fewer regulations and more competition.

But that initial incongruity is precisely why Chicago-based Household International Inc. and Ameritech Corp., one of the seven regional Bell companies, relied heavily on market research to help position the new Complete MasterCard, a credit card with all the advantages of a telephone calling card.

Kennedy Research Inc., based in Grand Rapids, Mich., worked with Ameritech and Household International in conducting the market research that played such an integral role in the introduction of the Complete MasterCard.

"One of our concerns was how customers would respond to the telephone company introducing this type of product," says Rich Bialek, director of credit card services for Ameritech. "Beyond that, a host of issues needed to be addressed through research before we could develop a card that would have a strong chance of succeeding."

Multipurpose plastic

The Complete MasterCard, jointly

issued by Ameritech and Household International, the country's ninth-largest credit card issuer, combines a MasterCard with the features of a telephone calling card, allowing users to shop, pay bills, take trips and make phone calls.

"With this card, our customers can make credit card purchases at over nine million locations worldwide, obtain cash at over 250,000 banks and 60,000 ATMs, and make calling card calls at over two million pay phones in the United States," Bialek says.

The Complete MasterCard is one of a handful of "co-branded" cards, the latest development in the credit card business. With co-branded cards, a major marketer's logo is featured prominently, and the cardholder gets a value-added benefit, often in the form of discounts. Sponsors form ties with a Visa or MasterCard member bank that issues the cards to consumers.

The Complete MasterCard became available to Ameritech's 10 million resi-

dential customers in Illinois, Indiana, Michigan, Ohio and Wisconsin this past fall. Ameritech is the first of the seven regional Bell companies to become active in the competitive credit card business, though others are expected to follow suit.

The multipurpose card will generate a new source of revenue for Ameritech, but, even more important, the card will strengthen the company's relationship with its customers and increase awareness of the Ameritech name.

"The principal idea was to make our calling card more attractive by combining it with a credit card," Bialek says. "So many cards are competing for space in the consumer's wallet that the convenience of combining two or more cards into one is attractive for many people.

"With the increased competition in the calling card market, we needed to offer our customers the convenience of a multipurpose card in order to meet their expectations. We wanted market research to help us determine what mix

of features would make our card most appealing to customers. The question we kept asking ourselves was, 'What will motivate people to use the Complete MasterCard instead of other cards they now hold?'"

Focus groups — phase one

Research prior to the introduction of the Complete MasterCard consisted of three phases. The first two phases were qualitative, involving focus groups that helped narrow down what issues should be addressed during the quantitative third phase, which used conjoint analysis to determine the "ideal" card for Ameritech's target audience.

"In the first phase, we conducted a series of eight focus groups—four in Chicago, two in Detroit and two in Cleveland—with consumers who use both credit cards and calling cards," says Kennedy Research Account Executive John Kennedy, who helped plan research into the Complete MasterCard.

Participants were randomly recruited

and assigned to different focus groups, each about two hours long. "During this stage, we were mainly interested in exploring consumer reaction to the concept of a credit card with a calling card feature," Bialek says. "We needed to evaluate how customers would accept the idea and explore their general expectations for this type of card."

Focus groups — phase two

The second qualitative phase consisted of another series of focus groups with calling card holders in Chicago, Detroit and Cleveland. In this phase, various design options for the proposed card were examined for the first time. A number of different designs for what was to become the Complete MasterCard were shared with focus group participants, who were asked to give feedback on which option best portrayed the image of an all-purpose, dual-function card. The winner: an eye-

continued on p. 37



Rising refusal rates: the impact of telemarketing

by Todd Remington

Editor's note: Todd Remington is president of The Fairfax Research Group, Ontario, California.

Every day millions of Americans listen to a stranger trying to sell them something by telephone. Does the staggering growth in the volume of telemarketing sales calls present problems for professional survey research organizations and their clients?

Concerned with rising refusal rates and harboring a theory about the contributions of telemarketing to these rising rates, Western Wats Center and The Fairfax Research Group decided to explore the theory. We developed a questionnaire designed to begin to assess the impact of telemarketing on respondent cooperation. Western Wats Center and Fairfax Research interviewed 1,000 adults age 18 and older living in the lower 48 states between January 31 and February 5, 1991. The interview lasted 15 minutes.

Irreconcilable differences: privacy and the telephone

Increases in unlisted telephone numbers corresponding with rises in refusal rates and the proliferation of telephone

answering machines present research firms and clients alike with formidable methodological and financial obstacles. One response from an individual who refused to participate in this study illustrates these difficulties. When asked why they wouldn't participate in the study, this individual flatly stated: "Basically it's like phone harassment. We get so many of these calls that the best way to handle it is to just hang up." Said another of these respondents: "You're calling at 6:45 p.m. You had a day and you've dealt with society and then the phone rings and guess what—it's an intrusion." In short, Americans have a limited reservoir of goodwill to expend on intrusive and unsolicited telephone contacts of any kind: reasonable or unreasonable. Overuse of this reservoir will engender a drought in respondent cooperation with accompanying serious short-term and long-term ramifications for the research industry. Using either advances in technology or a good, old-fashioned "no," too many potential respondents will avoid participation in any form of telephone contact. We suspected that telemarketing flagrantly depletes this fragile reservoir.

Telephone contacts: surveys and sales

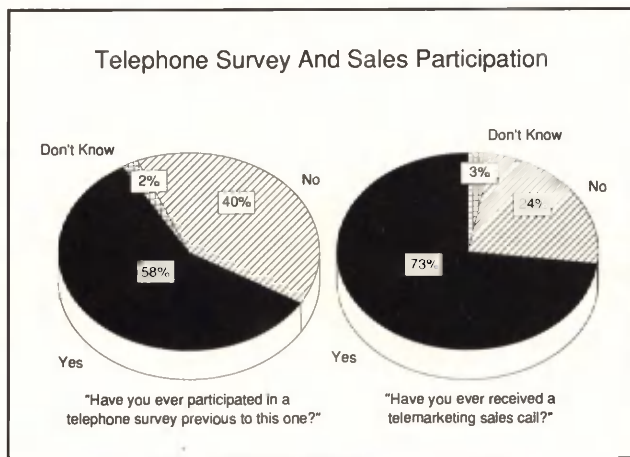
Fifty-eight percent (58%) of the respondents say they have previously participated in a telephone survey other than this one. Significantly more of them say they have previously received at least one telemarketing sales call. Seventy-three percent (73%) of the respondents say they have received at least one telemarketing sales call.

The findings suggest that telemarketers target individuals between 25 and 54 years of age. More respondents in these

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age groups say they have received a telemarketing call. Seventy-nine percent (79%) of the 25-to-34 year olds, 81% of the 35-to-44 year olds and 80% of the 45-to-54 year olds have



received a telemarketing call.

Better educated Americans also claim to receive more telemarketing calls. Eighty-six percent (86%) of the respondents with a college degree and 92% of the respondents with a postgraduate degree say they have received a telemarketing sales call.

Income level also dictates telemarketing activity. Telemarketers clearly target the affluent. The more respondents earn the more the phone rings with some telemarketer's solicitation. Just 53% of the respondents who earn less than \$10,000 a year say they have received a telemarketing call compared to 85% of the respondents who earn \$35,000-to-\$50,000 a year, 82% of the respondents who earn \$50,000-to-\$75,000 a year and 89% of the respondents who earn over \$75,000 a year.

More respondents 35-to-44 years old (68%) and 45-to-54 years old (65%) say they have participated in a telephone survey. Home owners (63%) and respondents with a college degree (65%) or postgraduate degree (77%) also report higher participation rates in telephone surveys.

Survey participation increases with an increase in income. Just 35% of the respondents earning under \$10,000 a year say they have participated in a telephone survey. By contrast, 68% of the respondents earning between \$50,000 and \$75,000 a year and 73% of the respondents earning over \$75,000 a year say they have participated in a telephone survey.

More respondents living in the suburbs (64%) say they have participated in a telephone survey than their counterparts living in urban areas (57%) or rural areas (50%).

Respondents recall receiving an average of 26 sales calls in the past 12 months. By contrast, they recall participating in an average of less than two (1.68) telephone surveys during the same 12 month period.

The number of telemarketing calls received by respondents varies sharply by age, education and income. The findings suggest that telemarketers target older, better-educated, more affluent Americans. Telemarketers called 35-to-44 year old respondents an average of 30 times a year, while

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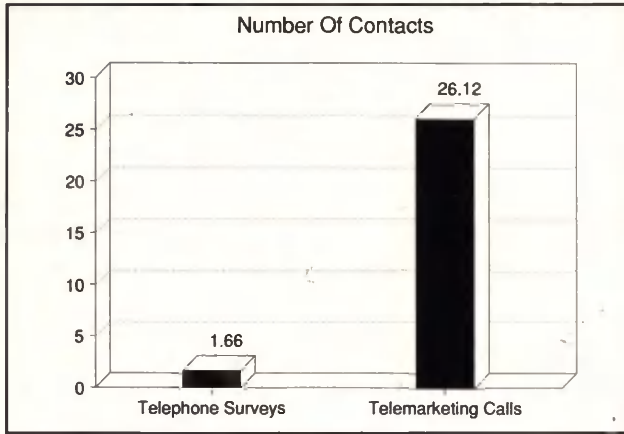
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they called 45-to-54 year old respondents an average of 36 times a year. By comparison, 18-to-24 year old respondents

ences with surveys varying in length from brief one minute surveys to protracted fifty minutes ones.

We should note that four years of validation studies suggest that the majority of survey participants typically underestimate by half the actual survey length. In those studies, we call back a sample of the respondents and, among other questions, ask them their estimate of the survey length. Researchers must remain sensitive to the length of the questionnaire despite the client's desire for more information. Eighteen percent (18%) of the respondents who have participated in telephone surveys voluntarily complain about the length of telephone surveys.



say they received just 18 calls a year.

Respondents with a college degree say they received 32 calls while respondents with a postgraduate degree say they received an average of 47 sales calls a year.

The phone rings more frequently in households with yearly incomes of \$50,000 or more: \$50,000 to \$75,000 (42 calls), over \$75,000 (40 calls).

Homeowners (31 calls), suburban residents (33 calls) and respondents living in the Western United States (37 calls) are also favorite targets of telemarketers. By contrast, Midwesterners average a comparatively few 19 sales calls a year.

Interestingly, for those respondents who say they have participated in a telephone survey in the last 12 months, the frequency of participation evidences little variance between demographic groupings. Generally speaking, most telephone survey respondents, regardless of age, income or education level, participated in an average of two telephone surveys.

Immediacy of last sales call

Forty-one percent (41%) of those who say they have received at least one sales call claim they received a telemarketing call within 10 days of participating in this survey. Seventy-two (72%) percent of them say they have received a sales call within 30 days of this survey.

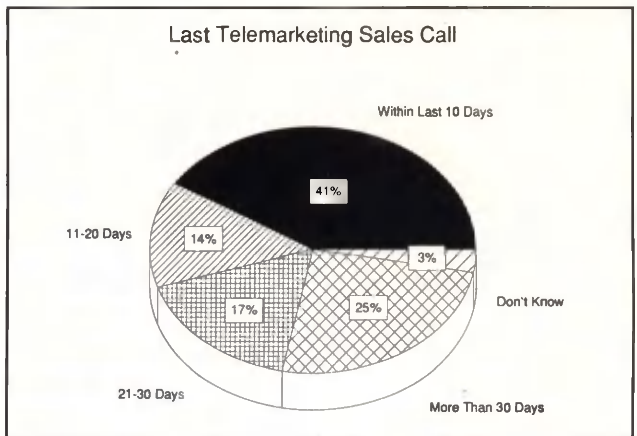
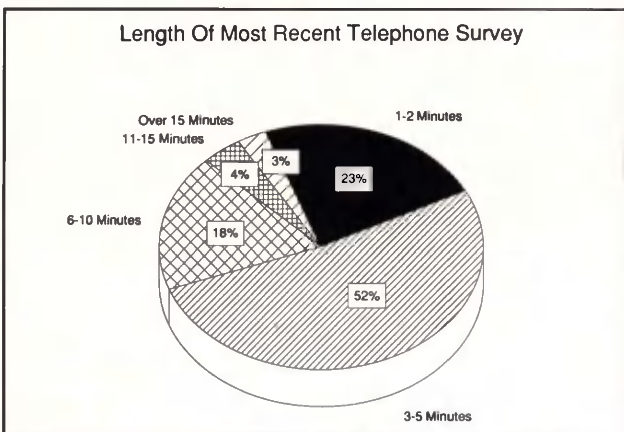
Forty-four percent (44%) of the homeowners, 52% of the college graduates, 48% of the postgraduates, 48% of those earning \$50,000-to-\$75,000 a year and 55% of those earning over \$75,000 a year claim they have received a telemarketing call within 10 days of participating in this survey.

General perceptions of surveys and sales calls

Respondents harbor remarkably unfavorable impressions of telemarketing. Asked to rate telemarketing or telephone sales calls on a one-to-seven scale where one means they have

Survey length

Based on the respondents' recollections of the length of the most recent telephone survey they participated in, prudent researchers are evidently limiting the length of their telephone surveys. The respondents in the study who have participated in a telephone survey estimate that the last

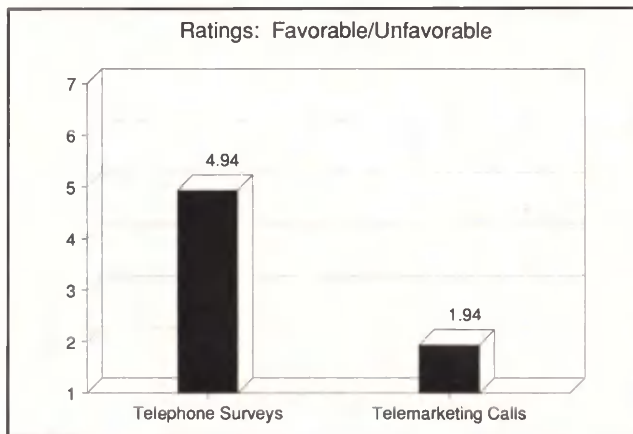


an extremely unfavorable impression of telemarketing and a seven means they have an extremely favorable impression, respondents rate it an average of just 1.94. Telephone surveys fare considerably better in the ratings. Respondents rate telephone surveys significantly higher than they rate telemarketing. They rate telephone surveys an average of 4.94 on a one-to-seven scale.

Respondents who have experienced both a sales call and a survey in the last 12 months (34% of the respondents received a sales call and participated in a telephone survey in the past 12 months) rate telemarketing an average of 1.82 and telephone surveys an average of 5.09. Respondents who know the difference between telephone surveys and telemarketing

survey they participated in lasted approximately five and a half minutes (5.53). These respondents volunteer experi-

rate telemarketing significantly lower than do respondents who don't know the difference between the two. Respon-



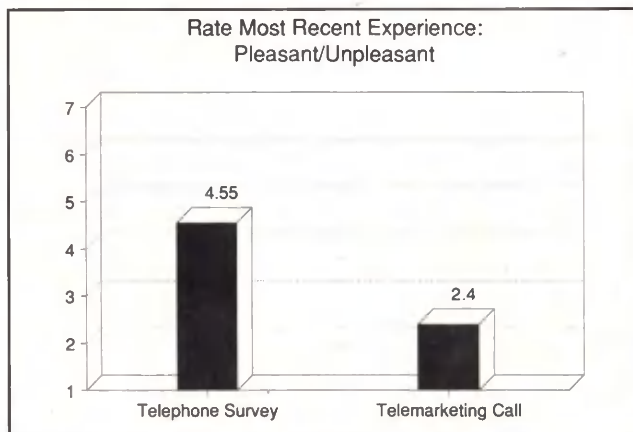
dents who say the two are different rate telemarketing an average of 1.81 on a one to seven scale, while respondents who erroneously believe they are the same rate telemarketing an average of 2.14 on a one to seven scale. Perceptions of telemarketing tend to worsen as the age, education and income of the respondent increases. This is not an entirely surprising finding given that telemarketers tend to inundate these respondents with their sales and solicitation calls. Respondents 18-to-24 years old rate telemarketing an average of 2.33 compared to respondents over 55 years of age who rate it an average of 1.78.

Respondents with a high school degree or less formal education rate telemarketing an average of 2.01 compared to respondents with a postgraduate degree who rate it an average of 1.62.

And respondents earning \$10,000-to-\$20,000 annually rate telemarketing an average of 2.21 compared to respondents earning \$50,000-to-\$75,000 annually who rate telemarketing an average of 1.69.

Evaluations: surveys and sales

Respondents who say they have actually received a sales call or participated in a survey offer a more informed evaluation of the two industries. Specifically, those respondents who say they have received a telemarketing sales call gener-



ally consider their most recent sales call an unpleasant experience. They collectively rated the experience an aver-



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age of 2.40 on a one-to-seven scale where a one represented an extremely unpleasant experience and a response of seven depicted an extremely pleasant experience.

In comparison, respondents consider their most recent telephone survey a more pleasant experience. They rate their most recent telephone survey experience an average of 4.55 on the same one-to-seven scale. Respondents who say they have received both a sales call and completed a telephone survey in the past 12 months rate their survey experience an average of 4.59 and their telemarketing experience an average of 2.22. When asked what they liked about both the sales call and the telephone survey, the respondents criticize telemarketing more frequently than they do telephone surveys. Among respondents who have participated in a previous survey, 20% of them said they didn't like anything about their most recent telephone survey experience. By comparison, 62% of the respondents who have received a telemarketing sales call say they didn't like anything about their most recent sales call experience.

The boiling point

On a one-to-seven scale where a seven means they are extremely bothered by the number of telemarketing calls and a one means they are not bothered at all, respondents put their aggravation level at a mean of 3.90.

A serious problem: telemarketing obfuscation

When asked if there is any difference between telephone survey research and telemarketing, or whether they are basically the same thing, two-thirds of the respondents (65%) believe that surveys and telemarketing are the same thing or they "don't know" if they are different.

The ability to differentiate between surveys and sales calls differs by age, education and income.

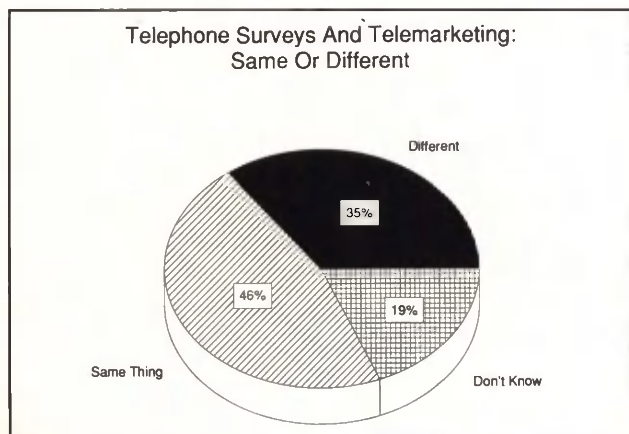
In the case of telephone surveys and telemarketing sales

same thing as telemarketing (50%) say they have participated in a telephone survey previous to this study. More of the

Telephone Surveys And Telemarketing The Same Or Different			
	Different	Same	Don't Know
Total	35%	46%	19%
<u>Age</u>			
18-24	29%	56%	15%
25-34	38%	48%	14%
35-44	43%	44%	13%
45-54	34%	49%	17%
55+	28%	37%	35%
<u>Education</u>			
H.S. or Less	23%	52%	25%
Some College	35%	49%	16%
College Grad	46%	39%	15%
Grad Work	57%	26%	17%
<u>Income</u>			
Less than \$10k	39%	33%	29%
\$10k-\$20k	26%	50%	24%
\$20k-35k	29%	52%	19%
\$35k-\$50k	38%	50%	12%
\$50k-\$75k	44%	43%	14%
\$75k or more	56%	25%	19%

respondents who don't differentiate between surveys and telemarketing say they have never participated in a telephone survey.

Similarly, though to a lesser extent, respondents who can differentiate between surveys and sales calls say they have



calls, experience appears to be a good teacher. More respondents who feel surveys are different from telemarketing sales calls claim to have actually participated in a survey (68% of them) than have respondents who do not differentiate between surveys and telemarketing sales calls. Approximately one half of the respondents who believe surveys are the same thing as telemarketing (56%) or "don't know" if they are the

Same or Different By Participated in Telephone Survey		
	Yes	No
Different	68%	30%
Same	56%	43%
Don't Know	50%	48%

received a telemarketing sales call.

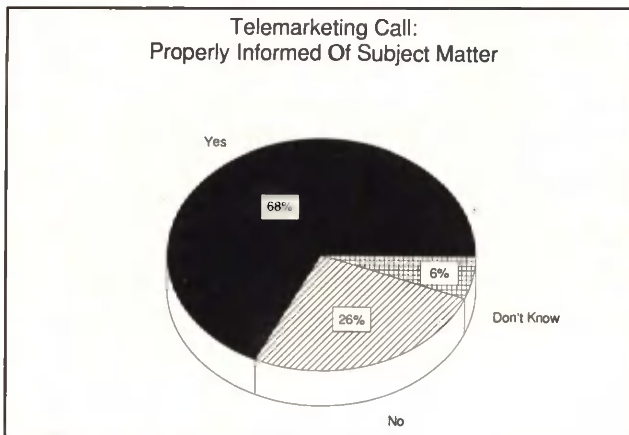
Those respondents who accurately relate that surveys are not the same as telemarketing report a significantly higher

Same or Different By Received Telemarketing Sales Call		
	Yes	No
Different	84%	15%
Same	69%	28%
Don't Know	65%	28%

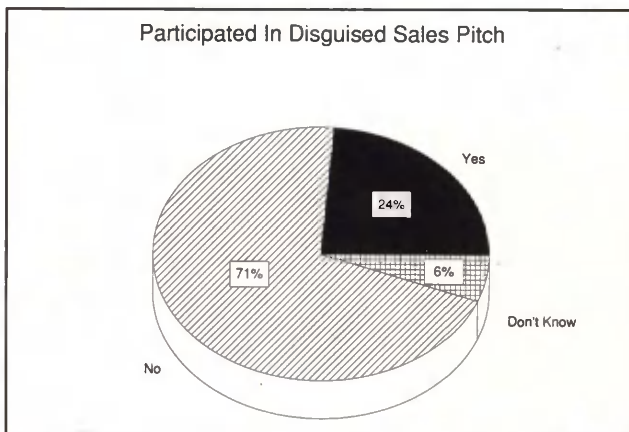
incidence of telemarketing contacts. Respondents who say surveys are different from telemarketing recall an average of 36.72 telemarketing sales calls in the last 12 months compared to an average recall of 19.51 sales calls for those respondents who say that surveys and telemarketing are the same thing.

Similarly, respondents who say they "don't know" if telephone surveys and telemarketing sales calls are the same thing say they receive significantly fewer telemarketing sales calls than do respondents who say surveys are different. The respondents who say they "don't know" if the two are different say they received an average of 25.25 telemarketing sales calls.

Intentional deceptions committed by some telemarketers may well contribute to the confusion. The good news is that two-thirds of the respondents (68%) say they were properly informed of the subject matter during the introduction of their most recent telemarketing call. The bad news is that one-quarter of them (26%) say they were not properly informed of the subject matter of the telemarketing call.



Far too many respondents have participated in a sales pitch disguised as a telephone survey (selling under the guise of research or "sugging"). Approximately one-quarter (24%) of the respondents have experienced this disguised sales pitch. The magnitude of the problem presents troubling questions for the integrity of telemarketers and challenges the research industry.



Interestingly, nine percent (9%) of the respondents who have refused to participate in previous surveys, when asked why they refused, say they feared the call was actually a disguised sales pitch. Furthermore, when asked why companies conduct telephone surveys, most of the respondents correctly volunteered the purposes for this type of research. Unfortunately, seven percent (7%) of them erroneously believe that companies conduct surveys in order to sell something.

Telephone survey refusals

Twenty-one percent (21%) of the respondents who participated in this study say they have refused to participate in a previous survey. And typically they have passed up more than one opportunity to participate in a survey. As a group, they average three refusals.

Telephone survey refusal rates climb among the better educated and the more affluent. Twenty-seven percent (27%) of the respondents with a postgraduate degree say they refused to participate in a survey within the past 12 months. Similarly, 29% of the respondents with incomes of more than \$75,000 a year say they refused to participate in a survey within the past 12 months.

Westerners also claim to refuse to participate in surveys more frequently than do respondents living in other regions of the country. Twenty-five percent (25%) of the Westerners,

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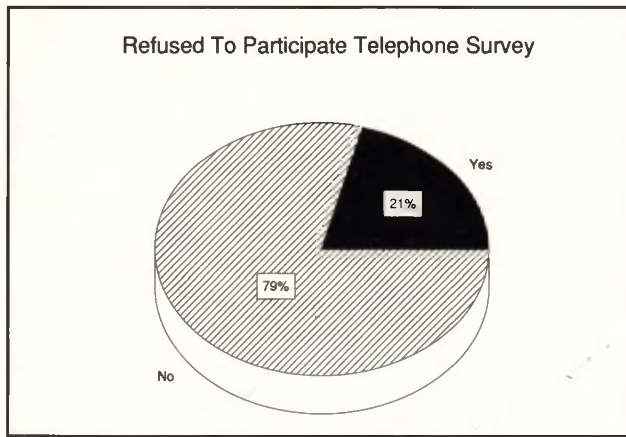
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21% of the Midwesterners, 19% of the Northeasterners and



18% of the Southerners say they refused to participate in a telephone survey in the previous 12 months.

Refused To Participate in Telephone Survey By Received Telemarketing Sales Call

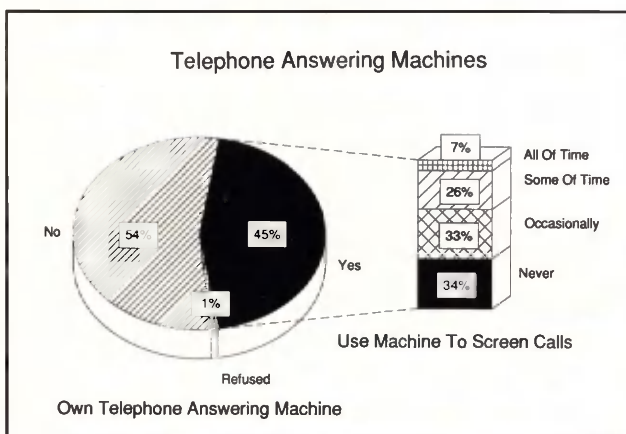
	Received Call	Not Received Call
Refused	80%	18%
Didn't Refuse	71%	26%

More of the respondents who say they refused to participate in a survey in the last 12 months have also received a telemarketing sales call.

A second problem: telephone answering machines

Forty-five percent (45%) of the respondents say they have a telephone answering machine.

Answering machine ownership is higher among 25-to-34



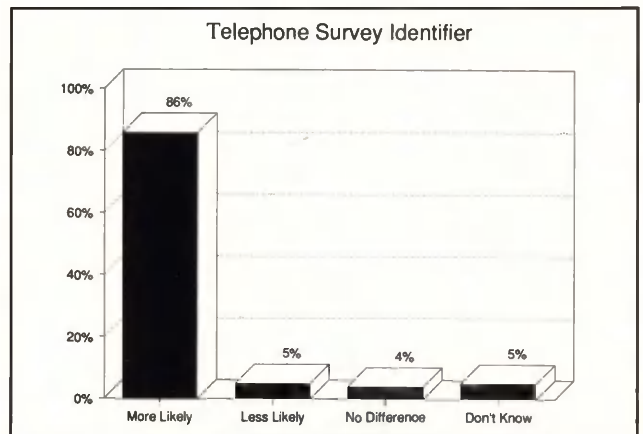
year olds (53%) Republicans (50%), and individuals living in the West (52%).

Answering machine ownership increases dramatically with increases in education and income. Sixty-one percent (61%) of the respondents with a college diploma and 64% of the respondents with a postgraduate degree own a telephone

answering machine. Just 32% of the respondents with less than a high school degree own a telephone answering machine. Similarly, only 20% of the respondents earning under \$10,000 a year own a telephone answering machine compared to 66% of those earning \$75,000 or more annually.

Just 34% of the respondents in outlying rural areas say they own a telephone answering machine.

Few of the respondents who own telephone answering machines say they use them to screen their calls all of the time (7% of the respondents with machines). Still, a sizeable 26% of the respondents say they do use the machine to screen their calls at least some of the time. Additionally, 33% of the



respondents use their machines to occasionally screen their calls. This creates obvious challenges for the researcher. The

Participate If Survey Identifier

	More Likely	Less Likely	No Difference
Total	86%	5%	4%
Education			
H.S. or Less	80%	7%	5%
Some College	91%	4%	4%
College Grad	92%	3%	3%
Grad Work	94%	0%	4%
Income			
Less than \$10k	69%	14%	2%
\$10k-\$20k	83%	8%	5%
\$20k-\$35k	91%	4%	3%
\$35k-\$50k	93%	3%	2%
\$50k-\$75k	95%	2%	2%
\$75k or more	93%	2%	4%

more these people get assailed with unsolicited calls, the greater the temptation to use their answering machines to screen all their calls.

A possible solution: the survey identifier

The findings suggest that if respondents knew immediately

(within the first 30 seconds) that the call was a legitimate telephone survey, they would be more likely to cooperate with the survey. A well-constructed, widely-known research identifier might improve response rates among respondents normally reluctant to participate in a survey. Eighty-six percent (86%) of all respondents claim they would be more likely to participate in a telephone survey if they learned within the first 30 seconds that the call was a legitimate survey.

Moreover, 80% of all respondents who have refused to participate in a survey in the past say they would be more likely to participate if they knew the call was to conduct a legitimate telephone survey, rather than to sell them something.

Time and timing

The findings strongly suggest that cooperation appears to be a function of schedules and timing. When asked to volunteer what they didn't like about a previous telephone survey experience 21% of the respondents mention inconvenience (timing), and 18% of them mention survey length (time). Affluent respondents reveal a special sensitivity to the time and timing issue. Respondents earning over \$75,000 a year, in particular, complain about the interruption/inconvenience (29%) and length of the survey (27%).

Respondents refused to participate in past surveys for the

Participate If Survey Identifier By Refused To Participate in Previous Survey			
	More Likely	Less Likely	No Difference
Total	86%	5%	4%
Refused	80%	8%	9%
Not Refused	87%	4%	4%

very same reasons: 32% said they "did not have time" to complete the interview and 22% of them mention "called at an inconvenient time." Forty-five percent (45%) of the respondents with a college degree and 48% of the respondents earning over \$75,000 a year refused to participate in a survey because they did not feel they had the time to participate.

Similarly, respondents dislike the interruption of a telemarketing sales call.

While their dislikes of surveys focus on the time and timing of the call, too many respondents experience pushy and rude telemarketing representatives. A small number also complain about the computer dialing used by telemarketers. Neither of these complaints surfaced concerning survey interviewers. Many respondents say they don't like sales calls because they just don't buy things over the phone.

Although not completely innocent of damaging respondent goodwill, research pales in comparison to some of the offenses perpetrated by the telemarketing industry. Abrasive tactics seem to strain the respondents willingness to cooperate with any unsolicited telephone calls, be they surveys or telemarketing. Additionally, the explosive growth in the volume of telemarketing sales calls depletes the scarce stock of time individuals are willing to allocate to telephone-related contact. This logically depresses the individual's

willingness to cooperate with a legitimate survey.

Serious questions

The survey raises serious questions about the damage telemarketing inflicts on the respondents' willingness to conduct telephone surveys. This finding suggests that the abuses of telemarketing along with the conflicting demands for telephone time threaten to seriously diminish the goodwill essential to the completion of valid survey research.

None of this excuses the survey research industry (and their clients). Far too many research organizations field surveys longer than the fifteen minutes recommended by many research

What Dislike About Sales Call	
Everything	32%
Pushy/Rude	30%
Interruption/Inconvenient	27%
Don't Buy Things Over the Telephone	14%
Recording/Machine	5%

industry leaders. The findings of this study strongly suggest that one experience with a protracted survey may convert a once willing respondent into a potential non-responder. Nevertheless, the ubiquitous presence of telemarketing does seem to contributing to the rising refusal rates. □

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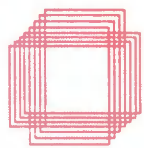
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Pros and cons of telephone vs. door-to-door interviewing of Hispanics

by Lee Slurzberg

Editor's note: Lee Slurzberg is president of Lee Slurzberg Research, Inc., Fort Lee, New Jersey.

As a result of two decades of interviewing Hispanics in the United States, our firm has learned some things about the advantages and disadvantages of telephone vs. door-to-door interviewing in this market. This article talks only about the method of interviewing and excludes other parameters such as assuring that the Spanish language questionnaire is appropriate for the specific sample of Hispanics.

The growing interest in niche marketing over the last five years means more advertisers are concerned about the Hispanic market. Concurrently, interest in interviewing Hispanics has increased. For those of Hispanic descent, this means that if you have a Spanish surname and have a listed home telephone number, you have a greater chance of being contacted by a telephone interviewer than a non-Hispanic. Remember, Hispanic surnames are not generally deleted from a typical regional or national telephone sample, so English speaking Hispanics are usually included in typical telephone studies. "English speaking" could mean monolingual in

English or bi-lingual.

A 1990 study by the National Center for Health Statistics on "Aids Knowledge and Attitudes of Hispanic Americans" interviewed 1 out of 5,300 Hispanics but only 1 out of 10,500 non-Hispanic whites. Thus, Hispanics had twice the odds of being in the study as compared with non-Hispanic whites.

A typical telephone-listed household could be contacted (dialed) 10 or more times a year by a research agency, but someone with an Hispanic surname could be contacted 15 to 20 times.

Our experience indicates that Hispanics can be interviewed by trained Spanish interviewers in the home or on the telephone, so the choice is usually a function of budget and concern about the attitudes and habits of the market segment without telephones.

Telephone sampling generally uses the Census list of 12,500 Spanish surnames as the frame. This list is in the public domain and is used by sampling firms and directly at our firm and others. There are less than five million residential listings with Spanish surnames. The sampling frame can be expanded by using RDD sampling in high density Hispanic areas (HDHA) to maximize inclusion of newly listed Hispanics and those Hispanics who do not have Span-

ish surnames. Approximately 20% of Hispanic women marry non-Hispanic men and therefore are excluded from Spanish surname samples.

Telephone advantages

1. Telephone sampling in the Hispanic market, as in the general market, permits greater sampling dispersion. Clustering, as used with in-home probability sampling, is not required. This difference is most apparent in Los Angeles, the largest Hispanic market. The Los Angeles-Long Beach MSA includes over 100 different directories. All of these might be used in drawing a sample of Hispanic surnames, but covering 100 primary sampling units (PSU's) in a door-to-door sample in that market would be extremely difficult and prohibitively expensive.

2. Quality control, in terms of the consistency of interviewing, seems to be better since all our interviewing is done from a central location. Having the interviewing for the four or five most-used markets (typically, Los Angeles, New York, Miami, San Antonio, and Chicago) done from one location tends to maintain consistency of handling the questionnaire.

3. Responses are less likely to be
continued on p. 42



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Five simple solutions to common telephone research problems

by Eric DeRosia

Editor's note: Eric DeRosia is assistant telephone center manager for Western Wats Center, Provo, Utah.

Data collection companies sometimes make mistakes that cause missed deadlines, higher costs, or even biased data. How can you, as a research professional, prevent data collection companies from making mistakes on your projects?

As an assistant telephone center manager for Western Wats Center, a data collection company in Provo, Utah, I have found that mistakes are often caused by five basic problems in the relationship between field service and client. Here are some simple ways you as a professional market researcher can solve these common problems and enjoy mistake-free data collection.

Problem #1 — Poor communication between client and field service. Most data collection mistakes can be traced to poor communication. If project instructions are vague or difficult to understand, field personnel may misinterpret them and make mistakes. If project instructions do not cover the necessary topics, field supervisors may independently make crucial decisions that affect the outcome of the study—decisions better made by the client, who has the complete picture.

Miscommunication is possible in almost any situation. Consider the following example: Only a few hours be-

fore interviewing begins on a project the client contacts the field service and changes the instructions for one of the skip patterns. If the field service representative misunderstands the new instructions and there is no written verification of the changes, the entire project may be done incorrectly.

Yet another potential communication problem is a field service employee who has questions or foresees problems in the study but does not come forward with them because he or she is afraid to "bother" the client. There are some questions and problems that arise during data collection that require the immediate attention of the researcher. However, if the field personnel are apprehensive about telephoning the client at home at 9:30 p.m. to get instructions there is no communication link, and what was at one time a solvable problem may turn into an unnecessary tragedy.

Solution #1 — Write special field instructions. Field instructions should be written for the field personnel, explaining your expectations and instructions in detail. In this way, you can communicate directly with those actually administering your project. The field instructions should include the following:

1. Any anticipated administration difficulties including complex version splits, unusual sampling procedures, or complicated skip patterns.
2. General survey techniques you want to stress such as client-specific probing techniques.
3. Full instructions for briefing supervisors and interviewers.
4. Instructions on how to contact you if problems arise.

This last item is very important. Field personnel should be encouraged to contact you with any questions or problems that arise so that they will not be afraid to "bother" you with important questions and information. If possible, include your home telephone number and the latest time you are willing to be called. These questions from the trenches will often prevent major errors before they are made.

Field instructions may appear to require a great deal of effort, but after one set is written, subsequent field instructions will simply be modifications of the first. Thus, a great deal will be accomplished with a minimum amount of effort.

In addition, when verbal changes are made in a project, a quick fax verifying the changes will prevent misunderstandings.



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Problem #2 — *Insufficient sample.* Frequently, not enough telephone sample is generated for the project to be completed. For example, it is very difficult to finish a project when, even after following all possible call-back procedures, there are only 52 remaining “live” numbers to complete the final 47 surveys. Even if the data collection company detects this problem early, there still may not be enough time to generate more sample before the deadline. In this way, a sample shortages may make it impossible for the field service to meet the deadline.

Solution #2 — *Generous amounts of sample.* A generous amount of telephone sample should be created at the onset, avoiding unforeseen sample shortages. However, exactly what is “generous?” How much sample should be provided for a telephone research project?

According to Chris DeAngelis, account executive for Survey Sampling Inc. (SSI), the working phone rate, contact rate, cooperation rate, and project incidence should all be considered when calculating the optimum amount of telephone sample to be generated.

The first factor, working phone rate, is the percentage of telephone numbers in the sample that reach residential households (as opposed to disconnected numbers, businesses, etc.). Of course, this rate varies, depending on the method used to generate the sample. For example, one of the methods used by SSI to generate random digit dial (RDD) sample is two-digit randomization.

According to DeAngelis, SSI first stratifies RDD sample at the county level. Two random digits are then appended to the known universe of active area code, telephone prefix, and working block combinations. (A working block is the two digit combination which follows the prefix, e.g. the telephone number (203) 255-4200 falls in working block 42 of exchange 255.) With two random digits added, a ten digit RDD telephone number is generated.

SSI has recently completed a study of this methodology, involving almost 600,000 dialing attempts. The results show that SSI’s method yields a national working phone rate of 65%. Adjusting this figure for non-English speaking and deaf households yields a

rate of 56%. In other words, we can expect approximately 56% of numbers generated by this method to be English speaking households.

Of course, this rate varies with other sampling methodologies. DeAngelis estimates that randomizing the last four digits of actual telephone numbers yields a working phone rate of slightly lower than 25%. Sample from other sources, such as voting registration lists or customer lists, will typically have much higher working phone rates.

The second factor to consider when determining telephone sample size for a project is contact rate. This is a measure of the data collection company’s ability to reach respondents at home. SSI has measured the national contact rate after three attempts to be 56.4%. Therefore, we can expect to reach a respondent in 56.4% of the households in the sample. This rate can be increased by attempting each telephone number more times, but this can require more time in the field, and is subject to the law of diminishing returns.

The third consideration is cooperation rate. This is the percentage of people willing to participate in the study. According to DeAngelis, the national cooperation rate is 53.2%. This rate will vary for different geographic regions, survey lengths, survey topic, etc.

Yet another consideration is the project incidence. This is, of course, the percentage of respondents who are eligible for the survey. Incidence rates usually range from approximately 75%, for a project with few restrictions, to 5% or lower, when there are many restric-

tions on those who qualify. together may be helpful. Consider a set of 1000 telephone numbers. The working phone rate describes how many of these numbers will be households. If the working phone rate is 56%, then we can expect 560 numbers to be households. The contact rate then describes how many respondents we will contact by calling these households. If the contact rate is 56.4% after three attempts, we can expect to contact a person at only 56.4% or 316 of the 560 households we call. The cooperation rate describes how many of these contacts will be willing to participate. If the cooperation rate is 53.2%, we can expect that, of the 316 contacts we speak with, only 53.2% or 168 will participate. Next, we consider the incidence. If the incidence for the project is 75%, we can expect that only 75% or 126 of those willing to cooperate will be eligible for the survey.

This relationship is expressed in the following formula, which calculates the number of telephone numbers required per completed survey:

$$\frac{1}{(\text{Working phone rate})(\text{Contact rate})(\text{Cooperation rate})(\text{Incidence})}$$

The optimum amount of sample is calculated by multiplying this ratio by the number of surveys to be completed, n.

Continuing our example of SSI’s method of two-digit randomization, we can expect a working phone rate of 56%, a contact rate of 56.4%, and a cooperation rate of 53.2%. Using the above formula, we can calculate the amount of sample that should be generated for variations of incidence rates and sizes of n as shown in the table below.

Incidence	Numbers required per complete	n	Total amount of sample required
.75	7.9	300	2370
.50	11.9	300	3570
.15	39.7	300	11910
.75	7.9	500	3950
.50	11.9	500	5950
.15	39.7	500	19850

tions on those who qualify.

An example of how these rates work

continued on p. 40

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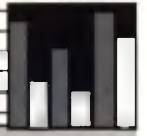
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Popularity of bike riding keeps rolling along

The activity of bicycling surged in popularity in 1991 as the number of adult riders increased by 7.5 million, an almost 5 percent jump from the previous year. This puts the total number of adult cyclists at over 82 million according to the second annual Louis Harris poll conducted for *Bicycling* magazine.

The nationwide poll of adults, taken

last December, shows that 46 percent rode a bicycle in 1991, up from 42.8 percent in the previous year's poll. The survey was based on 1,255 phone interviews with adults in selected households throughout the continental United States.

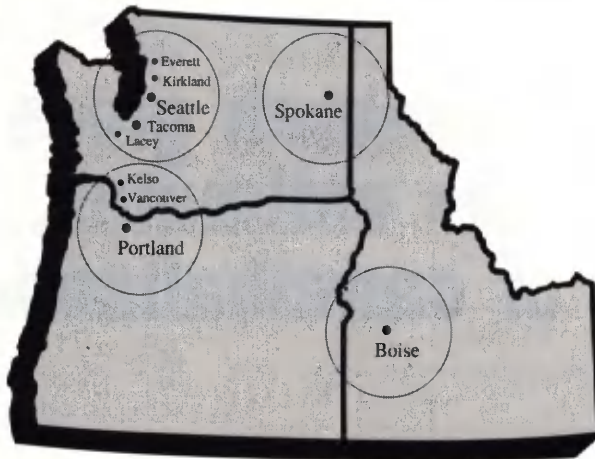
Recreation was cited as the most popular use of a bicycle by 82 percent of riders; 65 percent said they used a bike for fitness. The bicycle is also being used by some as a utilitarian vehicle, as 15 percent say they used their bicycle

for shopping or other errands and 7 percent say they used it for commuting to work.

"An almost 5 percent increase in one year is quite a jump, especially when you consider the poll does not include children. Perhaps more significant is that recreation is the main reason adults ride," says James C. "Chuck" McCullagh, editor and publisher of *Bicycling*. "The fact that adults are rediscovering the pure fun of it, with a workout as the by-product, is making cycling the fastest-growing fitness activity of the '90s."

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Survey gathers managed care exec views on health policy

While more than half of managed care executives surveyed in a national poll sponsored by Novalis Corporation believe that the federal government should set policy for reform of the U.S. health care system, three-quarters of them would prefer to see national policy implemented by the states or the private sector. More than forty percent believe that reform would be best achieved by the private sector without any federal or state mandates. Albany, NY-based Novalis Corporation is an integrator of technologies for health maintenance organizations (HMOs), preferred provider organizations (PPOs), and insurers.

Concerning reform of the U.S. health care system:

- Almost every managed care executive surveyed supports medical mal-

- Mail Intercepts
- Focus Groups
- Central Telephone
- Pre-Recruits
- Audits
- Distribution Checks
- CRT Interviews
- Product Purchases
- Mystery Shopping
- Medical
- Executive

practice law reform.

- Eight of ten support mandatory employer-sponsored health care coverage.
- Eight of ten support tax credits for taxpayers who purchase health insurance.
- Six in ten oppose regional or national health care spending caps.
- Nine in ten oppose a Canadian style health care system.
- All oppose a British style system.
- No single reform was cited by a majority of respondents as being the "best" to control health care costs.

Managed health care, which includes HMOs and PPOs, has attracted considerable national attention as a potential cost containment feature of any national health plan that is adopted. (The Bush administration's plan, for example, is expected to include incentives for those who enroll in HMOs.) Managed care organizations offer comprehensive health care programs that encourage appropriate use of services in the most cost effective setting.

The telephone survey of managed care executives was conducted by Fact Finders, Inc., Albany, NY, using a representative sample of subscribers of the managed care trade journal, Health Market Survey. Respondents included mid- to upper-level executives from HMOs, major health insurers and preferred provider organizations, and representatives of associated managed care businesses including employee benefit advisors, financial analysts, and managed care contractors.

Managed care executives most frequently cited as likely to be incorporated into government health care policies physician "gatekeepers" who control patient access to health care, "utilization review" of health care services, and selection of "preferred provider" networks. However, no single feature of managed care systems was cited by a majority as "most likely" to be incorporated.

"By and large, the attitudes of managed care executives reflect a very cautious approach to health care reform and managed care's role in it," says James M. Stewart, the Novalis vice president for industry relations and research. "Only two in ten said they were 'very confident' that managed care will be

able to control health care costs without rationing of services or some government involvement."

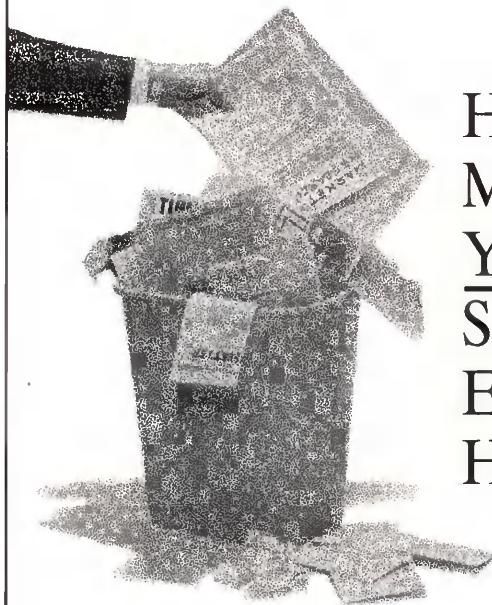
The nation's HMOs currently enroll about 15 percent of the U.S. population, more than 35 million people. Managed care executives predicted that this number will nearly double by 1995. In addition, four in ten executives said that point-of-service plans are the products with the greatest growth potential in the decade ahead. Point-of-service plans permit enrollees to use out-of-plan services in exchange for sharing more of

the cost through deductibles and coinsurance.

Mortgage survey uncovers racial bias

Bank service representatives often show subtle forms of racial discrimination in their treatment of minority prospective mortgage applicants compared to white consumers with similar financial profiles, according to a survey conducted by Barry Leeds & Associates,

continued on p. 38



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NAMES OF NOTE

Three new employees have joined the staff of *Pragmatic Research*, St. Louis, MO: **Shelle Hassendorfer** has been named research associate and



Hassendorfer

Rogers

manager of field services, and **Kent Rogers** and **Beth Wilson** have been named research associate.



Wilson

Jessica Brownstein has been named account development coordinator, a new position at *Survey Sampling, Inc.*, Fairfield, CT.

Joel J. Klein has been promoted to senior vice president and director of the National Total Market Audit division of *Audits & Surveys Inc.*, New York.

Ken Luce has joined *Competitive Edge Research & Communication*—a

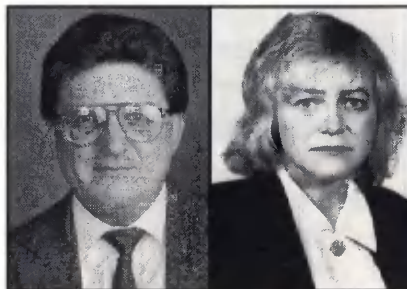
San Diego-based firm specializing in public opinion research and telephone-based voter contact—as director of operations.

John E. Cox has been named vice president/sales for *Feedback*, a Wellesley, MA-based firm specializing in trade show market analysis.

Bruskin/Goldring has appointed **Irwin Korman** executive vice president, operations. In addition, **Matthew Kirby** has been promoted to executive vice president, CFO.

CSi Testing Centers has named **Gary Peters** mall manager, Northshore Shopping Center, Boston, MA; **Patrick Bucco** mall manager, and **Judy Mammolite** administrative manager, Wayne Town Center, Wayne, NJ.

David Morawski has been promoted from vice president/research director to senior vice president at *Meldrum & Fewsmith* advertising, Cleveland, OH.



Morawski

Marty

Iona Marty has been promoted to vice president in the Arlington Heights,

IL headquarters of *Market Facts Inc.*

Gary Perkins has joined *Marketing Systems Group*, Philadelphia, as programmer. In addition, **Dave Kimmerly** has been named director of geodemographic services.

Tracy Bacon has rejoined the *Ehrhart-Babic Group*, Englewood Cliffs, NJ, as vice president. She was previously vice president, Testing Services, at Nielsen Marketing Research.

Ed Epstein, president of *Edward Epstein & Associates*, Syosset, NY, is now a member of the New York Bar. He will continue to run his general marketing research company but will specialize more on the use of surveys as evidence.

Nancy Bennett has joined *Claritas/NPDC*, Alexandria, VA, as vice president, direct marketing.

Charles Cooler de Sollier has been promoted to president of *Burke International Inc.*, New York.

The *National Research Institute, Inc.* (NRI), headquartered in Minneapolis, has appointed **Thomas J. McGoldrick** as vice president. In addition, **Edna Mae Bryan** has been appointed vice president business development of NRI's new division, the *Quality Research Center* in New York.

Claritas/NPDC has purchased a 50% interest in Chicago-based Spectra Marketing Systems, Inc. and has committed to purchasing the remaining interest, held by Spectra officers, at a later date. Spectra is a consumer marketing information and targeting firm for the packaged goods industry. Thomas E. Dailey will continue to serve as chairman, president and CEO at Spectra. Gary Hill, president of Claritas/NPDC, and Chuck Leonard, president of VNU Business Information Services, will sit on the Spectra board of directors.

The National Research Institute, Inc., Minneapolis, has formed a new division, the Quality Research Center, a full-service center dedicated to the study of customer satisfaction and quality research. For more information, call Edna Mae Bryan at 800-377-0771.

Simmons Market Research Bureau, Inc. has moved to new offices at 420 Lexington Ave., New York, NY 10170. Telephone 212-916-8900. Fax 212-916-8918. MRB Custom Studies will move to the same address. The MRB telephone number is 212-916-8850, the fax numbers are 212-490-3516, 212-697-8538.

Interviewing Service of America has formed ISA International, specializing in data collection worldwide in

over 50 languages, 24 hours a day, 7 days a week from its Los Angeles telephone center. For more information, call Michael Halberstam at 818-989-1044.

Total Research Corporation, Princeton, NJ, has formed a local alliance with the Research Spectrum, a full-service marketing research organization based in San Francisco, CA.

Europath, an international business management company, has signed an agreement with Analyse Und Gestaltung von Absatzwegen (Analysis and Design of Distribution Concepts). The German company will handle all of Europath's European market research and product studies. In turn, Europath will help with ADDC's U.S. market research. For more information, contact Bob Schraff at 714-556-1300.

P-STAT has moved to 230 Lambertville-Hopewell Rd., Hopewell, NJ, 08525-2809. Telephone 609-466-9200. Fax 609-466-1688.

Focus Data, Inc. has moved to 4 California Ave., Framingham, MA. FDI will continue to provide primary and secondary high-tech research domestically and internationally. For more in-

formation, call Mona Dabbon at 508-626-2556.

Effective June 1, **Chesapeake Surveys** will move to a new location at: 4 Park Center Court, Owings Mills, MD 21117. Phone 410-356-3566.

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Software package designed for novice statisticians

For managers unfamiliar with statistical methods, Princeton, NJ-based Strategy Plus, Inc. introduces EXECUSTAT 3.0, which incorporates over 150 analytical and statistical procedures into one package. The software covers a range of applications including business forecasting, financial analysis, market research, quality assurance, and statistical process control.

The user interface features pull down menus, dialogue boxes, and choice of mouse or keyboard control. The software can be used alone or with database, spreadsheet and word processing

programs. As an add-on package, statistical extensions can be added to perform sophisticated data analysis. EXECUSTAT requires an IBM/PC or compatible with DOS 2.0 or later, 640 KB RAM, and a hard disk with at least 2 MB free. It supports CGA, EGA, VGA, Hercules, Compaq and other graphics adapters. For more information, contact Barbara Carr at 800-452-1832.

Optical scanning speeds data entry

A new application of infrared technology which speeds up data entry has been introduced by Pine Company, a Santa Monica, CA-based provider of

survey data processing for marketing research. Optical scanning uses infrared or laser technology to read images and information such as standardized test answer sheets and bar codes on items in the supermarket. The infrared scanning system can read pencil or pen markings or a combination on the same document. Running on the company's proprietary software, the optical scanning system processes up to 3,000 documents per hour, reading both sides simultaneously. For more information, call Ben Pine at 310-453-0633.

System develops product/ad concepts

Moskowitz Jacobs, Inc. has introduced Ideamap, a system which uses interactive artificial intelligence to develop product and advertising concepts. For more information call Howard Moskowitz at 914-428-9204.

Data available on foodservice product usage

COM-SCI Systems, Inc. has completed Wave XI of its foodservice Brand Penetration Index, from interviews conducted in November 1991. Individual product reports are now available for a variety of product categories, from portion control mustard to pre-cooked beef roasts. Each report covers category incidence, projected number of users, brand share of users, and market share of volume for each brand individually by name. All data is reported by 17 foodservice market segments, and 5

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Market Research Report

Customer Satisfaction

I. USAGE

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Daily Monthly
 2-3 times per week Quarterly
 Often Never

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Less than the old way? More Same More

How do you rate the use of this?

Excellent Satisfactory Fair Poor

What is most important in selecting a vendor, and how do we present?

	Very High	High	Low	Very Low	
Specific features	0	1	2	3	4
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Other factors	0	1	2	3	4

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Specialized software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page 1

Bar chart showing data for various categories. The x-axis represents percentages from 0 to 25%. The y-axis lists categories: Travel Agents, Medical Records, Financial Services, Insurance, Real Estate, and Home-Club. The bars show varying levels of usage or preference for each category.

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geographic regions. Distributor, chain, and buying group labels are included.

All data for each wave is obtained from 2400 completed telephone interviews (unaided recall) with purchasing influences in a structured sample of the foodservice market.

Hard copy and/or DOS based PC driver stand alone macros are available which furnish comprehensive displays, scenarios, and trended data for all segments and individual brand share of volume, share of users, and market size. For more information, call Richard Schlesinger at 708-446-0446.

Syndicated study tracks Hispanic purchase patterns

Hispanic InfoSource, a single-source national database on the Hispanic market, is now available from NuStats, Inc., a Glendale, CA-based research firm. The syndicated study of Hispanic purchase patterns was tested in a pilot survey conducted in collaboration with Simmons Market Research Bureau in

1991. It has been designed to produce objective and demographically inclusive assimilation measures, media measured by specific industry standards, and comprehensive product and brand listings. The core database of the 1992 Hispanic InfoSource will include 4,000 households from the fifteen largest Hispanic markets. The top three markets (Los Angeles, Miami, and New York) will have samples large enough to permit the publication of single-market books with proper confidence levels with appropriate statistical measures. As local subscriptions are sold, sample will be added, leading to additional local market books. For more information, contact Kay Schultz Mount at 818-548-2780.

New system designed to aid customer satisfaction efforts

The Quality Research Center, a division of National Research Institute, Inc., in Minneapolis, has introduced REVISSA, a revenue enhancement sys-

tem for measuring customer satisfaction and quality information. Using an integrated series of multivariate statistical analyses, the system's graphic/narrative output can isolate, for any market segment and product category: the specific factors that most influence customer retention for a business; the extent to which meeting or not meeting customer expectations across specific service features affects overall satisfaction, and; specific areas where improvements are needed and how they should be prioritized to increase revenues and minimize loss. For more information, contact Edna Mae Bryan at 212-869-6368.

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Personnel management in market research operations

by R. Christopher Horak

Editor's note: R. Christopher Horak is operations manager for ConStat, Inc., San Francisco.

The most critical factor in providing reliable, timely, and cost effective research, the key that connects design to analysis, is the interviewer. While much work has been done on interviewing techniques, little attention has been paid to the practical management of an interviewing staff. This remains the weakest link in the marketing research industry. This article is an overview of some of the critical problems, and the solutions to those problems.

Sales, design, tabulation, analysis, and reporting have been and continue to be analyzed extensively by market researchers. But the most critical factor in providing reliable, timely, and cost effective answers to the client's marketing questions remains largely unexplored. The critical link between design and analysis, the pin that hooks the bull to the cart, is the interviewer. While much research has been done on interviewing style and methods, little has been done on managing these interviewers. Having both developed and run field operations in biological, medical, ecological, marine, industrial, and marketing research for twenty years, and having knowledgeable acquaintance with many other fields, it is my opinion that field operations in marketing research are among the most poorly managed.

The field operations supervisor

In other fields, the field operations

supervisor, or FOS, is considered the most critical member of the research team. My chief of staff at the National Institute of Cardiovascular Research once told me that he'd kill nine good lab people to get one good FOS. And there is a good reason for this. The field operations supervisor is a unique combination of "blue-collar" and "white-collar" skills. On the one hand, the FOS needs to have an extensive education, or at least academic knowledge of the particular research field. On the other hand the FOS must often have sheer physical skills, and no problem with repetitive, boring, and tedious work. The FOS must be able to be a dishwasher and chef with equal skill, and devote as much if not more energy to dish washing as to the more "glamorous" parts of the job. The best FOS's will be able to do any part of operations as well or better than those they hire and train to do the job.

In medical research, the FOS may be responsible for scanning 10,000 medi-

cal charts, culling the desired information, and converting it into computer enterable form. In biological research the FOS may need to have mountains scaled, water samples collected according to protocol, and returned in a condition to be analyzed. In market research, the FOS manages everything between design and analysis.

Besides being consulted during initial bidding (an occurrence that happens all too infrequently), the FOS must analyze the questionnaire, the sample and the proposed schedule, and integrate this with other ongoing projects. S/he is responsible for recruiting interviewers, training them, and coordinating their schedules with the available hardware. In the meantime, the FOS must maintain equipment, and see to it that appropriate office supplies and forms are available while monitoring their use. In addition to integrating these factors, s/he must monitor the overall job status, make ongoing analyses and projections

of manpower requirements and final dates for projects. Meanwhile the FOS must make sure that the results are in a usable form through editing, coding, data entry, and so forth. In the interest of brevity I'll mention only one other part of the job, though there are many more.

On top of all the above there are usually two or three project directors and/or principles breathing down your neck, often with competing needs that the FOS must prioritize. Often they are full of "what-you-should-do's" based on knowledge that is largely theoretical. Usually they cannot understand why this or that will or won't work, even if you tell them, because they're not really listening. Frankly, it is in this area that the greatest problems arise in market research operations. Principals and project supervisors frequently make it virtually impossible to manage interviewers properly.

Interviewer management

For years the attitude has been that interviewers in general are unreliable, untrustworthy, and dress peculiarly. As a result we have all sorts of trouble

staffing our interviewing room, monitoring performance, verifying everything the interviewers do, and trying to keep the client from seeing them. Since we view them as non-professionals, we assume that they do not deserve professional wages. We further justify low wages because of our increased costs due to the large amount of training, supervision, monitoring, verification and editing that their unprofessional conduct imposes.

Of course, due to extremely poor training, poor wages, lack of respect, uncertain employment, and lack of opportunity for promotion, we increase our turnover and subsequent training costs by driving away those who would be professionals. Then we expect our FOS to do a good job with generally inferior tools, tools which in most cases could have been average or superior.

Interviewer recruiting problems

FOS's, due to the inability of principles to understand the need to pre-train and due to the necessity of meeting performance demands anyway, are often constrained to rehire individuals who

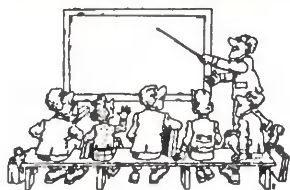
have a record of no-call/no-shows, or of consistent lateness or absence. When interviewers feel that they can do this, such unprofessional behavior is encouraged. When these exceptions are made only for the best interviewers, the effect is even worse. Besides encouraging others to engage in this behavior, it has a damaging effect on morale.

Under no circumstances should such behavior be tolerated. After it has been established, it is very difficult to eradicate. Attempting to do so can then wreak havoc on your reputation with other interviewers. You may find many preferring to work elsewhere before you have anyone with which to replace them. The only way to prevent this is to develop a professional staff, which takes time, training, money, and a longer point of view from the principals that will allow the following problems to be addressed.

Training

Generally, interviewer training is spotty at best. Many companies refuse to do any formal training and others, fearing non-competitiveness, do the

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same. The FOS is expected to provide some minimal training for each individual hired, and not during slow times, but during the project itself, when s/he has the least amount of available time. Any feedback the individual receives thereafter occurs usually when they have made a mistake, overheard during monitoring or discovered in editing. The only positive feedback an interviewer may get is when s/he achieves a higher than expected rate of production. This arouses suspicion about validity, so even this positive feedback is tainted. Only the egocentric and the stubborn survive this.

Interviewers need ongoing instruction. The belief that you are learning, advancing your knowledge and experience, is an incentive that can outweigh money. Interviewers need to be cross-trained in editing, coding, and data entry. They need to experience for themselves what it is like to edit an incomplete survey, to code an improperly clarified open end, or to enter numeric figures at breakneck speed when the leading zeros have not been added. Once individuals have learned this, they need further training, in focus group recruiting, intercepts, mystery shopper techniques, etc.

Dress codes

Dress codes are important. Without certain limitations, a professional office environment can come to appear similar to scenes from *Marat-Sade*. Some companies try to deal with this by maintaining interviewing facilities separate from corporate facilities. While this does work to a degree, there are drawbacks. This separation does nothing to counter the general perception interviewers have that they are considered second class citizens by management. It more readily permits unprofessional dress to become standard. It increases the separation of management from operations with corresponding communication problems. It virtually insures that the clients will not observe operations directly. This last may not be a problem, but it precludes an advantage. How much better would it be if the clients observed a well ordered group of professionals working on "their" study? It creates a very good impression, and promotes further projects from the cli-

ent.

Unprofessional dress habits also contribute to poor attitudes towards interviewers. Interviewers are expert at reading between the lines and quickly realize that they are not regarded with respect, yet they often fail to make the connection since there are so many other conflicting signals concerning the reasons for this disrespect. In addition, unusually sexy clothing, both male and female, is visually distracting at best and at worst can totally disrupt interviewing rooms, particularly the younger employees. A dress code that I have found effective without being draconian

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is found in the appendix.

Headsets, ergonomic furniture and lighting

In most of the interviewing facilities I have worked, outside of government and university research facilities, headsets and/or ergonomic furniture are not provided. This is a serious error. Such equipment improves interviewer comfort and morale, decreasing absenteeism and illness. It also decreases the research firm's long term exposure to workmen's compensation actions such as carpal tunnel syndrome, neck and back problems, eyestrain, etc. The bot-

tom line is that this type of equipment increases productivity. Headset manufacturer Plantronics claims that headsets improve productivity 11%. In the course of my experience, the addition of headsets has increased productivity as much as 43%. I require all of my newly trained interviewers to use them, whether they wish to or not. If you take the time to review the literature you will find productivity improvement from full-spectrum lighting, adjustable desks and chairs, and even glare screens.

Hiring

Too many times have I seen interviewing rooms staffed by all Mormons, or all Filipinos, or all high-school students, or all women, or all people with Southern accents. It is essential to have a mix of "types" of differing cultural, racial, political, religious, regional, educational, economic, and even sexual backgrounds. First, it ensures that these factors are not determining a portion of your results. Second, it ensures a healthy and interesting human environment. Third, when different interviewing problems arise, perhaps due to the area or population you're calling, you have a much larger pool of experience from which to draw possible solutions.

While many firms give lip service to "hiring-from-within," most do not actually do so. Due to mismanagement of operations by administration and subsequent FOS overload, high turnover can be expected at this level. Interviewers quickly note the discrepancy between stated policy and fact. This compounds the interviewers' impression that management does not respect interviewer skills. It reinforces the feeling that there is "nowhere" to go, so what's the use of trying to do a better than adequate job?" You must promote from within.

Project scheduling

Frequently the FOS will be told that a project will begin on or about a certain date. S/he then goes to a great deal of trouble to obtain commitments from an adequate number of interviewers. S/he is then told that the project will begin in, say, three days. Then the FOS rearranges only to be told that the project is again postponed. Why this is a serious problem needs some explanation.

Professional interviewers can assure themselves of a high probability of working full time only by being signed up at four or five companies. While some standards have to be maintained (see appendix for a workable policy), it is a practical impossibility to require a professional interviewer to work exclusively for your firm, even if you guarantee a forty hour work week. Most have to work one and a half jobs or more to make ends meet.

Projects that don't begin at least nearly on time result in interviewers not working on days they could have worked elsewhere. Thus, the FOS and the firm

A good interviewing staff will notify you of unexpected problems. Perhaps a focus group has been scheduled on the same day as an out of town conference important to your target respondents. Perhaps the structure of the interview may invite the respondent to refuse.

begins to lose credibility with interviewers. The best will then place your firm on a lower priority. If the process continues, the only interviewers you will be able to recruit are those no one else wants. It is essential for principals to make it clear to the client that failure to adhere to the schedule, to provide sample in a timely manner, etc., may reduce reliability or increase costs.

Piloting

In the interests of cost-cutting, pilots are often neglected. Even when they are done, they usually consist of a few interviews, conducted by project directors and other staff who are not professional interviewers. If professional interviewers are used, their findings are usually relayed to the FOS, who relays the information to her/his superiors, who then relay this on to the client. This is obviously inefficient, prone to significant error, and again indicates a poor opinion of interviewers.

A pilot with a few good interviewers, followed by a full fledged debriefing,

with principals and clients, almost always improves the quality of the study. You avoid both the ridiculously obvious errors and the subtle errors that only professional interviewers are likely to catch. Since interviewers are treated as partners in the team, they feel respected, and tend to remain loyal to the firm. Finally, in practice, throughout twenty years of research, I have never seen a client lost this way. Rather, I have noticed a lot who were quite impressed.

Further problems with administration

A good interviewing staff will notify you of unexpected problems. Perhaps a focus group has been scheduled on the same day as an out of town conference important to your target respondents. Perhaps the structure of the interview may invite the respondent to refuse. Often when these problems are brought to the attention of the administration, they are either ignored, given lip-service and not acted upon, or actually provoke anger. Principals must be able



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to listen and respond effectively. They must develop client relationships that permit renegotiations where necessary.

It is a mistake to induce competition between interviewers. Competition should be confined to each individual, i.e., "How much can I learn today, and how much better can I be today than I was yesterday?" There will always be those who are exceptional and those who are not. When interviewers start trading comments such as, "I got X number of interviews, how many did you get?" it discourages the slower interviewers. Furthermore, outstanding interviewers quickly realize that they don't need to work quite so hard to perform adequately. After all, they are smart enough to realize that the faster they work, the sooner they will be out of a job. This is why all of my interviewers are requested to discuss production rate only with supervisors. Of course, they do it anyway outside of earshot, but the point--that quality and cooperative behavior will be noticed and appreciated--is made.

Some companies try to remedy interviewer productivity problems with bonus plans. While this stimulates some workers to maintain productivity, it has no effect on those who will do their best regardless. It means a loss of income for the less skilled interviewers who don't yet have the ability to take advantage of these bonus plans, due to the resulting shorter job length. Such plans generally prove to be a take-from-the-poor-and-give-to-the-less-poor scheme. The resulting resentment does not improve overall productivity. Soon you have interviewers stealing second-pass sample from each other, refusing to dial areas with a low response rates, and going for quantity over quality (reducing the reliability of your results).

It takes a very good FOS to operate on the cooperative basis. Feedback on interviewer performance has to come mostly through observation. The only numbers you can use are the overall increases in productivity. This does not point out to you the interviewer who, when possessed of five call-back appointments for the same time, passes some off to other interviewers. In such a case, the interviewer who is doing the most to improve interviewing room productivity may appear to be doing more

poorly than others in terms of rate. That is why my office is in the interviewing room, while those of my assistants may be elsewhere.

If a bonus structure is to be used at all, it must be for overall performance of the interviewing facility. For instance, your production rate indicates that you will finish a study on Monday, when it must be finished by Sunday night. You have no more lines or interviewers. You inform the interviewing staff that if the study is finished by Sunday, you'll give

It is a mistake to induce competition between interviewers. Competition should be confined to each individual, i.e., "How much can I learn today, and how much better can I be today than I was yesterday?" There will always be those who are exceptional and those who are not. When interviewers start trading comments such as, "I got X number of interviews, how many did you get?" it discourages the slower interviewers.

everyone an extra five hours pay. Soon you will see the better interviewers instructing the less skilled on pertinent tricks of the trade. Over the last few days, almost everyone will show, champing at the bit, even on a weekend. If the interviewers come in on Monday you'll end up paying about as much anyway. With this bonus structure it is likely that the study will be done by the deadline, and you will induce your more experienced interviewers to provide practical advanced training for your less skilled interviewers.

Summary

Adherence to professional standards for interviewers may increase some training and other ancillary costs for a while, but in the long run, decreased

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Master Card

continued from p. 7

catching spectrum that streaks diagonally across a blue background, with the name of the card and the Ameritech logo featured across the top.

"During this second wave of focus groups, we also tried to get a feel from participants about what key issues needed to be addressed in the subsequent conjoint analysis phase," Kennedy says.

"We probed for detailed insight into how people use credit cards. Why did you choose the cards you own? What cards do you use most often? What do you perceive to be the benefits of your cards?"

"Our ultimate goal, of course, was to identify those specific features that would be most likely to appeal to card users. Before we could design the conjoint analysis questionnaire, we needed to find out how people perceived the various attributes of both credit cards and calling cards."

In addition, the personal interaction during the second phase of focus groups helped Kennedy Research determine the proper terminology to incorporate into the questionnaire that would be used for the conjoint analysis.

"Since the third phase of our research would be self-administered, understanding the proper terminology was essential to crafting an effective questionnaire," Kennedy says.

For example, are interest rates, discounts and credit limits considered to be "features" or "attributes"? Do people say annual "fee" or annual "charge"?

Conjoint analysis

Kennedy Research recruited 500 Ameritech customers--about 100 in each of the five states Ameritech serves--to participate in the conjoint analysis phase. Participants were recruited through a combination of mall intercepts and telephone pre-recruiting. They reported to one of eight shopping malls throughout the Midwest to take a self-administered, computerized questionnaire.

Each questionnaire lasted about 30 minutes. Participants isolated the combination of features that most appealed to them by keying their answers to a detailed series of questions into the computer.

In all, 15 different features were examined, including annual fee, interest

rate, and what the card would be named.

Furthermore, a number of options within each of these different attributes were tested. For example, participants were asked to choose among seven potential card names, four annual fee options, and three interest rate options.

"Each question offered the participant a choice between two different options," says Jamal Din, the Kennedy Research account executive who designed the conjoint analysis phase. "For example, 'What is more important--a card with no annual fee or a card that offers a variable interest rate?' The computer then automatically tailored subsequent questions depending on the answers to previous questions.

"There were an infinite number of ways the card could have been designed. By using conjoint analysis, we were able to quantitatively determine how removing or adding certain attributes affected the card's overall perceived value."

At the end of each self-administered questionnaire, the computer constructed two or three hypothetical "best bets" and asked participants to decide which presented the ideal card.

"By the time participants went through a series of 50 or so questions, they weren't sure what they wanted anymore," Din says. "The computer was able to assign relative values to the various features, based on each individual's answers, and then design the one card that would most likely be

irresistible to that individual."

The final part of the self-administered questionnaire called for participants to key demographic data about themselves into the computer to help identify which features were most important to different socio-economic groups.

The end result

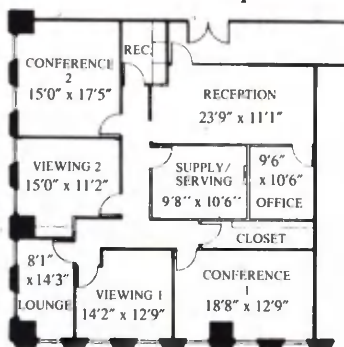
In the end, the Ameritech Complete MasterCard boasted no annual fee and a 10 percent cash-back offer--paid annually by the bank--on most calls made with the calling card feature. (Most long-distance companies accept the calling card number for calls over their network.) In addition, the card features a tiered interest rate that can go as low as 16.8 percent and a 25-day grace period.

"We're very pleased with the response the card has received so far," Bialek says. "We expected the credit card features to be attractive in themselves, but even more important we hope the convenience of the multipurpose card will stimulate our calling card business.

"In themselves, the credit card and telecommunications industries are among today's most competitive. Combine the two--as Ameritech and Household International have done with the Complete MasterCard--and you have a product that absolutely must be carefully tailored before its hits the market. Market research, specifically conjoint analysis, helped us construct a card that would have the strongest possible chance of success." □

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Survey Monitor

continued from p. 25

Inc., a financial marketing research firm headquartered in New York City.

The Mortgage Preapplication Bias Survey shows a consistent pattern of discrimination, despite the bank's mortgage lending policy. Subtle levels of discrimination are found in bank representatives' tendency to provide less complete explanations of mortgage products and less mention of mortgage characteristics, and to show less interest in helping minority consumers than whites.

"The implications for banks of these findings are tremendous," says Steve Roth, president of Barry Leeds & Associates. "The Home Mortgage Disclosure Act data released by the Federal Reserve last fall found racial discrimination in banks' mortgage lending, based on rejection rates of whites and minorities. Our research indicates consistent preapplication bias toward minority consumers."

The survey analyzed 100 shopping "visits" to 50 different bank branches in

non-minority, middle-income neighborhoods. Each branch was visited separately by a white and a minority "shopper" with similar profiles, acting as a first-time home buyer and inquiring about a conventional fixed-rate mortgage. "Each shopper had the right profile for a mortgage," Roth says.

The "shoppers" actually were highly trained, professional market research interviewers, acting as prospective mortgage customers.

Among the key findings:

- Overall service satisfaction was substantially lower among minority mortgage shoppers compared with their white counterparts (28 percent versus 48 percent). Minorities were more likely than whites to encounter bank mortgage representatives speaking on the telephone or busy with other staff while they were waiting. In addition, some minority shoppers commented that the bank representative did not appear to be interested in their business, that they were kept waiting too long, or that the representative was late for their appointment and was not personable or friendly.
- Among white shoppers, 80 percent

felt the explanation of mortgage choices provided was "clear and careful," while only 50 percent of minorities expressed the same feeling.

- Bank representatives were least likely to explain the differences among types of mortgages to minority shoppers and most likely to do so for whites. Whites were also more likely to receive information on alternatives to the conventional fixed-rate mortgage.

- Bank representatives made a more active effort with white shoppers to recommend a specific type of mortgage and mentioned some mortgage characteristics to them.

- White shoppers experienced the briefest waiting time for service. The longest waits were experienced by black shoppers.

- Bank representatives spent a similar amount of time with white shoppers, regardless of income level. Among minority shoppers, however, representatives spent a greater amount of time if the shopper indicated a higher income level, specifically, over \$85,000.

- Minorities were quoted a slightly longer approval time than whites.

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QMRR5

Smoothing out that Texas twang

Research firm finds that linguistic training boosts interviewer confidence

by Anndel Hodges

Editor's note: Anndel Hodges is president of Opinions Unlimited, Amarillo, Texas.

No doubt about it, telephone interviewing is a tough job. Researchers are subject to respondent naivete about the goals of research and the difference between research and telemarketing. Additionally, once we find a qualified respondent, we are subject to that person's whims regarding whether or not they believe they have time and choose to participate.

Respondent cooperation in a telephone interviewing project is largely dependent on the skill, confidence, credibility and telephone personality of the interviewer. While many factors, including training and experience, contribute to these attributes, it's often the

"little things" which effect the most significant increases in respondent cooperation.

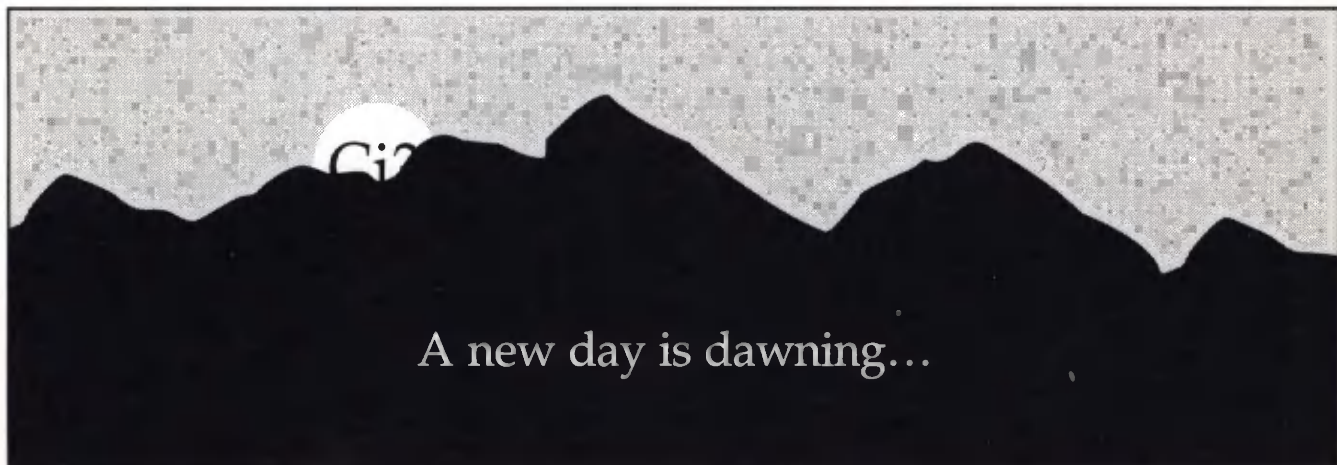
One such change occurred in 1989 when, based on my belief that great interviewers must often be "made," our company developed a full-time personnel program. Having worked with a local broadcaster to minimize my own North Texas twang, I had experienced first-hand the credibility and confidence-boosting benefits of speaking clearly and being understood correctly the first time. One of the first personnel programs we put in place was regular linguistic training for all telephone interviewers.

The goal of this interactive program, conducted by former broadcaster Paul Matney, chairman of the Language, Communication and Fine Arts Department at Amarillo College, is to control

an interviewer's twang, not to get rid of it altogether. A controlled regional accent may actually be an asset when viewed by respondents as "charming" or on sensitive topics when the respondent knows by the accent that the call is not being placed by a friend or associate.

At the same time, many reasons exist to control a strong regional accent, and they extend far beyond ease of understanding by respondents. We have seen a marked improvement in respondent cooperation the very first interviewing shift following the training. This increase in respondent cooperation is naturally reflected in faster turnaround and lower costs to clients.

We've also found benefits to our company. Where our phone room used to squawk, it now hums. Less surrounding noise means less job stress, allowing



A new day is dawning...

interviewers to stay focused on the respondent with whom they are dealing. Interviewer confidence, job performance and job satisfaction have increased.

Additionally, interviewers are learning from a "celebrity" a valuable skill which they can take with them into other areas of their lives. This greatly enhances not only their motivation, but also their loyalty. Consequently, turnover and its associated costs have decreased sufficiently to more than cover the costs of the program.

In implementing a linguistic training program for our staff, we considered the following guidelines important:

Select an expert—The person you select to train your staff should be experienced, not just in teaching communications, but also be an effective practitioner. Again, celebrities add excitement to the training.

Train your expert—Take the time to explain the nature of marketing research and what is expected of your interviewers. A good trainer, properly educated, will incorporate a research survey into the training through example and interaction.

Be specific—It is perfectly appropriate to specify the types of issues in which you'd like your interviewers trained. One area which we've found particularly beneficial is training in conversational telephone delivery, for example, how to read thought patterns, not individual word units.

Limit class size—This type of training is most effective when it is interactive. To allow for sufficient interaction with the instructor, we've found that 12 is the maximum class size. However, because we have so many requests by former students to re-take the course, we've discovered that up to 25 can be

accommodated if the repeaters are positioned as observers around the periphery of the group.

Follow-up—It is not enough to simply have interviewers attend the class. Through experience, we've discovered that interviewers are most successful when they go directly from the class into the phone room for their shift. There, our personnel director monitors their calling and works with them one-on-one to help them apply the principles they've just learned.

While telephone interviewing is still a difficult job, interviewers' confidence, credibility and telephone personalities are significantly enhanced through professional linguistic training. Truly beneficial for all parties, a program of this type enhances client satisfaction, interviewer motivation and employer/employee relations. □

Simple Solutions

continued from p. 22

Although this table applies only to SSI's two-digit RDD sampling method, it clearly shows a trend: studies with low incidence rates or large sample sizes require significantly more telephone sample.

In summary, the optimum amount of telephone sample for a project can be calculated by estimating the working phone rate, contact rate, cooperation rate, and incidence. Knowing the amount of sample a project will require will prevent you from generating too much (wasting money) or generating too little (making the project impossible to finish on time).

After the sample has been generated, field services can be required to use replicate sampling procedures as a method of insuring that proper call-back procedures are followed. As part of this procedure, new replicates are distributed to interviewers only after all the preceding replicates have been exhausted. This allows a large amount of sample to be distributed in an even and controlled manner.

A simplified version of replicate sampling is acceptable in many situations. This involves dividing the sample into

two large sets. The first should be approximately sufficient to finish the project. The second and smaller set should not be opened at all, unless the first set is completely exhausted and the client has given approval. In this way, a "cushion" is provided, preventing sample shortages. If the sample is costly and a generous amount cannot be provided, a daily sample disposition can be requested from the field service, listing the total number of "live" and "dead" telephone numbers in the sample. Data collection companies sometimes charge a small fee to gather this information, but it will give you advance warning of any problem sample shortages.

Finally, a contingency plan for sample shortages can be worked out in advance. If this is done, a phone call from your data collection company with bad sample news can be handled quickly and easily.

Problem #3 — *Difficult to understand skip pattern instructions.* Sometimes interviewers are able to grasp difficult survey instructions during the briefing, but consistently make mistakes on those instructions during actual interviewing. These mistakes will be discovered during the editing process and corrected, but is that accept-

able? For example, imagine a difficult skip pattern that causes many interviewers to mistakenly skip an unaided awareness question. When the mistakes are discovered by editors, each respondent must be called back and asked the skipped question. At this point, however, all the respondents have heard the entire survey, making their responses to the un-aided questions biased. This process effectively changes the order the questions are asked. If the survey's instructions are too difficult to follow during interviewing, many surveys will have to be corrected in this way, biasing the data for some question types.

Solution #3 — *Write very simple and clear instructions on skip patterns.* Skip pattern instructions should be worded as simply as possible so interviewers can follow them easily.

A poor example:

12) Do you support or oppose the initiative?		
Support	1	ASK Q.13 THEN GO TO Q.15
Oppose	2	ASK Q.14 THEN GO TO Q.15
No Opinion	3	GO TO Q.15
13) ASK ONLY IF "Support" IN Q.12: Why do you support the initiative?		

14) ASK ONLY IF "Oppose" IN Q.12: Why do you oppose the initiative?

A better example:

- 12) Do you support or oppose the initiative?
- | | | |
|------------|---|----------|
| Support | 1 | * |
| Oppose | 2 | ** |
| No Opinion | 3 | GO TO 15 |
- 13) * Why do you support the initiative?
- 14) ** Why do you oppose the initiative?

The second example will need to be explained during the briefing, to ensure that interviewers ask only one of the two open-ended questions and not both, but it is much easier for interviewers to follow during an actual interview than the first example. This format of highlighting the questions that should be asked with asterisks will not work in all situations, but it is an example of the level of simplicity that is required for easy interviewing.

Unavoidably difficult skip patterns should have a detailed explanation in the field instructions. If the survey is too complex, CATI applications can be used, preventing interviewing errors, editing errors, and eliminating data entry costs.

Problem #4 — Unclear screening questions. When a survey is administered, the interviewers will contact thousands of respondents, people in every imaginable situation. If the survey instructions do not contain a clear definition of the target population, questions will arise about the eligibility of respondents.

For example, if a data collection company begins to administer a survey, and the instructions have an age requirement, interviewers will inevitably reach a seventeen-year-old head-of-household and ask the supervisor if that person is

eligible. At that point, the supervisor may make a wrong decision. If the supervisor mistakenly allows people under 18 to be interviewed, data will be collected from respondents outside the target population, with no way to later differentiate between data that should have been included and data that should not have been included. Although good data collection companies have established procedures for dealing with this common problem, relying on the front-line supervisor to act correctly can be risky.

Solution #4—Define the target population in the instructions very clearly. By taking all possibilities into account when designing the screening questions and including a clear definition of the target population in the survey instructions, interviewers and supervisors can make correct decisions regarding the eligibility of respondents.

In addition, a pre-test is very useful for flushing out possible problems or loopholes in the screening questions.

Problem #5—Misplaced interviewer instructions. If interviewer instructions such as [DO NOT READ CHOICES], [ROTATE], or skip patterns are not in an obvious place on the page, interviewers may overlook them. If interviewers consistently fail to follow any of these instructions, the collected data may be biased.

Solution #5 — Do page layout with interviewers in mind. Interviewer instructions are easiest to see when they are in the interviewer's line of sight, immediately following what they have just read or immediately preceding what they are about to read.

A poor example:

- 12) Who initiated the bill in Congress?
- | | | |
|---------------------|---------------|---|
| Do not read choices | David Wint | 1 |
| | Jenny Blacker | 2 |
| Specify | Other | 3 |

A better example:

- 12) Who initiated the bill in Congress? (DO NOT READ CHOICES)
- | | |
|---------------|---|
| David Wint | 1 |
| Jenny Blacker | 2 |
| Other | 3 |
- (SPECIFY)

When asking the first question, interviewers will often mistakenly read the choices, while the second question will be asked correctly almost every time.

Of course, it is the responsibility of the data collection employees to administer projects accurately. Experienced and reputable field services take this responsibility seriously. However, even with thorough training and the best quality control systems, people will still make mistakes.


As a research professional, you can play a large role in preventing these mistakes from being made on your projects. Ed Ledek, client service vice-president for Western Wats Center, explains the role of professional researchers in this way: "We have to work closely with our clients in order to avoid errors and mistakes. When we understand exactly what the client wants, our people can successfully make all the little judgments that go into a project."

Special field instructions, generous amounts of sample, clear skip patterns, specific screening question instructions, and easy to follow page layout will all help prevent mistakes during the data collection phase of your telephone research projects. □

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Interviewing Hispanics

continued from p. 18

influenced by other members of the household. It is sometimes impossible to isolate a selected respondent for an in-home personal interview. All the "classic" field manuals instruct the interviewer to attempt to conduct the interview without others in the family listening. This good rule is hard to follow in door-to-door interviewing in many Hispanic and African-American PSU's.

4. Callbacks on not-at-homes, busy signals, or no answers are economical—even more efficient than the initial dialing. The list of numbers to be called back tends to exclude the business numbers, fax machines and modems, so it is more efficient. This effort contributes to statistical reliability. The higher the completion rate (the lower the non-response error), the more reliable the statistics.

5. A telephone study can be fielded more quickly than an in-home study involving probability samples. It is not

as affected by weather and does not require as high a ratio of supervisors to interviewers.

6. The lower cost of telephone studies compared with the cost of in-home interviewing is an overwhelming advantage.

Telephone disadvantages

1. There are high numbers of Hispanics in all major markets without a telephone. "Owning a telephone" is different than telephone "availability," a term used by the Department of Commerce in its American Housing Study, which asks, "I may have to clarify something with you after checking my work. Is there a telephone on which you can be reached?" Their definition includes a telephone number at work, at a neighbor's or friend's house where they can be reached. This study did not employ a Spanish language questionnaire, but allowed "Spanish speaking field representatives (to) conduct an interview in Spanish when required."

Further, approximately 40% of the Spanish speaking Hispanics in an ongo-

ing personal, in-home, omnibus in New York report that they do not own a telephone.

Our own data show that those without telephones are more likely to be younger, not fluent in English, and from Central or South America. Those without telephones also tend to have different media habits. They spend more time with Spanish TV. Differences also appeared in some personal care product categories.

2. Flash card can't be used.

3. Quality of responses may be affected by Hispanic perception of the telephone.

4. Interview length is relatively limited.

In-home advantages

1. The sampling frame includes Hispanics without Spanish surnames and/or without a telephone.

2. In-home studies permit use of English and one or two Spanish translations to describe different products categories or segments. Flash cards can be used for this purpose and to show brand

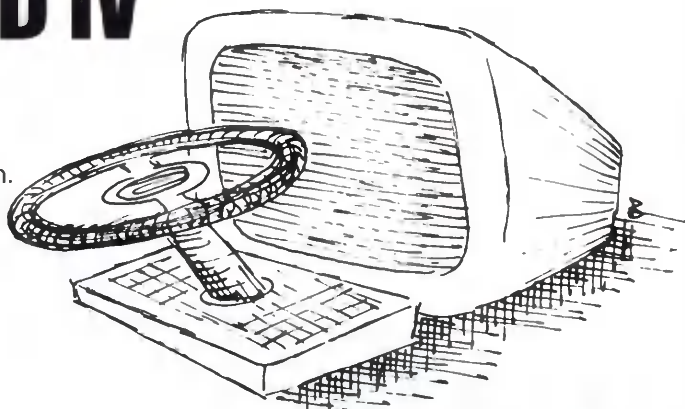
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lists, materials, product descriptions. For example, samples of fabric can be used to identify corduroy and denim. Even with flash cards, it may be necessary for the interviewer to read the words to illiterate respondents.

3. Face to face interviews generate better rapport between interviewer and respondents. Hispanics feel more comfortable and at ease with identifiable Hispanic interviewer. Respondents tend to be more hospitable to interviewers. The same in-home interview conducted among Anglos and Hispanics will tend to take longer among Hispanics than among Anglos because of the need to "socialize." Therefore, there are fewer terminations in the middle of the interview.

4. A longer interview is possible—usually involving a co-op fee.

5. Where necessary, cigarette brand, type, flavor and length can be verified by observation. Telephone ownership, makes of appliances (subject to recall error on the telephone) can all be verified.

In-home advantages

1. Door-to-door interviewing is much harder to control. For example, the inclusion of respondents without telephones prevents telephone verification of interviews with those respondents. Many respondents—especially in New York apartment houses, projects—may not have usable mail boxes, a fact that limits post card verification of interviews.

Telephone number matching has limited value because several families in the same building unit may use the same telephone.

2. Because of necessary clustering, Hispanics in low density Hispanic areas (who may be more acculturated—more likely to be living "in the high income suburbs") have less chance of being included in a door-to-door survey.

3. The cost is significantly higher than telephone studies and may be the major disadvantage for most consumer marketing research studies. The cost of door-to-door callbacks increases geometrically while the cost of telephone

callbacks is lower.

Specific PSU's may require bodyguards or chaperones to accompany the interviewers.

Summary

On balance most consumer goods marketers can effectively use telephone studies in the Hispanic market. They work for ongoing tracking studies where changes over time are of greater concern to marketing management than absolute levels. They work for basic attitude and usage (A&U) studies and for a wide variety of research information needs.

Consider in-home interviewing when your product/service is known to, or supposed to, operate differently among that segment of the Hispanic population without telephones, but with a permanent address. For example, if your product is international money orders, would purchase habits be different between those with and without telephones. Is that difference likely to affect your marketing strategy? □

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312/536-2670
Contact: Diane S. Fraley
Full Qual. Specialty: Child/Teen /
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Knoxville, TN 37923
615 / 693-3500
Contact: Christopher Wise
Quality Focus Facility / Recruit by
Lifestyle Groups

Hammer Marketing Resources
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Sevema Pk. (Balt./D.C.), MD 21146
301/544-9191
Contact: Bill Hammer
23 Years Experience - Consumer,
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Communication Research**
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Belmont, CA 94002
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Contact: Dr. Felipe Korzenny
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where In U.S./Quan. Strat. Cons.

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2 East Avenue
Larchmont, NY 10538
914/834-5999
Contact: Howard Horowitz
Cable/Video Marketing-Program-
ming-Advertising Strategy

Johnston, Zabor & Ascts., Inc.
P. O. Box 12743
Rsch Tri Park, NC 27709
800/544-5448
Contact: Jeffrey M. Johnston
Comp. Capabilities. New Prod/
Svc/Cust Satis/Comm Rsch.

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

Keeffe Research
24 Liberty St.
San Francisco, CA 94110
415/647-2265
Contact: Jeffrey Keeffe
Auto, Tobacco, Cons. Prod, Pkg. Gds., Advtg., New Prod.

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

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

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

Leichliter Associates
252 E. 61st St., Ste. 2C-S
New York, NY 10021
212/753-2099
Contact: Betsy Leichliter
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2116 Aberdeen
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616/381-7239
Contact: Aija Lubavs
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369 Lexington Ave.
New York, NY 10017
212 / 972-5553
Contact: Jana Warren
3 Room Focus Group Facility/ Quality Recruiting

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

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Seacaucus, NJ 07094
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6608 Graymont Place
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7825 Washington Ave. S., # 745
Minneapolis, MN 55435
612/941-7965
Contact: Asta Gersovitz, Phrm.D.
MedProbe Provides Full Service Custom Market Research

Ruth Nelson Research Svcs.
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Denver, CO 80222
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Consumer, Tech/Indust., New Prod., Concept Test/Refinement

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Farmington Hills, MI 48334
313/ 553-4100
Contact: Peter J. Swetish
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Contact: Larry Hammond
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707/ 795-3780
Contact: Bob Pellegrini
Full Service Qual./Quan., Most Packaged Goods & Bus to Bus

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

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

Pamela Rogers Research
2525 Arapahoe Ave., #E4-174
Boulder, CO 80302
303/494-1737
Contact: Pamela Rogers
Environmental Issues-Healthy Food / Products / Packaging

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

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

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

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1290 Grandview Avenue
Columbus, OH 43212
614 / 488-3123
Contact: Betty Spencer
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612/377-2490
Contact: Jane Stegner
Bus-To-Bus/Medical/Fncl. Svcs./Agric., Groups/ 1:1's

Strategic Research, Inc.
4600 Devonshire Common
Fremont, CA 94536
415/797-5561
Contact: Sylvia Wessel
400 Groups, Hi-Tech/Medical/Financial/Transportation Svcs.

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

Thorne Creative Rsch Svces
65 Pond Rd., Suite 3
Bronxville, NY 10708
914/337-1364
Contact: Gina Thorne
Ideation, teens, New Product Ad Concepts, Package Goods

The Travis Company, Inc.
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

Youth Research/CSI
65 East India Row, Apt. 7F
Boston, MA 02110
617/720-6060
Contact: Karen Forcade
Consultants in Marketing to Children and Teens

Turn to the next page for state and specialty cross indexes.

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R J Research
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Gilmore Research Group

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Chamberlain Research Consultants

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Research In Marketing, Inc.

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Research In Marketing, Inc.

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Grieco Research Group, Inc.
Thorne Creative Research

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Horowitz Associates, Inc.
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LaScola Qualitative Research
Southeastern Institute of Rsch.

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We're currently planning the next several issues of QMRR and we're looking for research projects to profile. If your company or organization has a research project that would make an interesting case history, we want to cover it!

The story development process is simple: a QMRR writer conducts the necessary interviews by phone and then writes a draft of the story. Because the case histories may touch on sensitive information, we allow interviewees to read a draft of the story before it goes to press. Please contact Joseph Rydholm, managing editor, for more information or to discuss a story idea.

Quirk's Marketing Research Review
P.O. Box 23536
Minneapolis, MN 55423
612-861-8051

Personnel Management

continued from p. 34

absenteeism, increased interviewer morale, company loyalty, and cooperative professional behavior will increase productivity. Improved productivity will justify higher wages which will encourage professionals to remain in the field. Increased levels of professionalism among the interviewing staff will encourage respect from non-interviewing staff, and encourage a true hire-from-within policy, again resulting in professionals who remain in the business. Pilots which include the professional interviewing staff in client debriefings further enhance professionalism, morale, loyalty, and productivity.

Management (and bonus plans) based on a cooperative model, initially require more of the FOS, but result in higher interviewing room productivity and better interviewer training. Improved training allows the FOS to spread the work load to interviewers, providing a core group suitable for promoting

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Appendix

Dress code--Clothing should be appropriate to a professional office environment, neat and clean, without major rips, tears or excessive patching. Spandex and tights without clothing covering them are not permitted. Suits, ties, and skirts are not required, but are appreciated.

Working for other companies--If you have agreed to work on a study for ConStat, that includes working until the study is done. Given the job-to-job nature of research interviewing, professional telephone interviewers must of-

ten work for a number of companies in order to increase the probability of working full time, week to week. While we are willing to accommodate this need (even to the point of referring you to their companies), this does not include abandoning the study towards the end because another job is starting elsewhere. Professional behavior requires you to balance the needs of the current company's study with those of the next company's study. You will find that experienced supervisors will understand this; discussing the competing needs with the supervisor at the next company also assures the next supervisor that you will not leave that study with little notice. Usually some compromise can be reached. At the same time, if no compromise can be reached, your commitment to the current study takes precedence. As with consistent tardiness or absence, even with a good excuse, if you cannot be relied on to do the job you were employed to do, we will not be able to consider you for future jobs. □

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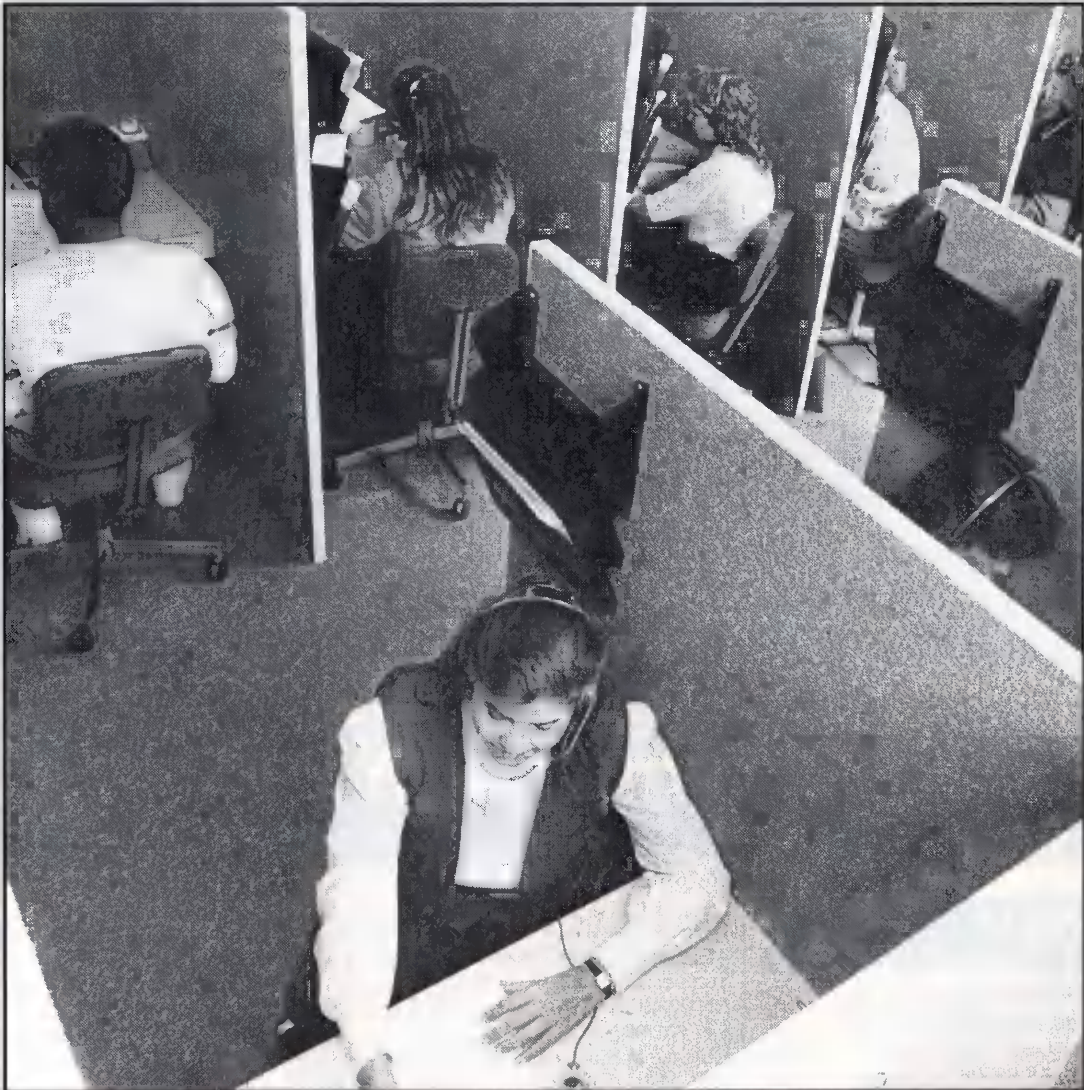
Rockwood Research

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Phone: 612-631-1977 • Fax: 612-631-8198

1992

TELEPHONE INTERVIEWING



Chesapeake Surveys, Towson, MD

FACILITIES DIRECTORY

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The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

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

ALABAMA

BIRMINGHAM

Connections, Inc.
#4 Office Park Circle, Suite 310
Birmingham, AL 35223
Ph. 205/879-1255
Fax 205/868-4173
Contact: Becky Watson
24-0-24-0

Graham & Assoc., Inc.
3000 Riverchase Galleria, #310
Birmingham, AL 35244
Ph. 205/985-3099
Fax 205/985-3066
Contact: Jim Jager
25-10-25-0

New South Research, Inc.
700 So. 28th St., Ste. 106
Birmingham, AL 35233
Ph. 205/322-9988 or 800/289-7335
Fax 205/322-8608
Contact: Louis Wilhite
20-0-20-0

Scotti Research-Parker Div.
2121 Warrior Rd.
Birmingham, AL 35208
Ph. 205/781-3265
Contact: Nell Cain
8-0-8-0

MOBILE

Polly Graham & Associates
3289 Bel Air Mall
Mobile, AL 36606
Ph. 205/471-0059
Fax 205/478-0015
Contact: Jim Jager
7-0-0-0

ALASKA

ANCHORAGE

Dittman Research Corporation
8115 Jewel Lake Road
Anchorage, AK 99502
Ph. 907/243-3345
Fax 907/243-7172
Contact: Michelle Timm
12-0-12-0

ARIZONA

PHOENIX

Arizona Market Research
Ruth Nelson Research Svcs.

Executive Park Offices
10220 North 31st St., #122
Phoenix, AZ 85051
Ph. 602/944-8001
Fax 602/944-0130
15-0-15-0

Behavior Research Center, Inc.
1117 No. 3rd St.
Phoenix, AZ 85004
Ph. 602/258-4554
Fax 602/252-2729
Contact: Jennifer Page
20-0-20-20

Bergo & Assoc./Ask Arizona
1948 W. Main
Mesa, AZ 85201
Ph. 800/999-1200
Fax 602/464-9284
Contact: Beth Aguirre
10-10-10-0

DataSource
4515 S. McClintock Dr., Ste 101
Tempe, AZ 85282
Ph. 602/831-2971
Fax 602/838-8856
Contact: Nancy Hayslett
80-61-80-80
(See advertisement on p. 75)

Friedman Marketing
1889 E. Camelback Road
Phoenix, AZ 85016
Ph. 602/264-1133
Fax 602/266-9051
Contact: Louise Dickinson
17-0-17-17

Gikas International
5515-1 No. 7th Street
Phoenix, AZ 85014
Ph. 602/265-2890
Fax 602/234-3955
Contact: Kathie Coppes
7-2-7-0

Innovative Query, Inc.
8687 E. Via De Ventura, #216
Scottsdale, AZ 85258
Ph. 602/483-7505
Fax 602/483-9388
Contact: Shirley Dalziel
16-16-16-16

O'Neil Associates, Inc.
412 East Southern Avenue
Tempe, AZ 85282
Ph. 602/967-4441
Fax 602/967-6122
Contact: Michael J. O'Neil
15-5-15-0

Quality Controlled Services (QCS)
6360-3 Thomas Rd., Ste. 330
Scottsdale, AZ 85251
Ph. 602/941-0048 or 800/325-3338
Fax 602/941-0949
Contact: John McCullough
12-0-10-0
(See advertisement on p. 51)

Time N Talent and Strictly Medical
Scottsdale Pl., 5725 Scottsdale Rd.
Scottsdale, AZ 85253
Ph. 602/423-0200
Fax 602/941-8892
Contact: Wendy Walker
8-0-8-0

Winona Market Research Bureau
8800 North 22nd Avenue
Phoenix, AZ 85021
Ph. 602/371-8800
Fax 602/943-3554
Contact: John Muller
256-256-256-256

TUCSON

Field Market Research, Inc.
6045 E. Grant Road
Tucson, AZ 85712
Ph. 602/886-5548
Fax 602/886-0245
Contact: Jess DeVaney
55-0-55-0

Quality Controlled Services (QCS)
4500 N. Oracle, Box 360
Tucson, AZ 85705
Ph. 602/887-3502 or 800/325-3338
Fax 602/887-4480
Contact: Annette Idso
10-0-10-0
(See advertisement on p. 51)

VNU Operations Center
5055 E. Broadway, #A105
Tucson, AZ 85712
Ph. 800/395-0709
50-50-50-50
(See advertisement on p. 57)

ARKANSAS

FORT SMITH

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

LITTLE ROCK

Arkansas Answers
Southwest Mall, 8001 Geyer Spgs.
Little Rock, AR 72209
Ph. 501/568-0260
Fax 501/562-1593
Contact: Ginger Mansfield
13-0-13-0

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Fax 501/221-2554
Contact: David F. Miller
19-0-19-19



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The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

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

Sygnis
10825 Financial Pkwy., #401
Little Rock, AR 72211
Ph. 800/467-4448
Fax 501/661-7099
Contact: Mary Ford
50-0-50-31

CALIFORNIA

BAKERSFIELD

Marketing Works
1311 California Avenue
Bakersfield, CA 93304
Ph. 805/326-1012
Fax 805/326-0903
Contact: Debbie Duncan
13-0-2-0

FRESNO

AIS Market Research
2070 No. Winery
Fresno, CA 93703
Ph. 209/252-2727
Fax 209/252-8343
Contact: Kimberly Rudolf
20-20-20-20

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

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

LOS ANGELES

Area Phone Bank
3607 W. Magnolia, Ste. N
Burbank, CA 91505
Ph. 818/848-8282
Fax 818/846-9912
Contact: Ed Goldbaum
20-0-20-0

Ask Southern California, Inc.
1224 E. Katella Ave., Ste. 100
Orange, CA 92667
Ph. 714/744-2744
Fax 714/744-2933
Contact: Jennifer Kerstner
25-0-25-0

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

Barna Research Group
647 W. Broadway
Glendale, CA 91204
Ph. 818/241-9684
Fax 818/246-7684
28-28-28-0

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

Consumer Pulse of Los Angeles
Galleria at South Bay, #269
1815 Hawthorne Blvd.
Redondo Beach, CA 90278-3440
Ph. 310/371-5578 or 800/336-0159
Fax 310/542-2669
Contact: Angie Abell
20-12-20-0
(See advertisement on p. 53)

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

Davis Market Research Services
23801 Calabasas Road
Calabasas, CA 91302
Ph. 818/591-2408
Fax 818/591-2488
Contact: Carol Davis
65-50-65-65

Field Dynamics Marketing Research
17547 Ventura Blvd., Suite 308
Encino, CA 91316
Ph. 818/783-2502
Fax 818/905-3216
Contact: Nancy Levine
12-3-12-0
(See advertisement on p. 53)

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

Gikas International
2146 E. Lincoln Ave.
E. Anaheim, CA 92806
Ph. 714/778-2910
Fax 714/778-4937
Contact: Nancy Fidel
10-5-10-10

Interviewing Service of Amer.
16005 Sherman Way, #209
Van Nuys, CA 91406-4024
Ph. 818/989-1044
Fax 818/782-1309
Contact: Michael Halberstam
120-100-120-120

MSI International
12604 Hidden Creek Way
Cerritos, CA 90701
Ph. 213/802-8273
Fax 213/802-8273
Contact: Richard Hurlburt
50-35-50-50

Nat'l Marketing Research of Cal.
347 South Ogden Drive
Los Angeles, CA 90036
Ph. 213/937-5110
Fax 213/652-0120
Contact: Carole Lazurus
18-0-18-0

PKM Marketing Research
1240 West La Habra Blvd., #A
La Habra, CA 90631
Ph. 213/694-5634
Fax 213/697-8964
Contact: Patricia Koerner
35-0-35-0

Plog Research
18631 Sherman Way
Reseda, CA 91335
Ph. 818/345-7363
Fax 818/345-9265
Contact: Shelley Sasson
20-0-10-0

Quality Controlled Services (QCS)
17100 Pioneer Blvd.
Artesia, CA 90701
Ph. 213/402-6640 or 800/325-3338
Fax 213/809-0422
Contact: Peggy Durst
50-50-50-50
(See advertisement on p. 51)

Quality Controlled Services (QCS)
3528 Torrance Blvd., Ste. M120
Torrance, CA 90503
Ph. 310/316-0626 or 800/325-3338
Contact: Carol Balcom Amundson
10-0-8-0
(See advertisement on p. 51)

The Question Shop, Inc.
2860 No. Santiago Blvd., #100
Orange, CA 92665
Ph. 714/974-8020
Fax 714/974-6968
Contact: Ryan Reasor
20-0-20-0

Sievers Research Company Inc.
1414 Fair Oaks, Ste. 9
So. Pasadena, CA 91030
Ph. 818/441-5900
Fax 818/441-3350
Contact: Candy Shirley
20-0-20-0

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

The Verity Group, Inc.
3333 Brea Canyon Road, Ste.222
Diamond Bar, CA 91765
Ph. 714/595-1475
fax 714/595-8703
Contact: Kim Skogfeldt
30-30-30-0

C.A. Walker & Assoc., Inc.
11631 Victory Blvd., Ste. 207
North Hollywood, CA 91606
Ph. 818/766-1246
Fax 818/766-3033
Contact: Sam Weinstein
70-40-70-70

Western International Research
8544 Sunset Blvd.
Los Angeles, CA 90069
Ph. 213/854-4869
Fax 213/652-4703
Contact: Gordon St. Mary
23-0-23-0

SACRAMENTO

Ask America Marketing Research
1932 Stockton Blvd.
Sacramento, CA 95816
Ph. 916/452-3300
Fax 916/452-3547
Contact: Michael Pettengill
21-0-13-0

J.D. Franz Research
1050 Fulton Ave., Ste. 230
Sacramento, CA 95825
Ph. 916/488-1550
Fax 916/481-4838
Contact: Susan Brown
25-0-25-0

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

SAN DIEGO

Analysis Research Ltd.
4655 Ruffner St., Suite 180
San Diego, CA 92111
Ph. 619/268-4800
Fax 619/268-4892
Contact: Arline Lowenthal
12-0-6-0

CIC Research
1215 Cushman Avenue
San Diego, CA 92110-3904
Ph. 619/296-8844
Fax 619/297-8038
Contact: Joyce Revlett
56-6-56-56

Directions In Research, Inc.
5353 Mission Center Rd., Ste.219
San Diego, CA 92108
Ph. 619/299-5883
Fax 619/299-5888
Contact: David Phife
51-25-51-30

Fogerty Group
4915 Mercury Street
San Diego, CA 92111
Ph. 619/268-8505
Fax 619/496-2015
Contact: Patty Fogerty
55-30-55-5

Fogerty Group
5751 Menorca Drive
San Diego, CA 92124
Ph. 619/268-8505
Contact: Patty Fogerty
12-0-12-0

Market Development, Inc.
1643 Sixth Avenue
San Diego, CA 92101
Ph. 619/232-5628
Fax 619/232-0373
Contact: Roger Sennott
30-0-30-0

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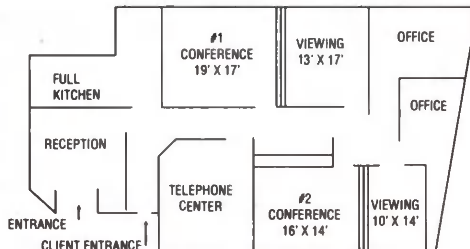
818-783-2502

Nancy Levine
President

17547 Ventura Boulevard, Suite 308
Encino, CA 91316

FAX 818-905-3216

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- mailing studies
- telephone interviews
- executive / professional / medical
- Spanish and Asian languages
- nationwide capabilities

The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

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

San Diego Surveys, Inc.
4616 Mission Gorge Road
San Diego, CA 92120
Ph. 619/265-2361
Fax 619/582-1562
Contact: Jean Van Arsdale
28-0-28-0

Taylor Research
3990 Oldtown Ave.
San Diego, CA 92110
Ph. 619/299-6368
Fax 619/299-6370
Contact: Harriet Huntley
23-0-23-0

Westat, Inc.
3156 Vista Way, #300
Oceanside, CA 92054
Ph. 609/721-2800
75-75-75-75

SAN FRANCISCO

ADF Research
1456 Lincoln Avenue
San Rafael, CA 94901
Ph. 415/459-1115
Fax 415/457-2193
Contact: Arthur D. Faibisch
30-18-20-0

ConStat
450 Sansome St., Suite 1100
San Francisco, CA 94111
Ph. 415/274-6600
Contact: Christine Schwinn
20-0-20-20

Consumer Research Associates
111 Pine St., Ste. 1715
San Francisco, CA 94111
Ph. 415/392-6000
Fax 415/392-7141
Contact: Mike Mallonee
27-0-0-0

Corey, Canapary & Galanis
447 Sutter Street
San Francisco, CA 94108
Ph. 415/397-1200
Fax 415/433-3809
Contact: Elizabeth Canapary
25-0-6-0

Elrick & Lavidge, Inc.
111 Maiden Lane
San Francisco, CA 94108
Ph. 415/434-0536
Fax 415/391-0946
Contact: Donald A. Kunstler
24-24-24-24

Evans Research Associates
120 Howard St, Suite 660
San Francisco, CA 94105
Ph. 415/777-9888
Fax 415/777-9281
Contact: Sara Bailas
24-17-24-24

Field Management Association
400 El Cerrito Plaza
El Cerrito, CA 94530
Ph. 415/527-8030
Contact: Hal Berke
20-0-20-0

Field Research Corporation
234 Front Street
San Francisco, CA 94111
Ph. 415/392-5763
Fax 415/434-2541
Contact: Jean Grunwald
45-45-45-45

Fleischman Field Research
220 Bush Street, Ste. 1212
San Francisco, CA 94104
Ph. 415/398-4140
Fax 415/989-4506
Contact: Andy Fleischman
45-0-45-45

Freeman, Sullivan & Co.
131 Steuart St., Ste. 520
San Francisco, CA 94105
Ph. 415/777-0707
Fax 415/777-2420
Contact: Claudine Huey
36-36-36-0

MR&A Field and Tab
1650 S. Amphlett Blvd., #202
San Mateo, CA 94108
Ph. 415/358-1480
Fax 415/574-8055
Contact: Sarah Fraser
20-6-20-20

Nichols Research, Inc.
333 W. El Camino Real, Ste. 180
Sunnyvale, CA 94087
Ph. 408/773-8200
30-10-30-0

Nichols Research, Inc.
1155 Newpark Mall
Newark, CA 94560
Ph. 408/773-8200
10-0-10-0

Nichols Research, Inc.
1820 Galindo St., Ste. 3
Concord, CA 94520
Ph. 408/773-8200
15-0-15-0

Parallax Marketing Research
535 Pacific Ave., 2nd Flr.
San Francisco, CA 94133
Ph. 415/956-6988
Fax 415/956-6536
Contact: Brad Woolsey
20-20-20-0

The Research Spectrum
182-2nd Street, 4th Floor
San Francisco, CA 94105
Ph. 415/543-3777 or 800/876-3770
Fax 415/543-3553
Contact: Rick Snyder
30-20-30-30

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

Margaret Yarbrough & Assocs.
934 Shore Point Ct., Ste. 100
Alameda, CA 94501
Ph. 510/521-6900
Fax 510/521-2130
Contact: Margaret Yarbrough/Diane Kientz
20-0-20-20

SAN JOSE

Phase III Market Research
1150 No. 1st Street, Ste. 211
San Jose, CA 95112
Ph. 408/947-8661
Fax 408/293-9909
Contact: Nancy Pitta
15-0-15-0

Silicon Valley Data, Inc.
1270 S. Winchester Blvd., #132
San Jose, CA 95128
Ph. 408/983-1804
Fax 408/983-1860
Contact: Janie Trainor
30-0-0-0

COLORADO

COLORADO SPRINGS

Consumer Pulse of Colorado Springs
750 Citadel Drive East
Citadel Mall #1084
Colorado Springs, CO 80909-5341
Ph. 719/596-6933 or 800/336-0159
Fax 719/596-6935
Contact: Karin Hendersin/Mike Hrin
8-4-8-0
(See advertisement on p. 53)

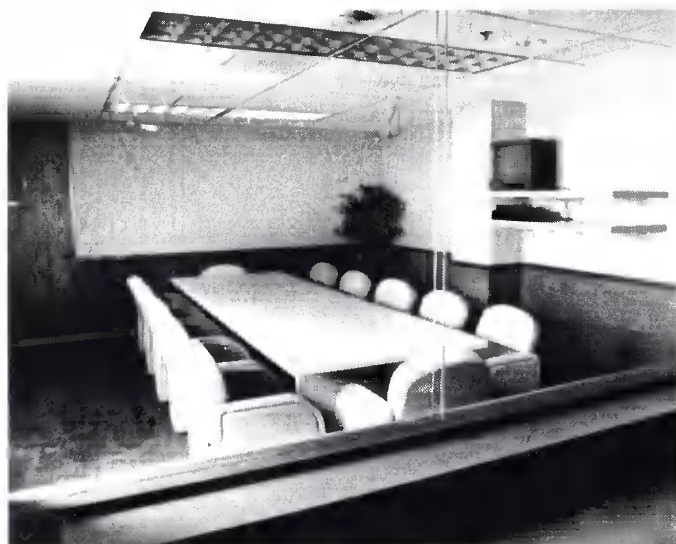
DENVER

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

Consumer Pulse of Denver

5801 W. 44th Avenue
Lakeside Mall, #B-119
Denver, CO 80212-7414
Ph. 303/480-0128 or 800/336-0159
Fax 303/480-0178
Contact: Karin Hendersin
30-12-30-30
(See advertisement on p. 53)

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

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 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.

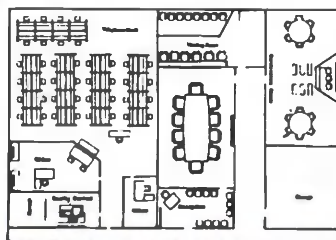


The central location facility

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

The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

1. STATIONS - No. of interviewing stations at this location
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3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES - No. of stations which can be monitored off-premises

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

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

Phone Survey Inc.
333 Logan St., Ste. 220
Denver, CO 80203
Ph. 303/722-6878
Fax 303/722-4866
Contact: Cathy Wahl
31-5-31-31

The Research Center
550 So. Wadsworth Blvd., Ste. 101
Denver, CO 80226
Ph. 303/935-1750
Fax 303/935-4390
Contact: Annie Reid
40-15-40-40
(See advertisement on p. 55)

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

CONNECTICUT

HARTFORD

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

NEW HAVEN

Lester Telemarketing, Inc.
19 Business Park Drive
Branford, CT 06405
Ph. 203/488-5265
Fax 203/488-5265
Contact: Mary L. Paganelli
160-10-160-160

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We're currently planning the next several issues of QMRR and we're looking for research projects in the following areas to profile: packaging research, service quality/customer satisfaction, focus groups, and health care research. If your company or organization has a research project in any of these areas that would make an interesting case history, we want to cover it!

The story development process is simple: a QMRR writer conducts the necessary interviews by phone and then writes a draft of the story. Because the case histories may touch on sensitive information, we allow interviewees to read a draft of the story before it goes to press. Please contact Joseph Rydholm, managing editor, for more information or to discuss a story idea.

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P.O. Box 23536
Minneapolis, MN 55423
612-861-8051

NORWALK

Caney Research Group
16 South Main Street
Norwalk, CT 06854
Ph. 203/854-6790
Fax 203/866-7295
5-0-5-0

J. B. Martin Inc.
4695 Main Street
Bridgeport, CT 06606
Ph. 203/371-4158
Fax 203/371-5001
Contact: Joan Martin
7-0-0-0

Response America
Two Enterprise Dr., Ste. 306
Shelton, CT 06484
Ph. 203/925-0200
Fax 203/925-0195
Contact: Jacquelyn Demartino
18-0-18-0

STAMFORD

The Consumer Dialogue Center
25 Third St.
Stamford, CT 06905
Ph. 203/356-1678
Fax 203/327-9061
Contact: Susan Baines
35-0-35-35

Coast To Coast Telephone Center
1351 Washington Blvd.
Stamford, CT 06902
Ph. 203/325-2335 or 800/288-6299
Fax 203/964-8269
Contact: Ellen Guion
30-30-30-30

DISTRICT OF COLUMBIA

Consumer Pulse of Washington
8310C Old Courthouse Road
Vienna, VA 22182-3809
Ph. 703/442-0960 or 800/336-0159
Fax 703/442-0967
Contact: Tricia Barnes
22-10-22-0
(See advertisement on p. 53)

Decision Data Collection(Decision DC)
7405 Colshire Dr., Ste. 218
McLean, VA 22102
Ph. 703/556-7748
Fax 703/356-1680
Contact: Gary Brown
16-0-16-0

Gikas International
11611 Old Georgetown Road
Rockville, MD 20852
Ph. 301/468-2380
Fax 301/770-0171
Contact: Larry Moyer
30-18-30-0

Peter D. Hart Research Assoc., Inc.
1724 Connecticut Ave. N.W.
Washington, D.C. 20009
Ph. 202/234-5570
Fax 202/232-8134
Contact: Toni Robinson
84-0-84-0

HTI Custom Rsch, Div. NPD
6525 Belcrest Rd, #50
Hyattsville, MD 20782
Ph. 301/779-7950
Fax 301/779-4210
Contact: Leslie Ferons
45-45-45-5

KCA Research, Inc.
5501 Cherokee Ave., #111
Alexandria, VA 22304
Ph. 703/642-5220
Fax 703/256-1061
Contact: Arnie Greenland
20-20-20-0

Metro Research Services, Inc.
10710 Lee Highway
Fairfax, VA 22030
Ph. 703/385-1108
Fax 703/385-8620
Contact: Nancy Jacobs
11-0-11-0

National Research, Inc.
5335 Wisconsin Ave. N.W., #710
Washington, DC 20015
Ph. 202/686-9350
Fax 202/686-7163
Contact: Rebecca L. Craig
50-0-41-41

OMR (Olchak Market Research)
6194 Greenbelt Road
Greenbelt, MD 20770
Ph. 301/441-4660
Fax 301/474-4307
Contact: Jill L. Siegel
16-0-11-0

Quality Controlled Services (QCS)
6691-B Springfield Mall
Springfield, VA 22150
Ph. 703/971-6717 or 800/325-3338
Fax 703/922-5946
Contact: Cynthia Dunn
6-0-0-0
(See advertisement on p. 51)

Shugoll Research
7475 Wisconsin Ave., Ste. 200
Bethesda, MD 20814
Ph. 301/656-0310
Fax 301/657-9051
Contact: Joan Shugoll
15-0-0-0

Westat, Inc.
1650 Research Blvd.
Rockville, MD 20850
Ph. 301/251-1500
Contact: Pat Skinner
75-75-75-75

Westat, Inc.
5303K Spectrum Dr.
Frederick, MD 21701
Ph. 301/662-0027
60-60-60-60

Woelfel Research, Inc.
2222 Gallows Road, #220
Vienna, VA 22182
Ph. 703/560-8400
Fax 703/560-0365
Contact: Jeff Adler
49-17-49-49

FLORIDA

FORT LAUDERDALE

Mar's Surveys
1700 University Drive, #205
Coral Springs, FL 33071
Ph. 305/755-2805
Fax 305/755-3061

Contact: Eric Lipson
10-10-10-10

Mar's Surveys
4300 University Dr., #C202
Fort Lauderdale, FL 33351
Ph. 305/755-2805
Marilyn Dwoskin
15-5-15-0

VNU Operations Center
12350 N.W. 39th St.
Coral Springs, FL 33065
Ph. 800/395-0709
Fax 305/344-7687
Susan Sanford
30-30-30-30
(See advertisement on p. 57)



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JACKSONVILLE

A T & T American Transtech
8000 Baymeadows Way
Jacksonville, FL 32256
Ph. 904/636-2221
Fax 904/636-2332
Contact: Karen Haberer
1636-1636-1636-1636

Irwin Research Services, Inc.
900 University Blvd. No., #606
Jacksonville, FL 32211
Ph. 904/744-7000
Fax 904/744-2090
Contact: Clarice Irwin
70-70-70-70

Ulrich Research Services, Inc.
1734 Kingsley Avenue
Orange Park, FL 32073
Ph. 904/264-3282
Fax 904/264-5582
Contact: Nancy Ulrich
24-0-24-0

MIAMI

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

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

Jean M. Light Interviewing Svcs., Inc.
8415 Coral Way, #201
Miami, FL 33155
Ph. 305/264-5780
Fax 305/264-6419
Contact: Jean M. Light
20-0-20-20

National Opinion Research Services
760 NW 107 Ave., #115
Miami, FL 33172
Ph. 305/553-8585
Fax 305/553-8586
Contact: Daniel Clapp
30-20-30-30

National Surveys, Inc.
8925 SW 148th St., #214
Miami, FL 33176
Ph. 305/252-2526

Fax 305/252-0321
Contact: Ethel Owrey
25-0-25-25

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

Rife Market Research
1111 ParkCentre Blvd., #111
Miami, FL 33169
Ph. 305/620-4244
Fax 305/621-3533
Contact: Sandy Palmer
23-14-23-4

Weitzman & Philip, Inc.
850 Ives Dairy Rd
Miami, FL 33179
Ph. 305/653-6323
Fax 305/653-4016
Contact: Joan Starr
21-0-21-21

ORLANDO

Central Florida Market Research, Inc.
1065 Maitland Ctr. Commons
Maitland, FL 32751
Ph. 407/660-1808
Fax 407/660-9674
Contact: Vicky Stevens
16-8-12-0

Hancock Information Group
2180 West S.R. 434
Longwood, FL 32779
Ph. 407/682-1556
Fax 407/682-0025
Contact: Susan Hancock
30-20-20-20

New Directions Marketing Research, Inc.
130 So. Orange Ave., #C
Orlando, FL 32801
Ph. 407/839-1829
Fax 407/839-1966
Contact: Jess Fry
25-10-25-0

United States Research Company
445 Osceola Street
Altamonte Springs, FL 32701
Ph. 407/830-4542
Contact: John Preston
30-0-30-30

PENSACOLA

Sand Dollar Research, Inc.
5100 No. 9th Ave., #M-209
Pensacola, FL 32504
Ph. 904/478-9274
Fax 904/476-4450
Contact: Charles Graham
25-25-25-25

SARASOTA

VNU Operations Center
1751 Mound St., #205
Sarasota, FL 34236
Ph. 800/395-0709
Contact: Susan Sanford
60-60-60-60
(See advertisement on p. 57)

TALLAHASSEE

MGT of America, Inc.
2425 Torreya Drive
Tallahassee, FL 32303
Ph. 904/386-3191
Fax 904/385-4501
Contact: Ray Thompson
20-0-20-0

TAMPA

Davis & Davis Research, Inc.
8001 N. Dale Mabry Hwy., #401B
Tampa, FL 33614
Ph. 813/873-1908
Fax 813/935-5473
Contact: Irene Davis
10-0-10-6

Herron Associates, Inc.
600 North Westshore Blvd., #702
Tampa, FL 33609
Ph. 813/282-0866
Fax 813/282-3553
Contact: Elaine Herron-Cravens
24-4-24-0

Schwartz Field Inc.
8902 No. Dale Mabry, #102
Tampa, FL 33614
Ph. 813/933-8060
Fax 813/935-3496
Contact: Bonita Schwartz
10-0-10-0

Suburban Associates
Tampa Conference Center
4350 W. Cypress, #535
Tampa, FL 33607
Ph. 813/874-3423
Fax 813/825-6789
Contact: Mandy O'Neill
24-0-24-0

Total Research Corporation
5130 Eisenhower Blvd., #210
Tampa, FL 33634
Ph. 813/887-5544
Fax 813/862-0293
Contact: Cynthia Williams
80-52-80-80

GEORGIA

ATLANTA

Atlanta Marketing Research Ctr.
10 Lenox Pointe
Atlanta, GA 30324
Ph. 404/239-0001
Fax 404/237-1235
Contact: Carol Smith
20-0-20-20

Booth Research Services, Inc.
1120 Hope Rd., Ste 200
Atlanta, GA 30350
Ph. 404/992-2200
Fax 404/642-4535
Contact: Dottie Nix
60-60-60-60

Compass Marketing Research
3294 Medlock Bridge Rd., #100
Norcross, GA 30092
Ph. 404/448-0754
Fax 404/416-7586
Contact: Anne Rast
85-80-80-80

Elrick & Lavidge, Inc.
1990 Lakeside Pkwy., 3rd Flr
Tucker, GA 30084
Ph. 404/938-3233
Fax 404/621-7666
Contact: Raymond Beard
50-50-50-50

Jackson Associates Inc.
3070 Presidential Dr., #123
Atlanta, GA 30340
Ph. 404/359-7060
Fax 404/986-2828
Contact: Margaret Hicks
40-10-25-25

Joyner Hutcheson Research, Inc.
1900 Century Place
Atlanta, GA 30345
Ph. 404/321-0953
Fax 404/634-8121
Contact: Wanda L. Hutcheson
20-0-20-0

Lansdell & Associates, Inc.
5052 Clark Howell Hwy.
Atlanta, GA 30349
Ph. 404/765-0936
Fax 404/767-3124
Contact: Doris Lansdell
24-20-24-24

MacConnell Research Services, Inc.
10 Perimeter Park Dr., #110
Atlanta, GA 30341
Ph. 404/451-6236
Fax 404/451-6184
Contact: Cubie House
14-0-2-0

Mid-America Research, Inc.
3393 Peachtree Road N.E.
Atlanta, GA 30326
Ph. 404/261-8011
Contact: Joan Ferdinands
10-10-10-0

Precision Field Services
3405 Piedmont Rd., #175
Atlanta, GA 30305
Ph. 404/266-6666
Fax 404/266-0208
Contact: Julie Hicks
10-0-10-0

Quality Controlled Services (QCS)
2635 Century Pkwy., Ste. 100
Atlanta, GA 30345

Ph. 404/321-0468 or 800/325-3338
Contact: Susan Lipsitz
14-0-14-0
(See advertisement on p. 51)

John Stolzberg Market Research
1800 Century Blvd., #1000
Atlanta, GA 30345
Ph. 404/329-0954
Fax 404/329-1596
Contact: John Stolzberg
17-0-0-0

Whaley Research, Inc.
5001 Riverdale Ct.
Atlanta, GA 30073
Ph. 404/991-2588 or 800/283-4701
Fax 404/991-4904
Contact: Marilynn J. Whaley
50-50-50-50
(See advertisement on pp. 16,17)

HAWAII

HONOLULU
Omnitrak Group, Inc.
220 S. King St., #975
Honolulu, HI 96813
Ph. 808/528-4050
Fax 808/538-6227
Contact: Barbara Ankersmit
16-0-14-0

SMS Research
1042 Fort St., #200
Honolulu, HI 96813
Ph. 808/537-3356
Fax 808/537-2686
Contact: James E. Dannemiller
24-0-12-0

Ward Research, Inc.
126 Queen St., #307A
Honolulu, HI 96813
Ph. 808/522-5123
Fax 808/522-5127
Contact: Rebecca S. Ward
10-0-10-0

IDAHO

BOISE
E.S. Field Service
1111 So. Orchard, #150
Boise, ID 83705
Ph. 208/343-9556
Fax 208/343-0648
Contact: Steve Swann
12-12-12-0

ILLINOIS

CHICAGO
Adler Weiner Research Co.
6500 No. Lincoln Ave.
Lincolnwood, IL 60645
Ph. 708/675-5011
Fax 708/675-5698
Contact: Eileen Dorfman
25-0-10-0

Assistance In Marketing
1650 No. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 708/392-5500
Fax 708/392-5841
Contact: Michael Kipp
12-12-12-12

Irwin Broh & Associates, Inc.
1011 E. Touhy Avenue
Des Plaines, IL 60018
Ph. 708/297-7515
Fax 708/297-7847
Contact: David Waitz
20-5-20-20

Central Telephone Interviewing Sys.(CTIS)
6445 N. Western Avenue
Chicago, IL 60645
Ph. 312/274-3700
Fax 312/274-4021
Contact: Mark Pilarski
50-50-50-50

C/J Research, Inc.
3150 Salt Creek Lane
Arlington Heights, IL 60005-8760
Ph. 708/253-1100
Fax 708/253-1587
100-65-100-100
(See advertisement on p. 61)

June-July
issue
to feature
directory of
syndicated/
omnibus
studies

Quirk's
MARKETING RESEARCH
Review

The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

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

C/J Research, Inc.

367 Georgetown Square
Wood Dale, IL 60191
Ph. 708/766-0404
20-10-20-20

(See advertisement on p. 61)

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

Communications Workshop, Inc.
168 No. Michigan Avenue
Chicago, IL 60601
Ph. 312/263-7551
Fax 312/332-6115
Contact: Paula King
30-0-30-30

Com-Sci Systems, Inc.
444 Frontage Rd.
Northfield, IL 60093
Ph. 708/446-0446
Fax 708/446-0504
Contact: Richard J. Schlesinger
35-12-35-0

Consumer & Professional Research, Inc.
3612 W. Lake Ave.
Wilmette, IL 60091
Ph. 708/256-7744
Fax 708/251-7662
Contact: Margie Morich
14-10-14-14

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

Data Research, Inc.
1319 Butterfield Rd., #510
Downers Grove, IL 60515
Ph. 708/971-2880
Fax 708/971-2267
Contact: Ken Jennrich
50-16-20-20

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

Focuscope, Inc.
1100 W. Lake St., Ste. 60
Oak Park, IL 60301
Ph. 708/386-5086
Fax 708/386-1207
Contact: Ann Rooney
15-0-15-0

Heakin Research, Inc.
3615 Park Drive
Olympia Fields, IL 60461
Ph. 708/503-0100
Fax 708/503-0101
Contact: Kevin Heakin
39-24-34-34

Ingram Research, Inc.
OS 125 Church St.
Winfield, IL 60190
Ph. 708/462-0402
Fax 708/462-7153
Contact: Roland G. Ingram
25-0-25-25

Kapuler Survey Center
3436 N. Kennicott
Arlington Heights, IL 60004
Ph. 708/870-6700
Fax 708/392-2122
Contact: Rose Graziano
140-100-100-100

Market Facts, Inc.
National Telephone Center
1560 Sherman Ave., Ste. 210
Evanston, IL 60201
Ph. 708/864-5100
Fax 708/864-5100 ext. 107
Contact: Luann Lewis
60-60-60-60

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

Market Facts, Inc.
National Telephone Center
4260 Westbrook Drive
Aurora, IL 60504
Ph. 708/851-6823
Fax 708/851-6823 ext. 254
Contact: Donna Barnes
24-24-24-24

Mid-America Research, Inc.
999 No. Elmhurst Rd.
Mt. Prospect, IL 60056
Ph. 708/392-0800
Fax 708/870-6236
Contact: Nancy Lindholm
22-16-16-0

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

National Data Research, Inc.
770 Frontage Rd., #110
Northfield, IL 60093
Ph. 708/501-3200
Fax 708/501-2865
Contact: Val Maxwell
18-0-18-0

Precision Field Services
7900 N. Milwaukee Avenue
Niles, IL 60648
Ph. 708/966-8666
Fax 708/966-9551
Contact: Scott Adleman
30-10-30-30

Quality Controlled Services (QCS)

Oak Brook East
2000 Spring Road, Suite 100
Oak Brook, IL 60521
Ph. 708/990-8300 or 800/325-3338
Fax 708/990-8188
Contact: Andrea Wilk
10-0-10-0
(See advertisement on p. 51)

Quality Controlled Services (QCS)

400 No. Schmidt Rd.
Bolingbrook, IL 60439
Ph. 708/759-0700
Fax 708/759-9611
Contact: Jean Grant
48-33-48-48
(See advertisement on p. 51)

Questions & Marketing Research Svces.
35A So. Woodland Circle
Mokena, IL 60448
Ph. 708/479-2291
Fax 708/479-4038
Contact: Marge Weber
17-0-0-0

The Research Group
8289 Golf Road
Niles, IL 60648
Ph. 708/966-8900
Fax 708/966-8871
Contact: Bill Smith
20-0-20-0

Research House, Inc.
6901 No. Lincoln
Lincolnwood, IL 60646
Ph. 708/677-4747
Fax 708/677-7990
Contact: Darlene Piell
24-0-24-0

Smith Medical Market Research, Inc.
1121-P Lake Cook Rd.
Deerfield, IL 60015
Ph. 708/948-0440
Fax 708/948-8350
24-10-24-24

Survey Center, Inc.
455 E. Illinois Street
Chicago, IL 60611
Ph. 312/321-8100
Fax 312/321-0607
Contact: Pam Kaplan
130-30-130-130



“Finally, clear marketing research. Thanks.”

The hands-on C/J research team can help clarify your marketing research strategies—bringing your best possible alternatives into focus.

Years of research experience give C/J the resources to clear through the “numbers game” fog and get to the heart of your exact situation with specific recommendations on how to *act* upon the findings — so you can make informed, intelligent marketing decisions.

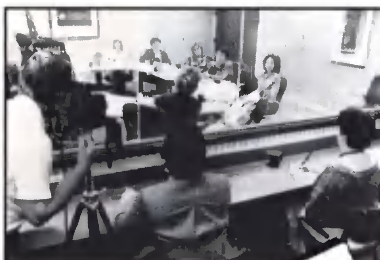
Whether you move in the competitive healthcare, industrial or consumer environment, don't be left in the mist — let C/J help clear the way to sound marketing strategies.

Observe the meaningful interaction taking place in our modern

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



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For more complete information about our company, just write, phone or fax for our capabilities brochure.



C/J RESEARCH, INC.

C/J Research, Inc.
3150 Salt Creek Lane
Arlington Heights, IL 60005
Phone: 800/323-0266
or 708/253-1100
Fax: 708/253-1587

recording equipment.

Or, for fast, cost-effective flexibility without the risk of overlooking the impact of your or your *competitor's* special marketing efforts, a *Continuous Tracking* program using our 100+ position CRT equipped telephone centers may be just what you need to clarify your marketing picture.

C/J Research also collects and interprets data by:

- WATS Telephone/CRT assisted
- Mall intercepts — nationwide
- Personal door-to-door interviewing
- Physician/Executive/Industrial interviews
- Exit interviews
- Central location pre-recruited interviews

We sincerely welcome the opportunity to clarify your future research needs.

The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

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

TeleAmerica
1822 Ridge Ave.
Evanston, IL 60201
Ph. 708/869-9001 or 800/377-8353
Contact: Tony Haeussler
65-54-65-65

TeleBusiness USA
1945 Techny Rd., Ste. 3
Northbrook, IL 60002
Ph. 708/480-1560
Fax 708/480-6055
Contact: Larry Kaplan
54-0-54-54

Time N Talent, Inc.
Meadowtown Mall, 1400 E. Golf Rd
Rolling Meadows, IL 60008
Ph. 708/806-0006
Fax 708/806-0782
Contact: Harry Balaban
6-2-6-0

United States Research Company
300 Marquardt Dr.
Wheeling, IL 60090
Ph. 708/520-3600
Fax 708/520-3621
Contact: Susan Jouzapaits
100-0-100-100

PEORIA

Scotti Marketing Research, Inc.
1118 No. Sheridan Road
Peoria, IL 61606
Ph. 309/673-6194
Fax 309/673-5942
Contact: Nancy Matheis
14-0-14-0

ROCKFORD

Millward Brown, Inc.
7115 Windsor Lake Pkwy.
Loves Park, IL 61111
Ph. 815/654-6300
Fax 815/654-6317
105-75-105-105

Millward Brown, Inc.
5301 E. State St., #312
Rockford, IL 61108
Ph. 815/226-5678
Fax 815/226-2253
60-60-60-60

ROCK ISLAND

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

INDIANA

FORT WAYNE

Dennis Research Services, Inc.
3502 Stellhorn Rd.
Fort Wayne, IN 46815
Ph. 219/485-2442
Fax 219/485-1476
Contact: Pat Slater
25-15-15-15

INDIANAPOLIS

Communications Center, Inc. (CCI)
3828 S. Madison
Indianapolis, IN 46227
Ph. 317/781-9009
Fax 317/781-1812
Contact: Sandra Patton
100-0-100-100

DataSource

3939 Priority Way So. Drive
Indianapolis, IN 46280-0432
Ph. 800/800-8370
Fax 317/843-8638
Contact: Lynn Yaney
80-80-80-80
(See advertisement on p. 75)

Herron Associates, Inc.
710 Executive Park Dr.
Greenwood, IN 46143
Ph. 317/882-3800
Fax 317/882-4716
Contact: Sue Nielsen
24-12-24-0

Strategic Marketing & Research, Inc.
303 N. Alabama, Ste. 210
Indianapolis, IN 46204
Ph. 317/262-4680 or 800/424-6270
Fax 317/262-4513
Contact: Steve Able
24-24-24-24

IOWA

CEDAR RAPIDS

Epley Marketing Services, Inc.
One Quail Creek Circle
North Liberty, IA 52317
Ph. 319/626-2567
Contact: Sharon Lorber
25-25-25-0

Frank N. Magid Associates

One Research Center
Marion, IA 52302
Ph. 319/377-7345
Fax 319/377-5861
Contact: Jane Cook
95-64-95-95
(See advertisement on p. 62)

DAVENPORT

Per Mar Research
322 Brady St.
Davenport, IA 52801
Ph. 319/322-1960
Fax 319/322-1370
Contact: Carol Stickrod
15-0-15-0

DES MOINES

Iowa Field Research
2302 SW 3rd Street
Ankeny, IA 50021
Ph. 515/964-1379
Fax 515/964-7246
Contact: Anthony J. Soares
25-0-25-25
(See advertisement on p. 63)

Call today,

Our services are designed to meet the highest standards of data collection.

- 115 WATS lines
- 64 CATI stations, trained interviewers
- Focus group recruiting and facilities
- Remote monitoring
- 35 years of quality, professional service

get a bid tomorrow

To receive a detailed field and tab bid within 24 hours, call Jane Cook at (319) 377-7345, or FAX (319) 377-5861.

Frank N. Magid Associates, Inc.

- ONE RESEARCH CENTER MARION, IOWA 52302

IMR Systems, Ltd.
507-10th St., Ste. 802
Des Moines, IA 50309
Ph. 515/282-7800
Fax 515/282-6358
Contact: Margaret Bobertz
15-15-15-15

Per Mar Research
2901 Douglas, Ste. 1A
Des Moines, IA 50310
Ph. 515/255-2218
Fax 515/255-3664
Contact: Mary Vortherms
12-0-12-0

MASON CITY

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

KANSAS

GREAT BEND

ASI Market Research
210 So. McKinley
Great Bend, KS 67530
Ph. 316/792-1785
Fax 316/792-8255
Contact: Steve Hulbert
125-100-125-125

KANSAS CITY (See Kansas City, MO)

WICHITA

Data Net-Wichita
7700 E. Kellogg, #231
Wichita, KS 67207
Ph. 316/682-6655
Fax 316/682-6664
Contact: Clyde Nitta
6-0-6-0

The Research Partnership, Inc./
Wichita Marketing Research, Inc.
224 No. Ohio
Wichita, KS 67214
Ph. 316/263-6433
Fax 316/263-0885
Contact: Esther Headley
6-0-0-0

KENTUCKY

LOUISVILLE

Communications Center, Inc. (CCI)
1930 Bishop Lane, Ste. 800
Louisville, KY 40218
Ph. 502/452-1095
Fax 502/452-1481
Contact: Dana Covington
100-0-100-100

Davis Research Services, Inc.
Chrysler Bldg., Ste. 120
4229 Bardstown Rd.
Louisville, KY 40218
Ph. 502/499-0607
Fax 502/459-0122
Contact: Joan Davis
16-9-16-16

Personal Opinion, Inc.
3415 Bardstown Road, Ste 206A
Louisville, KY 40218
Ph. 502/451-1971
Fax 502/451-3940
Contact: Melissa Smith
25-6-3-0

Southern Research Services, Inc.
1930 Bishop Lane, Ste. 918
Louisville, KY 40218
Ph. 502/454-0771
Fax 502/458-5773
Contact: Sharron Hermanson
30-0-30-30

Stevens Research Services, Inc.
1941 Bishop Lane, Ste. 806
Louisville, KY 40218
Ph. 502/456-5300
Fax 502/456-2404
Contact: Allen B. Fangman
11-0-8-0

Wilkerson and Associates
3339 Taylorsville Road
Louisville, KY 40205
Ph. 502/459-3133
Fax 502/459-8392
Contact: Suzanne Elder
30-15-30-30

LOUISIANA

BATON ROUGE

Gulf States Research Center
Bon Marche Mall
7361-A Florida Blvd.
Baton Rouge, LA 70806
Ph. 800/848-2555
Fax 504/925-9990
Contact: Robert Landsberger
30-5-30-0

JKB & Associates
2223 Quail Run Dr., #C-2
Baton Rouge, LA 70808
Ph. 504/766-4065
Fax 504/766-9597
Contact: Joan Berg
10-0-10-0

Market Research & Issues Mgmt.
500 Laurel, Ste. 603
Baton Rouge, LA 70801
Ph. 504/387-6766
Fax 504/387-6769
Contact: Gay Blouin
40-0-40-0

WHO CAN YOU TRUST MORE FOR RELIABLE FIELD RESEARCH THAN A BUNCH OF IOWANS?

Who has a better reputation than Iowans for being honest, reliable and hard-working?

Who can you trust to do a better job of collecting the information you need? All of it? And on time?

Who'll work carefully, courteously, promptly, and, perhaps best of all, affordably? Iowa Field Research.

For results rather than excuses, call 515-964-1379 today.

And put us in the field tomorrow.

Our services include a 25 line WATS center, mall intercept research and a deluxe focus group suite.



IOWA FIELD RESEARCH

2302 SW Third St. Ankeny, IA 50021 (515) 964-1379

The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

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

NEW ORLEANS

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

Linden Research Services
197-36 Westbank Exp.
Gretna, LA 70053
Ph. 504/368-9825
Fax 504/368-9866
Contact: Marty Olson
13-0-13-0

NGL Research Services, Inc.
4300 So. I-10 Svce Rd., #115
Metairie, LA 70001
Ph. 504/456-9025
Fax 504/456-9072
Contact: Lena G. Webre
15-5-11-11

MAINE

BANGOR

Northeast Research
Old Maine Nat'l Bank Bldg., Main St.
Orono, ME 04473-0009
Ph. 207/866-5593
Contact: David Kovenock
11-5-7-5

MARYLAND

(See also District of
Columbia)

ANNAPOLIS

Widener-Burrows & Associates
130 Holiday Court, Ste. 108
Annapolis, MD 21401
Ph. 410/266-5343
Fax 410/841-6380
25-0-25-0
(See advertisement on p. 64)

BALTIMORE

Assistance In Marketing-Baltimore
1410 N. Crain Hwy.
Glen Burnie, MD 21064
Ph. 410/760-0052
Fax 410/760-6744
Contact: Becky Valenta
32-10-10-0

Assistance In Marketing-Baltimore
101 E. Chesapeake Ave.
Towson, MD 21204
Ph. 410/337-5000
Fax 410/337-5089
Contact: Grace Evans
10-10-10-0

Chesapeake Surveys

4 Park Center Ct., Ste 100
Owings Mills, MD 21117
Ph. 410/356-3566
Contact: Carolyn Hilton
25-0-25-25
(See advertisement on p. 65)

Consumer Pulse of Baltimore

8200 Perry Hall
1152 White Marsh Mall
Baltimore, MD 21236-5967
Ph. 410/931-6700 or 800/336-0159
Fax 410/931-6711
Contact: Linda Crowder
22-12-22-0
(See advertisement on p. 53)

Maryland Marketing Source
817 Maiden Choice Lane, Ste. 150
Baltimore, MD 21228
Ph. 301/247-3276
Fax 301/536-1858
Contact: Barbara Bridge
20-15-15-0

Quality Interviewing.

*(Or, if you need to know something, we're the
one marketing research company to ask.)*

You've heard the expression, "If you want it done right, do it yourself." We believe quality results are achieved only through the use of quality interviewing techniques, personnel,

- 25 Baltimore and Washington, DC direct telephone lines as well as WATS lines. All fully-monitored on-site!
- 100 percent editing.
- Quantitative and qualitative research.
- Field interviewing.

services and facilities. That's why we have our own staff of more than 45 skilled, extensively trained professional interviewers and supervisors. And it's also why we offer you:

- Mystery shopping.
- Focus group recruiting.
- One-on-one recruiting.
- Full-service custom marketing, advertising, communication, strategy and image research since 1987.

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MASSACHUSETTS

BOSTON

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

Bernett Research
230 Western Avenue, Ste. 201
Boston, MA 02134
Ph. 617/254-1314
Fax 617/254-1857
Contact: Bernyce Hayes
10-4-10-4

Dorr & Sheff, Inc.
190 No. Main Street
Natick, MA 01760
Ph. 508/650-1292
Fax 508/650-4722
Contact: Gary Sheff
24-0-24-24

First Market Research Corp.
121 Beach St.
Boston, MA 02111
Ph. 617/482-9080
Fax 617/482-4017
Contact: Jack Reynolds
10-0-0-0
(See advertisement on p. 82)

Focus Data, Inc.
4 California Avenue
Framingham, MA 01701
Ph. 508/626-2556
Fax 508/626-2558
Contact: Mona Dabbon
10-5-0-0

Performance Plus, Inc.
111 Speen Street Ste. 105
Framingham, MA 01760
Ph. 508/872-1287
Fax 508/879-7108
Contact: Shirley Shames
32-4-32-0

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

MICHIGAN

DETROIT

Amrigon
2750 S. Woodward
Bloomfield Hills, MI 48304
Ph. 313/332-2300
Fax 313/333-9710
Contact: Richard Smith
192-192-192-192

Consumer Pulse of Detroit

725 South Adams Rd.
Birmingham, MI 48009-6942
Ph. 313/540-5330 or 800/336-0159
Fax 313/645-5685
Contact: Mary Taras
60-30-60-60
(See advertisement on p. 53)

Crimmins-Forman Market Research, Inc.
26237 Southfield Rd.
Southfield, MI 48076
Ph. 313/569-7095
Fax 313/569-8927
Contact: Paula Crimmins/Lois Forman
12-10-12-3

DataStat, Inc.
3975 Research Park Drive
Ann Arbor, MI 48108
Ph. 313/994-0540
Fax 313/663-9084
Contact: Sherry Marcy
101-101-101-101

Demand Research, Inc.
103 E. Liberty, Ste. 202
Ann Arbor, MI 48108
Ph. 313/747-9911
Fax 313/747-8755
Contact: MariAnn E. Mortensen
10-10-10-10

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But you can sample more than seafood in Baltimore. You can tap into the city's fresh and rich demographic diversity in your next focus group. Chesapeake Surveys can help. Here's some of what we have to offer:

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- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house.
- Computerized database of more than 4,000 households and growing all the time.
- All specs are met to your qualifications and re-screened prior to the group.
- Telephone interviewing is completely supervised at all times.
- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 45 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth interviewing with 30,000 doctors & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

For more information on your next focus group or telephone survey, call Carolyn Hilton at (410) 296-4411.



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The last line in each listing contains four code numbers (e.g. 25-0-25-0) that explain facility features. These codes are:

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

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

Friedman Marketing
25130 Southfield Rd.
Southfield, MI 48075
Ph. 313/569-0444
Fax 313/569-2813
Contact: Deanna Quarters
30-0-30-30

General Interviewing Surveys
17117 W. Nine Mile Rd., #1020
Southfield, MI 48075
Ph. 313/559-7860
Fax 313/559-2421
Contact: Sheila Smith
20-5-20-12

Information Transfer Systems, Inc.
307 No. First Street
Ann Arbor, MI 48103
Ph. 313/994-0003
Fax 313/994-1228
Contact: Bruce M. Brock
25-25-25-25

M.O.R.-PACE, Inc.
31700 Middlebelt Rd., Ste. 200
Farmington Hills, MI 48334
Ph. 313/737-5300
Fax 313/737-5329
Contact: Sue Prieur
150-150-150-150

Nordhaus Research, Inc.
20300 West 12 Mile Road
Southfield, MI 48076
Ph. 313/827-2400
Fax 313/827-1380
Contact: Jean Delegarde
77-40-77-77

Opinion Search
21800 Melrose, Ste. 4
Southfield, MI 48075
Ph. 313/358-9922
Fax 313/358-9914
Contact: Joanne Levin
15-0-15-15

Research Data Analysis
450 Enterprise Ct.
Bloomfield Hills, MI 48302
Ph. 313/332-5000
Fax 313/332-4168
Contact: Linda Gibbons
77-77-77-0

Yee/Minard & Associates, Inc.
27300 W. Eleven Mile Rd., Ste. 500
Southfield, MI 48034
Ph. 313/352-3300
Fax 313/352-3787

Contact: Lynne Goodman
50-0-50-50

GRAND RAPIDS

Barnes Research, Inc.
4260 Plainfield N.E.
Grand Rapids, MI 49505
Ph. 616/363-7643
Fax 616/363-8227
Contact: Sona Barnes
35-25-25-25

Breakthru Surveys, Inc.
535 Greenwood S.E.
Grand Rapids, MI 49506
Ph. 616/451-9219
Fax 616/451-8812
Contact: Karen Lesko
38-15-38-38

Datatrack, Inc.
161 Ottawa Avenue N.W.
Grand Rapids, MI 49503
Ph. 616/776-7230
Fax 616/776-7212
Contact: Mike Tourangeau
45-23-35-35

Nordhaus Research, Inc.
2449 Camelot Court
Grand Rapids, MI 49506
Ph. 616/942-9700
Fax 616/942-1325
Contact: Jean Delegarde
80-0-80-80

Western Michigan Research, Inc.
6143 1/2-28th Street S.E.
Grand Rapids, MI 49546
Ph. 616/949-8724
Fax 616/949-8511
Contact: Nancy Vanderveer
14-0-14-14

KALAMAZOO

Harrington Market Research
200 E. Michigan Ave.
Kalamazoo, MI 49007
Ph. 616/349-4774
Fax 616/349-3051
Contact: Linda Stump
15-0-0-0

LANSING

Capitol Research Services
401 S. Washington Square, 2nd Flr.
Lansing, MI 48933
Ph. 517/484-5440
Fax 517/484-9280
Contact: Rachelle N. Souser
8-0-8-0

MINNESOTA

MINNEAPOLIS/ST. PAUL

Cook Research & Consulting, Inc.
6600 France Ave. So., #214
Minneapolis, MN 55435
Ph. 612/920-6251
Fax 612/920-1230
Contact: Joan Moeller
10-0-10-0

Custom Research Inc.
10301 Wayzata Blvd.
Minneapolis, MN 55426-0695
Ph. 612/542-0800
Fax 612/542-0864
Contact: Beth Rounds
100-100-100-100

Bette Dickinson Research, Inc.
3900-36th Avenue North
Minneapolis, MN 55422
Ph. 612/521-7635
Contact: Bette Dickinson
15-0-15-0

Jeanne Drew Surveys, Inc.
5005 1/2 34th Avenue So.
Minneapolis, MN 55417
Ph. 612/729-2306
Fax 612/729-7645
Contact: Jeanne Drew
18-0-18-0

Focus Market Research, Inc.
801 West 106th Street
Bloomington, MN 55420
Ph. 612/881-3635
Fax 612/881-1880
Contact: Judy Opstad
20-0-20-0

N.K.Friedrichs & Associates, Inc.
431 So. 7th St., Ste. 2500
Minneapolis, MN 55415
Ph. 612/333-5400
Fax 612/344-1408
Contact: Betty Hill
28-28-28-28

IMI Research Corporation
8100 26th Avenue South
Minneapolis, MN 55425
Ph. 612/854-1570
Fax 612/854-5732
Contact: Kirk Watson
12-0-12-12

Minnesota Opinion Research, Inc.
7901 Xerxes Ave. So., Ste. 300
Bloomington, MN 55431
Ph. 612/881-2380
Fax 612/881-6201
Contact: Kristin McGrath
35-35-35-0

Northstar Interviewing Service, Inc.
4660 W. 77th St., Ste. 140
Edina, MN 55435
Ph. 612/897-3700
Fax 612/897-3878
Contact: La Rae Agar
17-17-17-17

C.J. Olson Market Research, Inc.
708 So. 3rd St., Ste. 105
Minneapolis, MN 55415
Ph. 612/339-0085
Fax 612/339-1788
Contact: Carolyn J. Olson
14-0-14-0

Orman Guidance Research, Inc.
715 Southgate Office Plaza
Minneapolis, MN 55437
Ph. 612/831-4911
Fax 612/831-4913
Contact: Allan D. Orman
15-0-15-0

Plasman & Associates, Inc.
7301 Ohms Lane, #390
Minneapolis, MN 55439
Ph. 612/831-5421
Contact: Stephen K. Plasman
14-14-14-0

Project Research, Inc.
University Technology Center
1313 Fifth Street S.E.
Minneapolis, MN 55414
Ph. 612/331-9222
Fax 612/331-1726
Contact: Kevin Menk/Lynn Nadeau
37-20-37-37

Quality Controlled Services (QCS)
2622 W. Lake Street
Minneapolis, MN 55416
Ph. 612/926-2646 or 800/325-3338
Fax 612/926-6281
Contact: Kathy Reimer
31-12-31-31
(See advertisement on p. 51)

Research Systems, Inc.
1809 So. Plymouth Road, Ste. 325
Minnetonka, MN 55343
Ph. 612/544-6334
Fax 612/544-6764
Contact: Bill Whitney
16-0-16-0

Rockwood Research Corp.
1751 West County Road "B"
St. Paul, MN 55113
Ph. 612/631-1977
Fax 612/631-8198
Contact: Dale Longfellow
60-45-60-60
(See advertisement on p. 48)

Twin City Interviewing Service
3225 Hennepin Avenue So.
Minneapolis, MN 55408
Ph. 612/823-6214
Fax 612/823-6215
Contact: Beth Fischer

Winona MRB
8200 Humboldt Avenue South
Minneapolis, MN 55431
Ph. 612/881-5400
Fax 612/881-0763
Contact: Bill Kattner
20-0-20-20

MISSOURI

KANSAS CITY

The Field House
7220 West 98th Terrace
Overland Park, KS 66212
Ph. 913/341-4245
Fax 913/341-4245
Contact: Ellen Dimbert
31-8-31-0

The Lysis Research Group
7015 College Blvd., Ste. 400
Overland Park, KS 66211
Ph. 800/829-2955
Fax 913/491-7100
Contact: Gary Chronister
52-52-52-52

Market Directions
911 Main Street, 300 Commerce Twr.
Kansas City, MO 64105
Ph. 816/842-0020
Fax 816/472-5177
Contact: Annie Heck
58-58-58-18

Market Research Institute
7315 Frontage Rd., Ste. 200
Merriam, KS 66204
Ph. 913/236-6060
Fax 913/236-6094
Contact: Don Weston
24-16-24-24

Quality Controlled Services (QCS)
10875 Grandview Street
Corporate Woods Off. Pk., #2230
Overland Park, KS 66210
Ph. 913/345-2200 or 800/325-3338
Fax 913/345-2070 or 913/345-8050
Contact: Shirley Musgrave
48-45-48-48
(See advertisement on p. 51)

Quality Controlled Services (QCS)
8600 Ward Parkway
Kansas City, MO 64114
Ph. 816/361-0345 or 800/325-3338
Fax 816/361-3580
Contact: Iva Schlatter
21-0-21-21
(See advertisement on p. 51)

Quality On Time Interviewing
8889 Bourgade Ave.
Lenexa, KS 66219
Ph. 913/894-9012
Fax 913/894-5240
16-13-12-12

ST. LOUIS

ACG Research Solutions
120 So. Central, Suite 1750
St. Louis, MO 63105
Ph. 314/726-3403
Fax 314/726-2503
Contact: Vicki Savala/Kim Kardenetz
20-13-13-13
(See advertisement on p. 67)

Alpha Information Center
14323 South Outer Rd., Ste. N600
Chesterfield, MO 63017
Ph. 314/576-2822
Fax 314/576-5471
Contact: Roger Jay Bigler
30-0-30-30

Business Response, Inc.
1974 Innerbelt Bus. Ctr. Dr.
St. Louis, MO 63114
Ph. 314/426-6500
Fax 314/426-6935
Contact: Donald R. Kornblet
45-45-45-45

Consumer Opinion
10795 Watson Road
St. Louis, MO 63127
Ph. 314/965-0053
Fax 314/965-8042
12-0-12-0

Consumer Opinion Council Research Center
222 So. Meramec Ave., Ste. 301
St. Louis, MO 63105
Ph. 314/863-3780
Fax 314/863-2880
Contact: Shelle Hassenforder
13-0-10-10

Conway/Milliken & Assoc.
1655 Des Peres Road
St. Louis, MO 63131
Ph. 314/821-5600
Fax 314/821-8923
Contact: Stephanie Paule
48-42-48-48

ACG RESEARCH SOLUTIONS

Chromalloy Plaza
Suite 1750
120 South Central
St. Louis, Missouri
63105

PHONE: 314-726-3403

FAX: 314-726-2503

Contact Vicki Savala
or Kim Kardenetz

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Quantitative
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Experienced Moderators

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Attitude/Image Studies
Tracking Studies

Executive Interviews
Mystery Shopping
Litigation Research

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Fact Finders, Inc.
11960 Westline Ind. Blvd., Ste. 105
St. Louis, MO 63146
Ph. 314/469-7373
Fax 314/469-0758
Contact: Dianne Stang
28-15-28-28

Marketeam Associates
1807 Park 270 Dr., Ste. 300
St. Louis, MO 63146
Ph. 314/878-7667
Fax 314/878-7616
Contact: Denise Titus
30-0-30-30

Marketeam Associates
348 Brookes Drive
Hazelwood, MO 63142
Ph. 314/731-2005
Fax 314/731-1105
Contact: Kathy Sammons
30-20-30-30

Marketing Horizons, Inc.
1001 Craig Road

St. Louis, MO 63146
Ph. 314/432-1957
Fax 314/432-7014
30-0-30-30

Peters Marketing Research, Inc.
12655 Olive Blvd., #250
St. Louis, MO 63141
Ph. 314/542-0011
Contact: Anne Fleming
25-0-25-25

Quality Controlled Services (QCS)
1655 Des Peres Rd., Ste. 110
St. Louis, MO 63131
Ph. 314/966-6595 or 800/325-3338
Fax 314/822-4294
Contact: Yvonne Filla
20-0-20-0
(See advertisement on p. 51)

Quality Controlled Services (QCS)
St. Louis Survey Center
3630 So. Geyer Rd., Ste. 112
Sunset Hills, MO 63127
Ph. 314/822-4145 or 800/325-3338
Fax 314/822-9145
Contact: Shirley Plevyak
45-38-45-45
(See advertisement on p. 51)

Superior Surveys of St. Louis
10795 Watson Road
St. Louis, MO 63127
Ph. 800/325-4982
Fax 314/965-8042
Contact: Trish Dunn
12-0-12-0

Westgate Research, Inc.
650 Office Parkway
Creve Coeur, MO 63141
Ph. 314/567-3333
Fax 314/567-7131
Contact: Germaine Eley
36-36-36-0

Wetterau Consumer Research
8920 Pershall Rd.
St. Louis, MO 63042
Ph. 314/595-1607
Fax 314/595-1620
Contact: Bruce A. Kondracki
15-15-15-15

NEBRASKA

LINCOLN

The Gallup Organization
300 South 68th Street Place
Lincoln, NE 68510
Ph. 402/489-8700
Fax 402/486-6560
Contact: Max D. Larson
511-400-400-100

WRA, Inc.
1630 South 70th St., Ste. 100
Lincoln, NE 68506
Ph. 402/483-5054
Fax 402/483-5259
Contact: Gary L. Lorenzen
60-0-60-60

OMAHA

Gilmore Research Group
1620 Harney Street
Omaha, NE 68102
Ph. 402/346-6767
Fax 402/346-6561
Contact: Robin Tilton
24-24-24-24

Midwest Survey, Inc.
8922 Cuming Street
Omaha, NE 68114
Ph. 402/392-0755
Fax 402/392-1068
Contact: Jim Krieger
16-0-12-0

WRA, Inc.
10707 Pacific St., Ste 202
Omaha, NE 68114
Ph. 402/391-7734
Fax 402/391-0331
Contact: Tom Wiese
30-0-30-30

NEVADA

LAS VEGAS

I/H/R Research Group- Las Vegas
4440 S. Maryland Pkwy., Ste. 203
Las Vegas, NV 89119
Ph. 702/734-0757
Contact: Lynn Stalone
75-50-75-75
(See advertisement on p. 69)

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

The Difference Is Experience

TELEPHONE DATA COLLECTION:

- Computer assisted Interviewing (CFMC)
- Consumer, Industrial, Executive, Medical
- Over 100 Interviewing Stations . . .

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The WATS Room, Inc.
120 Van Nostrand Avenue, Englewood Cliffs, NJ 07632
(201) 585-1400
FAX: (201) 585-1524

RENO

C/J Research, Inc.

1005 Terminal Way, Ste. 202
Reno, NV 89510
Ph. 702/827-3777
Fax 702/688-3788
20-0-20-20
(See advertisement on p. 61)

MarkeTec, Inc.

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

NEW HAMPSHIRE

NASHUA

New England Interviewing, Inc.
5 Coliseum Avenue
Nashua, NH 03063
Ph. 603/889-8222
Fax 603/883-1119
Contact: Joan Greene
14-0-14-0

NEW JERSEY

(See also New York City and
Philadelphia)

ASBURY PARK

Centrac, Inc.
317 Brick Blvd.
Bricktown, NJ 08723
Ph. 908/920-0500
Fax 908/920-0896
Contact: Lisa Rust
80-50-80-80

NEW BRUNSWICK

Bruskin/Goldring
100 Metroplex Drive
Edison, NJ 08817
Ph. 908/572-7300
Contact: Dick Hare
140-140-140-140

Capricorn Mktg. Rsch. Fid. Svce.
322-D Englishtown Rd.
Old Bridge, NJ 08857
Ph. 908/251-9000
Fax 908/251-9008
Contact: Patti Pcolar
28-0-28-28

NORTHERN NEW JERSEY

Opinion Research Corporation
100 Corporate Court
So. Plainfield, NJ 07080
Ph. 908/769-8200
Fax 908/769-4842
Contact: Rob Karczewski
85-60-85-85

Roth-Harris Communications
822 Broadway
Bayonne, NJ 07002
Ph. 201/585-1400
Fax 201/585-1524
Contact: Lou Roth
45-15-45-45

The Wats Room, Inc.

120 Van Nostrand Avenue
Englewood Cliffs, NJ 07632
Ph. 201/585-1400
Fax 201/585-1524
Contact: Lou Roth
60-30-60-60
(See advertisement on p. 68)

PARSIPPANY

TMR, Inc.

Two Sylvan Way
Parsippany, NJ 07054
Ph. 201/829-1030
Fax 201/829-1031
Contact: Joe Calvanelli
20-20-20-20
(See advertisement on p. 70)

PRINCETON

Total Research Corporation
5 Independence Way
Princeton, NJ 08542
Ph. 609/921-8100
Fax 609/987-8839
Contact: Marcia Devlin
12-12-12-12

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- 75 line national coverage
- MRA certified interviewers
- Project bids in one hour
- 50 Ci2/CATI stations
- Highest quality
- On/off premise monitoring
- On time results
- Low prices
- State-of-the-art technology

What makes I/H/R the best? Some say it's our on-going training program or our great supervisors... But, what seems to make our clients even happier are the really competitive prices. We're growing, so we can afford to bid very aggressively.

If you're tired of the same old song and dance, give I/H/R Research Group a call. We'll make sure your job's done right and at a cost you can live with.

I/H/R Research Group

Quality Marketing Research That Works.

4440 S. Maryland Pkwy. - Suite 203 - Las Vegas, NV 89119 - (702) 734-0757

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3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES - No. of stations which can be monitored off-premises

TRENTON

Response Analysis Corp.
3635 Quaker Bridge Rd.
Trenton, NJ 08619
Ph. 609/587-1022
Fax 609/586-0149
Contact: Miriam Lowe
50-50-50-50

NEW MEXICO

ALBUQUERQUE

Gilmore Research Group
Albuquerque WATS Center
2400 Louisiana Ave. N.E.
AFC Bldg. #4, Ste. 110
Albuquerque, NM 87110
Ph. 505/888-3536
Fax 505/881-0227
20-18-20-20
Contact: Frank Luna
(See advertisement on p. 85)

Sandia Marketing Services
2201 San Pedro NE Bldg. 1, Ste. 230
Albuquerque, NM 87110
Ph. 505/883-5512
Fax 505/883-4776
Contact: Lana Scutt
16-14-16-0

NEW YORK

ALBANY

Fact Finders, Inc.
262 Delaware Ave.
Albany, NY 12054
Ph. 518/439-7400
Fax 518/439-7612
Contact: Stephen Ribner
30-0-30-0

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

BUFFALO

Buffalo Survey & Research, Inc.
1249 Eggert Road
Buffalo, NY 14221
Ph. 716/833-6639
Fax 716/834-0372
Contact: Jeanette Levin
6-0-6-0

Marketing Decisions Group, Inc.
9141 Main Street
Buffalo, NY 14031
Ph. 716/634-2045
Fax 716/634-9560
Contact: Arup K. Sen
20-7-20-20

Smartline Systems, Inc.
Empire Tower, Ste. 510
Buffalo, NY 14202
Ph. 716/842-2003
Fax 716/842-2020
Contact: Lynn M. O'Connor
50-50-50-50

Survey Service of Western New York
1911 Sheridan Drive
Buffalo, NY 14223
Ph. 716/876-6450
Fax 716/876-0430
Contact: Susan R. Adelman
30-30-30-0

NEW YORK CITY

AHF/WATS Telephone Center
(Div. of AHF Marketing Research, Inc.)
100 Avenue of the Americas
New York, NY 10013
Ph. 212/941-5555
Fax 212/941-7031
Contact: Bill Monsky
95-95-95-95
(See advertisement on p. 71)

A thru Z Marketing Research
34 Cliff Street
New York, NY 10038
Ph. 212/608-4877
Fax 212/608-4966
Contact: Andrea Lenis
15-2-15-0

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

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

Brehl & Assoc. Mktg. Rsch. Co., Inc.
11 Grace Avenue
Great Neck, NY 11021
Ph. 516/466-6882
Fax 516/773-0923
Contact: Mona Nicot
18-0-18-0

Brown Koff & Fried Interviewing Network
100 Fire Island Avenue
Babylon, NY 11702
Ph. 212/206-0700
Fax 212/675-4795
Contact: Ronnee Fried
35-16-35-35

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- Executive
- Medical
- Mall Intercept



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or Dan Margherita
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FAX: (215) 353-5946

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ments can be made instantly to improve the study and often reduce the cost.

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What more can we tell you about our WATS? You can monitor interviews yourself. You get the services of our Sampling, Coding, Editing and Tabulating Departments. Plus all the talent at AHF to help design the study and analyze the results.

For more information, ask Tibor Weiss or Bill Monsky. Or Marshall Blas or Mindy Rhindress.

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

Centrac, Inc.
48 Industrial West
Clifton, NJ 07012-1712
Ph. 201/777-6000
Fax 201/777-7134
Contact: Ronald Leeds
12-12-12-12

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

Central Telephone Interviewing Sys.(CTIS)
650 Ave. of the Americas
New York, NY 10011
Ph. 212/627-1277
Fax 212/627-2034
Contact: Nina Mathus
20-20-20-20

CMR Market Research Inc.
240 Madison Avenue
New York, NY 10016

Ph. 212/986-6900
Fax 212/986-7628
Contact: Gary Soloshatz
20-0-20-20

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

Ebony Marketing Research, Inc.
162-10 Jamaica Avenue
New York, NY 11434
Ph. 718/526-3204
Fax 212/526-3312
Contact: Christy Campos
15-0-15-0

Ebony Marketing Research, Inc.
2100 Bartow Avenue
Bronx, NY 10469
Ph. 212/320-3220
Fax 212/320-3996
Contact: Bruce Garfield
15-0-15-15

Facts Center
205 Lexington Avenue
New York, NY 10021
Ph. 212/679-2500
Fax 212/529-5426
Contact: Peter Kochenethal
94-54-94-94

Glickman Research Associates, Inc.
160 Paris Avenue
Northvale, NJ 07647
Ph. 201/767-8888
Fax 201/767-6933
Contact: Jim Glickman
8-0-8-0

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

Harte-Hanks Mktg. Svces.
National WATS Division
65 Rte. 4 East
River Edge, NJ 07661
Ph. 201/342-6700
Fax 201/342-1709
Contact: Janet Latona
40-40-40-40

Innovative Concepts
960 S. Broadway, Ste. 125
Hicksville, NY 11801
Ph. 516/433-3215
Fax 516/433-3214
Contact: Scott Sycoff
32-15-32-32

KRC Research
145 Ave. of the Americas, 7th Flr.
New York, NY 10013
Ph. 212/989-6060
Contact: Bob Romano
100-0-100-100

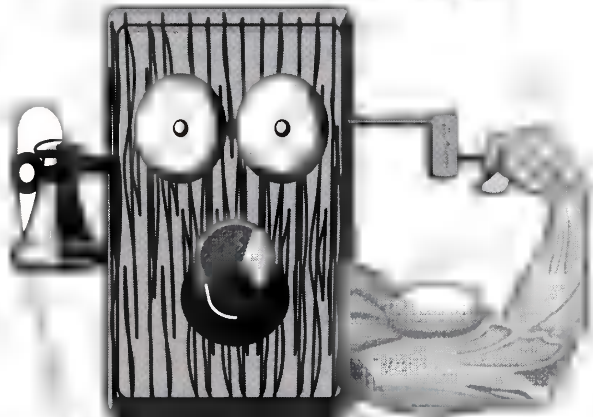
Manhattan Phone Center
19 West 21st Street
New York, NY 10010
Ph. 212/633-0490
Fax 212/633-1569
Contact: Ralph Borrelli
50-0-50-50

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

Mktg., Inc.
200 Carleton Avenue
East Islip, NY 11730
Ph. 516/277-7000
Fax 516/277-7601
Contact: Howard Gershowitz
140-124-140-140

Mktg., Inc.
100 Fire Island Ave.
Babylon, NY 11702
Ph. 516/277-7000
Fax 516/277-7601
35-16-35-35

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142 Central Ave.
Clark, NJ 07066
Ph. 201/815-1100 or 800/325-3338
Fax 201/499-7027
Contact: Yetta Draper
30-30-30-30
(See advertisement on p. 51)

Rich Enterprises, Inc.
2611 Pettit Avenue
Bellemore, NY 11710
Ph. 516/826-8822
Contact: Cecilia Rich
50-0-50-50

Roth-Harris Communications
822 Broadway
Bayonne, NJ 07002
Ph. 201/585-1400
Fax 201/585-1524
Contact: Lou Roth
45-15-45-45

St. George Research
1025 W. St. George Ave.
Linden, NJ 07036
Ph. 908/486-5700
Fax 908/486-5643
Contact: Haydn Evans
50-12-50-50

Schlesinger Associates, Inc.
Levinson Plaza, Ste. 302
2 Lincoln Highway
Edison, NJ 08820
Ph. 908/906-1122
Fax 908/906-8792
Contact: Steven A. Schlesinger
20-0-20-0

Schulman, Ronca & Bucuvalas, Inc.
444 Park Avenue So.
New York, NY 10016
Ph. 212/481-6200
Fax 212/481-6219
Contact: Albert Ronca
65-60-65-65

Seaport Surveys
34 Cliff Street
New York, NY 10034
Ph. 212/608-3100 or 800/347-2662
Fax 212/608-4966
Contact: Andrea S. Waller
25-3-25-0
(See advertisement on p. 72)

Statistical Research, Inc.
111 Prospect Street
Westfield, NJ 07090
Ph. 908/654-4000
Fax 908/654-6498
45-45-45-45

Suburban Associates
579 Franklin Turnpike
Ridgewood, NJ 07450
Ph. 201/447-5100
Fax 201/447-9536
Contact: Andy Edwards
35-15-35-35

The Telephone Centre, Inc.
3 Cottage Place
New Rochelle, NY 10801
Ph. 914/576-1100
Fax 914/576-0469
Contact: Adam Fleischer
100-100-100-100

Telephone-Specs, Inc.
239 West 52nd Street
New York, NY 10019
Ph. 212/581-3190
Fax 212/581-3216
Contact: Sheldon Brooks
42-0-42-42

TeleQuest Nationwide Telephone Interviews
211 W. Chester Street
Long Beach, NY 11561
Ph. 516/432-7733
Fax 516/432-1368
Contact: Barbara Ruderman
20-0-20-20

U.S. WATS
404 Park Ave. So.
New York, NY 10016
Ph. 212/889-0043
Fax 212/889-5624
Contact: Christopher Dunn
40-25-40-0

The Wats Room, Inc.
120 Van Nostrand Avenue
Englewood Cliffs, NJ 07632
Ph. 201/585-1400
Fax 201/585-1524
Contact: Lou Roth
60-30-60-60
(See advertisement on p. 68)

POUGHKEEPSIE
On-Line Communications, Inc.
291 Wall St., 2nd Floor
Kingston, NY 12401
Ph. 914/331-0061
Fax 914/331-7016
Contact: Peggy O'Connor
50-30-50-50

ROCHESTER
Gordon S. Black Corporation
135 Corporate Woods
Rochester, NY 14623
Ph. 716/272-8400
Fax 716/272-8680
Contact: David Clemm
70-70-70-70

The Sutherland Group
1160 B Pittsford-Victor Rd.
Pittsford, NY 14534
Ph. 716/586-5757
Fax 716/586-5664
Contact: John R. Stensrud, Ph.D.
120-75-120-120
(See advertisement on p. 73)

The Winters Group
14 Franklin St.
The Temple Bldg., Ste. 920
Rochester, NY 14604

Ph. 716/546-7480
Fax 716/546-7427
Contact: Nancy Volkmuth
15-15-15-15

SYRACUSE

KS&R Consumer Testing Center
Shoppingtown Mall
3649 Erie Blvd. E.
Syracuse, NY 13214
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Contact: Lynnette S. Van Dyke
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9176 Danby Court
San Diego, CA 92129
(619) 484-9317
FAX (619) 536-6786

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McCarthy Associates, Inc.
Penn Can Mall, 5775 S. Bay Rd.
Cicero, NY 13039
Ph. 315/458-9320
Contact: John McCarthy
10-10-10-0

NORTH CAROLINA

CHAPEL HILL

FGI
700 Eastowne Drive
Chapel Hill, NC 27514
Ph. 919/493-1670
Fax 919/490-8829
Contact: Lenny Lind
90-70-90-90

CHARLOTTE

Consumer Pulse of Charlotte
5625 Central Ave., Eastland Mall
Charlotte, NC 28212-2709
Ph. 704/536-6067 or 800/336-0159
Fax 704/536-2238
Contact: Betty Collins
12-6-12-0
(See advertisement on p. 53)

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Fax 704/357-1965
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15-8-15-0

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

GREENSBORO

Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winston-Salem, NC 27104
Ph. 919/765-7676
Fax 919/765-8084
Contact: Lacy Bellomy
60-60-60-60
(See advertisement on p. 23)

The Customer Center/Horace Kelly & Assoc.
3528 Vest Mill Rd.
Winston-Salem, NC 27103
Ph. 919/768-7368
Fax 919/768-7428
Contact: Jane Emerson
22-0-22-22

M/A/R/C
Northline Ave., Ste. 661
Greensboro, NC 27408
Ph. 919/855-6700
Fax 919/294-3253
Contact: Grace Atkins
74-74-74-74

Quick Test
2300 W. Meadowview Rd., #203
Greensboro, NC 27407
Ph. 919/854-3333
Fax 919/854-1403
Contact: Dan Glackin
19-19-19-19

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

RALEIGH

Johnston, Zabor & Associates, Inc.
2222 Chapel Hill-Nelson Hwy.
Rsch. Tri. Pk., NC 27709
Ph. 919/544-5448
Fax 919/544-0954
Contact: Jeffrey M. Johnston
30-0-30-30

Wilkerson & Associates
4208 Six Forks Rd., Bldg. 2, #333
Raleigh, NC 27609
Ph. 502/452-1575
15-0-15-0

TARBORO

Statistical Analysis Center
Clark Square Mall, Main Street
Tarboro, NC 27886
Ph. 919/823-0950
Fax 919/864-4621
Contact: Rawls Howard, Jr.
29-9-20-20

OHIO

AKRON

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

Research Interviewing Center
1 Cascade Plaza, 21st Floor
Akron, OH 44308
Ph. 216/762-2141
Fax 216/762-3019
Contact: Jane Sheppard
42-36-36-36

CINCINNATI

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

Alliance Research, Inc.
538 Centre View Blvd.
Crestview Hills, KY 41017
Ph. 606/344-0077
Fax 606/344-0078
Contact: Molly Moreland
70-70-70-70

The Answer Group
4665 Cornell Rd., #150
Cincinnati, OH 45241
Ph. 513/489-9000
Fax 513/489-9130
Contact: Mary Anne Habel
20-0-20-20

Assistance In Marketing
11890 Montgomery Road
Cincinnati, OH 45249
Ph. 513/683-6600
Fax 513/683-9177
Contact: Tricia Smith
30-10-30-30

B & B Research Services, Inc.
8005 Plainfield Road
Cincinnati, OH 45236
Ph.513/793-4223
Fax 513/793-9117
Contact: Lynn Caudill
20-6-20-0

Burke Marketing Research
2621 Victory Parkway
Cincinnati, OH 45206

Ph. 513/559-7500
Fax 513/559-7555
Contact: Beth Teehan
110-110-110-110

Consumer Pulse of Cincinnati

Forest Fair Mall, #2042
514 Forest Fair Drive
Cincinnati, OH 45240-1259
Ph. 513/671-1211 or 800/336-0159
Fax 513/346-4244
Contact: Susan Lake
12-6-12-0
(See advertisement on p. 53)

DataSource

1717 Dixie Highway, Ste. 500
Ft. Wright, KY 41011
Ph. 606/331-3632
Fax 606/331-3661
Contact: Marc Drizin
40-30-40-40
(See advertisement on p. 75)

Elrick & Lavidge, Inc.
11 Triangle Park
Cincinnati, OH 45246
Ph. 513/772-1990
Fax 513/772-2093
Contact: Ellen Gregory
31-16-31-31

Fields Marketing Research, Inc.
7979 Reading Rd
Cincinnati, OH 45237
Ph. 513/821-6266
Fax 513/679-5300
Contact: Ken A. Fields
28-28-28-0

Marketing Research Services, Inc.
15 East Eighth Street
Cincinnati, OH 45202
Ph. 513/579-1555
Fax 513/562-8819
Contact: Dave Disher
125-125-125-125

MarketVision Research, Inc.
MarketVision Bldg.
4500 Cooper Road
Cincinnati, OH 45242
Ph. 513/791-3100
Fax 513/791-3103
Contact: Greg Rogers
60-50-60-60

Matrixx Marketing Research
4600 Montgomery Rd., Ste. 400
Cincinnati, OH 45212
Ph. 513/841-1199
Fax 513/841-9966
Contact: Mike Dean, Ph.D.
55-55-55-55

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

Quick Test
11 Triangle Park Drive
Cincinnati, OH 45246
Ph. 513/772-0134
Fax 513/772-1125
Contact: Barbara Riggs
31-28-31-31

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

Service Industry Research Sys.
2330 Victory Parkway
Cincinnati, OH 45206
Ph. 513/751-5556
Fax 513/751-1303
Contact: Mirjana Popovich
32-24-32-32

Spar/Burgoyne Info. Svces., Inc.
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Cincinnati, OH 45202
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Fax 513/621-9449
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20-20-20-20

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CLEVELAND

Business Research Services, Inc.
23825 Commerce Park
Cleveland, OH 44122
Ph. 216/831-5200
Fax 216/292-3048
Contact: Tony Ramacchiatti
26-0-26-26

Cleveland Field Resources, Inc.
781 Beta Drive, #E
Mayfield Village, OH 44143
Ph. 216/473-9941
Fax 216/892-0002
Contact: Daniel McCafferty
15-12-15-0

Cleveland Survey Center

691 Richmond Road
Cleveland, OH 44143
Ph. 800/950-9010
Fax 216/461-9525
Contact: Betty Perry/Harriet Fadem
15-2-15-0
(See advertisement on p. 76)

Consumer Pulse of Cleveland

4301 Ridge Road
Cleveland, OH 44144-2714
Ph. 216/351-4644 or 800/336-0159
Fax 216/351-7876
Contact: Veronica Hoffman McCready
28-16-28-0
(See advertisement on p. 53)

Focus Groups of Cleveland Survey Center

2 Summit Park Dr., #225
Cleveland, OH 44131
Ph. 800/950-9010
Fax 216/642-8695
Contact: Betty Perry/Harriet Fadem
5-2-5-0

Pat Henry Market Research, Inc.
230 Huron Rd. N.W., Ste. 100.43
Cleveland, OH 44022
Ph. 216/621-3831
Fax 216/621-8455
Contact: Judith A. Hominy
10-1-10-0

The Maffett Research Group, Inc.
25111 Country Club Blvd., Ste. 290
North Olmsted, OH 44070
Ph. 216/779-1303
Fax 216/779-2718
Contact: Cindy Kozik
20-10-10-0

Marketteam Associates
3645 Warrensville Center Road, Ste. 340
Shaker Heights, OH 44122
Ph. 216/491-9515
Fax 216/491-8552
Contact: Nikki Klonaris
14-0-14-14

National Market Measures, Inc.
781 Beta Arcade
Cleveland, OH 44143
Ph. 216/473-7766
Fax 216/473-0428
Contact: Daniel McCafferty
15-15-15-15

Opinion Centers, America
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216/779-3000

Fax 216/779-3040
Contact: Betty Schwarcz
35-10-35-35

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

COLUMBUS

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

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

Focus and Phones, Inc.
2655 Oakstone Drive
Columbus, OH 43231
Ph. 614/895-5800
Fax 614/895-5840
Contact: Sally Pilcher
25-8-25-15

Quality Controlled Services (QCS)

7634 Crosswoods Drive
Crossroads Center
Columbus, OH 43235
Ph. 614/436-2025 or 800/325-3338
Fax 614/436-7040
Contact: Judy Golas
22-0-22-0
(See advertisement on p. 51)

Saperstein Associates, Inc.
4555 N. High St.
Columbus, OH 43214
Ph. 614/261-0065
Fax 614/261-0076
Contact: Martin D. Saperstein
20-16-20-20

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

DAYTON

Ruth Elliott Research Co., Inc.
3077 Kettering Blvd., Ste. 300
Dayton, OH 45439
Ph. 513/294-5959
Fax 513/294-8518
Contact: Dianne K. Howell
13-0-13-0

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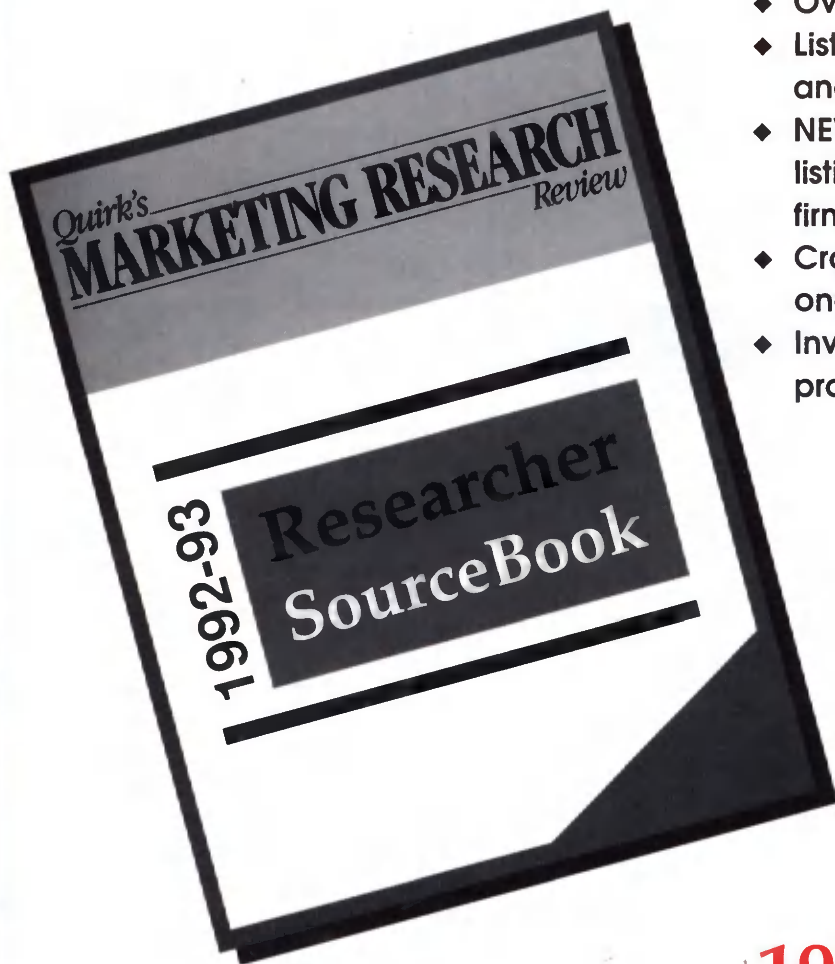
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Shiloh Research Assoc., Inc.
16 W. Wenger St., #B
Englewood, OH 45322-2724
Ph. 513/836-9485
Fax 513/836-9497
Contact: Laura Martin
10-0-1-0

TOLEDO

Barbour Research, Inc.
5241 Southwyck Blvd., Ste. 201
Toledo, OH 43614
Ph. 419/866-3475
Fax 419/866-3478
Contact: Emily Barbour
40-40-40-40

Creative Marketing Ent., Inc.
1546 Dartford Rd.
Maumee, OH 43537
Ph. 419/867-4444
Fax 419/867-4470
Contact: Richard Thielmann
30-30-30-0

Market Research of Toledo
3103 Executive Pkwy., Ste. 106
Toledo, OH 43606
Ph. 419/534-4705
Fax 419/531-8950
Contact: Sharon Schweickert
20-0-20-0

NFO Research, Inc.
P.O. Box 315
Toledo, OH 43691
Ph. 419/666-8800
Fax 419/666-9080
160-160-160-160

Quality Controlled Services, Inc.
3035 Moffat Dr.
Toledo, OH 43615
Ph. 419/841-8300 or 800/325-3338
Fax 419/841-8349
Contact: Jackie Martzke
35-35-35-35
(See advertisement on p. 51)

OKLAHOMA

OKLAHOMA CITY

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

Oklahoma City Research
Ruth Nelson Research Svcs.
Quail Springs Mall

2501 West Memorial Drive
Oklahoma City, OK 73134
Ph. 405/752-4710
Fax 405/752-2344
10-0-10-0

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

TULSA

Cunningham Mktg. & Rsch. Fld. Svces.
4107 So. Yale, #LA107
Tulsa, OK 74135
Ph. 918/664-7485
Fax 918/664-4122
Contact: Roberta Cunningham
10-4-10-0

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

OREGON

PORTLAND

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

Gilmore Research Group
729 N.E. Oregon St., Ste. 150
Portland, OR 97232
Ph. 503/236-4551
Fax 503/731-5590
Contact: Ron Wohlmacher
35-20-35-35
(See advertisement on p. 85)

Griggs-Anderson Field Research
308 SW First Ave., 1st Floor
Portland, OR 97204
Ph. 503/241-8700
Fax 503/241-8716
Contact: Mary Cogan
110-80-110-110

Market Decisions Corporation
8959 SW Barbur Blvd., #204
Portland, OR 97219
Ph. 503/245-4479
Fax 503/245-9677
Contact: Sue Ellen Christensen
48-20-22-22

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

Market Trends, Inc.
2130 SW Jefferson., Ste. 200
Portland, OR 97201
Ph. 503/224-4900
Fax 503/224-0633
Contact: Laurie Farley
22-22-22-22

Omni Research
9414 S.W. Barbur Blvd., #A
Portland, OR 97219
Ph. 503/245-4014
Fax 503/245-9065
Contact: Chris Robinson
10-0-10-10

PENNSYLVANIA

ALLENTOWN

Telephone Concepts, Unltd.
3724 Crescent Court West
Whitehall, PA 18052
Ph. 215/437-4000
Fax 215/437-5212
Contact: Robert Williams
40-0-40-40

ERIE

Moore Research Services
2610 Ellsworth Ave.
Erie, PA 16508
Ph. 814/868-4678
Fax 814/864-8333
Contact: Peggy Moore
10-5-10-0

INDIANA

Intersearch Corporation
Indiana, PA 15701
Ph. 215/657-6400
80-80-80-80

LANCASTER

Visions Marketing Services
451 East Ross Street
Lancaster, PA 17602
Ph. 717/295-8000
Fax 717/295-8020
Contact: Thomas J. Dubbs
35-8-35-20

PHILADELPHIA

Central Telephone Interviewing Sys.
920 Towncenter Drive, Bldg. I-10
Langhorne, PA 19047
Ph. 215/752-7266
Fax 215/741-4893
Contact: Bob Ruppe
50-50-50-50

Chilton Research Services

201 King of Prussia Rd.
Radnor, PA 19089
Ph. 215/964-4611
Fax 215/964-4682
Contact: Andrew Lohan
75-75-75-75
(See advertisement on p. 2)

Consumer/Industrial Rsch. Svce.(C/IR)
600 No. Jackson Street
Media, PA 19063
Ph. 215/565-6222
Fax 215/565-1260
Contact: Gene Rullo
35-0-35-35

Consumer Pulse of Philadelphia
2203 Plymouth Meeting Mall
Plymouth Meeting, PA 19462-1328
Ph. 215/825-6636 or 800/336-0159
Fax 215/825-6805
Contact: Elanor Yates
20-8-20-0
(See advertisement on p. 53)

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

Delta Market Research, Inc.
333 N. York Road
Hatboro, PA 19040
Ph. 215/674-1180
Fax 215/674-1271
Contact: Linda Celec
23-19-23-0

I C R Survey Research Group
605 West State Street
Media, PA 19063
Ph.215/565-9280
Fax 215/565-2369
Contact: Fred Soulas
100-100-100-100
(See advertisement on p. 78)

Intersearch Corporation
132 Welsh Road
Horsham, PA 19044
Ph. 215/657-6400
Contact: Robert Cosgrove
50-50-50-50

Intersearch Corporation
Northeast Philadelphia, PA 19114
Ph. 215/657-6400
50-50-50-50

Intersearch Corporation
Oxford Circle, PA 19363
215/657-6400
90-55-90-90

Intersearch Corporation
Mayfair, PA 19136
Ph. 215/657-6400
45-45-45-45

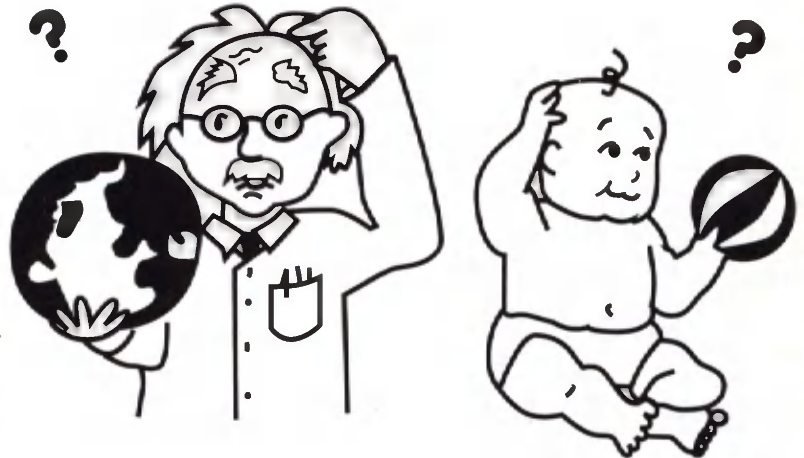
JRP Marketing Research Svcs., Inc.
100 Granite Dr., Terrace Level
Media, PA 19063
Ph. 215/565-8840
Fax 215/565-8870
Contact: Kathy McCarty
33-15-25-25
(See advertisement on p. 83)

Market Dimensions, Inc.
203 E. Baltimore Pike
Media, PA 19063
Ph. 215/565-9610
Fax 215/565-7293
Contact: B.J. McKenzie
25-0-25-25

MarketLab Research, Inc.
100 N. 17th Street
Philadelphia, PA 19103
Ph. 215/561-5500
Fax 215/561-6525
Contact: Tom Bershad
30-15-30-30
(See advertisement on p. 21)

Mar's Surveys, Inc.
Rt. 130, Cinnaminson Mall
Cinnaminson, NJ 08077
Ph. 609/786-8514
Fax 609/786-0480
Contact: Marlene Teblum
14-0-14-5

MSI International
408 E. 4th Street
Bridgeport, PA 19405
Ph. 215/270-0919
Fax 215/270-0919
Contact: Paul J. Strasser
25-20-25-25



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

Quality Controlled Services (QCS)

2577 Interplex Drive
KOR Center A, Suite 101
Trevose, PA 19047
Ph. 215/639-8035 or 800/325-3338
Fax 215/639-8224
Contact: Mitzi Keller
12-0-12-0
(See advertisement on p. 51)

Quick Test

2200 West Broad Street
Bethlehem, PA 18018
Ph. 215/861-8880
Fax 215/861-8212
Contact: David Schank
66-48-66-66

J. Reckner Associates

587 Bethlehem Pike, Ste. 800
Montgomeryville, PA 18936
Ph. 215/822-6220
Fax 215/822-2238
Contact: Jane Reckner
20-10-20-20
(See advertisement on p. 80)

The Reich Group
Seven Penn Center
1635 Market St., Ste. 200
Philadelphia, PA 19103
Ph. 800/331-9316
Fax 215/972-1788
Contact: Mort Reich
200-30-200-200

Research, Inc.
531 Plymouth Rd., Ste. 510
Plymouth Meeting, PA 19462
Ph. 215/941-2700
Fax 215/941-2711
Contact: Phyllis Santoro
25-12-25-25

The Response Center
3440 Market Street, 1st Flr. East
Philadelphia, PA 19104
Ph. 215/222-2800
Fax 215/222-3047
Contact: Patrick Baldasare
70-50-70-0

Ricci Telephone Research, Inc.
30 So. Sproul Rd.
Broomall, PA 19008
Ph. 215/356-0675
Fax 215/356-7577
Contact: Sal Ricci
25-0-25-25

Robinson Associates, Inc.
500 South Roberts Road
Bryn Mawr, PA 19010
Ph. 215/527-3100
Fax 215/527-2421
Contact: Louise Wailman
20-0-20-20

RSVP/Interviewing Services
1916 Welsh Road
Philadelphia, PA 19115
Ph. 215/969-8500
Fax 215/969-3717
Contact: Neil J. Blefeld
100-30-100-100

Survey America
1350 S. Pennsylvania Ave.
Morrisville, PA 19067
Ph. 215/736-1600
Fax 215/736-5984
Contact: Douglas Elliott
30-10-30-30

TMR, Inc.

1974 Sproul Rd.
Broomall, PA 19008
Ph. 215/359-1190
Fax 215/353-5946
Contact: Tom Ramsburg
35-35-35-35
(See advertisement on p. 70)

TMR, Inc.

262 King St., Ste. N307
Pottstown, PA 19464
Ph. 215/327-8171
Fax 215/327-8601
Contact: Tom Ramsburg
40-20-40-40
(See advertisement on p. 70)

The Vanderveer Group, Inc.
555 Virginia Drive
Ft. Washington, PA 19034
Ph. 215/646-7200
Fax 215/641-1898
73-0-73-0

The WATS House
3440 Market Street, Ste. 101
Philadelphia, PA 19104
Ph. 215/222-5600
Fax 215/222-3047
Contact: Richard Raquet
60-50-60-60

PITTSBURGH

Campos Market Research
216 Blvd. of the Allies
Pittsburgh, PA 15222
Ph. 412/471-8484
Fax 412/471-8497
Contact: Linda Locketta
40-20-40-40

Direct Response Marketing
4240 Greensburg Pike
Pittsburgh, PA 15221
Ph. 412/271-4300
Fax 412/271-7121
Contact: Diane R. Nystrom
35-23-23-0

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215/822-6220 ✓ FAX# 822-2238

Gilmore Research Group
Pittsburgh WATS Center
100 Forbes, Koffman Bldg., #1130
Pittsburgh, PA 15222
Ph. 412/471-8885
Fax 412/471-8362
Contact: David Skidmore
20-18-20-20
(See advertisement on p. 85)

Pert Survey Research
454 Perry Ridge Road
West View, PA 15229
Ph. 203/242-2005
Fax 203/242-4857
Contact: Patty Crawford
30-0-30-30

STATE COLLEGE

Diagnostic Plus
111 Sowers St.
State College, PA 16801
Ph. 814/231-7670
Fax 814/231-7672
Contact: Joan M. Sabatino
10-10-10-0

RHODE ISLAND

PROVIDENCE

Advantage Research Corporation
610 Ten Rod Road
North Kingstown, RI 02852
Ph. 401/294-6640
Fax 401/294-6661
Contact: R. F. Nagele
25-0-25-0

Alpha Research Associates, Inc.
395 Smith Street
Providence, RI 02908
Ph. 401/861-3400
Fax 401/861-0062
Contact: Anthony B. Pesaturo
22-0-22-0

SOUTH CAROLINA

CHARLESTON

Bernett Research
2150 Northwoods Blvd.
E1B Northwoods Mall
No. Charleston, SC 29418
Ph. 803/553-0030
Contact: Gloria Duda
6-0-6-0

COLUMBIA

MarketSearch Corporation
2721 Devine Street
Columbia, SC 29205
Ph. 803/254-6958
Fax 803/799-9180
Contact: Melinda Mukofsky
28-0-28-0

Metromark
3030 Devine Street
Columbia, SC 29205
Ph. 803/256-8694
Fax 803/254-3798
Contact: Emerson Smith
19-0-15-0

GREENVILLE

Carolina Market Research
88 Villa Road, Ste. 100
Greenville, SC 29615
Ph. 803/233-5775
Fax 803/233-6181
Contact: Elizabeth B. Buchanan
10-0-10-0

Research Inc.
33 Villa Rd., Ste. 202
Greenville, SC 29615
Ph. 803/232-2314
Fax 803/232-1408
Contact: Deborah S. Ott
30-0-4-0

SOUTH DAKOTA

SIOUX FALLS

American Public Opinion Survey
and Market Research Corp.
1320 So. Minnesota Avenue
Sioux Falls, SD 57105-0625
Ph. 605/338-3918
Fax 605/394-7473
Contact: Warren R. Johnson
30-30-30-30

TENNESSEE

CHATTANOOGA

Wilkins Research
1921 Morris Hill Rd.
Chattanooga, TN 37421
Ph. 615/894-9478
Fax 615/894-0942
Contact: Madge Wilkins
34-0-34-0

MEMPHIS

Accudata/Chamberlain Mkt. Rsch.
1036 Oakhaven Rd.
Memphis, TN 38119
Ph. 901/763-0405
Fax 901/763-0660
Contact: Valerie Jolly
10-0-10-10

Heakin Research
5501 Winchester, #6
Memphis, TN 38115
Ph. 708/503-0100
Fax 708/503-0101
Contact: Kevin Heakin
17-0-8-8

Market Development Associates
5050 Poplar Ave., Ste. 821
Memphis, TN 38157
Ph. 901/682-1011
Fax 901/682-1627
Contact: James M. Mecredy
12-10-12-0

PWI Research
1755 Lynnfield Rd., Ste. 249
Memphis, TN 38119
Ph. 901/682-2444
Fax 901/682-2471
Contact: Karen Reddin
36-8-36-36

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contact: Anndel Hodges or Neil Norwood

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NASHVILLE

Quality Controlled Services (QCS)

Fairlawns Bldg.
5203 Maryland Way, Ste. 150
Brentwood, TN 37027
Ph. 615/661-4016 or 800/325-3338
Fax 615/661-4035
Contact: Nancy Proctor
15-0-15-0
(See advertisement on p. 51)

20/20 Research
2303 21st Ave. So., 2nd Flr.
Nashville, TN 37212
Ph. 800/737-2020
Fax 615/385-0925
Contact: Greg Fuson
14-14-0-0

TEXAS

AMARILLO

Opinions Unlimited Inc.
8201 S.W. 34th
Amarillo, TX 79121
Ph. 800/658-2656
Fax 806/353-4718
Contact: Neil Norwood
50-30-30-24
(See advertisement on p. 81)

AUSTIN

First Market Research Corp.
2301 Hancock Drive
Austin, TX 78756
Ph. 512/451-4000
Fax 512/451-5700
Contact: James Heiman
27-0-27-27
(See advertisement on p. 82)

NuStats, Inc.
816 Congress Ave., Ste. 300
Austin, TX 78701
512/469-6400
Fax 512/469-6408
Contact: Donna Williams Martin
100-20-100-100

Tammadge Market Research
1616B Rio Grande
Austin, TX 78701
Ph. 512/474-1005
Fax 512/370-0339
Contact: Melissa R. Pepper
35-20-35-35

DALLAS/FORT WORTH

Edward Blank Associates
100 So. Industrial Blvd.
Euless, TX 76040
Ph. 212/741-8133
Contact: Ed Blank
175-175-175-175

Edward Blank Associates
1201 No. Watson Rd., Ste. 100
Arlington, TX 76006
Ph. 212/741-8133
Contact: Ed Blank
75-75-75-75

Decision Analyst, Inc.
2221 East Lamar Blvd. #500
Arlington, TX 76006
Ph. 817/640-6166
Fax 817/640-6567
Contact: Kirk Butler
80-40-80-80

DSS Research
711 E. Lamar Blvd., #101
Arlington, TX 76011
Ph. 817/543-5150
Fax 817/543-5160
Contact: Norman Thomas
50-50-50-50

Fenton Swanger Consumer Rsch., Inc.
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 214/934-0707
Fax 214/490-3919
Contact: Ann Fenton
30-10-30-0

Focus On Dallas
12240 Inwood Rd., Ste. 400
Dallas, TX 75244
Ph. 214/960-5850
Fax 214/960-5859
Contact: Kelly Lynn Ireland
15-0-0-0

Lester Telemarketing, Inc.
Shiloh Business Center
12035 Shiloh Rd., #300
Dallas, TX 75243
Ph. 214/231-7600
Fax 214/234-3623
Contact: Jerean Hutchinson
100-25-100-100

Linden Research Services, Inc.
4800 So. Hulen
Ft. Worth, TX 76132-1498
Ph. 817/370-7678
Fax 817/370-9019
Contact: Rhonda Linden
6-0-6-0

M/A/R/C
1700 Wilshire
Denton, TX 76201
Ph. 817/566-6668
Fax 817/566-0671
Contact: Leslie Fahnstock
123-123-123-123

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(512) 451-4000

121 Beach Street
Boston, MA 02111
(617) 482-9080



Probe Research Inc.
2723 Valley View Lane
Dallas, TX 75234
Ph. 214/241-6696
Fax 214/241-8513
Contact: Richard Harris
27-0-27-0

Quality Controlled Services (QCS)

14679 Midway Road, Ste. 102
Dallas, TX 75244
Ph. 214/458-1502 or 800/325-3338
Fax 214/490-3065
Contact: Joyce Clifton
12-0-12-0
(See advertisement on p. 51)

Savitz Research Center, Inc.
13747 Montfort Dr., Ste. 111
Dallas, TX 75240
Ph. 214/386-4050
Fax 214/661-3198
Contact: Nancy Monnier
101-55-101-101

EL PASO

Aim Research
10456 Brian Mooney
El Paso, TX 79935
Ph. 915/591-4777
Fax 915/595-6305
Contact: Linda Adams
25-0-25-0

HOUSTON

CQS Research, Inc.
1726 Augusta, #150
Houston, TX 77057
Ph. 713/783-9111
Fax 713/783-4238
Contact: Noel Roulin
80-0-80-0

Creative Consumer Research
3945 Greenbriar
Stafford, TX 77477
Ph. 713/240-9646
Fax 713/240-3497
Contact: Patricia Pratt
50-12-50-0

Higginbotham Associates, Inc.
3000 Richmond, Ste. 175
Houston, TX 77098
Ph. 713/522-0103
Contact: Marie Kraft
20-0-15-1

In-Touch Research, Inc.
5855 Sovereign, Ste. 200
Houston, TX 77036
Ph. 713/773-8300
Fax 713/773-8306
Contact: Debbie L. Thigpen
40-0-20-0

MVA Research
1726 Augusta, Ste. 100
Houston, TX 77057
Ph. 713/783-9109
Fax 713/783-4238
Contact: Michael Pope
80-0-80-60



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- **Facilities**
We have exclusive access to three key Malls in the Philadelphia area and one in the Dallas area. These, plus the JRP WATS Line Telephone Center, are all staffed by JRP trained interviewers.
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Quality Controlled Services (QCS)

1560 West Bay Area Blvd., Ste. 130
Friendswood, TX 77546
713/488-8247 or 800/325-3338
Fax 713/486-3831
Contact: Diana Reid
20-0-20-0

(See advertisement on p. 51)

The Woodward Group
10101 S.W. Freeway, Ste. 335
Houston, TX 77074
Ph. 800/678-7839
Fax 713/772-0265
Contact: Kerry A. Palermo
16-0-16-0

LUBBOCK

United Marketing Research
1516-53rd Street
Lubbock, TX 79412
Ph. 800/888-8463
Contact: James E. Petrillo
95-32-95-95

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 512/520-7025
Fax 512/680-9906
Contact: Richard Weinhold
25-0-25-0

Galloway Research Service
4346 N.W. Loop 410
San Antonio, TX 78229
Ph. 512/734-4346
Fax 512/732-4500
Contact: Linda Brazel
66-40-66-66

Hispanic Marketing Rsch & Communications
4550 NW Loop 410, Ste. 140
San Antonio, TX 78229
Ph. 512/736-2000
Fax 512/736-2004
Contact: Naghi Namakforoosh
28-20-28-28

VNU Operations Center
4944 Research Dr., Bldg. F
San Antonio, TX 78240
Ph. 800/395-0709
Contact: Susan Sanford
60-60-60-60
(See advertisement on p. 57)

UTAH

PROVO

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

Western WATS Center

288 W. Center Street
Provo, UT 84601
Ph. 801/373-7735
Fax 801/375-0672
Contact: Ron Lindorf or Ed Ledek
150-90-150-150
(See advertisement on pp. 34,84)

The Wirthlin Group
1998 South Columbia Lane
Orem, UT 84058
Ph. 801/226-1524
Fax 801/226-3483
Contact: Kevin Crandall
117-96-117-96

SALT LAKE CITY

Discovery Research Group of Utah
180 East 2100 South, Ste. 100
Salt Lake City, UT 84115
Ph. 800/678-3748
Fax 801/487-4076
Contact: Tom McNiven
90-30-90-90

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(801) 373-7735

Paria Research Group
390 West 800 North
Orem, UT 84057
Ph. 800/346-0255
Fax 801/226-4819
Contact: Jon Tuttle
50-50-50-50

Utah Market Research
Ruth Nelson Research Svcs.
Crossroads Plaza Mall
50 West Memorial Dr.
Salt Lake City, UT 84144
Ph. 801/363-8726
Fax 801/321-4904
9-0-9-0

Valley Research & Survey
1104 E. Ashton Ave., #108
Salt Lake City, UT 84106
Ph. 801/467-4476
12-12-12-3

VERMONT

BURLINGTON

Macro International Inc.
Data Collection Center
126 College St.
Burlington, VT 05401
Ph. 800/639-1310
Fax 802/863-8974
Contact: Tom Calcagni
72-72-72-60

VIRGINIA

CHARLOTTESVILLE

Market Trends of Virginia, Inc.
2200 Old Ivy Road
Charlottesville, VA 22901
Ph. 804/979-8193
Contact: Betty Ann Garth
45-25-45-45

NORFOLK

ASI Market Research, Inc.
11835 Canon Blvd., Ste. B-103
Newport News, VA 23606
Ph. 804/873-6100
Fax 804/873-6102
Contact: Steve Hulbert
100-75-100-75

Edward Blank Associates
Pembroke Five, Ste. 200
Virginia Beach, VA 23462
Ph. 212/741-8133
Contact: Ed Blank
125-125-125-125

Continental Research
4500 Colley Avenue
Norfolk, VA 23508
Ph. 804/489-4887
Contact: Nancy A. Glassman
14-4-0-0

Issues & Answers Network, Inc.
2551-K Eltham Ave.
Norfolk, VA 23513
Ph. 804/855-1300
Fax 804/853-8873
Contact: Peter McGuinness
72-72-72-72

Issues & Answers Network, Inc.
2697 International Pkwy., #136
Virginia Beach, VA 23452
Ph. 804/427-1438
Fax 804/427-6748
Contact: Peter McGuinness
60-60-60-60

Quick Test Opinion Centers
816 Greenbriar Circle, Ste. 208
Chesapeake, VA 23320
Ph. 804/523-2505
Fax 804/523-0463
Contact: Gerri Kennedy
16-0-16-0

RICHMOND

North American Research
3703 Carolina Avenue
Richmond, VA 23222
Ph. 804/329-4400
Fax 804/329-4860
Contact: Kirk Brady
28-0-28-28

Southeastern Institute of Research
2325 W. Broad Street
Richmond, VA 23220
Ph. 804/358-8981
Fax 804/358-9761
Contact: Robert M. Miller
45-0-45-45

WASHINGTON

SEATTLE

Consumer Opinion Services, Inc.
12825-1st Avenue South
Seattle, WA 98168
Ph. 206/241-6050
Fax 206/241-5213
Contact: Jerry Carter
17-0-17-0
(See advertisement on p. 24)

Decision Data, Inc.
200 Kirkland Ave., Ste. C
Kirkland, WA 98033
Ph. 206/827-3234
Fax 206/827-2212
Contact: Russ Riddle
17-17-17-17
(See advertisement on p. 15)

Gilmore Research Group
2324 Eastlake Ave. E., #300
Seattle, WA 98102
Ph. 206/726-5555
Fax 206/726-5620
Contact: Shirley Montgomery
47-39-47-47
(See advertisement on p. 85)

GMA Research Corp.
11808 Northrup Way, #270
Bellevue, WA 98005-9921
Ph. 206/827-1251
Fax 206/828-6778
Contact: Cheri Williams
34-28-24-24

Market Data Research Corp.
955 Tacoma Ave. So., Ste. 101
Tacoma, WA 98402
Ph. 206/383-1100
Fax 206/383-0852
Contact: Gene Starr or Kathy Kleber
22-7-22-22

Market Trends, Inc.
3633 136th Pl. S.E., #110
Bellevue, WA 98006
Ph. 206/562-4900
Fax 206/562-4843
Contact: Nancy Hardwick
31-31-0-0

Marketing Advertising Communications
Specialist, Inc.
4500 9th Ave. N.E., #316
Seattle, WA 98105
Ph. 206/545-8144
Fax 206/547-3953
Contact: Rebecca Elmore-Yalch
15-15-15-0

SPOKANE

Inland Market Research Center
1715 "B" N. Atlantic
Spokane, WA 99205
Ph. 509/326-8040
Fax 509/328-4709
Contact: William Plucker
19-0-17-0

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

Robinson Research, Inc.
E 130 Indiana, Ste. B
Spokane, WA 99207
Ph. 509/325-8080
Fax 509/325-8068
Contact: William D. Robinson
15-15-15-15

WEST VIRGINIA

CHARLESTON

Chilton Research Services
Charleston, WV
Ph. 215/964-4611
Fax 215/964-4682
Contact: Andrew Lohan
75-75-75-75
(See advertisement on p. 2)

McMillion Research Service
119 Eastwood Acres
Nitro, WV 25143
Ph. 304/755-5889
Fax 304/755-9889
Contact: Sandy McMillion
30-20-20-0

Ryan-McGinn Samples Research, Inc.
1012 Kanawha Blvd. E.
Charleston, WV 25301
Ph. 304/343-7655
Fax 304/342-1941
Contact: Rod Hoylman
20-15-15-20

HUNTINGTON

McMillion Research Service
Huntington Mall
Huntington, WV 25623
Ph. 304/755-5889
Fax 304/755-9889
Contact: Sandy McMillion
11-11-0-0

WISCONSIN

GREEN BAY

Wisconsin Research
1270 Main Street
Green Bay, WI 54302
Ph. 414/436-4646
Fax 414/436-4651
Contact: Barbara Smits
20-8-20-0

MADISON

Wisconsin Research
122 East Olin Ave.
Madison, WI 53713
Ph. 608/258-3660
Contact: Maxine Trakel
16-8-16-0

MILWAUKEE

Bisbing Research, Inc.
6525 W. Bluemound Rd.
Milwaukee, WI 53213-4073
Ph. 414/774-0623
Fax 414/774-0385
Contact: Ron Bisbing
40-10-40-40

Consumer Pulse of Milwaukee

275 W. Wisconsin Ave
The Grand Avenue Mall, #3004
Milwaukee, WI 53203-3315
Ph. 414/274-6060 or 800/336-0159
Fax 414/274-6068
Contact: Kathy Jorsch
12-4-12-0
(See advertisement on p. 53)

Dieringer Research Associates Inc.
3064 N. 78th Street
Milwaukee, WI 53222
Ph. 414/445-1717
Fax 414/445-4275
Contact: Nancy Nichols
36-0-36-36

Lein/Spiegelhoff, Inc.
235 N. Executive Dr., Ste. 300
Brookfield, WI 53005
Ph. 414/797-4320
Fax 414/797-4325
Contact: Arlene Spiegelhoff
40-25-38-38

Mazur/Zachow, Inc.
4319 No. 76th Street
Milwaukee, WI 53222
Ph. 414/438-0805
Fax 414/438-0355
Contact: Diane E. Zachow
15-0-15-0

Milwaukee Market Research, Inc.
2835 North Mayfair Road, Ste. 2
Milwaukee, WI 53222
Ph. 414/475-6656
Fax 414/475-0842
Contact: Susan Lehman
16-10-16-0

Pert Survey Research
1209 W. Layton
Milwaukee, WI 53221
Ph. 203/242-2005
Fax 203/242-4857
Contact: Patty Crawford
45-45-45-45

RACINE

Millward Brown, Inc.
1100 Commerce Drive
Racine, WI 53406
Ph. 414/886-7400
Fax 414/886-7406
75-50-75-75

RIVER FALLS

Rockwood Research Corp.
208 So. Main
River Falls, WI 54022
Ph. 715/426-5700
Fax 715/426-5705
20-15-15-15
(See advertisement on p. 48)

Listing Additions

Please add the following facility to the 1991 Directory of Mall Research Facilities:

(In the Charlotte, NC area)
Cunningham Field Service
Eastridge Mall
246 New Hope Rd.
Gastonia, NC 28054
Tel. 704-868-9783
Fax 704-868-2494

Please note the change to the following listing from the 1992 Directory of Focus Group Facilities:

Weitzman & Philip, Inc.
850 Ives Dairy Rd.
Miami, FL 33179
(Corrected phone #) 305-653-6323
Contact: Daniel Philip
1,3,4,5,6,7A

Sales Offices

Headquarters:

Evan Tweed
Quirk's Marketing Research Review
6607 18th Avenue So.
Minneapolis, MN 55423
Phone & fax (612) 861-8051

West Coast:

Lane E. Weiss
582 Market St., Suite 611
San Francisco, CA 94104
Phone (415) 986-6341

Trade Talk

continued from p. 88

have been applied. For instance, Campbell Soup Company is one firm that seems to be using psychographics to its fullest advantage, by identifying core consumers and then zeroing in on them to find out what keeps them buying.

One of the most bizarre examples concerns work done by researchers at the D'Arcy Masius Benton & Bowles ad agency. Using projective techniques, they discovered that a group of downscale women preferred using Raid spray to kill roaches even though a competing product, Combat—which is placed in cupboards—was cleaner and required less effort. It seems the women, many of whom were involved in common-law relationships, got a vicarious thrill from seeing the roaches—which they likened to the men they were living with—die.

Little uniformity

One problem with psychographics is that there is little uniformity among the approaches available, so the researcher who is considering using a psychographic method is often faced with information overload. Everyone seems to have

their own system, with definitions and guidelines that differ depending on what kind of audience the system is trying to segment. And because of the competition, the creators and/or proponents of each method offer justification that theirs is the one that is the most accurate, the most truthful.

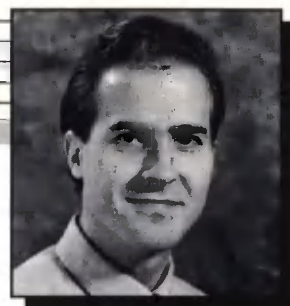
Piirto helps alleviate some of the confusion by offering a final chapter titled "Advice from the Experts" that summarizes the key points of the book. If you're new to the world of psychographics, or if your company or organization has little experience with the method, I would suggest reading this chapter first because it offers several important thoughts to keep in mind as you read through the book. Some of these guidelines include: understand the underlying consumer trends; identify the underlying motivators; use whatever technique you're most comfortable with to get a psychographic profile of all potential customers; when entering large foreign markets, market to the similarities, but make sure you understand and never underestimate the differences. □

("Beyond Mind Games: The Marketing Power of Psychographics," by Rebecca Piirto, 263 p., is available for \$34.50, plus \$4 for shipping & handling, by writing American Demographics Books, P.O. Box 68, Ithaca, NY, 14851, or by calling 800-828-1133.)

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by Joseph Rydholm
managing editor



Psychographics: divide and conquer

Though two users of your product or service may share a host of lifestyle and demographic attributes such as income, age, hobbies, religious and educational background, etc., they may have completely different reasons for using your product.

But if you can identify the common attributes of the people who use your product or service, you have a better chance of developing more efficient advertising and other marketing messages. By separating the wheat from the chaff, you'll target your efforts at the people you really want to reach and avoid those you don't. One way to do that is by using psychographics, which allows you to segment consumers into distinct groups that share common interests, opinions, and outlooks.

Psychographics—and the many studies and surveys it encompasses—is the subject of a new book from Rebecca Piirto, “Beyond Mind Games: The Marketing Power of Psychographics.” In her introduction, Piirto says that the book is designed to demystify psychographics and make it “more accessible for managers, executives, creatives, and other nonstatisticians.”

Through interviews with researchers in several industries who use psychographics and with the pioneers who helped shape it, Piirto follows the evolution of psychographics from VALS to PRIZM, taking in-depth looks at several approaches and the ways they have been applied to meet research needs.

Very simple

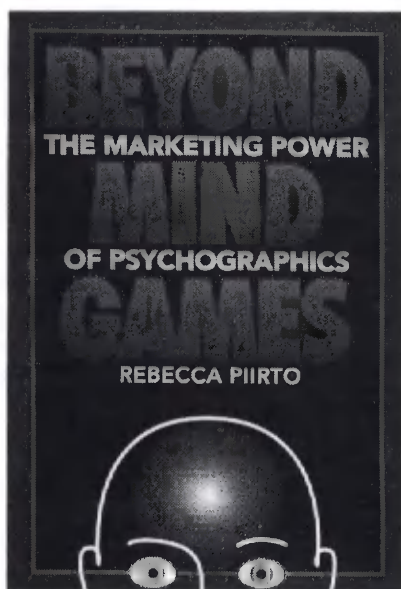
The philosophy behind psychographics is really very simple: divide and conquer. By blending the emotion-mining approach of qualitative research with the statistical measurements of quantitative research, psychographics aims to segment markets by tapping into the inner workings of various groups of people, examining their emotional make-up, lifestyles, and their demographic characteristics. Typically, these segments are given names that encapsulate their defining aspects, names such as “strivers,” “worried traditionalists,” and “hopeful loyalists.”

Psychographics has many uses, and Piirto does a good job of exploring them and explaining many of the systems that are available in each application. Some are used to deconstruct local broadcast markets, some to segment international markets, and others are applied to advertising, packaged goods, and retailing. Within each area, Piirto looks at the assumptions and philosophies underlying the various methods so that readers can decide which approach might work best for them.

The early chapters chronicle the efforts of pioneers such as motivational researcher Ernest Dichter, whose work in uncovering the unconscious emotional reasons why consumers choose a product paved the way for psychographics.

Piirto also offers interesting examples of how the methods

continued on p. 87



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Partial Schedule of Seminars Through December 1992

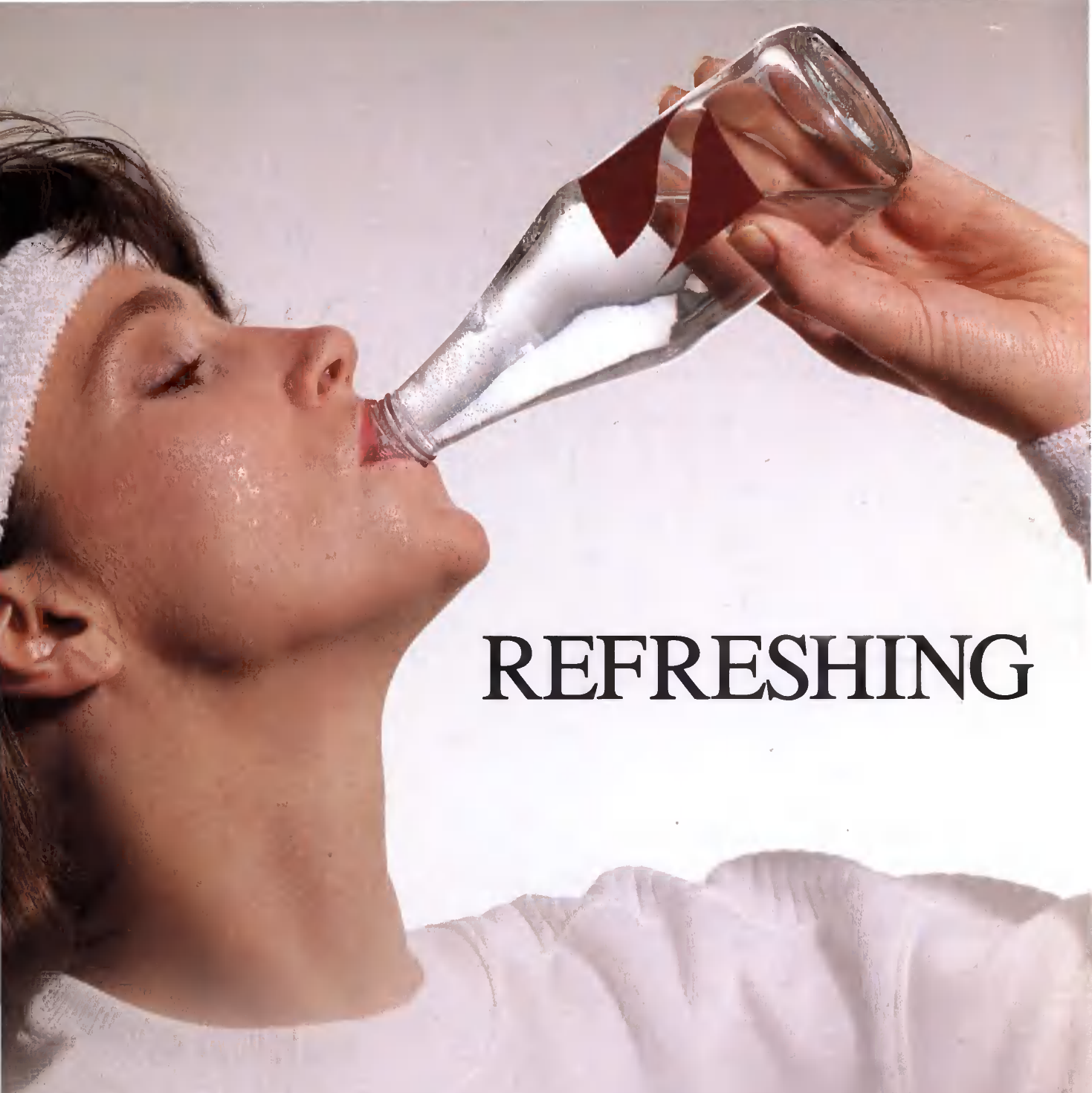
101. Practical Marketing Research Cincinnati Mar. 2-4 Boston Mar. 23-25 Chicago Apr. 20-22 Cincinnati May 4-6 New York June 15-17 Toronto July 6-8 Cincinnati Aug. 3-5 New York Aug. 31-Sept. 2 Cincinnati Sept. 21-23 Atlanta Oct. 12-14 San Francisco Nov. 2-4 Chicago Nov. 23-25 Cincinnati Dec. 14-16	502. Generating and Evaluating New Products and Services Cincinnati May 7-8 Cincinnati Sept. 24-25
104. Questionnaire Construction Workshop Cincinnati Mar. 9-11 Chicago Apr. 27-29 Cincinnati June 1-3 Toronto July 13-15 Cincinnati Aug. 10-12 Atlanta Sept. 28-30 Los Angeles Nov. 9-11	504. Advertising Research New York July 23-24 Cincinnati Nov. 19-20
105. Questionnaire Design: Applications and Enhancements Cincinnati Mar. 12-13 Chicago Apr. 30-May 1 Cincinnati June 4-5 Toronto July 16-17 Cincinnati Aug. 13-14 Atlanta Sept. 31-Oct. 1 Los Angeles Nov. 12-13	505. Positioning and Segmentation Research New York July 21-22 Cincinnati Nov. 17-18
201. Focus Groups: An Introduction New York May 21-22 San Francisco Nov. 5-6	506. Customer Satisfaction Research Boston Mar. 26-27 New York May 19-20 Cincinnati Nov. 2-3
203. Focus Group Moderator Training Cincinnati Apr. 14-17 Cincinnati June 22-25 Cincinnati July 21-24 Cincinnati Sept. 15-18 Cincinnati Oct. 20-23 Cincinnati Nov. 17-20	601. Tabulation & Interpretation of Marketing Research Data Chicago Apr. 23-24 Cincinnati July 27-28 New York Sept. 3-4 Cincinnati Oct. 26-27
301. Writing and Presenting Actionable Marketing Research Reports Cincinnati Apr. 6-8 Cincinnati June 8-10 Cincinnati Aug. 24-26 Cincinnati Dec. 7-9	602. Tools and Techniques of Data Analysis Cincinnati Mar. 30-Apr. 2 Chicago May 11-14 Cincinnati June 29-July 2 Cincinnati Aug. 18-21 Boston Oct. 6-9 Cincinnati Nov. 30-Dec. 3
401. Managing Marketing Research Cincinnati Apr. 9-10 Cincinnati June 11-12 Cincinnati Aug. 27-28 Cincinnati Dec. 10-11	603. Practical Multivariate Analysis Cincinnati Apr. 13-15 Cincinnati May 27-29 Cincinnati July 29-31 Boston Sept. 9-11 Cincinnati Oct. 28-30
501. Applications of Marketing Research Cincinnati Mar. 5-6 New York June 18-19 Cincinnati Aug. 6-7 Boston Sept. 24-25 Cincinnati Dec. 17-18	701. International Marketing Research Toronto July 9-10
	702. Business to Business Marketing Research Cincinnati Nov. 4-6
	Four-Week Certificate Program Cincinnati Aug. 3 - Aug. 28, 1992
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