Quirk's

MARKETING RESEARCH

Review

The Council of Jewish Federations uses an omnibus survey in screening for major study of U.S. Jewish population

1992 Directory of Syndicated/Omnibus Studies

June/July, 1992

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An Exampls cf PlusPower

Segment 1 is the largest segment accounting for 55% of the market, and the brands show fairly even competition. From the purchase propensities, though, it is apparent that while Segment 3 is the smallest, it accounts for much greater volume than either of the other two segments.

	SEGMENT 1	SEGMENT 2	SEGMENT 3
Segment Size	0.55	0.30	0.15
Purchase Propensity	1.2	2.1	7.8
Projected Segment Volume	0.66	.63	1.17
Percent of Total Volume	27%	26%	47%
Segment Shares			
Brand A	0.32	0.10	0.42
Brand B	0.33	0.05	0.40
Brand C	0.35	0.85	0.18

Below are also attribute diagnostics which show what end benefits consumers in a certain segment are seeking. For example, Brand C dominates Segment 2 because it is strong on Attributes 1 and 3. However, the makers of Brand C could create a line extension for Attributes 2 and 4. This would enable the extension to gain entry into the more heavily purchased segment, Segment 3, where it could more readily compete with Brands A and B.

	SEGMENT 1	SEGMENT 2	SEGMENT 3
Attribute 1	0.34	2.43	0.44
Attribute 2	0.66	0.39	5.99
Attribute 3	0.87	3.44	0.12
Attribute 4	1.00	0.88	6.80

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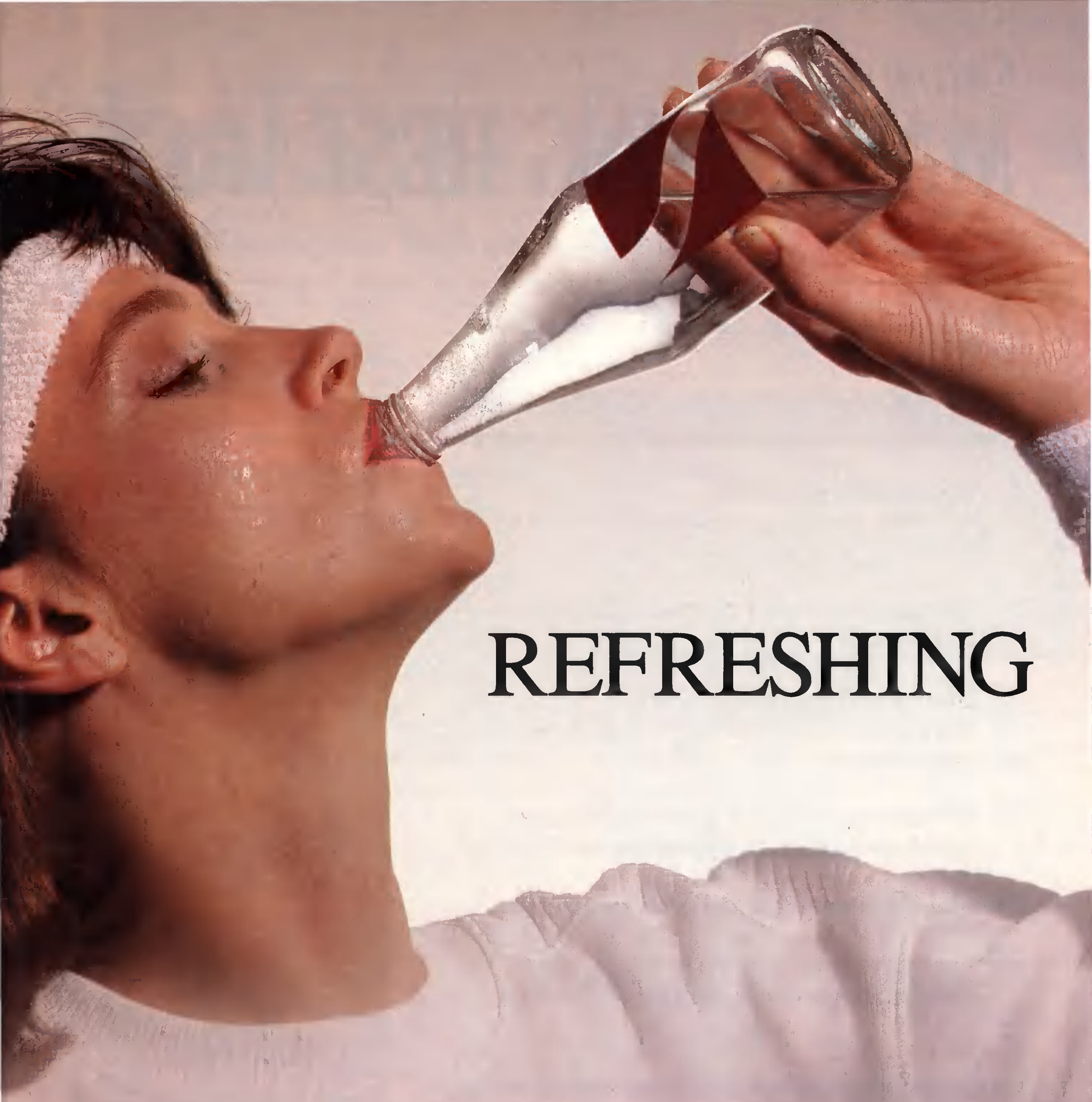
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Review

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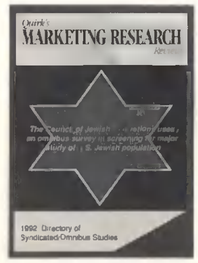

Publisher
Tom Quirk

Managing Editor
Joseph Rydholm

Marketing Associate
Evan Tweed

Circulation Director
James Quirk

Business Manager
Marlene Flohr

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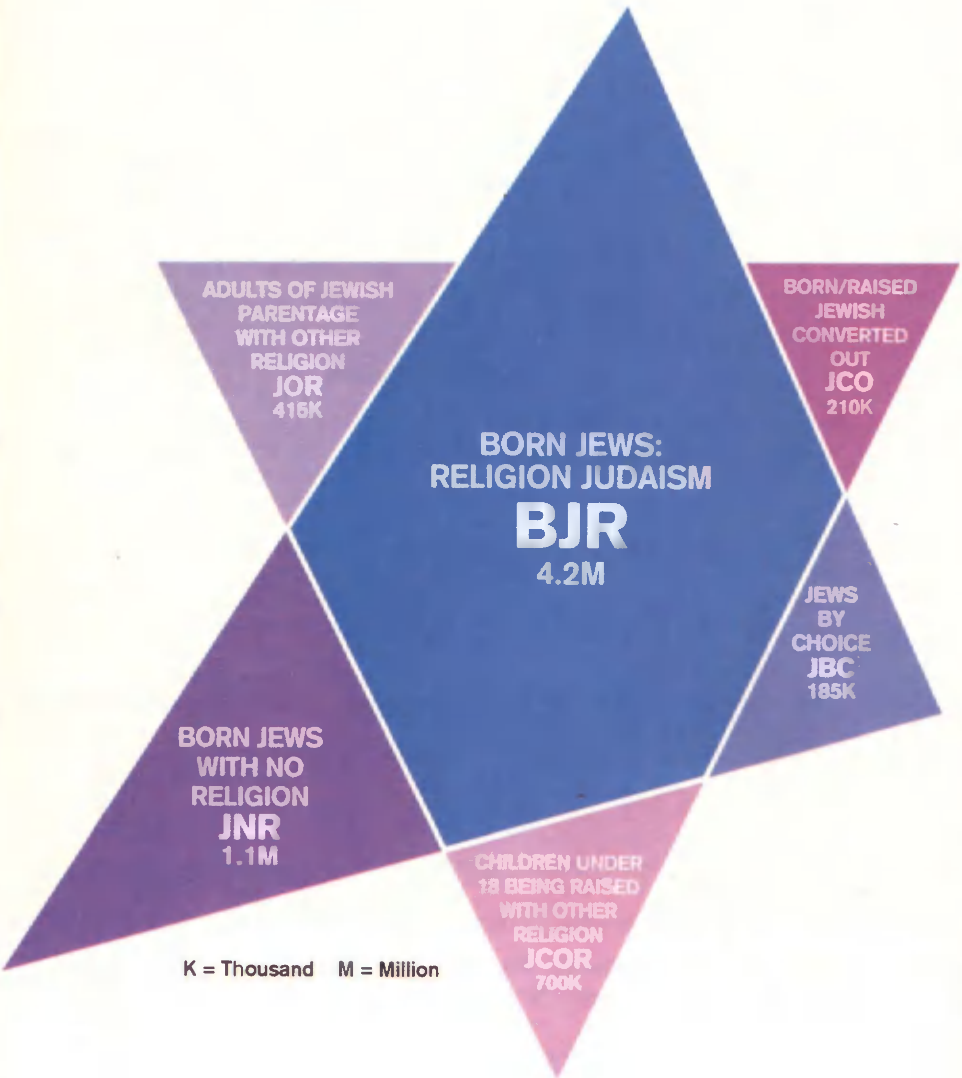

An omnibus survey aids researchers in screening for major study of U.S. Jewish population

by Joseph Rydholm
managing editor

When it comes to answering surveys, most folks don't mind telling you what kind of car they drive or what kind of ice cream they eat. But if you start asking about their religious preference, they clam up. Heck, even the U.S. Census doesn't try to gather religious data!

So how do you get people to not only divulge their choice of religion but talk about it in-depth? And how do you cost-effectively locate people whose choice of religion puts them in a distinct minority (2% of the population)?

In 1989, these were just two of the questions facing the Council of Jewish Federations (CJF) and the City University of New York when the two organizations were considering undertaking the National Jewish Population Study (NJPS), a major survey of the views, practices and lifestyles of the U.S. Jewish population.

The CJF is an umbrella organization for the almost 200 Jewish federations serving more than 800 cities across the U.S. and Canada. The federations and many other Jewish organizations provide a large number of social services, including educational, health and recreation programs.

National level

While many of the individual local federations have performed studies of the users and potential users of these services, there really wasn't any data available on a national level, says Barry Kosmin, director of research for the Council of Jewish Federations.

"There are a lot of local studies, but it's like looking at the win-loss situation for your favorite sports team. It doesn't tell you anything unless you know how the whole league is doing. A national survey is a baseline against which everybody can compare themselves."

Kosmin, who is also director of the Berman Institute at the graduate school of the City University of New York, served as director of the National Jewish Population Study.

"The Jewish population operates a sophisticated voluntary sector which needs to know something about its constituents. Beyond the synagogues and religious education, the Jewish community is a major fundraising organization. It operates hospitals and family services, Jewish community services, vocational services, youth programs. It has a whole social agenda," Kosmin says.

To find Jewish respondents to participate in the study, the CJF used EXCEL, a telephone omnibus study conducted by AUS Consultants-ICR Survey Research Group in Media, Pennsylvania. EXCEL reaches 2000 respondents each week through twice-weekly interview waves. Each study typically covers a variety of topics from current events to questions on products and services. Some of the resulting data is shared, but subscribers can include proprietary questions to collect data for their own private use.

Information from the NJPS has helped the Jewish community in planning the many social services it provides, from local and national educational, health and recreational programs (above)...

Very efficient

A national omnibus study can be an efficient way to screen for hard-to-find respondents because while the study may have several thousand respondents, the cost of reaching those respondents is spread out over several subscribers.

As a subscriber, you can include questions designed to ferret out your target respondent. For example, Mannington Resilient Floors and Holiday Corp. have used omnibus mail panels to screen for specific consumer segments.

When Mannington was considering designing a new flooring product, it wanted to survey owners of vinyl floors. And when Holiday Corp. wanted to test its Homewood Suites lodging concept, it sought the opinions of business travelers. Both consumer groups were relatively small, but through questions in an omnibus study, the two companies identified a large sample of people in the desired consumer segments, and they were able to contact them later for a more in-depth survey.

"For the Jewish population study," Kosmin says, "the question was, how do you screen large numbers of people to get a representative sample of a rare population? If you went through the streets of New York City you could find thousands of respondents, but if you want to find Jews in Montana, that's different.

"The beauty of the omnibus is the national perspective that you get. We wanted to speak to a rare population. We were trying to be as objective as possible. We weren't going to use our own lists to find respondents because people could turn around and say that we had hand-chosen the people. The selection had to be random. Mail surveys and door-to-door weren't a practical proposition. This method seemed to be the best, at least in terms of resources expended—namely time and money."

...to international aid and relief efforts, such as the relocation of Russian Jews, a group of whom are shown here addressing a reception at the Jewish Community Center of Greater Minneapolis.

Nationwide study

During the EXCEL interviewing respondents were asked about their religious preference as part of a series of demographic questions. This information not only

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The importance of client participation in research

by Joel T. Lieberman, Steve P. DiFranco and Susan E. Robinson

Editor's note: Joel Lieberman is research project manager and Steve DiFranco is administrator of market research at General Motors Service Parts Operations. Susan Robinson is senior account executive at the NPD Group.

There has been substantial discussion in the market research community about the benefits of long-term relationships that are developing between research companies and their clients. Research seminars, agency visions and company/supplier conferences speak of the client/research company "partnership." As many corporations across a wide range of industries continue to downsize in the 1990s, the need for these partnerships will grow.

Partnership discussions have focused on increasing the involvement of the research firm in the client's research. Both parties benefit from the active role taken by the research firm in defining and solving marketing problems for the client.

The client benefits through improved service and lower costs. Research company personnel better understand the client's needs and respond more quickly to requests for work because they are part of the client's "extended staff." Ongoing dialogue reduces miscommunication or the failure to communicate important research needs. Project costs are reduced because start-up costs decline after the first year of the project. The supplier is motivated to gain efficiencies in project execution and pass them along to the client because the firm has become a stakeholder in the client's business.

The research firm benefits because guaranteed long-term business allows it to more efficiently use its resources. Often, this means committing a dedicated team to the client's business. With improved service from dedicated personnel and reduced costs due to efficiencies gained in project execution, the research firm has developed a competitive advantage when the project is rebid.

However, little discussion has occurred about the need for increased client involvement in the research conducted for it by an outside research firm. Close client involvement in research benefits the client by ensuring that the right questions get answered with the best information at the lowest cost. The research firm benefits by getting needed support in conducting quality research.

In this article we will discuss in detail the benefits of increased client involvement across all areas of client-research firm interface. These areas are: development of requests for quote, selection of research firm, survey implementation, and evaluation and feedback.

DEVELOPMENT OF THE REQUEST FOR QUOTE

The client-research firm interface often begins with the request for quote or RFQ. Although clients generally communicate research needs this way, typical RFQs are only outlines of work to be conducted. Setting forth detailed research specifications in RFQs benefits both sides in several ways.

Benefits to the client include reduced costs and assurance that management questions get answered. Detailed requirements allow the client to select the research firm with lowest bid, provided that the RFQ is submitted only to agencies with good service who are capable of doing the work. Detailed requirements provide a focus on obtaining "need-to-know" information to answer management questions rather than "like-to-know" information, which increases costs.

Benefits to the research firm include cost and time savings in bid development and project execution. Clearly-defined project objectives will help the research firm prepare a bid that meets the client's needs. The firm can then discuss the reality of those needs with the client before accepting the project.

Detailed research specifications in the RFQ provide the research firm with a road map for the study. Critical research issues as well as products to be delivered are communicated to the firm to ensure that study objectives are met. To best communicate this information, the RFQ should cover the following areas: study objectives, study design, and information requirements.

Study objectives

The first section of the RFQ should contain information on study etiology, purpose and objectives. The client will benefit from a focus on research "needs" rather than "wants" to keep costs in line with budget. Understanding the purpose of the study will also help the research firm's interviewers secure the best information from respondents.

Study design

The second section of the RFQ should contain a description of study methodology. Included in this section should be issues such as: who the respondent is, what type of survey should be conducted to get the best responses (i.e. mail, phone, personal interviews, hybrid), what type of sampling is needed (simple random sampling, stratified), how much sampling is needed, and issues related to response rates (e.g. reminder post cards).

When possible, a draft questionnaire should be included in the RFQ. Project costs can be reduced because research firm development time is shortened. The firm should review the questionnaire to determine its effectiveness. Does it link with objectives and analyses? Is it easy to follow and clearly worded?

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Increasing survey accuracy

by Norman Frendberg

Editor's note: Norman Frendberg is president of Consumer Insights, Rochester, New York.

Maximizing survey accuracy is the ultimate goal of every survey researcher. Several approaches to addressing this ongoing challenge follow.

In order to minimize survey error, we must first identify the three types of error:

1. Sampling error—This error occurs when we survey only a sample of the population rather than every person, i.e., we may survey 1,000 households rather than the approximate 93 million households comprising the total U.S. population.

Two types of non-sampling error

2a. Observational error—This type of error includes incorrect measurements caused by a variety of factors such as the respondent's failure to recall information accurately (e.g., the last brand bought).

An observational error may also occur in the information processing phase during activities such as keypunching.

2b. Non-observational error—The occurrence of this type of error results from the inability to obtain information from qualified respondents. For example, respondents may be unavailable or refuse to be interviewed. Additionally, there may be potential respondents who are excluded from the survey as in the case of those without phones in a telephone study.

Sampling error

The sampling error can be reduced simply by increasing the sample size. The increases in sample size necessary to reduce sampling error are illustrated in Table 1.

Let's assume that among a random sample of 200 respondents, 20% indicate they "definitely would buy" our new product. We would be 95% confident that this score among the total population is ± 6 percentage points, (i.e., between 14% to 26%). Increasing the sample size by a factor of five to 1000 respondents reduces the sampling error by half to ±3 percentage points. However, for most mall-intercept or phone survey research, such an increase in sample size would drastically increase the study cost. Increasing the sample size to reduce sampling error may fail to represent a cost-effective approach to increasing overall survey accuracy.

TABLE 1

Sampling Error at 95% Confidence on a Sample Measure of 20%

Sample Size	Sampling Error ± percentage points
100	8
200	6
500	4
1000	3

However, decreasing sampling error has the unique distinction of being a measurable source of error in survey research as well as the most commonly understood error.

Non-sampling error

Survey accuracy can also increase as a result of decreasing non-sampling error, although the exact margin of improvement is not measurable.

Reducing non-sampling error can be accomplished by employing a wide variety of techniques. However, creating a comprehensive list of techniques is impossible since a particular method may be suitable for one study, but totally inappropriate for another.

Observational errors

One way to decrease observational error is by enhancing the communication between interviewer and respondent, thereby improving the collection of accurate data.

Photo exhibits can be effectively used to clarify choices for a respondent and aid in memory recall wben appropriate. For example, when conducting mall-intercept pantyhose studies, respondents are often shown color exhibits illustrating package fronts of different styles (e.g., regular, control top) for the major brands. Respondents can refer to the illustration when asked about brand and style usage, and many times will mention a product by the package color.

In another study, a photo exhibit helped respondents determine the weight of their dogs. The illustration provided information on dog breeds and approximate weights, which served as a visual reference for the respondent. This process furnished helpful information that yielded more accurate data, even in the case of a mixed breed.

Reduction in observational errors can also be achieved in the data collection process. Questions can be designed so that recording information is easier for the interviewers, which results in a higher degree of error-free data.

In the following example we asked respondents, "Have you ever heard of [brand name] ice cream?" The response to this question could be recorded in several ways, two of which follow:

OPTION #1 Interview Instruction:

If "yes," circle answer for each brand respondent has heard of:

Haagen-Dazs	1
Perry's	2
Sealtest	3
Ben & Jerry's	4
Baskin-Robbins	5

OPTION #2 Interview Instruction:

Circle "yes" for all brands respondent has heard of and "no" for those brands respondent has never heard of:

	Ever heard of	
	Yes	No
Haagen-Dazs	1	1
Perry's	2	2
Sealtest	3	3
Ben & Jerry's	4	4
Baskin-Robbins	5	5

Both methods are functional, but option #2 requires the interviewer to record an answer for each question. The process in this second option is easier, more complete and therefore, probably derives greater accuracy.

Non-observational errors

A key component of non-observational error is the respondent's refusal to be interviewed. One approach to increasing survey accuracy by reducing the refusal rate involves offering a cash incentive. Not only does this technique enhance survey accuracy, but it may actually save money as indicated below. The following data were collected several years ago illustrating the actual cost of screening respondents using a $2 cash incentive for various incidence rates. At a cost of $15/hour, a $2 cash incentive actually saves money below the 30% incidence level.

Cost Analysis by Incidence Rate for Client Cost of $15 Per Hour*

	With $2 incentive		With no incentive	Actual cost of
Incidence (%)	Screening cost	Total cost	Total cost	$2 incentive per interview
100%	$1.58	$3.58	$2.20	$1.38
90	1.75	3.75	2.44	1.31
80	1.97	3.97	2.75	1.22
70	2.26	4.26	3.14	1.12
60	2.63	4.63	3.67	0.96
50	3.16	5.16	4.40	0.76
40	3.95	5.95	5.50	0.45
31.25	5.04	7.04	7.04	0.00
30	5.27	7.27	7.33	-0.06
20	7.90	9.90	11.00	-1.10
10	15.80	17.80	22.00	-4.20

Summary

Although enlarging the sample size does reduce error, this approach may be quite costly for a small return of increased accuracy. Increasing survey accuracy can be best achieved in a cost effective manner by decreasing non-sampling error. Three ways to reduce these non-sampling errors are: use of visual communication aids during the interview process, improving the recording of answers by interviewers, and offering cash incentives to respondents. ❑

* Frederick Wiseman, Marianne Schafer, Richard Schafer, "An Experimental Test of the Effects of a Monetary Incentive of Cooperation Rates and Data Collection Costs in Central Location Interviewing," Journal of Marketing Research, pp. 439-442, November, 1983.

Money isn't everything—Part III

The latest findings of an ongoing study of why respondents participate in focus groups

By Alice Rodgers

Editor's note: Alice Rodgers is president of Rodgers Marketing Research, Canton, Ohio. The author wishes to thank Southeastern Institute of Research, and especially Rebecca Day, for assistance in data reduction and tabulation; members of the Field Committee of the Qualitative Research Consultants Association (QRCA) for their strong support; and the members of QRCA who participated in this study.

This article reports findings from Phase III of research into why people participate in focus groups. Phase I of this research was a quantitative study of over 600 people who had participated in Rodgers Marketing Research focus groups in 1989. The results were presented in the article "Take the money and run?" which appeared in the May 1990 issue of *Quirk's Marketing Research Review* (QMRR). Phase II was a qualitative study designed to determine if people would participate in a focus group without being paid. The results of that research were published in the article "Money isn't everything," which appeared in the December 1990 QMRR. That article discussed two focus groups which were held in June, 1990. One group was paid and the other was not.

Phase III is a larger quantitative study. During 1991, 1640 questionnaires were completed by respondents after participating in a focus group. Several qualitative consultants (all members of the Qualitative Research Consultants Association), participated in this phase: Rebecca Day of SIR, Richmond, Va.; Naomi Henderson of RIVA, Bethesda, Md.; Judith Langer of Langer Associates, Inc., New York; Maria Krieger, of Marketing Visions, Philadelphia; Michelle Kuhn of Viewfacts, Inc., Chicago; Arline Carpenter of Carpenter & Pampalone, Bridgeport, Conn.; Suzette de Vogelaere, of Concepts & Strategies, San Francisco; Susan Saurage-Thibodeaux of Saurage-Thibodeaux Research Inc., Baton Rouge; Michelle Zwillinger of Zwillinger Research, Los Angeles; and the author, Alice Rodgers of Rodgers Marketing Research, Canton, Ohio.

The questionnaire for Phase III was similar to the one used in Phase I. Respondents were asked how often they participate in focus groups as well as their reasons for participation and, of course, their main reason. They were also asked if they would have participated in the session they had just finished without being paid. Finally, a list of topics was given and respondents were asked if they would participate in future groups on these issues without being paid.

Demographics

There were 343 respondents in the Northeast; 323 in the Southeast; 664 in the Midwest; and 310 in the West. Overall, respondents had participated in 1.1 groups in the past year. While 48.4% of the people who participated were "virgins" (first time focus group participants), the average number of groups ever done was 2.1.

To facilitate comparisons by subject, groups were aggregated where possible. Thus, the topic areas compared (and the number of participants) were: sporting goods (215); household products (125); charities (47); shopping (44); utilities, banking and insurance (138); lawn care, tires; (112); food, wine, restaurants (132); phone, magazines, writing instruments (367); clothing, cosmetics, hair care (187); accessories (43); new products (58); mothers (20); juice bars, frozen desserts (68); drug store, film processing (64) and condiments/new package design (20).

Note that the number of participants varied significantly from one subject to another. In addition, because of the nature of this research, the results cannot be projected. However, they do provide information of interest to the research community.

Phase III findings

Respondents were asked their reasons for participating in the group they had just attended. The multiple reasons for

participating given on the questionnaires in Phase III were:

Gratuity	78%
Interest in subject	63
Curiosity	48
Want to participate in research	47
Enjoyed previous research	34

Comparing these results to Phase I, fewer people in Phase I said a gratuity was one of the reasons they participated (66%) and fewer people also said they were interested in the subject (44% in Phase I). Slightly more people in Phase I said they wanted to participate in research (51%) and slightly more said they enjoyed previous groups (36%).

Note that curiosity was added as a separate reason in Phase III because it was a frequent "other" mention in Phase I. Curiosity was most often mentioned by those new to focus group research ("virgins"). Some comments from "virgins" about their first experience:

- I enjoyed it more than I thought I would. The time went fast.

- I'm very glad I came. It was very interesting. . . I enjoyed the discussion—great group of strangers who I felt at ease with very quickly.

- It was worth my time and effort. I enjoyed seeing the new product ideas.

For Phase III, more people in the lawn care and tires (89%) and shopping groups (96%) said gratuity was one of their reasons for participating, compared to just 53% of the people who participated in a session on charity. One unexpected finding is that nearly all of the people in the shopping groups said that money was a reason for participating, especially as compared to say, 83% of the people in the household products groups. Some participants added notes to the questionnaire to explain the reasons that a gratuity is important to them:

- I enjoyed the session, but this takes time out of your schedule and you have expense in getting here.

- I would not participate if there were no gratuity, because even though I was curious, and the session was interesting, I had to take off from work and drive for a half-hour.

- Not only do I not have the time, but why should I pay a sitter to come here for no gratuity?

Thus, not surprisingly, comparing the several reasons for attendance for all groups, gratuity was mentioned more often, except for sessions with mothers and the utilities, banking and insurance groups.

All of the mothers (100%) said they came because of the subject, while 71% said they came because of the gratuity. Nearly three-fourths of the people in the utilities, banking and insurance groups said they came because of the subject (74%), but almost that many (71%) said it was the gratuity. Even though the percentages were close, it was unexpected to find subject interest mentioned more often than gratuity for the utilities, banking and insurance groups.

Subject was also a reason for participation by high numbers of people in Phase III in the following groups: clothing, cosmetics, hair care (68%); phone, magazines, writing instruments (68%); sporting goods, DIY, luggage (67%); and drug stores, film processing (66%). Some comments from participants:

- The subject was something I have always enjoyed, so I enjoyed coming. Plus I feel I have some sort of input about products.

- It was nice being in a group of people with children the same age as mine talking about something we are all interested in.

Fewer people gave subject as a reason for participating in groups about household products (42%), charities (43%), and food, wine and restaurants (52%) — the latter being somewhat of a surprise.

Geography had little effect on responses: 81% in the Southeast said one of the reasons they came was the gratuity as compared to 78% in the Northeast and West and 75% in the Midwest.

By age, more people under age 25 (82%), but fewer people over age 65 (56%) said that gratuity was one of the reasons they participated. (Note, however, that the sample size for those over 65 was small.)

The percentage of people who gave gratuity as one of the reasons for participating varied from moderator to moderator. It ranged from a low of 61% to a high of 83%, whereas by subject it ranged from a low of 53% to a high of 96%.

Main reason for participation

Comparing Phase I (one moderator) versus Phase III (several moderators) indicates some differences in the main reasons these people participated in their focus group. The results:

	Phase I	Phase III
Gratuity	46%	45%
Interest in subject	17	17
Want to participate in research	21	13
Curiosity	NA	12
Enjoyed previous research	12	8

The percentages citing gratuity or interest in subject were virtually identical in Phases I and III. More people in Phase I gave "want to participate in research" or "enjoyed previous research" as their main reason as compared to Phase III. However, note that curiosity was added as a reason in Phase III.

For those who said gratuity was the main reason in Phase III, there was little difference by gender: 44% of the men and 46% of the women gave this as their main reason. Money was mentioned less often as a reason by those over 65 (31%), as compared to between 42% and 47% of the other age categories. (Again, recall that the sample size for those over 65 was small.)

By moderator, the percent saying that the gratuity was the main reason ranged from 34% to 57%. This compares to a low of 26% and a high of 61% by subject.

Geography made little difference, but more people in the Midwest mentioned gratuity as their main reason (47%) as compared to 46% in the West; 44% in the Southeast and 41% in the Northeast.

More people in the shopping (61%), sporting goods (57%), household products (57%), and lawn care and tires (56%) sessions said that money was the main reason they attended. Fewer participants in the mothers groups (26%), the charities sessions (36%), utilities, banking and insurance groups (36%) and the phone, magazine and writing instruments groups (36%) said that gratuity was the main reason for participation.

More people in the mothers groups (42%), the accessory groups (33%),and utilities banking and insurance groups (30%) said that interest in the subject was their main reason for participating as compared to all the other sessions. One comment may summarize many feelings:

- I enjoy participating in a group on a subject that I have an interest in.

More people in the mothers groups (21%) and the drug store/film processing sessions (22%) said that wanting to participate in research was their main reason as compared to all the other groups. It was lowest for those who were in the shopping groups (5%). Some comments:

- I love the idea that consumers have this kind of input.

- I would like to see more opportunities for people to let companies know how we feel.

Curiosity was cited more often by the groups which had high percentages of first time participants (65% or more "virgins"): 18% in the charities; phone, magazines, and writing instruments; and the new products groups said curiosity was their main reason for coming. Some comments from first-time attendees:

- It was nice to share ideas. I enjoyed the group experience.

- I really liked it because it gave me a chance to express my feelings.

- I felt privileged to participate.

- I really enjoyed it. This is a good way to get consumers' opinions.

Participation without incentive?

The people who completed the questionnaires distributed by several moderators in Phase III were asked if they would participate in the session they had just completed without being paid: 30% said yes; 34% said no; and 37% were not sure. This compares to responses given on questionnaires distributed by one moderator in Phase I in which 33% said yes; 30% said no; and 38% were not sure.

For Phase III, people in the Southeast (32%) were more likely to say yes as compared to 26% in the Northeast and 30% in the Midwest and 29% in the West.

Many of those over 65 (40%) said they would have done the session without an incentive, as compared to 30% of all the other age categories.

Slightly more of those earning under $25,000 and those earning $25,000 to $35,0000 (32%) said they would have participated without being paid as compared to 28 or 29% of those earning $36,000 to $50,000 and over $50,000.

More women (31%) than men (28%) would have done the

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Convenience store usage is up, survey finds

The popularity of convenience stores has increased significantly in the past four years, according to a recent Maritz Ameripoll. Eighty-one percent of Americans now shop at "C-stores"—a gain of fifteen percentage points since 1988. The Ameripoll is a national consumer opinion poll conducted regularly by Maritz Marketing Research Inc. The telephone sample of 1,000 is evenly split between females and males.

"Four years ago one-third of Americans (33%) said they never shopped at convenience stores," says Beth Nieman, research manager, Maritz Marketing Research. "That number has now fallen to 19%."

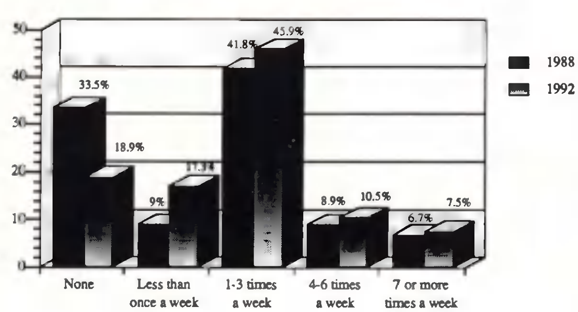
According to the new study, 64% of consumers use convenience stores at least once each week. Of those, 15% shop one time per week, 31% shop 2-3 times per week, 10% shop 4-6 times per week, and 8% use C-stores on a daily basis.

Young adults are the most likely users of convenience stores. Eighty-one percent of 18-24 year olds shop at least once per week—17 percentage points greater than the national average. But usage of convenience stores drops steadily with age—only 45% of people age 65 and older shop C-stores at least once per week.

Men and those with incomes between $25,000 and $44,000 are also likely to shop regularly at C-stores. Seventy-one percent of men, compared to 56% of women, shop at least weekly. Eleven percent of men shop daily. Overall, 72% of consumers with incomes of $25,000-$44,000 shop at least weekly, more than those with higher or lower incomes.

Use Of Convenience Stores Has Increased Since 1988

Frequency Of Shopping



Convenient location is the primary reason shoppers use convenience stores. A close second is selection of items (25%) followed by quick check out (23%). About 10% of shoppers use convenience stores because they sell gasoline.

Forty-one percent of convenience store shoppers say staples like bread, milk, and eggs are the items they purchase most frequently. Women in particular are more likely than men to purchase such items. Packaged beverages, including soft drinks, juices, and bottled water are popular with 13% of shoppers. Others frequently purchase tobacco products (9%), automotive products (9%), fountain drinks (6%), and snacks (6%).

Americans are more likely to visit convenience stores in the evening than any other time. Half (50%) of shoppers go during the evening hours. Morning (24%) is also popular, followed by afternoon (21%).

Reliability is tops to new car buyers

When it comes to buying an automobile, Americans are most concerned with its durability and reliability, according to a national study conducted by Consumer Attitude Research (C.A.R.), a subsidiary of Research Data Analysis, Inc., Bloomfield Hills, Mich.

According to the study, the top five reasons why Americans choose one car over another when they purchase a new car are:

- Durability and reliability
- That it's well-made
- Ease of handling
- Safety features
- Manufacturer's reputation

The study also showed that the least important reasons why Americans choose one vehicle over another are:

- Advice of relatives and friends
- Interest rates/credit terms
- Television/newspaper/magazine reviews

"These results reflect a trend toward the expectation of trouble free and safe vehicles," says Mark Konkel, president of C.A.R. "Customers value quality more than a manufacturer's reputation. This fact combined with the ever decreasing 'quality gap' between imported and domestic vehicles would seem to point to increased sales for the Big Three."

The results were compiled by C.A.R. from a national survey of over 18,000 Americans who bought new 1992 model year cars.

Workers pessimistic in study of four U.S. metro areas

Although one of five U.S. workers says it is somewhat or highly likely that he or she will lose his or her job sometime during the next six months, a major new survey finds that 44% of households in the Boston, Chicago, Dallas/Fort Worth, and Los Angeles metropolitan areas expect their individual financial situations to stay the same in 1992, and 31% see their situations improving.

The above findings are based on 4,104 detailed telephone interviews conducted during February by Original Research II, Boston. The survey will be ongoing this year with comparative results reported periodically to reflect changes in attitudes over time.

To help jump start the economy, capital gains tax cuts are supported by 52% of the survey respondents—with surprisingly strong support from middle- and lower-income individuals. Middle-income tax cuts, another proposed solution to the economy's present slump, are supported by 64% of respondents. Meanwhile, the survey finds the most favored policy is reductions in defense spending and use of the "peace dividend" for domestic purposes, as identified by 70% of respondents.

The four major metropolitan areas surveyed were selected because of their political, cultural and economic diversity, as well as the differential impact of the national recession on each. Some findings on a region-by-region basis include:

Boston

• 81% of respondents in the Boston area anticipate their household incomes will increase or remain the same during the next six months—an indication that the worst may be over for these New Englanders, perhaps hardest hit by the recession.

• However, one of four residents in the Boston metropolitan area say they plan to move within the next year. Of those, 27% say they will move out of Massachusetts altogether.

• More than three of four respondents from the Boston area support reductions in defense spending, the greatest number in favor of any metropolitan area surveyed.

Chicago

• Here, more than in any other area surveyed, 12% of employed respondents say they are highly likely to lose their jobs within the next six months.

• Respondents in the Chicago metropolitan area are less likely to move within the next year than those in any other surveyed. Still, one of four say they plan to move, and, of those, 20% plan to leave Illinois.

• Even though a capital gains tax cut

continued on p. 37

NAMES OF NOTE

CORRECTION: **Barbara McIntyre-Ross** has been named account manager, client services with Cincinnati-based *MATRIXX Marketing, Inc.*, not with NFO Research, Inc., as was reported in the April "Names of Note."

Bill Ross has joined *DTW Marketing Research Group, Inc.* of Flanders, NJ as project director. In addition, **Amy K. Allen Drake** has joined the firm as manager of operations.

Market Directions, the marketing research affiliate of V-R Communications, Inc., Kansas City, MO, has added two new staff members: **Kathy Collins** has joined the firm as account supervisor and **Mary Craigle** has joined the firm as senior project director.

Joseph Y. Leung has been appointed product research manager of *Heinz U.S.A.'s* marketing research department.

Pat Baker has joined Interviewing *Service of America*, Van Nuys, CA, as director of data processing services. Previously she was data processing manager at J.D. Powers and Associates.

Lawrence Widi has been named marketing research director at *Cramer-Krasselt* advertising in Milwaukee.

Irwin Korman has been promoted to executive vice president, operations at *Bruskin/Goldring Research*. In addition, **Matthew Kirby** has been promoted to executive vice president, CFO, and **Richard Zackon** has been named vice president and director of the firm's Cable Television division.

Tom Murray has been named supervisor, strategic planning and research, *DDB Needham*, Chicago.

Ravi K. Venkitaraman has joined *Response Analysis Corporation*, Princeton, NJ as senior statistician. Previously he was with Chilton Research Services.

Virgil D. Thornhill has been appointed director, client service of the Marketing Models division of the *NPD Group, Inc.*, Port Washington, NY.

Chadwick DeVries has been named manager of the phone room at *Barnes Research, Inc.* in Grand Rapids, MI. In addition **Dawn Rothley** has joined the company as supervisor of the phone room.

Richard W. Steketee Jr. has been named operations vice president at *Kennedy Research, Inc.*, Grand Rapids, MI.

Dr. Beverly Cowart has been awarded the *Moskowitz Jacobs Inc.* AChemS award for research excellence in the psychophysics of taste and smell. Cowart is an associate member of the Monell Chemical Senses Center located in Philadelphia. Moskowitz Jacobs, a scientific market research firm based on Valhalla, NY, gives the award to a scientist who submits the best body of research and is no more than ten years from his or her Ph.D.

Audits & Surveys, New York City, has promoted **Carl Ravitch** to executive vice president.

MDS Decision Systems, a part of The MDS Group, named **Sam Irvin** vice president and **Jerry Feldman** senior sales consultant of the company's Marketing Analysis division.

Rich Dindorf has been appointed executive vice president of *BRX/Global*. He will operate the firm's new office in New York City. In addition, **Harry Wolf** has been appointed vice president. He will head BRX/Global's new office in Long Island.

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As of July 1, **AHF Marketing Research, Inc.** will move to a new address at: 100 Avenue of the Americas, New York, NY, 10013. The telephone and fax numbers will remain the same.

◆

Treistman & Stark Marketing, Inc. has moved to: Two University Plaza, Suite 301, Hackensack, NJ, 07407. Phone 201-996-0101. Fax 201-996-0068.

◆

Information Resources, Inc. has entered into am agreement to acquire the outstanding capital stock of privately held Towne-Oller & Associates, Inc. in return for approximately 650,000 shares of IRI common stock. Towne-Oller tracks deliveries of health and beauty aid products from retailer and wholesaler warehouses to drug stores and grocery stores.

◆

The Question Shop, Inc. has moved to a larger facility at 2860 N. Santiago Blvd., Ste. 100, Orange, CA 92667. The firm is now equipped with two focus group/observation rooms. Brochures are available by calling Ryan Reasor at 714-974-8020.

◆

Eurisko S.P.A., a private social and marketing research firm headquartered in Milan, Italy, has affiliated with the **CSM Worldwide** network. In joining this strategic alliance, Eurisko becomes part of an international network of companies that share a common method of customer satisfaction measurement and quality improvement consulting.

◆

Marketing Visions, a Philadelphia-based research and consulting firm, has changed its name to **Braintree Research and Consulting**.

◆

Patti L. Hendrix has formed **Patti L. Hendrix Marketing Services**, a company that provides assistance with marketing evaluation, planning, research and promotion. For more information write P.O. Box 59247, Homewood, AL, 35259, or call 205-942-4428.

◆

Rochester, NY-based **BRX Global**, the U.S.A. partner in Global Market Research, has opened two new offices in New York City and in Long Island. Rich Dindorf has been appointed executive vice president of the company and will operate the New York City office. The Long Island office will be headed by the newly appointed vice president, Harry Wolf.

◆

Cincinnati-based **MarketVision Research, Inc.** has opened a new consumer research center and office at Universal Studios Florida in Orlando. Research will be conducted with selected domestic and international visitors. The facility will be called MarketVision/Gateway and will be a new division of the company. It will be headed by Ronald Miller. For more information, call Donald McMullen at 513-791-3100.

◆

Analysis/Research Limited of San Diego, a full-service research and consulting company founded by Arline Lowenthal in 1975, has been purchased by Ernie Edelstein. Edelstein has been named president and chief executive officer. Lowenthal has been named executive vice president for research. In this position, she will direct the research projects undertaken by the company.

◆

Superooms San Francisco will expand its facilities, adding a third focus group suite and a new mini group room in July. Superooms is a division of Consumer Research Associates and is located at 111 Pine St., 17th Flr., San Francisco, CA 94111. For more information call Rich Anderson at 415-392-6000.

◆

In June, **Plaza Research** will open its Metro New York focus group facility, which offers clients bi-level viewing rooms, separate lounges with work areas, and private telephones. For more information, call Barbara Murphy or Pam Rakow at 800-654-8002.

New version of SPSS for Windows

SPSS Inc., a supplier of statistical data analysis software, will introduce a new version of its software for Microsoft Windows in late June. According to company spokespersons, SPSS for Windows combines ease of learning and ease of use through a graphical user interface, with in-depth statistical features, file management and data manipulation capabilities, and the integration of high resolution analytical graphics. For more information call 800-543-2185.

Add-on helps Survey System users

Creative Research Systems has released a new product, Data Explorer, an add-on to its survey analysis package The Survey System. Data Explorer allows clients of research firms using The Survey System to examine the data to find relationships not apparent in the original report. They can create new tables and graphics using a mouse or keyboard. Clients, who do not need to know The Survey System itself, can use Data Explorer to create tables and charts with new information by restricting the tables and charts to certain kinds of people and by crosstabbing one question by another. They can also weight responses and include various statistics. For more information contact William Eaton or Hank Zucker at 707-765-1001.

New biz-to-biz segmentation system

Ruf Corporation, a database marketing research firm, has introduced its new business-to-business marketing segmentation and clustering system RUF-ADVANTAGE. The system uses customized modeling or pre-existing business clusters. It locates and targets those businesses which are most likely to purchase your products and services. Ruf has combined industry economic relationships, industry patterns, specific business demographics, and consumer demographic data to produce several levels of clusters. The first level segments the national business environment into 41 clusters. Each higher level contains more clusters than the previous, with the highest level containing 65,000 clusters giving the most accuracy. For more information, contact Kurtis Ruf at 913-782-8544.

Strategic Mapping/ Borland joint effort adds mapping to database systems

Desktop mapping firm Strategic Mapping, Inc. and Borland International, Inc., a maker of database systems for desktop computers, have announced a joint marketing program whereby the two companies will develop and promote linkages between their products that will enable corporate users to add a geographic dimension to their database applications. "Borland users can gain significant benefits by incorporating GIS to expand the functionality of their databases," says Spencer Leyton, Borland senior vice president, business development. "Strategic Mapping's GIS products are highly complementary to our database strategy, and we look forward to building bridges between the products."

The two firms hosted their first joint seminar in March in conjunction with DB Expo. The companies have plans to host a series of other seminars around the U.S. in 1992.

Restaurant datahase now usable with Claritas/ NPDC products

An agreement has been reached allowing the use of the RE-COUNT syndicated restaurant database in Claritas/ NPDC's market analysis and mapping systems. The RE-COUNT database, created by Restaurant Consulting Group, Inc., in Evanston, IL, contains data on more than 370,000 chain and independent restaurants in 45 food categories. The database also contains brand information and data at many geographic levels. Restaurant marketers use the data for competitive analysis, site analysis, trade area analysis, and real estate development. The agreement provides for the use of RE-COUNT data in Compass, Claritas/NPDC's PC-based marketing workstation, and in MAX 3D, Claritas/NPDC's on-line access system. Compass allows users to integrate, analyze, and map small-area demographics, PRIZM lifestyle segmentation, media data, product-usage data, TIGER street mapping files, any of 60 specialized databases, and their own customer or prospect data. MAX 3D is an on-line demographic data management and reporting system for marketing. It provides access to marketing databases via a PC and is compatible with popular mapping, spreadsheet, and database software. For more information, contact John Greene at Claritas/NPDC at 703-683-8300 or Bob Siegel, Restaurant Consulting Group at 708-869-8600.

Literature explains firm's database capahilities

A new information sheet from AUS Consultants outlines the use of sophisticated database information in market size, market share, location economics, risk analysis and product line forecasting. The AUS MarketTrace database combines statistics from the government and other sources with proprietary data. Available as tapes, diskettes and software. Contact Andrew Moody 215-565-0823.

Book explains marketiug terms

A new book, "The Marketing Glossary: Key Terms, Concepts, and Applications," functions as a dictionary, encyclopedia, and working reference guide to commonly used marketing terms in disciplines such as management, advertising, direct marketing, sales, research, public relations, and sales promotion. With 1400 entries, the book provides discussions of the most critical marketing terms and succinct definitions of the rest. It contains explanations of important concepts, instructions for implementation, real-life examples, checklists, and relevant formulas for readers to use. Written by Mark Clemente, a group marketing director for Coopers & Lybrand, the book is published by AMACOM Books and sells for $34.95. For more information, call 800-538-4761.

Qualitative research professionals are much more than just moderators

by Ruth L. Zanes

Editor's note: Ruth L. Zanes is president of Zanes Communications Consultants, a qualitative and quantitative research firm headquartered in Atlanta.

A great deal of attention has been paid recently to the subject of professional standards for moderating focus group sessions. Unfortunately, most of the attention focuses on basic moderating skills and goes no further. There is no question that the mastery of the fundamentals for controlling the dynamics of how people behave in the focus group setting is important. Other techniques are also important, such as: knowing how to control a dominating respondent, using non-verbal cues to orchestrate the group, cutting off redundant or irrelevant speakers, and stopping more than one respondent from speaking at once. However, these fundamental skills for controlling group dynamics are just part of what it takes to produce the kind of quality insights and understanding about marketing issues that will really make a difference to the decision maker.

Anyone involved with any aspect of qualitative research, whether it is using the results for decision making purposes, idea generation or enhancing their understanding of the issues and the marketplace, should be aware that there is an important distinction between a professional qualitative market researcher and a focus group moderator. The professional qualitative researcher operates from a contextual point of view while the moderator operates from a functional point of view.

A focus group moderator, also commonly referred to as someone who "does groups," is someone who is (hopefully) capable of using group leadership skills to present a specified line of questioning to a group of respondents.

In contrast, the professional qualitative researcher has the ability to combine unique marketing instincts with an intuitive understanding of human behavior and motivation. The professional qualitative researcher delivers perspectives of the marketplace that allow marketing managers to see new possibilities for the services and products they manage. They deliver insights into the motivations and needs of the marketplace that allow advertising creatives to develop strategies and executions that are inspired and on-target.

Qualitative researchers who produce these kinds of results for their clients excel in the following areas of the qualitative process.

1. Defining what the client really needs to know. A professional qualitative researcher knows how to ask clients the right questions to clarify what the clients' needs are. Clarity of objectives is just as important to qualitative research as it is to quantitative. What is it the client really wants and needs? How will the information be used? Is qualitative research the appropriate method to address these objectives? If it is, should focus groups, mini-groups or in-depth personal interviews be used?

Clients often come to the planning stage of a qualitative project saying that they just want to hear respondents' reactions to an idea or some alternative stimuli they have prepared. They are vague about their information needs because they are not quite sure of what their expectations should be beyond getting some commentary about the subject. The professional qualitative researcher helps the client to see what is available from the project and opens the way to the statement of definitive objectives.

One example of this occurred in the initial exploratory work that was done for the development of Passion, the fragrance for which Elizabeth Taylor is the spokeswoman. Brand management was committed to marketing an Elizabeth Taylor fragrance and began with the objective of finding out how women would respond to that idea. They had various artwork showing Elizabeth Taylor in different settings and wanted to know what women thought about these stimuli. When we clarified the objectives, it turned out that they really needed to know answers to such questions as: "How should we position this fragrance?" "What characteristics of Elizabeth Taylor's complex personality should be played up and which should be played down?"

As a result of clarifying the objectives, it was possible to get information that led to such decisions as naming the fragrance "Passion" rather than using the name "Liz," which was the name that had been considered prior to the research. The use of the color violet in the packaging was another recommendation that came out of the research.

In addition, guidelines and direction for the advertising strategy and execution were formulated and, to this day, the same study is used as the foundation for developing new advertising and line extensions. Passion for Men and White Diamonds are second generation products marketed under the Elizabeth Taylor banner that wouldn't have been considered if the objectives of the study had not been clarified.

2. Determining qualifications of group participants. The professional qualitative researcher brings experience to the process of deciding who should be excluded from and who should be included in the study. While respondent characteristics may seem an obvious or simple matter, it is often the most critical factor in obtaining meaningful results. Does the study call for separate groups of brand users or should users of different brands be in the same group? How are brand users defined? Should users or purchasers be specified? What occupations or people with special expertise should be excluded? What demographics need to be taken into account? Which characteristics take priority over all others in situations where separate groups cannot be conducted with every sub-segment?

Understanding how groups interact and what respondent characteristics are liable to influence respondent interaction is essential to making the decisions that will maximize the results from qualitative projects.

For example, in a project where the objective was to understand why a major brand seemed to be losing share to a new product entry, we decided to specify past users of the established brand who bought the new brand and also intended to buy the new brand the next time a purchase was made. Separate groups were conducted with those who tried the new brand and intended to buy another brand for the next purchase. Seem obvious? Perhaps. Except that the client initially thought only of talking to people who had used the new brand. Separating the groups into satisfied and dissatisfied triers provided a depth of understanding of the appeal of the new product and the strengths and weaknesses of the established brand that wouldn't have been possible had we talked to homogeneous groups of triers.

The professional qualitative researcher knows the finer points of respondent characteristics that can interfere with the group process and will specify qualifications that will eliminate people who might be considered "experts" by other participants in the group. For example, for food groups we always need to exclude nutritionists, those who work in health related fields, those who may be on diets or are in households where someone is following dietary restrictions that are medical or religious in nature. For package design projects, anyone who is a graphic designer or has any art background as an occupation or hobby would be excluded.

Designing the screening questionnaire and managing the field process requires the knowledge and experience of how recruiting is done plus an appreciation of the realities of what is and isn't possible within the time and budget constraints of the project. Making judgment calls on changes in specifications because of problems in locating qualified respondents must be done in the framework of project objectives. The professional qualitative researcher knows which specifications can be relaxed without seriously affecting the study.

3. Designing the topic guide. The professional qualitative researcher will insist on personally designing the topic guide. In those instances where the client wishes to provide the topic guide, the professional qualitative researcher will state firmly that it is important that the objectives be clearly stated and that he or she will be responsible for designing the questions which will satisfy the objectives. The moderator, on the other hand, will take the client's guide and administer it faithfully. The professional qualitative researcher will design a topic guide that allows for unanticipated and "third level" consciousness responses.

Background information that provides the basis for interpreting reactions is usually the point of departure for a good guide. It starts with the broadest possible point of view and gradually narrows to the specifics. The topic guide is exactly what its name implies—a guide. If the professional qualitative researcher has a true understanding of the project's objectives, he or she is able to depart from the topic guide according to what transpires in the group. The truth about topic guides is that there are no hard and fast rules. Each project with its own set of objectives calls for its own unique treatment. So while it is usual to start with background information, in some cases it is appropriate to start off by asking for reactions to a concept and getting background information later.

4. Conducting the qualitative interview. As mentioned previously, group dynamic skills and techniques are prerequisites. But something else goes on in a qualitative interviewing session, something far more complex and subtle than simply being able to handle a respondent that is trying to dominate the group. The purpose of research, after all, is to elicit information. In qualitative research we seek information that goes beyond the cliches and the superficial, the logical and the rational.

The true skill in qualitative interviewing is in creating an environment in which respondents feel perfectly comfortable in expressing their thoughts and feelings, even if those thoughts and feelings seem irrational and may be embarrassing. These are the thoughts that respondents themselves may not be aware of prior to entering into the qualitative interviewing session. The woman who expresses her feeling of inadequacy and stupidity when she has to buy skin care products; the respondents willing to pretend that they can see different brands of batteries suddenly coming to life as different personalities; these are the quality of responses that the professional qualitative researcher can elicit. It is the skillful orchestration of the group by the professional qualitative researcher—who knows when to challenge and cajole, when to play dumb, inject humor, or probe more deeply—that gets the job done.

Something else transpires in expert qualitative interviewing, something hidden from the observer. The qualitative researcher listens to respondents in a very special way. The professional qualitative researcher transcends the judgments and evaluations of what is being said so that the respondent has a sense of being totally understood. At the same time, the skillful qualitative researcher is formulating hypotheses based on what is being said, testing those hypotheses on the spot by formulating questions, evaluating what material should be probed and what conversation is irrelevant. It's a balancing act requiring intense concentration, all the while appearing very grounded. Unlike moderating skills, this is a talent that cannot always be taught.

Phrasing questions to get at the "truth" requires what the Freudian psychologist Theodore Reik called "listening with the third ear." For example, one of our clients, a firm based in France, wished to examine the probable impact of changing the place of manufacture of the products sold in United States from France to the U.S. Regulations required that these products bear the legend "Made in the USA" on the packaging. Reports from the firm's field people indicated that customers were upset at the prospect because they loved the idea of using French products.

In the groups, instead of asking how important is it that the product comes from France, I chose a more indirect line of questioning. I asked, "What does it mean to you when a product in this category is associated with France, or the company that makes it is French?" This phrasing not only allowed respondents to express the idea that, to them, the French association was very important, part of the brand's mystique, it also allowed them to express their assumption that all French products sold here are probably developed in France but manufactured in the United States. Furthermore, it allowed them to express that it made no difference to them where the product was manufactured as long as the French associations were maintained.

5. The analytic process. When all is said and done, all the food is consumed in the back room, all the questions asked, what does it all mean anyway? The professional qualitative researcher understands and will caution the back room observers that what they think they heard, the literal answers to the questions, and their own pet theories, may or may not be true.

The observer room is often a hotbed of politics. I am occasionally amazed at the conversation that transpires there after a group. I sometimes question whether the observers were watching the same group I conducted. Most of the listening in the back room is actually listening for responses that confirm the pet theories or thoughts and beliefs of the observers. Few observers have the skill of listening for discovery of new ideas.

The process of analysis involves the qualitative researcher who conducted the groups to carefully review transcripts, audio and--when possible--video tapes of the groups. However, these are merely the functional steps that are taken. The real professional qualitative researcher goes through an analytic process that is not easily explained. It requires knowing when to take responses at face value and when to disregard a line of responses. It is the drawing of the threads from one respondent to another, the ability to see patterns and differences from group to group and then weave it all together in a way that is actionable from a marketing point of view.

6. The ability to communicate the findings. The professional qualitative researcher has the ability to present sophisticated, complex findings about human motivations, relate them to alternative marketing actions, and communicate all of this to management in a succinct and actionable manner. The ability to graphically depict the relationship of how the findings and the marketing issues interact, and familiarity with multi-media presentation techniques, enriches the value of the study. However, the most high-tech presentation techniques will not compensate for an inability to present the findings of the study clearly, concisely, and cogently. ❑

NJPS
continued from p. 7

served as a screening device for the Jewish population study, it was also the basis of the landmark National Survey of Religious Identification (NSRI), a nationwide study of religion affiliation. (The NSRI was conducted under the auspices of the Graduate School and University Center of the City University of New York.)

The NSRI results were based on over 113,000 interviews conducted from April 1989 to April 1990, says John De Wolf, account executive, AUS Consultants-ICR Survey Research Group. "EXCEL provided a good vehicle—since we were going to ask about religion anyway—to do a study on religion in general in the population which has never been available before on this scale."

Throughout the EXCEL interviews, only 2.3 percent of the respondents refused to answer the question about religion. De Wolf says that this low refusal rate can probably be attributed to the fact that the interviewers had gained the trust of the respondents by the time the religion questions were asked late in the survey.

"The EXCEL survey usually starts with some very topical questions pertaining to current news or political events. That has a tendency to legitimize the study. Then you get into some other topics such as videotape rentals or toothpaste usage, so by the time we get to the demographics we've talked about several different subject matters and the respondents know we're not trying to sell them anything.

"That's one of the main problems with a subject as personal as religion. If you wanted to do this on a custom basis and call people to ask what their religion is, you would lose most of them on refusals."

Re-contacted

After suitable respondents for the Jewish population study were identified through the omnibus study, they were re-contacted to determine their interest in participating in 30 minute telephone interviews that would form the basis for the NJPS.

Those interviews were conducted with 2,500 households between May and June 1990. The survey included a variety of questions on attitudes, beliefs and practices, including observance of holidays, the level of Jewish and civic attachment, and feelings about Israel, in addition to demographic and economic information on income, household composition, marital status.

The survey contained specific questions about fundraising, what their attitudes were towards fundraising efforts, how they wanted to be solicited, what they saw as priorities, etc. "If you crosstabulate that with the demographic information it gives fundraisers a tremendous amount of insight into how to operate in the marketplace," Kosmin says.

That information has two uses: It guides fundraising efforts by identifying those who are most interested in giving, and it aids allocation of funds by identifying potential need for services. "There is the need to forecast, for instance, day care needs, so there are questions in the survey that enabled us to find out how many women are going to have children in the next three years. So a Jewish community center or a synagogue nursery, for example, can measure whether there's an increased need for their services."

Friendly context

Asking the religious questions as a part of the multi-faceted omnibus study helped the response rate by placing the potentially intrusive questions in a friendly context, Kosmin says.

"When we asked people about their religion, they seemed reasonably happy to tell us. They didn't regard it as a terribly threatening question. The omnibus survey is more helpful than a direct survey, in which an interviewer might call the respondent and ask 'what is your religion?' and then proceed with 15 questions about those issues. That can make people much more hesitant than if the questions are asked as part of a multi-purpose survey. It's just less threatening."

Same climate

In addition, it was important to complete the interviews for the NJPS in a short period of time, to make sure the respondents were answering the questions in roughly the same political and economic climate. "If you're interested in things like the welfare situation, you don't want to drag the interviewing out over two years because the economic situation might change. We wanted to look at attitudes towards Israel and people's level of emotional attachment, and if we'd done some of the interviews before the Gulf war and some after, obviously there would have been a problem."

Strong support

The data is being analyzed by a number of sources, and several reports taking a more in-depth look at specific sections of the data are scheduled for release.

The survey has been met enthusiastically and there is strong support for doing the survey again in five to ten years, Kosmin says. Like any product or service provider, the Jewish voluntary sector and the individual federations need to keep in touch with their "market."

"The fundraising of the Jewish community in the United States and its organizations plus the services that it provides to people, you're talking about around $3 billion. That's why you can justify the R&D expenditure. The federation system last year raised for the support of local community centers and for Jewish relief $1.4 billion. It's a sophisticated operation and that's why it's becoming more like the commercial sector in terms of its data gathering." ❑

Client Participation

continued from p. 9

When appropriate, the RFQ should also contain an invitation for research firms to submit alternative designs. The firms should always assess the viability of the client's design. In situations where another approach is better (vis-a-vis cost, information), the research firm can provide details on that design in addition to the requested design.

Information requirements

At this point in the RFQ, the client communicates to the research firm its requirements for information. This can include topline reports, response/refusal rates, demographic goals, tabulation reports, analyses and raw data on PC diskettes.

Topline reports and response/refusal rates can be obtained early in a study to uncover problems with study assumptions. The client who is involved in the research process may then be able to revise study scope or methodology to meet study objectives. In studies with low response rates, for example, the client may opt to reduce targeted sample sizes and settle for less-precise estimates to keep project costs within budget.

Other information that should be monitored throughout a study includes demographics. Sampling studies depend on drawing inference from samples to target populations. Clients who are involved in studies can best determine appropriate action if demographic goals are not being met.

Important information supplied by the research firm is contained in the tabulation report. Because of the client's knowledge of his or her industry and company, involvement in developing report content and format will facilitate answering management questions. It is costly, time consuming and frustrating to rerun tabs because the client found them difficult to work with or because they didn't help answer management questions.

Clear communication of analytic and graphics needs is important because costs for this work need to be factored into the bid. In addition, because analyses strongly depend on methodology, client and research firm must review analytical requirements to assure the client that management questions are answered.

With PC diskettes containing study data, the client who has PC training and proper software can quickly respond to unexpected management requests and save additional expense. For example, a multiple regression analysis could run $1000 and take several days to complete if conducted by the research firm. With PC training, software and data diskettes, the client could perform the same analysis in under one hour. Cost savings for one analysis conducted in-house could pay for the purchase of the software.

Selection of research firm

The completed RFQ is then distributed to several research firms for competitive bid. The bid process is designed to select the supplier who can provide the requested research with the best service at the lowest cost. However, the client must consider bids on alternative designs, especially as they relate to cost.

The client must carefully analyze bids on a total cost basis to make sure that they are comparable. Hidden costs such as client travel to the research firm's phone facilities for pretest should be considered in total-cost comparisons. In addition, some research firms specify postage charges for mail surveys whereas others indicate that postage will be billed at cost. Careful analysis of bids on a total-cost basis will ensure that the client gets the best research for the money.

SURVEY IMPLEMENTATION

Development of a detailed RFQ reduces the need for extensive client involvement in survey implementation. The groundwork for quality has been laid through detailed specifications of project design. However, there are two points during study implementation which require client involvement: pretest and quality control.

Pretest

The survey pretest is perhaps the most critical part of survey implementation. It is an opportunity for client and research firm to determine whether or not the survey, as originally designed, will provide answers to management questions before substantial funds are expended. However, it is often a step that is either eliminated to reduce cost and time or one in which the client sees his or her involvement as unnecessary. Yet, invaluable information can be obtained by a well-executed pretest.

The pretest, especially on phone surveys, allows both client and research firm to see and hear how the survey is working. Are we effectively reaching the targeted population? Are they responding? Do respondents have difficulty understanding questions or using questionnaire scales to respond?

Frequently, the client is in the best position to determine if problems are occurring in respondent understanding or interpretation of survey questions. The client is often needed to help the research firm determine what modifications may be needed to the survey process or survey instrument. The worst-case scenario is a survey with severe data limitations due to problems in respondent understanding and interpretation and a client who is ignorant of these problems.

Because the interviewer (for phone surveys) is the only contact with respondents, a critical part of the pretest is interviewer briefing. Direct client involvement is important to help interviewers understand the nature of the client's business, the targeted respondents and study objectives. The client who is involved in pretest is rewarded by quality-related benefits.

Clients also benefit from inviting to the pretest selected employees from their organization who have requested that the study be conducted. Studies are only useful if they are used. Studies are often wrongly criticized for not reflecting true feelings of respondents if study findings go against paradigms or expectations. The client researcher who brings influential members of his or her company to the pretest to hear the voice of the customer will gain their support in selling study results.

Quality control

Quality control (QC) procedures need to be established to reduce the chance of errors during study implementation. Although the research firm is responsible for quality control during study implementation, client involvement can be useful.

In particular, because the client knows his or her business best, he or she is in the best position to provide QC limits for quantitative input from respondents. The client also can provide proper verbiage for interviewers to re-ask questions when responses outside QC limits occur. Responses outside these limits should not automatically be rejected. However, developing QC limits and interviewer follow-up can help reduce errors due to interviewer typing or respondent misunderstanding.

EVALUATION AND FEEDBACK

A process should be established to periodically evaluate long-term projects. The client should review his studies to determine if revisions are needed to better meet business-plan objectives. Although changes should be minimized to facilitate historical comparisons, methodology or questionnaire revisions may be needed to better respond to management questions in a dynamic business environment.

Summary

Clients need to take more responsibility in their own research, from RFQ development to survey implementation and study feedback. Benefits to both client and research firm of increased client

involvement in research include reduced costs, improved service and development of a strong client-research provider relationship based on two-way dialog and shared interests. ❑

Money Isn't Everything

continued from p. 15

group without payment.

A high number of those who participated in the session on charities (62%) said they would have done that session without being paid, while just 17% of those who did groups on lawn care or tires said they would have.

Between about a third (36%) and a fourth (26%) said they would have participated in the groups with various moderators without being paid.

Potential for using unpaid respondents

Respondents in both phases were given a list of topics and asked if they would participate in a focus group session without being paid. The percentages in each phase responding yes were:

	Phase I	Phase III
Professional issues	64%	62
Health care	53	51
Food/restaurants	NA*	48
Public service issues	45	42
Community issues	44	40
Household products	41	32
DIY, auto & sprtg. goods	36	24
For a local newspaper	31	28
Banking/insurance	25	21

*Not asked in Phase

For the most part there was very little difference in the percentages of people in Phase I (one moderator) versus Phase III (several moderators) that were willing to participate in a focus group without being paid.

There were two exceptions. Substantially fewer people in Phase III (24%) said they would participate in a do-it-yourself, automotive, or sporting goods session without being paid as compared to 36% in Phase I. And substantially fewer people in Phase III (32%) said they would participate in a household products session without being paid as compared to 41% in Phase I.

Otherwise, the percentages are fairly close. Slightly more of the people who participated in the original study (Phase I) with the author (2% to 4%) said they were willing to participate in a session without being paid as compared to the multi-moderator percentages.

It is interesting to note that even the rank ordering of the percentages in Phase I and Phase III would be nearly the same.

Opportunity for pro bono work

Two topics are of particular interest: public service and community issues. In Phase I, 45% said they would participate in a group on public service issues without payment as compared to 42% in Phase III. For community issues, 44% in Phase I would participate without a gratuity versus 40% in Phase III.

So, as noted in previous articles, there may be some potential to do public service or community issues focus groups pro bono. However, it must be noted that the risk of no-shows is high. Probably the best application would be for research that would not otherwise be done. This gives moderators, focus group facilities and respondents an opportunity to contribute to a worthy cause. Naturally this must not take the place of research that would ordinarily be paid.

Rebecca Day of SIR and one of the QRCA consultants who participated in this survey, provides some insights into an experience she had using unpaid respondents:

"Toward the end of my involvement with Alice Rodgers' project, I had the opportunity to conduct groups for two separate not-for-profit organizations. In both situations, the decision was made to waive the gratuity normally given to respondents. Although one group had an extremely low turnout (4), the other was well attended (10). One difference was virgin recruits for the first versus name bank recruits for the second. This situation convinced me that some focus groups do not require a gratuity, but many factors should be considered before that decision is made."

Serendipity!

The act of surveying respondents at the end of a focus group session had some unexpected benefits.

- Since the survey form asks about previous focus group experience and demographics, it can validate recruiting.
- Since the survey form has space for comments, it gives respondents an opportunity to comment on their experience with the process.
- Since it can also be a "post-group rescreener," it demonstrates the consultant's commitment to quality work.

Because of these benefits, several of the consultants who participated in this research are continuing to use the survey form. ❑

Survey Monitor

continued from p. 17

is least favored among those surveyed in the Chicago metropolitan area, nearly half support the proposed plan.

Dallas/Fort Worth

• The individuals surveyed in Dallas/Fort Worth are most optimistic about their personal financial situations improving, with 33% of respondents expecting to earn more this year.

• On the nation's overall economic health, however, fully one of three expect the condition to worsen.

• While more respondents here than in any other region, 70%, are in favor of middle-income tax cuts, fewer, 59%, support reductions in defense spending.

Los Angeles

• Signaling continued concern engendered by the recession, 11% of Los Angeles area respondents say personal unemployment is highly likely.

• Of four survey areas, Los Angeles was most in favor of upper-income tax cuts, supported by 26% of respondents.

• 28% of residents in the Los Angeles metropolitan area say they plan to move within the next year. Of those, 22% say they will move out of California altogether.

Poor, senior citizens most likely to call themselves lonely

The loneliest people in America are senior citizens, Baby Busters, the poor, the unmarried, and people in the Pacific region (Oregon, Washington, and California). These are the results of a new survey of Americans conducted by Barna Research Group Ltd. of Glendale, Calif. The survey, conducted among a nationally-representative sample of 1,052 adults, focused on people's attitudes regarding friendship and loneliness.

While only 13% of all American adults called themselves "lonely," this percentage was considerably higher among some groups than in others. People with a gross annual household income of less than $20,000 were two or three times as likely as other income groups to term themselves as lonely. Twenty-two percent of the lower-income respondents said they are lonely, compared to only 11% of the people earning $20,000 to under $40,000, and 7% of the respondents with a higher income.

The age groups most likely to be lonely were senior citizens (21%) and people between the ages of 18 and 26—a group commonly known as the Baby Busters (19%). Only 11% of the Baby Boomers, and 7% of the respondents between the ages of 46 and 64, described themselves as lonely.

Marital status also had a significant bearing on the answers people gave. While only 6% of the people who were currently married said they are lonely, these figures shot up to 20% among singles, 22% among separated and divorced people, and 23% among widows and widowers.

Regionally, there were not huge differences, but people in the Pacific region (17%) were somewhat more likely to describe themselves as lonely than were those in the Midwest (13%), the South (12%), Mountain states (11%), or the Northeast (10%).

Twelve percent of all survey respondents also felt that in times of trouble, they don't have anyone they can turn to for real comfort of support. Again, this feeling was particularly high among lower-income people (21%), seniors (17%), people who had less than a high school education (22%), blacks (20%), Hispanics (31%), and people in the Pacific states (21%).

Even though most people did not go so far as to call themselves lonely, more than two out of five people (44%) did say they wish they had more close friends. Additionally, 63% said they personally know someone they would describe as truly lonely.

Although people age 65 or older were the age group most likely to be lonely, they were also the age group most likely to say they do not know anyone who is lonely. This suggests that seniors are more likely than other age groups to be polarized into two types of people. One group is those who have few relationships and are lonely. The second group is those who not only have enough relationships and friendships to satisfy themselves, but whose friends also tend to have sufficient relationships. In many cases, it appears that seniors are lonely because other senior citizens do not reach out to them to form relationships (or because the lonely ones do not reach out to join the circle of seniors who have built and maintained good friendships).

Seven out of ten Americans (71%) said it is easy for them to make deep, lasting friendships. Interestingly, there was no statistically significant difference according to income level, education level, marital status, region of the country, or ethnicity. Men, however, were less likely to say they could easily make deep friendships than were women (67% to 75%). In addition, seniors were more comfortable with their ability to make friends than were people under the age of 65 (81% to 70%). People who were involved religiously (e.g. read the Bible, attend church, attend Sunday school) were also more comfortable with their ability to make friends than were people who were less active or inactive in religion.

Where would people go to make new friends? The main places, listed by nearly half of all adults, were church (49%) and work (46%). Other sources, each mentioned by about one-fifth of the respondents, were social or exercise clubs (20%), community activities or organizations (18%), and school (18%). Among seniors, however, only 16% said they could rely on work for this purpose, and 8% said school. This left 73% depending on church, 25% on community activities or organizations, and 18% each on the neighborhood or social/exercise clubs.

Younger people took a different approach. Most of the Baby Busters would look for friends at school (42%) or work (41%), along with social or exercise organizations (23%). Compared to other age groups, church (29%) and community activities or organizations (10%) were rarely a factor.

Poll shows widespread awareness of alcohol abuse warnings

The public has virtually universal awareness of the statements in proposed warnings in alcohol beverage advertising, according to a recent national Roper Organization opinion survey of adults and young people.

Anheuser-Busch Companies, Inc. commissioned the poll to test public knowledge of the proposed warnings and public opinion as to their effectiveness.

Of five warnings proposed in legislation pending before the U.S. Senate, 99% of Americans of all age groups said they already knew of the risks described in two of the warnings. The statements in two other warnings were known to 98% of the public, while the fifth warning was common knowledge to 97%, according to the poll. These levels of knowledge were very similar among adults and youths aged 14-20.

"The poll shows extremely high awareness of the information in the proposed warnings, among adults and young people alike," says Harry O'Neill, vice chairman of The Roper Organization. "Such high levels of awareness are very rarely found."

The survey also found that seven in ten of the total sample (73%) and of 14 to 20 year-olds (69%) believe that the warnings would not be effective in preventing alcohol abuse. In addition, of those Americans who drink, some 95% said that advertising did not influence their own decision to start drinking and does not affect how often or how much they drink.

"We are against alcohol abuse and illegal underage drinking—period," says Stephen K. Lambright, vice president and group executive of Anheuser-Busch Companies, Inc. "However, we are concerned about the application of measures supposed to combat abuse that are of no benefit. As this Roper survey shows, the proposed warnings would not tell people anything they don't already know—and the vast majority believe that ad warnings would not prevent abuse. The ad warnings approach should be rejected in favor of education, awareness, and law enforcement, which are already reducing abuse."

In its survey, Roper interviewed 1,202 people 14 years of age and older by telephone in late November 1991. Additional interviews were also conducted among 602 respondents aged 14-20, using the same questionnaire to allow for a larger sampling. A total of 738 interviews were conducted among the 14 to 20 year-old age group.

Following are the five statements included in the proposed ad warnings and the percent of all Americans, the percent of those 14-20 years of age, and the percent of those 21 and older who said they already knew of these risks associated with the abuse of alcohol:

- "Alcohol impairs your ability to drive or operate machinery"—known by 99% of all three groups.
- "Drinking during pregnancy may cause birth defects. Women should avoid alcohol during pregnancy"—known by 98% of all those polled, by 99% of 14-20 year-olds, and by 99% of 14-20 year olds, and by 98% of those 21 and older.
- "Alcohol may be hazardous if you are using certain kinds of over-the-counter prescriptions, or illegal drugs"—known by 97% of all persons sampled, 94% of those 14-20 years of age, and 98% of all adults.
- "Drinking alcohol may become addictive"—known by 98% of those polled in each group.
- "It is against the law to purchase alcohol for persons under age 21 known by 99% of all those sampled, 98 of the adults and 100% of those under 21.

The survey also asked members of the public about the effectiveness of the proposed warnings in alcohol advertising. Again, the results were consistent across age categories, with seven in ten finding them ineffective in reducing abuse. Breaking the categories down, 73% of the total sample, 69% of 14 to 20 year-olds, and 73% of those 21 and older said the warnings would not reduce abuse.

One of the key reasons that people don't believe warning labels will work to reduce alcohol abuse may be that more than three-fourths (77% of all those sampled and 79% of those aged 14 to 20) feel that if someone is already aware of the possible dangers of using a product, then those people "aren't likely to pay attention" to warnings.

Also released were statistics regarding the effect of advertising on Americans' alcohol consumption practices. Only 4% of all those who drink said that advertising influenced their original decision to start drinking, while just 3% said that advertising influences how often they drink or how much they drink.

Field management: a better mousetrap

by Pam Bruns

Editor's note: Pam Bruns is president of Competitive Strategies, a Chicago-based company providing marketing and consulting services to research firms.

As the 1980s trend of downsizing (or "right"-sizing as some prefer to call it) continues, end-users are looking for ways to get a better value from their research provider. While some still rally around "better, faster, cheaper" demands, others, realizing the limitations of this approach, are re-evaluating their needs and considering new alternatives to meet their research objectives.

These researchers understand that only so much can be accomplished in terms of "better, faster, cheaper" before the quality of the research begins to suffer. Given that corporate researchers are evaluated on the validity of the research on which their company's decisions and commitments are made, smart researchers are looking for ways to maximize their resources--both internal and external-- without sacrificing quality.

One area which has begun to come under scrutiny as more design and analytical functions have been internalized is the type of research assistance end-users seek. While standard operating procedure in the past might have been to turn over all projects to a full-service research provider or ad agency, researchers are now beginning to evaluate their level of involvement in the design and analytical functions. More and more researchers are beginning to realize that, on projects requiring only field and tab, it is not in their best interest financially to go through a full-service company and pay for design and analytical talent which they don't need on a particular project.

This is good news for data collectors who have seen the percentage of direct work from end-users increase steadily over the past few years. To capitalize on this trend, many have added some limited form of project coordination to their list of services. Other data collectors, DataSource and Survey Service of Western New York to name just two, have taken project coordination the next step by instituting field management departments within their companies.

Far from the stereotypical one-person, "kitchen table" independent field directors of old, companies that specialize in field management are springing up across the country. Most are headed up by a field director, corporate researcher, or full-service researcher who had the foresight to see a niche developing.

Field management companies such as QFact, On-Line Communications, and Direct Resource, generally provide questionnaire formatting, screener writing, development of instructional and peripheral materials, shipping departments, field auditing and all coordination of data collection, coding and tab services required for the project. Upon study completion, they typically provide a single, consolidated invoice for the project. Generally lean on staff, these companies are designed to provide the services clients need without attempting to compete with the design and analytical capabilities of full-service companies and ad agency research staffs.

In fact, a number of full-service companies and qualitative professionals have also discovered that field management can cost-effectively increase their productivity by allowing them to take on more projects using fewer of their internal resources.

One example of this is the newly formed business relationship between Heakin Research and M/A/R/C, which hired Heakin to handle field management on particular types of studies. Likewise, several qualitative researchers have developed ongoing relationships with field management companies who function as extensions of the consultant's staff, setting up projects and freeing up the researcher to conduct groups, write reports and consult with clients.

Of course, like any other segment of the research industry, field management does have its limitations. By definition, field management companies generally do not provide design and analytical capabilities. This means that their clients may, on occasion, need to seek other providers to meet their full-service needs. Additionally, as a relatively new segment of the industry, experience, serviees and standards vary tremendously from firm to firm. It's advisable to carefully screen prospective companies and check references.

These limitations notwithstanding, field management provides a way for researchers to increase their productivity while cost-effectively maintaining the quality of the information on which their company's decisions and commitments are made. ❑

Factors to consider when choosing field management companies

by Maura Isaacs

Editor's note: Maura Isaacs is executive vice president of Cincinnati-based QFact Marketing Research, Inc.

As the economy puts increasing pressure on manufacturers to increase operating efficiency, in-house research staffs are pressed to provide more and better research with reduced staffs and smaller budgets. As a result, more and more researchers are turning to field management companies to increase their productivity while trimming their costs.

While this may be a very effective strategy, it is important to carefully consider several factors before selecting the field management company which best meets your needs. The following criteria should help you decide if field management is right for your company and which field management company best suits your specific needs.

Quite simply, field management is not for everyone. However, if one or more of the following conditions exist in your company or department, it may be right for you:

- You design and analyze or moderate some or all of your own research
- Your staff is stretched to the limit
- Your time is better spent dealing with clients than handling the details of fielding custom projects.
- You demand value for your research dollar.

Once you've made the decision to try field management, it is important to select the company which best meets the specific needs of your organization. Consider the following factors when selecting a field management company:

Experience--How long has the company provided field management service? For what types of companies has the company worked? What is the company's track record on the types of projects or with the types of respondents you need most often?

Specialization--Many field management companies specialize in particular methodologies or study types such as large, difficult or on-going projects. Some have international expertise, others don't. Make certain that you get the most qualified company by probing their areas of expertise.

Data collection suppliers--Some field management companies also operate their own data collection or qualitative facilities. While this is neither good nor bad by definition, the slight edge goes to those who operate well-regarded facilities since they know what it takes to accomplish projects accurately and often provide more realistic expectations and more effective troubleshooting.

Additionally, probe their criteria for selecting the data collection companies to whom they field out work. Although your specific experience with various firms may be different from theirs, try to understand their basis for selection. Also, ask them how often and on what basis they review these suppliers.

Staff--The backgrounds of the staff and principals may be very telling. Probing length of time both in research and with the current firm may either be reassuring or send up red flags.

Resources--Make certain that the firm you select has the resources you most need in-house. Examples of this might include an inbound 800 number for status reports, sizable storage space and a fully equipped shipping department for product storage or experienced field auditors on staff. Over the long run, your costs will be lower given in-house availability of the services and facilities you most need. In addition, in-house resources may indicate the true volume of a particular type of project in which the company has indicated specialization.

Intangibles--Are you looking for a research partner, an extension of your company or department, or a supplier? How do the companies you interview view client relationships? What is the business philosophy of the companies you talk with? Is that philosophy compatible with your own? What are the operating standards and quality control procedures? How much effort does each company put forth to answer your questions? What is their level of detail orientation? And, most importantly, are you comfortable with the people you interview?

If field management makes sense for your company or department, it's well worth your time to thoroughly screen a variety of firms. This effort will pay off in a shorter learning curve, clear expectations, enhanced productivity and better value for your research dollar. ❑

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of Competitive Strategies, a Chicago-based company providing marketing and consulting services to research firms.

As the 1980s trend of downsizing (or "right"-sizing as some prefer to call it) continues, end-users are looking for ways to get a better value from their research provider. While some still rally around "better, faster, cheaper" demands, others, realizing the limitations of this approach, are re-evaluating their needs and considering new alternatives to meet their research objectives.

These researchers understand that only so much can be accomplished in terms of "better, faster, cheaper" before the quality of the research begins to suffer. Given that corporate researchers are evaluated on the validity of the research on which their company's decisions and commitments are made, smart researchers are looking for ways to maximize their resources--both internal and external-- without sacrificing quality.

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Of course, like any other segment of the research industry, field management does have its limitations. By definition,

QUALITATIVE RESEARCH / FOCUS GROUP MODERATORS

Listed below are names of companies specializing in focus groups. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for listing rates: Quirk's Marketing Research Review, P. O. Box 23536, Minneapolis, MN 55423. 612/861-8051.

ADI Research, Inc.
(See Matrixx Marketing)

Alpha Research Associates, Inc.
395 Smith St.
Providence, RI 02908
401/861-3400
Contact: Anthony Pesaturo
Full Svc. Qual./Quan. Analysis/ Consltg. & Mkt. Rsch./Since 1976

Analysis Research Limited
4655 Ruffner St., Ste. 180
San Diego, CA 92111
619/268-4800
Contact: Arline M. Lowenthal
All Qual. Needs: Eng. & Span. Recruit/Moderate/Analysis

The Answer Group
4665 Cornell Rd., Ste. 150
Cincinnati, OH 45241
513/489-9000
Contact: Lynn Grome
Consumer,HealthCare,Prof., Focus Groups,One-On-Ones

Brand Consulting Group
17117 W.Nine Mile Rd./Ste. 1020
Southfield, MI 48075
313/559-2100
Contact: Milton Brand
Consumer,Advertising Strategy, New Product Strategy Research

Brittain Associates, Inc.
3400 Peachtree Rd., Ste. 1015
Atlanta, GA 30326
404/365-8708
Contact: Rhonda Davidson
10 Years Moderating For Financial Services Industry.

Chamberlain Research Consultants
12 East Olin Ave.
Madison, WI 53713
608/258-3666
Contact: Sharon Chamberlain
Full-Service Marketing Research/ Business & Consumer Studies

Clarion Marketing and Comm.
340 Pemberwick Road
Greenwich, CT 06831
203 / 531-3600
Contact: Thomas L. Greenbaum
Clarion Offers Unique Approach To Groups; Call to Find Out Why

Consumer Opinion Services
12825-1st Ave. South
Seattle, WA 98168
206/241-6050
Contact: Jerry Carter
Consumer,Business Groups and One-On-Ones

Creative Marketing Solutions, Inc.
P.O. Box 487
Lahaska, PA 18931
215/357-3655
Contact: Larry Schwarz
Experienced Specialists in Qualitative Research Techniques

Creative & Response Rsch Svces.
500 N. Michigan Ave.
Chicago, IL 60611
312/ 828-9200
Contact: Stephen Turner
Twenty-Five Years of Leadership in Qualitative Research

Cunninghis Associates
43 Middleton Lane
Willingboro, NJ 08046
609/877-5971
Contact: Burt Cunninghis
37 Years Exp., Moderator & Moderator Training

Dolobowsky Qual. Svcs., Inc.
94 Lincoln St.
Waltham MA 02154
617/647-0872
Contact: Reva Dolobowsky
Experts In Ideation & Focus Groups. Formerly with Synectics.

Doyle Research Associates, Inc.
919 N. Michigan/Ste. 3208
Chicago, IL 60611
312/944-4848
Contact: Kathleen M. Doyle
Specialty:Children/Teenagers Concept&Product Evaluations

D/R/S HealthCare Consultants
3127 Eastway Dr., Ste. 105
Charlotte, NC 28205
704/532-5856
Contact: Dr. Murray Simon
Specialists in Research with Providers & Patients

Equifax/Quick Test Opinion Ctrs.
5430 Van Nuys Blvd., #102
Van Nuys, CA 91401
213 / 872-1717
Contact: Louise Kroot-Haukka
Consumer/Pkgd. Goods/ Advertising
Heavy Experience in Fast Food

First Market Research Corp.
2301 Hancock Drive
Austin, TX 78756
800 / FIRST-TX (347-7889)
Contact: James R. Heiman
High Tech,Publishing, Bus.-To-Bus., Colleges

First Market Research Corp.
121 Beach St.
Boston, MA 02111
617/482-9080
Contact: Linda M. Lynch
Consumer,Retail,Banking, Health Care

Focus America
1140 Ave. of the Americas, 9th Flr.
New York, NY 10036
212/302-1808
Contact: David Schreier
Mid-Manhattan Loc/State of the Art Fac./15 Seat Viewing Room

Focus On Kids
327 Papin Avenue
St. Louis, MO 63119
314/963-1902
Contact: Alan Burns, Ph.D.
Kid/Mom Specialist; New Concepts/Products/Advertising

Focus Plus
79 5th Avenue
New York, NY 10003
212/807-9393
Contact: Elizabeth Lobrano
Impeccable Cons. & B-B Recruiting/Beautiful Facilities

D.S. Fraley & Associates
1205 East Madison Park
Chicago, IL 60615
312/536-2670
Contact: Diane S. Fraley
Full Qual. Specialty:Child/Teen / In-Home/Observational Rsch.

Gilmore Research Group
2324 Eastlake Ave. E., Ste. 300
Seattle, WA 98102
206/726-5555
Contact: Carolyn McKernan
Exp. Prof. Moderators to Meet Your Needs.

Grieco Research Group, Inc.
743 North Avenue 66
Los Angeles, CA 90042
213/ 254-1990
Contact: Joe Greico
Marketing and Advertising Focus Groups

GRM & Associates
8807 Kingston Pike, # East E
Knoxville, TN 37923
615 / 693-3500
Contact: Christopher Wise
Quality Focus Facility/Recruit by Lifestyle Groups

Hammer Marketing Resources
179 Inverness Rd.
Severna Pk. (Balt./D.C.), MD 21146
410/544-9191
Contact: Bill Hammer
23 Years Experience - Consumer, Business & Executive

Hispanic Marketing Communication Research
1535 Winding Way
Belmont, CA 94002
415/595-5028
Contact: Dr. Felipe Korzenny
Hisp. Biling./Bicult.Foc Grps Anywhere In U.S./Quan. Strat. Cons .

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

Intersearch Corporation
132 Welsh Rd.
Horsham, PA 19044
215/657-6400
Contact: Robert S. Cosgrove
Pharm.-Med./High-Tech/Bus.-to-Bus. Consumer/Telecomm.

Johnston, Zabor & Ascts., Inc.
P. O. Box 12743
Rsch. Tri. Park, NC 27709
800/544-5448
Contact: Jeffrey M. Johnston
Comp. Capabilities. New Prod./Svce./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 Conter
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
New Ideas, New Solutions, Call For Consultation. Offcs. in Chicago

Lubavs Qualitative Research
2116 Aberdeen
Kalamazoo, MI 49008
616/381-7239
Contact: Aija Lubavs
Moderator/In-Depth Interviewer Marketing & Psychology Experience

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

Matrixx Marketing-Rsch Div.
Cincinnati, OH
800/323-8369
Contact: Michael L. Dean, Ph.D.
Cincinnati's Most Modern and Convenient Facilities

Medical Marketing Research, Inc.
6608 Graymont Place
Raleigh, NC 27615
919/870-6550
Contact: George Matijow
Specialists in Health Care Research; MDs, RNs, Pts.

MedProbe Medical Mktg. Rsch.
7825 Washington Ave. S.,# 745
Minneapolis, MN 55435
612/941-7965
Contact:Asta Gersovitz, Phrm.D.
MedProbe Provides Full Service Custom Market Research

Ruth Nelson Research Svcs.
2149 S. Grape Street
Denver, CO 80222
303/758-6424
Contact: Christy Reid
Consumer, Tech./Indust., New Prod., Concept Test/Refinement

PACE, Inc.
31700 Middlebelt Rd., Ste. 200
Farmington Hills, MI 48334
313/ 553-4100
Contact: Peter J. Swetish
Full Service Vehicle Specialist-OEM & Aftermarket Experience

Research In Marketing, Inc. (RIM)
508 Central Avenue
Highland Park, IL 60035
708/433-8383
Contact: Larry Hammond
Unsurpassed Quality, Competitive Pricing

R J Research
P.O. Box 3787
Santa Rosa, CA 95402
707/ 795-3780
Contact: Bob Pellegrini
Full Service Qual./Quan., Most Packaged Goods & Bus. to Bus.

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

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

Pamela Rogers Research
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

Dwight Spencer & Associates
1290 Grandview Avenue
Columbus, OH 43212
614 / 488-3123
Contact: Betty Spencer
4'x16' Mirror Viewing Rm. Seats 8-12. In House Audio/Vid. Equip.

Jane L. Stegner & Ascts.
2215 Penn Ave. So.
Minneapolis, MN 55405
612/377-2490
Contact: Jane Stegner
Bus-To-Bus/Medical/Fncl. Svcs./Agric., Groups/1:1's

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

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

Thorne Creative Rsch Svces
65 Pondfield Rd., Ste. 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.

STATE CROSS INDEX OF MODERATORS

Refer to Preceding Pages For Address, Phone Number and Contact Name

SPECIALTY CROSS INDEX OF MODERATORS

Refer to Preceding Pages For Address, Phone Number and Contact Name

Keeffe Research
Leichliter Associates
James Spanier Associates
Thorne Creative Research
TrendFacts

HEALTH & BEAUTY RODUCTS
The Answer Group
D.S. Fraley & Associates
Thorne Creative Research

HEALTH CARE
Chamberlain Rsch. Cnsltnts.
Creative Marketing Solutions
Dolobowsky Qual. Svces., Inc.
D/R/S HealthCare Consultants
First Market Rsch. (L. Lynch)
Intersearch Corporation
Kennedy Research Inc.
LaScola Qualitative Research
Market Navigation, Inc.
Matrixx Marketing-Research Div.
Medical Marketing Research, Inc.
MedProbe Medical Mktg. Rsch.
Research In Marketing, Inc.
Southeastern Institute of Rsch.
James Spanier Associates

HISPANIC
Analysis Research Ltd.
Hispanic Marketing Communication Research

IDEA GENERATION
Analysis Research Ltd.
Brand Consulting Group
Dolobowsky Qual. Svcs., Inc.
D.S. Fraley & Associates
Leichliter Associates
Matrixx Marketing-Research Div.
Sweeney International, Ltd.
Thorne Creative Research

INDUSTRIAL
First Market Rsch. (J. Heiman)
Intersearch Corporation
Kennedy Research Inc.
Market Navigation, Inc.
Strategic Research, Inc.
Sweeney International, Ltd.

MEDICAL PROFESSION
Creative Marketing Solutions
D/R/S HealthCare Consultants
Intersearch Corporation
Matrixx Marketing-Research Div.
Medical Marketing Research, Inc.
MedProbe Medical Mktg. Rsch.
Research In Marketing, Inc.
Strategic Research, Inc.

MODERATOR TRAINING
Cunninghis Associates

NEW PRODUCT DEVELOPMENT
Brand Consulting Group
Creative Marketing Solutions
Dolobowsky Qual. Svcs., Inc.
D.S. Fraley & Associates
First Market Rsch. (J. Heiman)
Intersearch Corporation
Leichliter Ascts.
Research In Marketing, Inc.
Southeastern Institute of Rsch.
James Spanier Associates
Strategic Marketing. Svces.
Youth Research/CSi

PACKAGED GOODS
The Answer Group
Doyle Research Associates
D.S. Fraley & Associates
Keeffe Research
Thorne Creative Research

PARENTS
Doyle Research Associates

PET PRODUCTS
Rockwood Research Corp.
Thorne Creative Research

PHARMACEUTICALS
The Answer Group
Creative Marketing Solutions
D/R/S HealthCare Consultants
Intersearch Corporation
Johnston, Zabor & Associates
Market Navigation, Inc.
Medical Marketing Research, Inc.
MedProbe Medical Mktg. Rsch.
Research In Marketing, Inc.
James Spanier Associates

POLITICAL RSCH.
Chamberlain Rsch. Cnsltnts.

PUBLIC POLICY RESEARCH
LaScola Qualitative Research
Leichliter Ascts.

PUBLISHING
First Market Rsch. (J. Heiman)
D.S. Fraley & Associates
Thorne Creative Research

RETAIL
Brand Consulting Group
First Market Rsch. (L. Lynch)
Research In Marketing, Inc.

SENIORS
Keeffe Research
Research In Marketing, Inc.

SOFT DRINKS, BEER, WINE
Grieco Research Group, Inc.
Thorne Creative Research

TEACHERS
D.S. Fraley & Associates

TEENAGERS
Doyle Research Associates
D.S. Fraley & Associates
Matrixx Marketing-Rsch. Div.
Thorne Creative Research
Youth Research/CSi

TELECOMMUNICATIONS
Creative Marketing Solutions
Cunninghis Associates
First Market Rsch. (J. Heiman)
Horowitz Associates, Inc.
Intersearch Corporation
Kennedy Research Inc.
LaScola Qualitative Research
Southeastern Institute of Rsch.

TELECONFERENCING
Rockwood Research Corp.

TELEPHONE FOCUS GROUPS
Intersearch Corporation
Market Navigation, Inc.
Medical Marketing Research, Inc.

TOYS/GAMES
Youth Research/CSi

TRANSPORTATION SERVICES
Sweeney International, Ltd.

TRAVEL
Sweeney International, Ltd.

UTILITIES
Chamberlain Rsch. Cnsltnts.

YOUTH
Doyle Research Associates
D.S. Fraley & Associates
Youth Research/CSi

1992 Directory of Syndicated/Omnibus Research Studies

Editor's Note: This list was developed by mailing forms to those organizations we have found who offer omnibus and/or syndicated research studies in their advertisements, publicity or other published material.

Section One Alphabetical Listing

American Sports Data, Inc.
234 N. Central Ave.
Hartsdale, NY 10530
Ph. 914/328-8877
Fax 914/328-1823
Contact: Harvey Lauer
American Sports Analysis (S)
Athletic Footwear Monitor (S)
Sports Media Index (S)

Advertising Research Corp.(ARC)
77 Brant Avenue
Clark, NJ 07066
Ph. 908/388-5955
Fax 908/388-5645
Contact: Sallie Bernard
ARC Yellow Pages Ad Size Study (S)
ARC Syndicated Measurement Study of Yellow Pages (S)
ARC/TAG Voice Information Services Study (S)
COMPPARE/Comparison of Media Product Purchase and Reach Evaluation (S)
SIMS/Syndicated Usage Measurement Service (S)

Behavior Research Center, Inc.
1117 N. 3rd St./ P.O.Box 13178
Phoenix, AZ 85002
Ph. 602/258-4554
Fax 602/252-2729
Contact: Earl de Berge
MetroTrack™

Beta Research Corporation
6400 Jericho Turnpike
Syosset, NY 11791
Ph. 516/935-3800
Fax 516/935-4092
Contact: Gail Disimile
Advertising Communicative Evaluator-ACE (S)
Beta Editorial Tracking Svce.-BETS (S)
Subscriber Advertising Measurement (S)
Omni-Health (O)
Beta Consumer Omnibus (O)

Irwin Broh & Associates, Inc.
1011 E. Touhy Avenue
Des Plaines, IL 60018
Ph. 708/297-7515
Fax 708/297-7847
Contact: David Waitz
Electrical Appliances (S)
Hardware (S)
Home Healthcare (S)
Lawn & Patio (S)
Marine Products (S)
Outdoor Power Equipment (S)
Sporting Goods (S)
Travel Industry (S)

Bressan Research Ascts., Inc.
30514 Forest Drive
Burlington, WI 53105
Ph. 414/763-8980
Fax 414/763-2849
Contact: Louis P. Bressan
Consumer Product Development Test (O)

Bruskin/Goldring Research Inc.
100 Metroplex Drive
Edison, NJ 08817
Ph.908/572-7300
Fax 908/572-7980
Omnitel (O)
Integrated Survey Information System-ISIS (O)

Cambridge Reports/Research International
955 Massachusetts Avenue
Cambridge, MA 02139
Ph. 617/661-0110
Fax 617/661-3575
Contact: Gene Pokorny
American Omnibus Survey (O)
Opinion Leader Outlook Survey (O)
American Focus Program (S)
Window-On-America (S)

Canadian Facts
1075 Bay Street,3rd Floor
Toronto, ONT, M5S 2X5
Ph. 416/924-5751
Fax 416/923-7085
Contact: Mary Auvinen
Monitor (O)
MultiFacts (O)

Chemark Consulting
10260 Alliance Rd., #150
Cincinnati, OH 45242
Ph. 513/891-9502
Fax 513/891-2196
Contact: Howard Ellerhorst, Jr.
Chemical Industry Studies (S)

Children's Market Research,Inc.
1385 York Ave.
New York, NY 10021
Ph. 212/794-0983
Fax 212/879-8495
Contact: Dr. Selina S. Guber
Youth Qmnibus™ (O)
KidTrends Report (S)
Snacks and Prepared Foods Report (S)

SYNDICATED / OMNIBUS DIRECTORY

Codes:
S=syndicated
O=omnibus

Claritas/NPDC, Inc.
201 N. Main St.
Alexandria, VA 22314
Ph. 703/683-8300
Fax 703/683-8309
Contact: Howard Lax
The Market Audit (S)

Com-Sci Systems, Inc.
444 Frontage Rd.
Northfield, IL 60093
Ph. 708/446-0446
Fax 708/446-0504
Contact: Richard J. Schlesinger
Brand Penetration Index (S)
On-Premise Brand Penetration Index (S)
Strategic Marketing Feedback (S)

The Creative Research Group
100 Sheppard Ave. E., #700
Toronto, ON M2N 6N5
Ph. 416/250-8500
Fax 416/250-8515
Contact: Elisabeth A. Jaye
Green Action Trends (S)
Youth Target (S)
Yankelovich Monitor In Canada (S)

Custom Research, Inc.
10301 Wayzata Blvd
Minneapolis, MN 55426
Ph. 612/542-0842
Fax 612/542-0864
Contact: Kathy Fredell
Omnibus (O)

Danis Research
One Gothic Plz./Rt. 46W & Hollywood Ave.
Fairfield, NJ 07004-2402
Ph. 201/575-3509
Fax 201/575-5366
Contact: Carl S. Raphael
Fresh Track (S)

Dittman Research Corp. of Alaska
DRC Building
8115 Jewel Lake Road
Anchorage, AK 99502
Ph. 907/243-3345
Contact: David L. Dittman
Multi-Quest (O)

Doane Marketing Research, Inc.
1807 Park 270 Drive, Ste. 300
St. Louis, MO 63146
Ph. 314/878-7707
Fax 314/878-7616
Contact: David M. Tugend
Animal Health Market Study (S)
Pesticide Profile (S)
U.S. Farm Seed Market Study (S)

Ehrhart-Babic Ascts.
120 Route 9W
Englewood Cliffs, NJ 07632
Ph. 201/461-6700
Fax 201/461-0435
Contact:Tracy Bacon
National Alcoholic Beverage Index (S)
National Retail Tracking Index (S)

Erdos & Morgan/MPG
116 East 27th St., 7th Flr.
New York, NY 10016
Ph. 212/685-9393
Fax 212/685-9629
Contact: Pat Botwinick
Frequent Business Travelers (S)
Frequent Leisure Travelers (S)
Opinion Leaders (S)
Purchase Influence in American Business (S)
Prof. Investment Community-Worldwide (S)
U.S Professional Investment Community (S)

Gallup Canada, Inc.
180 Bloor St. W.
Toronto, ON, M5S 2V6
Ph. 416/961-2811
Fax 416/961-3662
Contact: Lorne Boxinrof
National Telephone Omnibus (O)
National Door-To-Door Omnibus (O)

Gallup & Robinson, Inc.
575 Ewing St.
Princeton, NJ 08540
Ph. 609/924-3400
Fax 609/921-2748
Contact: Jane Shery
Advertising Impact Research Services (S)

Graham Research Service, Inc.
20 East 46th St.
New York, NY 10017
Ph. 212/986-8301
Fax 212/297-9025
Contact: Robert Schultz
GRIPS/Graham Research Idea Position Screening (S)

Healthcare Communications, Inc.
CN 5273
Princeton, NJ 08543
Ph. 609/452-0211
Contact: Mahesh Naithani
Various Medical Studies (S)

Hispanic Marketing Research
4550 Northwest Loop 410, #140
San Antonio, TX 78229
Ph. 512/736-2000
Contact: Dr. Naghi
Hispanic Annual House-To-House Survey-Impact (O)
Hispanic Annual House-To-House Survey-Interface (S)

Hospital Research Associates
One Gothic Plaza, Hollywood & Rte. 46W
Fairfield, NJ 07004-2402
Ph. 201/575-3650
Contact: Brendan Sammon
Medical Related Studies (S)

Codes:
S=syndicated
O=omnibus

I C R Survey Research Group
605 West State Street
Media, PA 19063
Ph. 215/565-9280
Fax 215/565-2369
Contact: Fred Soulas
EXCEL-A consumer omnibus using RDD sampling and CATI interviewing. One week turnaround for each of two samples of 1000 interviews each week. (O)
Teen EXCEL-Same procedure as regular EXCEL except the weekly sample size is 125 of which half are male teens and half are female teens. (O)
(See advertisement on page 47)

IMR Research
140 Burlington
Clarendon Hills, IL 60514
Ph. 708/654-1077
Fax 708/654-0147
Contact: Ellen Spitalli
Continuing Consumer Survey-U.S. (S)
Continuing Consumer Survey-Canadian (S)
Continuing Consumer Automotive Maintenance Surveys (S)
Continuing Automotive Dealer Maintenance/ Parts Surveys (S)

Information Resources, Inc.
150 N. Clinton
Chicago, IL 60661
Ph. 312/726-1221
Contact: Robert J. Bregenzer
InfoScan™ (S)

Intelliquest, Inc.
1250 Capitol of Texas Hwy. So.
Bldg. 2, Ste.250
Austin, TX 78746
Ph. 512/329-2424
Fax 512/329-2434
Contact: Kevin Stepan
Computer Tracking Studies (S)

International Demographics, Inc.
3000 Richmond Avenue, Ste. 170
Houston, TX 77098
Ph. 713/522-1016
Fax 713/522-5727
Contact: Bob Jordan
The Media Audit (S)

Interviewing Service of America
16005 Sherman Way, Ste. 209
Van Nuys, CA 91406
Ph. 818/989-1044
Fax 818/782-1309
Contact: Asian-Americans (S)

MacKay & Company
One Imperial Place, #300
Lombard, IL 60148
Ph. 708/916-6110
Fax 708/916-4661
Agricultural Equipment Parts Market (S)
U.S and Canadian Heavy Truck Parts Market (S)

Maritz Marketing Research, Inc.
1297 North Highway Drive
Fenton, MO 63099
Ph. 314/827-1610
Contact: Roy Cleveland, V.P.
Farmers' Pesticide Use Study-Annual syndicated study among 30,000 growers which provides brand share and tracking of farm pesticide usage in the U.S. and Canada. (S)
Farmers' Pesticide Satisfaction Study-Annual syndicated study with growers providing information on growers' satisfaction with pesticide products. (S)
Golf Course Pesticide Use Study-Study with 1,500 golf course superintendants determines pesticide use practices and brand shares in the U.S. (S)
Pesticide Use Study On Specialty Crops-Study provides brands and dollar expenditures for pesticides on 19 vegetable and 18 fruit, nut and vine crops. (S)
(See advertisement on back cover)

Maritz Marketing Research, Inc.
3035 Moffat Drive
Toledo, OH 43615
Ph. 419/841-2831
Contact: Kathy Keim, Rsch. Mgr.
Initial Buyer Study-Syndicated study among early buyers of recently introduced automotive vehicles. (S)
(See advertisement on back cover)

Market Development, Inc.
1643 Sixth Avenue
San Diego, CA 92101
Ph. 619/232-5628
Fax619/232-0373
Contact: Roger Sennott
MDI Hispanic Omnibus (O)
MDI Hispanic Teen Omnibus (O)
Hispanic Monitor '92 (S)

Market Facts, Inc.
3040 West Salt Creek Ln.
Arlington Heights, IL 60005
Ph. 708/590-7238
Fax 708/590-7114
Contact: Tom Mularz
TeleNation (O)

Market Facts of Canada
77 Bloor St. West
Toronto, ON M5S 3A4
Ph. 416/964-6262
Fax 416/964-5882
Contact:Peter Greensmith
National Flexibus (O)
TeleNation/Canada (O)
Infostudy (S)
Canadian Eating Habits Study (S)
Beverage Consumption Study (S)
Household Equipment Survey (S)
Household Flow of Funds Survey (S)
Customer Service Index (S)

Market Segment Research, Inc.
1320 So. Dixie Hwy., Ste. 120
Coral Gables, FL 33146
Ph. 305/669-3900
Fax 305/669-3901
Contact: Juliette Silva
MSR Omnibus Study (O)

Market Solutions Group, Inc.
4545 E. Via De Ventura
Phoenix, AZ 85028
Ph. 602/483-7900
Fax 602/957-7045
Conatct: Sarah Hecht
Market Pulse (O)
Market Solutions Monitor (S)

Market Trends Research
3633 136th Place SE, #110
Bellevue, WA 98006-1451
Ph. 206/562-4900
Fax 206/562-4843
Contact: Bill Young
Washington/Oregon Opinion Monitor (O)
Mystery Shopper Program (S)

Marketing Evaluations/TVQ
14 Vanderventer Ave.
Port Washington, NY 11050
Ph. 516/944-8833
Fax 516/944-3271
Contact: Steven Levitt
Cartoon Q (S)
Performer O (S)
Sports Q (S)

SYNDICATED / OMNIBUS DIRECTORY

The Marketing Workshop, Inc.
3294 Medlock Bridge Rd., #200
Norcross, GA 30092
Ph. 404/449-6767
Fax 404/449-6739
Contact: Jim Nelems
Guest-Trak (S)

Mediamark Research, Inc.
708 Third Ave
New York, NY 10017
Ph. 212/599-0444
Fax 212/682-6284
Contact: Cynthia Evans
The Study of The American Consumers (S)

Mendelsohn Media Research, Inc.
841 Broadway
New York, NY 10003
Ph. 212/677-8100
Fax 212/677-8833
Contact: Mitch Lurin
Survey of Adults & Markets of Affluence (S)

Metromark
3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803/254-3748
Contact: Emerson Smith
Metromark Executive Panel (O)
Metromark Residential Panel (O)

MRCA Information Services
2215 Sanders Rd.
Northbrook, IL 60062
Ph. 708/480-9600
Fax 708/480-9600
Contact: Jack Abrams
Menu Census (S)
Health Care Remedies Usage Study (S)

MRCA Information Services
4 Landmark Square
Stamford, CT 06901
Ph. 203/324-9600
Contact:Fred Palumbo
Packaged Goods Purchases (S)
Soft Goods Information (S)

NFO Research, Inc.
2 Pickwick Plaza
Greenwich, CT 06830
Ph. 203/629-8888
Contact: Lawrence D. White
CARS/Carpet and Rug Study (S)
Multicard (O)
NFO Travels America (S)
SIP/Share of Intake Panel (S)
National Yellow Pages Monitor (S)

A.C. Nielsen
Nielsen Plaza
Northbrook, IL 60062
Ph. 708/498-6300
Fax 708/498-7280
Scantrack (S)
Scantrack Household Panel Services (S)

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O=omnibus

The NPD Group
1300 W. Higgins Road/#300
Park Ridge, IL 60068
Ph. 708/692-6700
Fax 708/692-6049
Contact: Bob O'Brien
Crest (S)

The NPD Group
900 W. Shore Rd.
Port Washington, NY 11050
Ph. 516/625-2220
Fax 516/625-2222
Contact: Claire Hamilton
Insta-Vue (O)
Medical Influence Studies (S)

NuStats
6110 San Fernando Rd., Ste. 207
Glendale, CA 91201-2247
Ph. 818/548-2780
Fax 818/548-2787
Contact: L. Kay Schultz Mount
Hispanic InfoSource-Comprehensive media, language and product usage study of the U.S. Hispanic nation, utilizing a probabilility sample of telephone households with a model for estimating non-telephone households. Via telephone and mail questionnaires, the study measures the full spectrum of language capabilities, assimilation levels, media use, usage of 200+ product categories, by brand, and retail shopping habits. All standard demographics are also included. Local market books available for Los Angeles, New York, Miami, Houston and Chicago. (S)
Growth Market Monitor-Riverside-San Bernardino Counties, CA, San Diego, and other fast growing communities. An efficient tool for monitoring trends, attitudes, and priorities about growth issues within a community and with business leaders of the area. Each sponsor of the study adds proprietary questions to both the general market random sample telephone study and the mail business leaders survey. (O)
(See advertisement on page 48)

OmniTrak Group Inc.
220 So. King St., Ste, 975
Honolulu, HI 96813
Ph. 808/528-4050
Fax 808/531-0176
Contact: Barbara Ankersmit
QuikTrak (S)
Consumer Health Trends Study (S)
Visitor Media Usage Studies (S)
Bank Trak (S)
Asian-American Study (S)

Opinion Research Corporation
P.O. Box 183
Princeton, NJ 08542
Ph. 800/999-0213
Fax 800/759-5785
Contact: Judi Lescher
Caravan-National telephone omnibus survey of 1,000 adults conducted weekly, Thursday through Sunday. Preliminary results available on Monday. Full tabulations delivered on Tuesday. CATI interviewing utilizing state-of-the-art RDD sample. In house professional interviewers and data processing staff. (O)
Executive Caravan-Two studies; one in the U.S., one in the European Economic Community. Bi-monthly telephone survey of senior and mid-level managers. (O)
Corporate Reputations Today-Three coordinated annual studies-- each conducted in the U.S. and in the European Economic Community; 1. General Public Corporate Image; 2. Executive Corporate Image; 3. Business Relations with the Media. Focus of these studies is on perceptions of participating companies and benchmarked companies, their competitors, their industries and business in general. (Q)
(See advertisement on page 49)

Perception Rsch. Services, Inc.
440 Sylvan Ave.
Englewood Cliffs, NJ 07632
Ph. 201/568-8151
Fax 201/568-7111
Contact: Elliot Young
PRS/FSI Audit (S)

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J.D. Power and Associates
30401 Agoura Road
Agoura Hills, CA 91301
Ph. 818-889-6330
FAX 818-889-3719
Contact: E.K. Luby
Automobile Owner Satisfaction Program (S)
Computer End-User Satisfaction Study (S)
Dealer Satisfaction Programs (S)

Profile Market Research
4020 So. 57th Avenue
Lake Worth, FL 33463
Ph. 407/965-8300
Fax 407/965-6925
Contact: Judy A. Hoffman
South Florida Omnibus (O)

Restaurant Research Associates
202 Fashion Lane/Ste. 101
Tustin, CA 92680
Ph. 714/731-7775
Fax 714/731-7759
Contact: Ron Clark
Flexi-Trak (S)
Los Angeles/Orange Family Restaurant Tracking (S)

Rockwood Research Corp.
1751 W. County Road B
St. Paul, MN 55113
Ph. 612/631-1977
Fax 612/631-8198
AgTel Studies-Series of studies conducted monthly covering a variety of agricultural crops, livestock and management categories (O)
(See advertisement on page 15)

The Roper Organization
205 E. 42nd Street
New York, NY 10017
Ph. 212/599-0700
Fax 212/867-7008
Roper Reports (S)
Limobus (O)
Roper CollegeTrack™ (S)

Russell Marketing Research Inc.
1775 Broadway
New York, NY 10019
Ph. 212/246-4343
Fax 212/246-4489
Contact: Alan C. Russell
Oualitest-NYC MSA (O)

Simmons Market Rsch. Bureau
420 Lexington Ave.
New York, NY 10170
Ph. 212/916-8900
Fax 212/916-8918
Contact: Thomas Murphy
Kids Study (S)
Simmons Teen Age Research Study (S)
Study of Media and Markets (S)

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The Sinrod Int'l. Marketing Group
3708 Mykonos Ct.
Boca Raton, FL 33487
Ph. 407/994-6707
Fax 516/994-6770
Contact: Barry Sinrod
Various Surveys of Mothers (O)
Laser National Telephone Omnibus (O)

Lee Slurzberg Research, Inc.
158 Linwood Plaza
Ft. Lee, NJ 07024
Ph. 201/461-6100
Fax 201/461-6102
Contact: Lee Slurzberg
LSR New York Hispanic Omnibus (O)

Southeastern Institute of Research
2325 W. Broad Street
Richmond, VA 23220
Ph. 804/358-8981
Fax 804/358-9761
Contact: Robert M. Miller
Insight Studies-Tidewater, Baltimore, Richmond and Washington D.C. (O)

Starch INRA Hooper, Inc.
205 E. 42nd Street
New York, NY 10017
Ph. 212/490-3197
Fax 212/867-7008
Contact: Larry Schneider
Starch Plus (S)
Starch Ad Readership Studies (S)
Starch Editorial Research Service (S)

Strategy Research Corporation
100 NW 37th Avenue
Miami, FL 33125
Ph. 305/649-5400
Fax 305/649-6312
Contact: Dick Thomas
U.S. Hispanic Omnibus (O)

Talmey-Drake Research & Strategy, Inc.
100 Arapahoe, Suite 4
P.O. Box 1070
Boulder, CO 80306
Ph. 303/443-5300
Fax 303/447-9386
Contact: Paul Talmey
Colorado Omnipoll (O)

Teenage Research Unlimited
601 Skokie Blvd.
Northbrook, IL 60062
Ph. 708/564-3440
Fax 708/564-0825
Contact: Peter Zollo
Teenage Marketing & Lifestudy Study (S)
Teen Omnibus (O)

Total Research Corporation
5 Independence Way--CN5305
Princeton, NJ 08543-5305
Ph. 609/520-9100
Fax 609/987-8839
Contact: Jim Alleborn
EquiTrend (S)

Trendata, Inc.
9 Mott Ave., Ste. 201
Norwalk, CT 06850
Ph. 203/866-3113
Fax 203/853-2228
Contact: Louis Pappalardo
Trendata Report (S)

The Unidex Reports
6100 Lake Forest Drive
P.O. Box 567566
Atlanta, GA 30356
Ph. 800/528-5342
Fax 404/847-9301
Contact: Andrew Dietz
The Unidex Report (S)
The High Balance Quarterly (S)
The Business Owner & Professional Quarterly (S)

U.S. Travel Data Center
Two Lafayette Centre
1133 21st Street N.W.
Washington, DC 20036-3390
Ph. 202/293-1040
Fax 202/293-3155
Contact: Susan Weil
National Travel Survey (O)

Video Storyboard Tests
107 E. 31st Street
New York, NY 10016
Ph. 212/689-0207
Fax 212/689-0210
Contact: Dave Vadehra
Campaign Monitor (S)

The Wagner Group, Inc.
53 West 21st Street
New York, NY 10010
Ph. 212/627-0066
Fax 212/727-7492
College Scan (O)

West Group Mktg. Rsch.
1110 E. Missouri Ave/#780
Phoenix, AZ 85014
Ph. 602/264-4915
Contact: Glenn Iwata
WestTrack Market Monitor-Phoenix, Tucson (O)

Youth Research, CSi
246 Federal Rd., Ste. B-22
Brookfield, CT 06804
Ph. 203/797-0666
Fax 203/748-1735
Contact: Karen Forcade
Youth Research Omnibus-Central Location mall intercept study with children 6-12 years--conducted regionally or nationally. (O)
(See advertisement on page 51)

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NFO Research (S)
OmniTrak Group (S)
Perception Research Services (S)
Simmons Market Research Bureau (S)
Starch INRA Hooper (S)
Video Storyboard Tests (S)

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Doane Marketing Research (S)
MacKay & Co. (S)
Maritz Marketing Research (S)
Rockwood Research Corp (O)

Asian Americans
Interviewing Service of America (O)
QmniTrak Group (S)

Automotive
IMR Research (S)

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J. D. Power and Associates (S)

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Opinion Research Corp. (O)

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NFO Research (S)

Chemical Industry
Chemark Consulting (S)

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Creative Research Group (S)
Simmons Market Research Bureau (S)
Youth Research, CSi (O)

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The Wagner Group (O)

Computers
Intelliquest (S)
J. D. Power and Associates (S)

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Dittman Research-AK (O)
Market Trends-WA (S)
Metromark Market Research-SC (O)
NuStats-CA (O)
O'Neil Associates-AZ (O)
Profile Marketing Research-FL (O)
Russell Marketing Rsch.-NY MSA (O)
SE Institute of Rsch-Mid.Atl. (O)
Talmey-Drake Rsch.-CO- (O)
West Grp. Mktg. Rsch.-AZ (O)

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IMR Research (S)
Market Facts of Canada (O)
Market Facts of Canada (S)

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Opinion Research Corp. (O)

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Bressan Research (O)
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Bruskin/Goldring (O)
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Cambridge Reports/Research Intl. (S)
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IMR Research (S)
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Market Research Solutions (O)
Market Segment Research (O)
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NFO Research (O)
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The Roper Organization (S)
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Total Research Corporation (S)
Trendata, Inc. (S)

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The Unidex Reports (S)

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Danis Research (S)
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Hispanic Marketing Rsch. (O)
Hispanic Marketing Rsch. (S)
Market Development (O)
Market Segnment Rsch. (O)
NuStats (S)
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Strategy Research Corp. (O)

International
Opinion Research Corp. (O)

Lodging Industry
The Marketing Workshop, Inc. (S)

Management
Opinion Research Corp. (O)

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American Sports Data (S)
Beta Research Corporation (S)
International Demographics (S)
Marketing Evaluations-TVQ (S)
Mediamark Research, Inc. (S)
Opinion Research Corp. (O)
Simmons Market Research Bureau (S)

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Sinrod Intl. Mktg .Grp. (O)

Restaurants/Fast Foods
Market Facts of Canada (S)
The NPD Group (S)
Restaurant Research Ascts. (S)

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Information Resources (S)
MRCA Info. Svces. (S)
A. C. Nielsen (S)

Sports
American Sports Data, Inc. (S)
Irwin Broh Ascts. (S)
Marketing Evaluations/TVQ (S)

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ICR Survey Research Group (O)
Simmons Market Research Bureau (S)
Teenage Research Unlimited (S)

Textiles
MRCA Info. Svces. (S)

Travel
Irwin Broh Ascts. (S)
Erdos & Morgan (S)
NFO Research (S)
U.S. Travel Data Center (O)

Trucking
McKay & Company (S)

Listing Additions

Please add the folowing listing to the 1992 Directory of Telephone Interviewing Facilities:

Ted Heiman & Associates
20350 Ventura Blvd., Ste. 140
Woodland Hills, CA 91364
Ph. 800-283-2133
Fax 818-887-2750
Contact: Ted Heiman
17-0-17-0

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CUSTOM RESEARCH PROJECT DIRECTOR

IMS America is the nation's recognized leader in providing innovative marketing information services to manufacturers of diagnostic products and pharmaceuticals, and medical/surgical suppliers.

Our Health Care Division (HCD) is in search of a highly qualified professional to execute custom studies and product development through market research studies. Your background should combine considerable experience interfacing with clients with a thorough understanding of technical research issues.

You will be working directly with HCD clients concerning market research studies, managing projects from design, through implementation, to completion. Specific responsibilities include handling custom client studies and proposals, working with focus groups, and interacting with outside market research suppliers. You will need a minimum of 7 years' market research experience as a manager or senior analyst with a background in health care, medical or market research. Strong research design experience with multi-variate statistics and custom programs is also necessary. A Bachelors degree is required, a Masters is preferred.

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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

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Seattle-based Raosoft Inc., to create the questionnaire and analyze the results. "We built a database of all the responses and then did a comparative analysis. We wanted to track what the preferences were in the two worship services. We did some age breakdowns to find out generational differences. Using Raosoft we generated a mean for each question and plotted them. Those were distributed to the administrative board who will make the ultimate decision on what will happen."

Generational lines

The survey found that opinions were generally drawn along generational lines, with the congregation members 65 and older favoring the traditional service and the baby boomers preferring the contemporary service. And the data showed that newer congregation members, those who had been at the church for five years or less, preferred the contemporary service. This finding was important for the church's effort in attracting new families to worship.

"We want to and try to be as market sensitive as we can in that respect. I think it was a valuable survey to do and I think it helped the leadership understand where people were at. It was helpful to get a read on things and confirm some of the hunches we had. We had some fairly substantial hypotheses about why certain worship styles were working. There has been some research done on worship preferences of generations and we pretty much confirmed what those studies said in our own congregation."

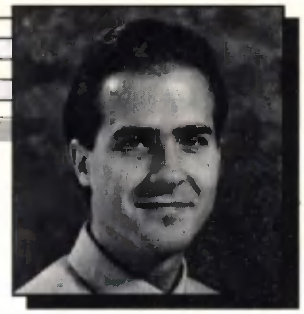
Survey new members

Kauffman says that because of the importance of the attracting and keeping the younger churchgoers, the church is considering setting up a system to survey the new members who go through Rosewood's new members class.

"The way we would use this data is to make sure we are doing the things that are going to draw those new people in. If we can attract new people who are unchurched, they tend to have more friends who are unchurched, so word of mouth tends to be the best thing we have going. We wouldn't necessarily use it for advertising because our best method of advertising is word of mouth. People don't tend to show up at a church because of a mailer, they show up because somebody who's credible to them says, hey, why don't you come and give this a try.

"American churches are very competitive. Our church is trying to carve out a niche. There are many other churches in our area and they're trying to grow, just as we are. We're trying to make our niche by attracting people that don't necessarily go to church very often. I think it helps us to be sensitive to what those people are looking for in a church and I think that's really the overall benefit of the survey we're going to be administering to new people coming in. We'll find out what has worked and what hasn't.

"There's a body of literature called the church growth movement and more and more of those people are talking about being market sensitive. Now, a lot of churches resist those kinds of things. And I don't know of any other church that has done a survey of their congregation to this extent but I foresee churches doing more of this kind of thing in the future." ❑



by Joseph Rydholm
managing editor

A church surveys its congregation: contemporary or traditional?

The service gospel continues to spread, and it's reaching some unlikely places—such as your neighborhood church. We're accustomed to hearing about how important it is for businesses and other service organizations to survey their customers. But churches? It makes sense, because they do provide a number of services (no pun intended) to their congregations, and if those services are unsatisfactory, people may go elsewhere.

One church that is using research to meet the needs of its congregation is Rosewood Church, a Christian Reformed church located in Bellflower, California, a inner-ring, middle-class suburb of Los Angeles.

Tim Kauffman, associate pastor, says that for the past five years the church has been undergoing a revitalization effort to draw new congregation members and spark the interest of current ones.

A key to that effort has been adding a contemporary worship service to the traditional service. Kauffman says that while the pastor's message is the same for both services, there are a number of differences between the contemporary and traditional services. In the traditional service, hymns are sung from song books accompanied by an organ. The contemporary service is upbeat, with praise music sung to a band featuring a synthesizer, guitar, bass and drums.

"In the traditional service the focus is on paying homage to an awesome God. The focus is more toward experiencing the presence of Jesus in the second service. It's a whole different mix of the ways you experience God in worship," Kauffman says.

Rosewood Church

On the Move...
...In Step with the Spirit

Controversy

Though the contemporary service has been quite successful, it has brought about some controversy, so the church administration decided to survey the congregation to get a handle on people's attitudes and opinions.

"We came to a juncture where we had to make some decisions about our direction because the attendance at the contemporary service increased quite a bit and the traditional service decreased. We wanted to assess what was drawing people. In addition, there were people connected to the church with very different feelings about what was working and what wasn't and why. We looked at the survey as a way to answer some of those questions."

A four page survey was sent to over 400 members including groups of regular attenders, occasional attenders and younger church members. The survey asked respondents for their opinions on various aspects of the two services and gathered information on their attendance habits. Respondents used a scale from 1 to 5, 1 indicating that they felt the aspect in question enriched their churchgoing experience, 3 that they were neutral toward it, and 5 that it hindered their experience.

Kauffman used Raosoft Survey, a software program from

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Learning from experience is a **real** experience in learning. When you attend a Burke Institute seminar, you participate in more than an exciting, on-target learning experience. You learn from the experienced professionals who have done more customized marketing research and have taught it to more people than **anyone else in the world!**

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- **Industry Experience** from working with companies representing consumer goods and services, industrial products, business to business services, pharmaceutical and health care organizations, advertising agencies, financial institutions, publishing and broadcasting, public utilities, and telecommunications.
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- 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

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

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 .... Oct. 1-2
- Los Angeles .... Nov. 12-13

201. Focus Groups: An Introduction
- New York .... May 21-22
- San Francisco .... Nov. 5-6

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

301. Writing and Presenting Actionable Marketing Research Reports
- Cincinnati .... Apr. 6-8
- Cincinnati .... June 8-10
- Cincinnati .... Aug. 24-26
- Chicago .... Oct. 6-8
- Cincinnati .... Dec. 7-9

401. Managing Marketing Research
- Cincinnati .... Apr. 9-10
- Cincinnati .... June 11-12
- Cincinnati .... Aug. 27-28
- Cincinnati .... Dec. 10-11

501. Applications of Marketing Research
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- Atlanta .... Oct. 15-16
- Cincinnati .... Dec. 17-18

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- Cincinnati .... May 7-8
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- Cincinnati .... Nov. 2-3

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- Cincinnati .... Nov. 30-Dec. 3

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Please call Lisa Raffignone at 800-543-8635 (ext. 6135) for schedule information for the following seminars which are also currently offered by the Institute:

- Introduction to Marketing Research
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- Effective In-person Presentation of Marketing Information
- Pricing Strategy and Research
- Using Multivariate Analysis: A P.C. Based Workshop
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  - Pharmaceutical
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- Planning Marketing Strategies and Tactics Using Actionable Research
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- Negotiating Marketing Research Contracts
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The Burke Institute

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