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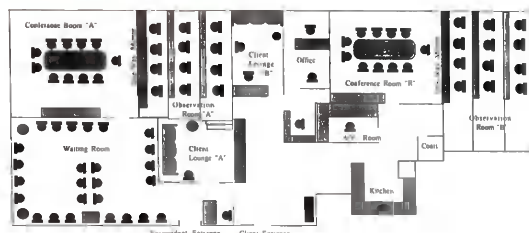
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Features

- 6 Personality in a glass**
Respondents in focus groups, one-on-ones endorse fun-loving Libbey Glass ad campaign
- 8 P.A. law**
Pennsylvania Bar Assn. conducts a telephone survey of lawyers recently admitted to practice
- 10 Moving client/moderator communications into the 1990s**
- 16 Choosing an outside research consultant**
- 18 How qualitative researchers see the consumer of the 90s**
- 26 15 tips and techniques for survey research**
- 32 Surveying focus group respondents yields unexpected benefits -or- An interesting thing happened on the way to analysis**
- 34 Qualitative report writing--is faster better?**

Departments

- 12 Data Use: Beware of MCA mapping**
- 21 Survey Monitor**
- 22 Names of Note**
- 23 Research Company News**
- 24 Product and Service Update**
- 40 Qualitative Research/Focus Group Moderator Directory**
- 49 1993 Directory of Qualitative Research Facilities**
- 123 Classified/Index of Advertisers**
- 124 Letters**
- 125 Listing Additions/Sales Offices**
- 126 Trade Talk**

Cover

The 1993 Qualitative Research Facilities Directory contains two new codes and updates of hundreds of listings. Photo courtesy of Consumer Research Ascts./Superrooms™, San Francisco.



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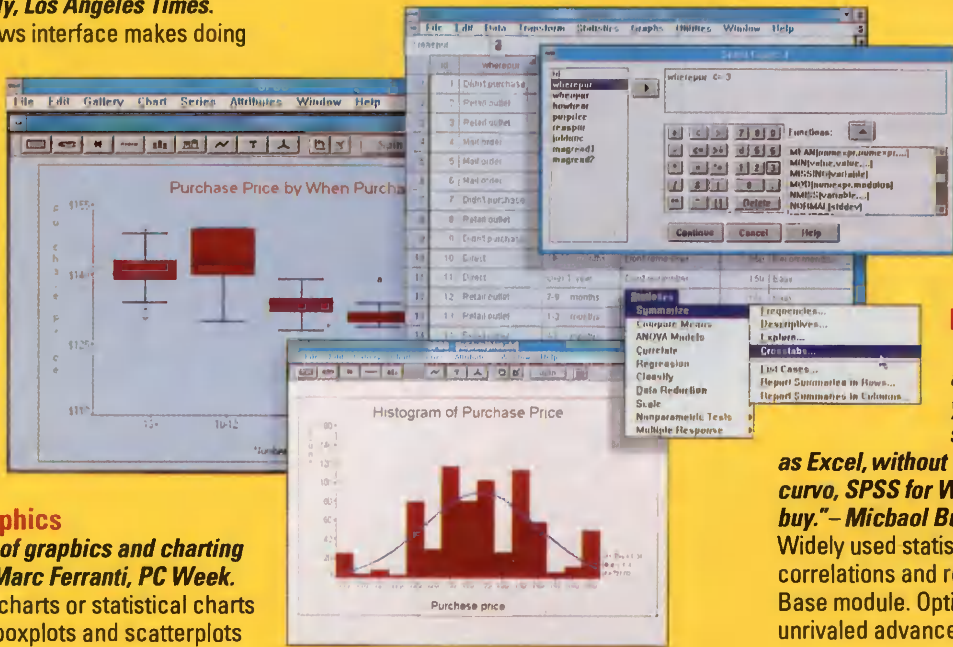
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Personality

The celebrity endorsement is one of the pillars of advertising. After all, what better way to endear yourself to your customers than by having a famous person eat, drink, smoke, wear, drive, or simply stand next to your product?

But how about the celebrity non-endorsement, where the celebrity is present in name only? That's the approach chosen by Toledo-based Libbey Glass Inc. for a recent ad campaign. The series of print ads—which began running this spring—features a range of movie, television, and sports celebs in name only. In their stead are pieces of Libbey glassware, arranged in clever tableaux designed to express the personality of the celebrity.

In one ad, for example, while Vincent Price is nowhere to be seen, a black goblet with wisps of vapor from some evil brew curling from its mouth sits on a cobwebbed desk. Resting on its base is a huge spider. The caption reads "Vincent Price's favorite glass."

Other ads in the series include gymnast Mary Lou Retton's favorite tumbler in action, skater Dorothy Hamill's favorite glass cutting an arc in the ice, and a humorous before/after representation in glass of dieting baseball manager Tommy Lasorda. Below these images in all of the ads is the tagline "Glasses for any moment. And any occasion." and a selection of Libbey glassware.

A departure

Jim Wojtkun, vice president/group supervisor at Meldrum & Fewsmith Advertising, the Cleveland agency that



Respondents in focus groups, one-on-ones endorse fun-loving Libbey Glass ad campaign

by Joseph Rydholm
managing editor

created the campaign, says the campaign is not only a departure from the usual celebrity endorsement but also from other advertising in the glassware category. "Glassware advertising has typically focused on product quality or product and usage. For example, here is a glass that will look good on the dinner table; here is a glass for entertaining. It really never carries a company identity.

"What we wanted to do with the Libbey campaign was create a sense of what the product meant to consumers, because in essence it's a fashion product. We wanted to communicate a sense

of style and fun that goes beyond the utility nature of the product."

Wojtkun says that the campaign was also intended to add to the already positive perceptions that consumers had of the Libbey name. "Historically consumers have had good perceptions of Libbey and its products. This campaign was a step in the direction of creating some sense of the brand, what it is, what it represents to the consumer.

"Libbey is a respected name that people recognize. But they didn't understand what Libbey represented. So we're trying to create a sense of identity for Libbey from the other glassware makers, to have the name mean something more than just the glass."

Edward Pohlman, manager of advertising and public relations, Libbey Glass Inc., says that the ads capitalize on Libbey's name recognition. "Libbey is the best-known brand in the industry. What we were trying to do is continue to generate the identity that Libbey is indeed America's glassmaker by having a fun campaign."

Clear winner

The campaign emerged as the clear winner from two rounds of research. In the first phase, focus groups were held in Midwestern cities with women (both homemakers and women who worked outside the home) between the ages of 25 and 49.

"Eighty-five percent of all glasses are bought by women," Wojtkun says. "It's not geared to any economic group or social segment. It really is the definition of a broad-based product. But each consumer has her own personal taste. That's

what we hoped to accomplish with the use of the celebrities: We didn't have an explicit endorsement but we wanted to show that they were glasses for any kind of person. So that no matter what your personal taste, you're going to find something to like in the Libbey line."

Five campaigns, including the celebrity campaign, were tested in the focus

but the second research phase of 200 mall intercepts and subsequent one-on-one interviews helped confirm that the celebrity campaign was the winner. It also helped determine which celebrities should be used.

"The focus groups were exploratory, the one-on-ones were confirmatory," Zachary says. "In the one-on-ones we

tions and we also tested celebrities, some of whom we used in the campaign and some we may use in the future."

Scott Crawford, senior vice president/creative director, Meldrum & Fewsmith Advertising, says that the research helped the agency determine which celebrities would get the best response from consumers. "We all had our own favorites. Part of what we wanted to do with the research was make sure that we didn't let our own biases outweigh what our target audience might enjoy. But some of the choices, like Vincent Price, were naturals. No matter how old you are you've had some exposure to Vincent Price, whether it's from the old horror films or Michael Jackson's 'Thriller.'"

Build on taglines

Another goal during the campaign planning was to build on the existing Libbey taglines "Glasses for any mo-

continued on p. 37



groups, says Lacey Zachary, research director, Meldrum & Fewsmith Advertising. "We tested the campaigns that we felt were strong and we wanted to narrow it down and see which one really communicated the most positive things about Libbey. People immediately gravitated to the celebrity campaign. They felt it was novel, it was lighthearted, and it really featured the glass—more so than any of the other campaigns. Consumers said they wanted the ad to show the glass."

Pohlman: "People related to the campaign and felt that it would be memorable. It's difficult, because consumers don't want to be told what to buy; they want to make the choice on their own. But if we make the advertising fun and appealing, they'll remember Libbey the next time they go to the store."

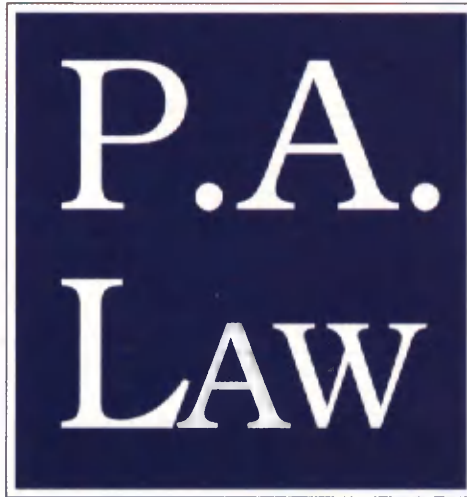
Mall intercepts

Another campaign also tested strongly



took three campaigns out to the respondents, including the celebrity campaign, and sat them down and showed them executions of each one and asked which one really hit them. The overwhelming winner was the celebrity campaign. We had respondents rate and rank execu-

Focus group respondents gravitated to the celebrity campaign, saying it was lighthearted and fun. While looking at executions of the various ads, they offered their own suggestions for possible celebrities to feature in the campaign.



Pennsylvania Bar Assn. conducts a telephone survey of lawyers recently admitted to practice

It takes a lot of work to become a lawyer. You have to clear a lot of hurdles. Once you clear them and begin practicing law, what if you find out it wasn't worth it? What if your schooling didn't prepare you for the challenges you're facing every day? Who would you turn to for help?

These are just some of the questions asked in a survey of lawyers recently admitted to practice in Pennsylvania. The survey, undertaken by the Entry into the Practice of Law Committee of the Pennsylvania Bar Association (PBA) and funded by the Pennsylvania Bar Trust, was based on telephone interviews with 177 new lawyers admitted into practice between 1986 and 1990.

The survey process was supervised by John Bradley, a research consultant based in Havertown, Penn. and a member of the Entry into the Practice of Law Committee. "We knew that studies had been done by the American Bar Association, the Maryland Bar Association, etc., but we didn't have any benchmark on Pennsylvania. So we got a survey sub-committee together to decide how to structure the questionnaire," Bradley says.

The survey probed the reasons why

people go to law school, what their hopes and aspirations are, and how their opinions changed during their education—both after they were admitted to the bar and during the first few years of practice.

In addition, the survey was designed to help the PBA determine ways to help new lawyers handle the challenges they face; whether a practicum (which instructs new lawyers on the day-to-day aspects of law practice in their county, such as filing a motion, recording a deed) should be offered on a mandatory or voluntary basis.

"The Bar Association's mandate is to provide service to the public and service to the bar," says Enid Harris, chairperson of the Entry into the Practice of Law Committee. "The survey was designed to mainly address the second part of the mandate, to find out what it is lawyers are asking for from their bar association and hopefully develop specific projects to provide that."

Sent in advance

The Committee felt that the experiences of the recently-admitted lawyers might differ depending on the size of their respective county bar populations,

so the Pennsylvania counties were grouped into five cells.

Nearly 700 copies of the survey were sent in advance to lawyers who were prospective respondents. The survey packet included a cover letter that explained the purpose of the survey and alerted them that they might receive a call to participate.

The interviewing was conducted by Research Corporation of America, Conshohocken, Penn. Sharon Miller, project director, Research Corporation of America, says that while giving respondents advance notice might not be practical for consumer studies, it can be helpful in research with specialized audiences such as doctors or other busy professionals. "It's not a method that's used very often, but it might be used with similar studies with doctors, for example, who can be difficult to get time with," she says.

In addition to speeding up the interviewing process, Bradley says that sending the survey in advance also resulted in high cooperation rates. "We couldn't guarantee everybody who got a copy in the mail that they were actually going to be called but we wanted them to be mentally and psychologically prepared

for it and know it was Bar Association authorized when they got a call."

Though the instructions explicitly asked the people who received a survey not to complete and return it to the Bar Association, a few persistent souls did, despite the fact that the eight pages of text had been jammed onto four to make it look as forbidding as possible.

"The questionnaire we sent out was not formatted in the same way as the actual survey," Bradley says. "It was deliberately formatted in what you might call a user-unfriendly method because we didn't want people filling it out and sending it back through the mail. We specifically instructed them not to do so and we deliberately wrote the questionnaire in a physical format that would make it hard to do so but six of them still filled it out and sent it back!"

Interviewers briefed

Before the interviewing began, Bradley briefed the interviewers on what to expect, Miller says. "He went over the kind of answers they might get from the respondents. He gave them an insight into how the sampling was done. He made them feel comfortable with the study; anything that they might have had question about as far as vocabulary or terminology, he was able to help them with.

"During the interviewing he frequently came here and spoke with the interviewers individually. It was a plus to have him with this kind of study because he didn't just drop it and leave it, so to speak. He was a part of the study, which made a great deal of difference to the interviewers."

Reasons for choosing law

In the first section, respondents were asked about their reasons for choosing the law profession. Questions covered topics such as: the type of practice the respondent planned to enter upon graduation and if that choice changed over time, and; the importance of various factors (earning potential, desire to serve clients) in their decision to practice law.

The second section dealt with respondents' experiences in law practice, how they differed from expectations, which



aspects (such as winning an appeal, performing pro bono service) they found most satisfying, and which they found frustrating. It also asked about the obstacles faced in day-to-day practice and how they felt the PBA or their county bar might help them cope with those obstacles.

The final sections covered the transition from law school to law practice and inquired about the respondent's experience with a practicum.

Some findings:

- Respondents were evenly divided as to whether law practice was what they had expected it to be. Of the people who said it was different, the most common reason given was a disillusionment with the cutthroat nature of the profession.

In addition, the survey found that respondents who had entered law without a clear purpose were more likely to have feelings of dissatisfaction, says Enid Harris.

"The survey indicated that there are a number of problems related to people that have chosen law as a kind of default career. There seemed to be a correlation between people who had gotten into law that way and people who were dissatisfied or who said that the practice of law wasn't what they expected it to be. As a result we have decided the Committee should address not only the needs of recently admitted lawyers but of lawyers who are still in law school and perhaps even pre-law college students."

- The most frustrating element volunteered by respondents was the lack of time to do quality work, followed by

lack of professionalism. Lack of time was also singled out as the main obstacle to successful practice.

"There were many, many complaints about not having enough time for a life other than practicing law, particularly when you have to put in a lot of billable hours. So we are thinking of developing programs either on alternative legal practice styles—such as practicing part time, farming out your services to other attorneys—that would enable lawyers to practice law but have more quality time with their family," Harris says.

- No one mentioned the problem of racism and relatively few mentioned sexism, Bradley says. "That's not to say these people don't encounter these problems in other areas of life, but it's not something that stands out to them as a problem in the entry into the practice of law."

- Respondents said they derived the most satisfaction from achieving positive results for their clients. They also enjoyed the intellectual stimulus of law practice. Personal rewards such as prestige and setting your own schedule were much less important.

- Law students and young lawyers don't have a much regard for law school placement offices. "They tend to regard them as centralized job registries," Bradley says, "almost like a bulletin board with somebody who types up the notices and schedules appointments. In terms of selecting their job, the placement office has virtually no influence. Almost everything else has more influence. Work experience does—you'd logically expect that—fellow students do, faculty members do. Placement offices come in last in influencing students in terms of what to consider.

"The logical conclusion is that the law student placement offices aren't marketing themselves effectively to the students as offering career counseling. That may be deliberate—they may have enough to do in terms of scheduling career counseling, giving them basic instructions, etc., and they may not feel they have time to offer any significant individualized career counseling. I think there's more that law school placement offices could do to help them pick the

continued on p. 124

Moving client/moderator communications into the 1990s

by Thomas Greenbaum

Editor's note: Thomas Greenbaum is executive vice president of Clarion Marketing and Communications, Greenwich, Connecticut.

Do you watch focus group sessions with pencil in hand, so you can send notes into the moderator to direct the flow of the discussion in the room? If you are one of the many clients who follow this practice, you are still operating in the 1980s, and are probably seriously affecting the overall quality of the focus group research you are conducting.

Historically, the traditional way that client observers have communicated with their moderator during a focus group session is by jotting down a brief note which would be carried into the group room by an employee of the focus group facility. However, in recent years the more sophisticated moderators have found this technique can be very destructive to the overall focus group process, and that it should be replaced with

other alternatives that do not negatively affect the group dynamics.

There are several different reasons why sending notes into the group room is a very destructive influence on the overall focus group research process. They involve both negative factors among client observers behind the one-way mirror and among the participants and the moderator in the group room.

ers pay more attention to the construction of the notes they are writing than to the discussion in the focus group room, thus missing much of the important verbal and non-verbal content.

- Writing notes in the backroom while watching the group tends to focus the attention of the observers on the details of the group discussion rather than the "big picture," which is the appropriate way to observe focus group sessions.

- The process of developing notes to send in to the focus group room encourages conversation among the observers in the backroom, which takes their attention away from the discussion that is occurring during the session, thus causing them to miss some important inputs.



Photo courtesy of Three Cedars Research, Omaha, Neb.

Specifically:

Problems affecting client observers

- When the clients in the backroom understand they have license to send notes in to the moderator, some observ-

Problems in the focus group room

- A note that is sent in to the focus group room significantly affects the mood in the session and will distract both the moderator and the participants

continued on p. 36

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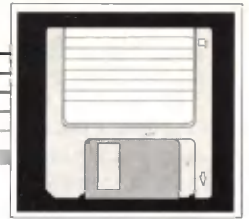
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Beware of MCA mapping

by Betsy Goodnow

Betsy Goodnow is marketing research manager of the Fact Flow Research Division of Donahoe and Purohit Inc., Rosemont, IL. She is also president of Market Action Research Software, Inc., Clarendon Hills, IL.

The debate between spokesmen for multiple correspondence analysis (MCA) and correspondence analysis (CA) has a long history. Karl Pearson (1913) developed the antecedent of CA used by Procter & Gamble (Horst 1935). R.A. Fisher (1940) named the approach "reciprocal averaging" because it reciprocally averages row and column percents in table data until they are reconciled.

The qualitative approach

Prior to U.S. entry into World War II, Louis Guttman (1941) developed a "qualitative" approach to CA named optimal (or dual) scaling. This "ANOVA-like" approach optimizes the correlation among row and column categories in tables. With optimal scaling Guttman proved that the Simon-Binet intelligence test is a "perfect" scale for classifying draftees. The scale is ordinal because a perceptual map of test results approximates a horseshoe-shaped parabola.

The quantitative approach

Since reciprocal averaging was inefficient, Europeans such as Mosaier (1946) and Benzecri (1969) related table data with computer programs for principal component (factor) analysis. Burt (1953) criticized their quantitative analysis of "qualitative" table data in a journal article. To circumvent this problem, Burt developed MCA (homogeneity analysis) of a binary indicator (or Burt) matrix.

The winner

In response to Burt's article (1953), Guttman reports that optimal scaling is mathematically equivalent to factor analysis. "The two systems are identical..." According to Guttman,

the two approaches developed independently because the war broke down communication between the Americans and the Europeans. Guttman notes, "The British use factorial procedures for both quantitative and qualitative data, but Americans...fail to discuss material of this kind of all." Evidently, Burt won the debate by convincing the statistical community that quantitative analysis of tables with CA is inappropriate.

Did the best approach win?

The purpose of this article is to shed new light on the debate and to prove beyond a doubt that Burt was wrong. The objectives of this study are to demonstrate the following:

1. Table data is appropriate for quantitative analysis
2. Burt matrix data is not appropriate for quantitative analysis

The first section presents an example of MCA and demonstrates why the Burt matrix does not fulfill requirements for quantitative analysis. The second section presents an example of CA and proves why CA does fulfill these requirements.

Example of MCA

The Burt Matrix

The purpose of this simple hypothetical example is to describe perceptions of a product on three traits. These traits are TOP (most popular), BIG (biggest size), and LOW (lowest price). The 18 respondents check all traits that describe the product. The raw data of their responses and their gender are reported in the following binary indicator (Burt) matrix.



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Clint Brown is President, Alliance Research,
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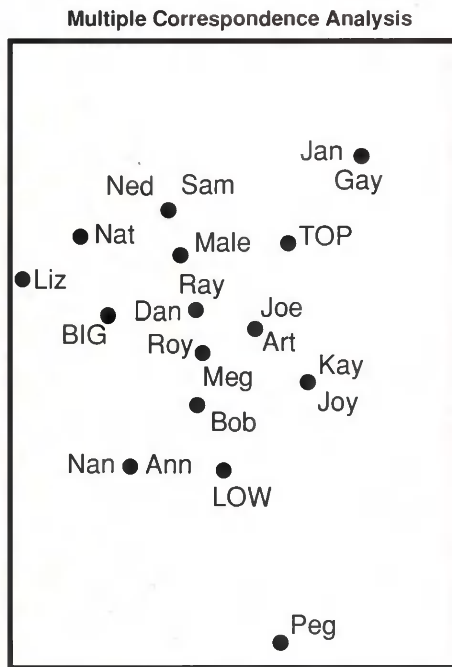
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Burt Matrix				
	Top	Big	Low	Male
Joe	1	0	1	1
Ann	0	1	1	0
Roy	1	1	1	1
Nan	0	1	1	0
Sam	1	1	0	1
Liz	0	1	0	0
Bob	0	0	1	1
Peg	0	0	1	0
Dan	1	1	1	1
Meg	1	1	1	0
Art	1	0	1	1
Kay	1	0	1	0
Ray	1	1	1	1
Joy	1	0	1	0
Ned	1	1	0	1
Gay	1	0	0	0
Nat	0	1	0	1
Jan	1	0	0	0

Interpretation

MCA of the responses is presented by the following perceptual map.



The positions of the points on the map show that the responses of the following people are identical: Jan and Gay, Ned and Sam, Art and Joe, Nan and Ann, Joy and Kay, as well as Roy, Ray and Dan. Since Roy, Ray, and Dan perceive that the product has all traits, MCA positions them at the origin of the map. (Meg also checked three traits so MCA position Meg at origin. However, Meg's gender affected her position relative to the traits.) Since Peg, Liz, Jan, and Gay perceive the product as having only one trait, MCA positions them far from the center and near that trait. (Bob and Nat also checked only one trait so MCA should position Bob and Nat the same way. However, gender affected their position relative to the traits.) Since Joe and Art perceive the product as having two traits, MCA positions them between those traits. (Gender also affected the position of others who checked two traits. When MCA mixes variables, the solution is not interpretable.)

Broken assumptions

The reason the solution lacks face validity is that the data is not appropriate for such quantitative analyses as MCA. Data in a binary indicator (Burt) matrix does not fulfill requirements for MCA.

1. The data are binary, not truly metric.
2. The data has a poisson (highly skewed) distribution, not a bivariate normal distribution.
3. The data's unit of measurement for traits and gender male are not consistent. MCA weighs gender three times more important than traits.
4. The data lacks enough degrees of freedom for a stable solution.

Evaluation of MCA

According to Kent (1986), MCA is a "misspecified model where we 'pretend' the discrete data follows a multivariate normal distribution." Van Rijckevorsel and Worsley (1988) warn, "It is absolutely necessary to investigate the stability of the results." Kaciak and Louviere (1990) conclude that MCA may yield uninterpretable maps.

Example of CA

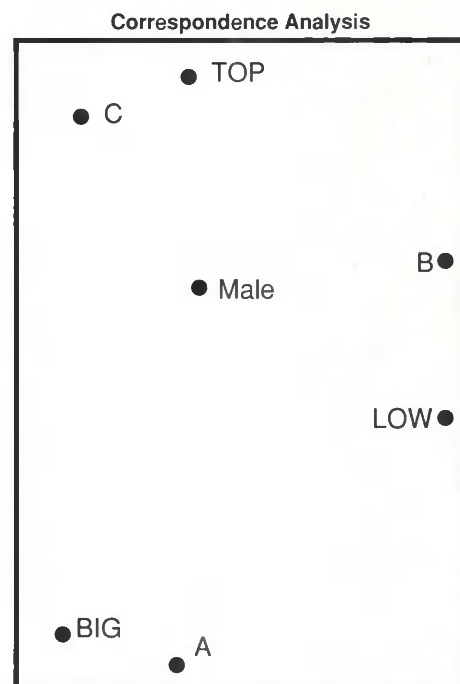
The table

The first six respondents in the previous Burt matrix are assigned to Subgroup A, the next six to Subgroup B, and last six to Subgroup C. The responses of each subgroup are aggregated and reported in the following table.

	Top	Big	Low	Male
A	3	5	4	3
B	4	2	6	3
C	5	3	2	3

Correspondence analysis

CA of the responses is shown in the following perceptual map.



The position of the points on the map indicates that Subgroup A perceives the product is big in size, Subgroup B

perceives the product is low in cost, and Subgroup C perceives the product is top in popularity. In contrast to the solution of MCA, the solution to CA has face validity.

Fulfilled assumptions

Table data is appropriate for quantitative analysis since it fulfills all assumptions for quantitative approaches to CA.

1. The data are truly metric because cell values (frequency counts) are the input data (Goodnow 1991).

2. A table with nine cells approximates a bivariate normal distribution (Pearson 1913).

3. The data's unit of measurement for male need not be consistent with traits because male is a passive category. Each passive category is individually superimposed on the solution (Lebart, Morineau and Warwick 1984). In contrast to MCA, gender does not affect the solution.

4. All solutions to CA best summarize relationships among categories (Nishisato 1984) and this solution is significant.

Summary

Over 50 years ago famous statisticians such as Pearson, Fisher, and Guttman developed qualitative approaches to CA. Burt considered quantitative approaches inappropriate since tables crosstabulate qualitative data. To circumvent this problem, Burt proposed MCA of a Burt matrix. Much to his chagrin, this article demonstrates that data in a Burt matrix is inappropriate for such quantitative analysis as MCA. However, the frequency counts of cell values in table data is metric, has a bivariate normal distribution, allows for different units of measurement, and has ample degrees of freedom. Thus the author recommends quantitative approaches to CA and agrees with Van Rijkevorsel and Worsley (1988), "Homogeneity analysis is a dangerous technique."

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Choosing an outside research consultant

by Theresa Wrobel

Editor's note: Theresa Wrobel is vice president of Research 100, Princeton, New Jersey.

One casualty of slashed budgets may be the option to hire outside consultants. Or, paradoxically, when budget cuts lead to "downsized" departments, outside consultants may be called upon more frequently.

When should internal resources be used to help answer marketing problems? When should companies turn to outside research consultants for solutions? And what role should external consultants play to ensure their value?

Often, the "inside versus outside" decision is predetermined by budgetary constraints, timing limitations or the availability of essential resources. However, for those occasions when the path is not preordained, the following guidelines can help direct the decision.

Stay inside if internal sources solve the problem

Keeping the work inside makes sense when internal resources, such as customer databases and demographic information, can answer questions such as "How does my customer base compare demographically with the general population?" or "In which ZIP codes do my most profitable customers live?" Issues such as these, which are descriptive rather than diagnostic, can often be addressed internally.

Customer information files, census data and the like can tell us what services are used and who uses them. However, they cannot tell us the "whys" of

consumer behavior, what problems exist, which unmet needs remain to be filled. Only by asking focused questions can such answers be found.

When primary research is needed, the decision becomes more complex

When circumstances call for primary research, the decision to use internal resources exclusively or call upon the services of an outside consultant becomes more critical. Consider handling your primary research internally when...

1. Budgetary cuts dictate it.
2. Your company has all the necessary in-house resources to execute a project.
3. The question and answer process can be a beneficial learning device. For example, if management trainees can be used to obtain information from customers, two concurrent goals can be served. First, the trainees will learn face-to-face about customer needs. Second, customers will have a direct forum to express their concerns and wishes. It's important to note that management trainees and other non-professional interviewers must be carefully schooled in interviewing techniques. Also, many topics and occasions may be too complex or sensitive to deploy such a method.
4. Company employees may elicit more forthright answers because they are viewed by interviewees as being in the position to implement change. This is especially true in instances where customer problems or complaints are being fielded and the respondent is made comfortable with company employees as interviewers.

Care must be taken to avoid intimi-

dating respondents, and, as always, interviewer training is a concern that must be addressed. Also, external consultants should be used in cases where respondents may not feel comfortable giving company employees candid answers.

How should the internal versus external decision be made?

An excellent way for a market researcher to determine whether or not to use an external consultant is to take a self-administered survey. Here is one survey designed to simplify the marketing executive's decision.

1. Can I be objective about my company's goals for a particular project?
2. Can I distance myself from hidden agendas and secondary issues to clearly identify the marketing problem and the appropriate solution?
3. Do I have the time to conduct the entire project, giving it the attention it needs and deserves?
4. Do I have the knowledge and the resources to complete the project without outside assistance?
5. Could I benefit from the added insights of an external consultant?
6. Would an outside consultant's resources assist in the execution of the project?
7. Would an external consultant's involvement in the analysis and presentation of findings lend credibility to the conclusions?

The consultant's role: guaranteeing that going outside is a rewarding experience

In all fairness, the research consultant should also be willing to partake of what he or she makes a profession of

administering. Hence, here is the research consultant's self-administered questionnaire, intended to ensure that value is delivered to the client.

1. When defining the research problem, am I spending most of my time listening to my client's needs, or am I selling my ideas?

2. Do I understand my client's business?

3. Do I recognize where the research project's goals fit within the larger framework of marketing and business objectives?

4. Have I defined and clarified my client's objectives so that all involved parties agree?

5. Have I made sure the research design clearly addresses the stated objectives?

6. Am I certain that my client will be able to translate the research results into usable marketing strategies?

7. Have I clearly outlined all the steps of the project, and addressed any uncertainties which might have an impact on timing or cost? That is, have I not only addressed the obvious needs and concerns, but made every effort to anticipate the unforeseen?

8. Do I have the resources and the knowledge to complete the project efficiently and cost effectively?

9. Can I provide my client with added value, based on my breadth of experience?

10. Am I supplying accurate, timely updates as the study progresses?

11. Are my final reports well organized? Do they answer the study objectives in clear, comprehensible language?

12. Do I go beyond simple reporting, and interpret the data to make suggestions for developing or implementing marketing strategies?

This questionnaire can serve a dual purpose. First, it provides consultants with a tool for self-evaluation. In addition, in these times of trimmed budgets, clients can use this questionnaire to assess the value obtained from their consultants.

Once you've determined that an outside consultant is necessary, how do you choose one?

The first decision has been made: an outside consultant will be hired. How should the selection process begin? Many marketers have developed ongoing relationships with consultants. Thus,

past experience may be used most frequently to guide future selections. However, new research companies are often solicited to impart a fresh viewpoint since even the usual alternatives deserve an ongoing evaluation. The following guidelines for choosing outside consultants are offered for consideration.

1. What are the consultants' strengths? Do they match your company's needs? And, how can their qualifications be assessed on key criteria? First, make sure that you clearly understand your

company's research needs. Then consider research consultants' abilities in several areas:

•Are they problem solvers? This is particularly important when addressing marketing issues where internal knowledge is limited, or when differing opinions exist within the client organization about the nature of the problem. To test consultants' problem solving capabilities, have them develop a proposal based on a brief description of the marketing problem. Make sure

continued on p. 38

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How qualitative researchers see the consumer of the 90s

by Judith Langer

Editor's note: Judith Langer is president of Langer Associates, New York City, and a member of the Qualitative Research Consultants Association (QRCA) Board of Directors. This article is adapted from a speech given in July as part of the Advertising Research Foundation's Key Issues Workshop.

Sometimes the best way to get the big picture is to start by looking small—and then to keep adding the small pieces together. While focus groups are gaining popularity in political polling, most of the “big picture” research of American society by marketers and candidates is large-scale: large samples with broad-ranging questions on respondents’ opinions on the big issues of the day.

In qualitative research, we start the opposite way to build to the big picture. Our research gives us a close-up view of Americans, across much of the class spectrum in markets throughout the country. In an individual focus group or depth interview study we typically talk with anywhere from 20-120 people, a sample which is, as we caution clients, intentionally small and not necessarily representative. The scope of these studies, too, can often be purposely small, focused on highly specific issues—the image communicated by four different packaging graphics, why people buy

frozen corn. Many of our questions concern how people live their everyday lives, what they serve for dinner, where they shop, how they spend their spare time. Sometimes there are “big” questions about the issues in people’s lives, their goals, hopes and fears.

Whether or not the question explicitly asked is “big” or “small,” through, in the course of the interviews we find out what’s really going on: how people feel about their jobs or, today, the lack of jobs; what family life is really like stripped away from the rhetoric; what people feel and do about their homes, their bodies, their money; what they feel they should and shouldn’t do. Studies may look unrelated on paper—toothpaste, cat food, computers, hair spray, stocks and bonds—but the underlying patterns of thinking and buying are not. In the course of studying different product categories, we may hear women 18-24 or teenagers or people 60-75 years old over and over. Issues like the role of price come up again and again. The small-scale studies of a few dozen people also add up over the year and over the years.

The details of ordinary everyday activities reveal what people truly believe, what they truly care about, how they really live—not just what their official socially respectable opinions are. The pieces add up to a larger view of the American consumer.

For the first time, over 40 qualitative researchers have shared their insights about the current state of the consumer. The Qualitative Research Consultants Association (QRCA), a group of independent qualitative researchers recently conducted its first Trends Identification Project. The question posed to members was whether or not the so-called 90s consumer is indeed different from the 80s consumer. “Consumer” was used broadly to include business customers, voters and other people our members have interviewed. A questionnaire with open-ended questions and even two closed-end questions was sent to 363 members; 39 responded, some at length. Additionally, a focus group was done by phone with five members of the QRCA Board, one of whom had sent in a questionnaire. (A list of the researchers who participated can be found at the end of the article.) Their overview of today’s consumer is based on several hundred focus groups in the last year alone, no less those in the years and decades preceding it.

Yes, indeed, real differences exist between the present and the last decade, the now infamous 80s, according to most of the researchers. Nearly a third of the researchers see this as a sharply significant change in direction, while almost half see a more moderate shift. A

continued on p. 46

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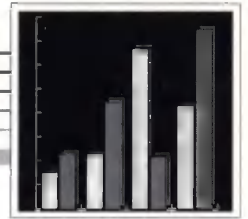
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Credit card holders lack confidence in the economy

When asked to identify which of five factors would encourage them to spend more and help boost the economy, nearly a third (30 percent) of respondents surveyed by Visa U.S.A. said a five percent increase in salary would be most encouraging. The survey of 1,000 credit cardholders was conducted for Visa by The Gallup Organization. Only 12 percent of respondents said a five percent reduction in state or federal taxes would help. As few as 10 percent of respondents felt a reduction in credit card interest rates to 14 percent would most motivate them to spend.

The study revealed that credit card owners still lack confidence in the economy; 62% of respondents said the economy is worse now than six months ago. Only 23 percent felt economic conditions were better today than six months ago. Age and household income affect confidence levels with adults 34 and under and individuals from higher income households (\$50,000 or more) feeling more optimistic than other groups. The study also revealed that more than half of the respondents were insecure or only somewhat secure about their household's economic status.

The study also probed cardholders on their attitudes toward credit cards. Nearly three quarters of respondents felt that having a credit card was somewhat important to them. In fact, 40 percent consider a multi-purpose card to be extremely or very important.

When asked to rate eight possible reasons for owning a credit card, cardholders cited use in emergencies as the most important reason (78 percent). Emergencies were also chosen by the

larger proportion of respondents when asked to choose among seven usage situations for which multi-purpose cards were most valuable (33 percent).

Half of all cardholders questioned report decreasing their total household debt in the past six months. Nearly half (49 percent) of those using a Visa or MasterCard in the past three months reduced their bankcard debt compared to six months ago.

Reflecting their uncertainty over the economy, over half of bank cardholders surveyed report using bankcards less frequently now than six months ago, while slightly under half plan to use

them less often in the next six months. Far fewer individuals (31 percent) in the 55 and over age group plan to reduce spending on credit cards.

Rack 'em up: billiards growing in popularity

According to the Billiard & Bowling Institute of America's National Billiards Participation Study-1991, 39.2 million Americans over the age of six played billiards once or more during 1991 and 10.3 million played the sport 'frequently' (25 days or more).

continued on p. 29

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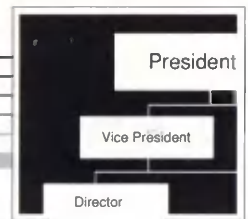
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NAMES OF NOTE



Dr. Betsy Goodnow has joined the *Fact Flow Research Division* of Donahoe and Purohit Inc. as the marketing research manager. She remains president of Market Action Research Software, Inc., Clarendon Hills, IL. Donahoe and Purohit specializes in medical marketing research, advertising, and strategic planning.

Sandra Wong has joined the staff of *Hispanic Marketing Communication Research* as research director for HMCR's new Asian Division, Asian Marketing Communication Research.



Wong



Saxena

Pragmatic Research, Inc., a full ser-

vice research firm located in the St. Louis-MO area, has been chosen "Service Industry Firm of the Year" by the Minority Enterprise Networking Association. **Swaran Saxena** is the firm's president. The award, based on nominations from members of the St. Louis business community, honors a company's growth, professionalism, qualifications and credentials of the owners, excellence of work, customer satisfaction, and involvement in civic activities.

Sherrie Jones has been named market research director at the *Arthritis Foundation*, Atlanta.

Fran Magdziak joins *Healthcare Communications, Inc.*, Princeton, NJ, in the newly created position of director of marketing research.



Parker

Carol Parker has become a principal in *Survey Tabulation Services, Inc.* (STS). An employee with Cambridge, MA-based STS for ten years, she is currently the vice president of administration.

Fahlgren Martin, Columbus, OH, has named **Brett Polenchar** to the position of Midwest research director.

Total Research Corporation, Princeton, NJ, has named its 1992 EquiTrend Quality Award winners. Quality Awards are presented to those few companies whose products/services were rated by American consumers as having the highest level of quality. The 1992 winners are: National Geographic Society, UPS, Hallmark Cards, Fisher-Price, Eastman Kodak, Disney World, Church & Dwight (Arm & Hammer), CNN, Hershey's, Lenox, OshKosh, IBM, AT&T, Levi Strauss, The Disney Channel, LEGO Systems, Mercedes-Benz, and the Discovery Network. The EquiTrend survey examines a cross-section of American consumers to assess consumer perceptions of quality across 400 entities in the following categories: brands, media, and celebrities.

Erin Gallagher has been promoted to research associate at Dallas-based *Belden Associates*.

Barbara Saggese has been named vice president, *Incon Research*, Norwalk, CT.

Jenny Klenke is a new account representative for *Quality Controlled Services*, Fenton (St. Louis County), MO.

National Research Institute Inc., Minneapolis, has promoted **Edward Parker** to director of sales and marketing from project manager of the banking and travel & tourism groups.

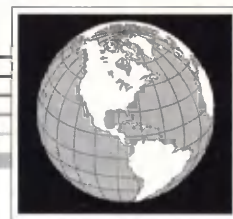
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RESEARCH COMPANY NEWS



WestGroup Marketing Research has opened a new focus group facility in Phoenix. The facility is centrally located and easily accessible from the airport. It features a trapezoidal table for a clear view of each respondent. The viewing room seats 15 observers, who can watch the group from behind a large one-way mirror. For more information call Ilona Guzman at 602-264-4915.

I/H/R Research Group has moved to 6 Hutton Centre Dr., Ste. 1240, Santa Ana, CA, 92707. The new phone number is 714-241-7920.

Group M International finalized an agreement with three new country associates. Asecom, Buenos Aires; Market Dynamics International, Milan; and PQR, Amsterdam, are joining Group M International's integrated network, which offers multi-country marketing research and consulting. The network is designed to provide both national and multi-national clients access to a coordinated group of locally-based consultants. Members work directly with end-user clients and also in "partnership" with other research and consulting groups where a particular expertise is required. Other members include: Marketing Synergie International, London; Kompass, Frankfurt; MSM, Paris; KJK International, Madrid; and Sweeney International, Danbury, CT. Plans call for associate country members from Asia to join the network in 1993. For

more information contact Timm Sweeney at 203-748-1638.

Bruno and Ridgway Research Associates, Inc. has moved to 3131 Princeton Pike, Bldg. 2A, Lawrenceville, NJ 08648. Phone 609-895-9889. Fax 609-895-6665.

Interro, Inc. has changed its name to **Decision Insight** and moved to new offices at 2600 Grand, Kansas City, MO 64108. Phone 816-221-0445. Fax 816-221-9955.

Minneapolis-based **National Computer Systems (NCS)** has signed an application partner agreement with Chicago-based **SPSS Inc.** In the new partnership, NCS will be a recommended vendor of scanning products to SPSS customers. And SPSS will be a recommended vendor of data analysis software to NCS customers.

Analytics, Inc. will celebrate its 20th anniversary in new, larger facilities in early 1993. Its new office will be located in Rolling Meadows, IL, in Chicago's northwest suburbs, five minutes from the Woodfield Mall and 15 minutes from O'Hare airport. Each of the three 3-room conference suites will provide clients with a large conference room with observation mirror, tiered viewing room that seats 14, and a client

office. For more information call Larry Kaufmann at 708-870-1973.

Nancy Low & Associates has opened a new focus group facility in Chevy Chase, MD-on the D.C./Maryland line. The facility features a 21' x 21' focus room with two viewing rooms. The first room has seating for 20+ with two-tier seating. The second room seats six. For more information call John Blamphin at 301-951-9200.

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15-442



PRIZM comes to Canada

Joining the U.S. and Canada under a single market segmentation system, Claritas/NPDC, Inc. and Toronto-based Compusearch have developed a Canadian version of Claritas/NPDC's proprietary PRIZM Lifestyle Cluster System. The new Canadian market segmentation system, called PRIZM Canada, defines every neighborhood in Canada in terms of 24 distinct lifestyle types, or clusters. Analysis of the enumeration districts of Canada showed that many of the 40 neighborhood types contained in the U.S. version of PRIZM

appear also in Canada. These include suburban clusters such as "Furs & Station Wagons," and "Gray Power," and more rural clusters such as "Back Country Folks" and "Middle America" (renamed "Middle Canada" for PRIZM Canada). Some U.S. cluster types did not have enough representation in Canada to merit inclusion in PRIZM Canada.

R. Bruce Carroll, president of Compusearch, says, "The free-trade agreement between the U.S. and Canada has created a common market of more than 360 million people. PRIZM Canada is a giant step toward understanding and targeting the distinct consumer types

found in the common market of Canada and the U.S."

PRIZM, first introduced in 1974 by Claritas, is used by marketers and planners to predict consumer behavior in terms of product, media, and lifestyle preferences and other consumer behavior. PRIZM Canada will be marketed by Compusearch in Canada and by Claritas/NPDC in the U.S. For more information contact Mike Reinemer at Claritas/NPDC (703-683-8300) or Jan Kestle at Compusearch (416-348-9180).

On-line forecasting service available

Pizzano & Company, Inc., a management and economic consulting firm, has released Geneva On-Line, an interactive forecasting service which brings Geneva forecasting technology to any personal computer user. Geneva On-Line combines economic, industry and client databases with Geneva forecasting software and a powerful UNIX server. The system has a capacity of 300 simultaneous users and a top speed of more than 10,000 forecasts per hour. For more information call 617-935-7122.

Service identifies doctors who plan to relocate

BMI, an Oak Brook, IL-based direct marketing and communications firm, has introduced a new service, MEDEC Physician Stat Sheet. It is designed to help hospital and group practice recruiters pinpoint physicians (M.D.'s) and Doctors of Osteopathy (D.O.'s) who not only meet their criteria through educational background and amount of expertise and have indicated that they are seriously interested in the possibilities of relocating to accept a new position.

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The product was conceived as a result of a recent survey, conducted by BMI, which showed that there had been a 27% increase in the number of physicians willing to relocate. The BMI/MEDEC database carries approximately 558,000 doctors on file. Of this number, 10% are actively seeking to relocate. The MEDEC Physician Stat Sheet, in conjunction with BMI's Treatment Oriented Profile (TOP/s) enables one to profile physicians and D.O.'s in six categories:

- Medical training and qualifications
 - Relocation preferences
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 - The doctors' top three areas of specialization
 - Address, phone and fax contact information
 - Personal background and interests.
- BMI/MEDEC further identifies geographically how many doctors within the areas of specialization (e.g., cardiology) are interested in relocating. The product is available through the one-time use of mailing labels or annual unlimited usage on magnetic tape, floppy disc or computer printout. For

more information call Lisa Slutsky at 800-888-8717, ext. 6194.

Portable survey system now available

A new computerized survey system called Point-of-View is now available to gather demographics, opinions, evaluations and customer satisfaction information from respondents. Each unit (the small electronic boxes measure 12" x 12") is portable and runs on a built-in rechargeable battery system. A typical 20-question survey has room for 1200 respondents. The unit also has multi-language capabilities. For more information call Kearney and Associates, 303-534-3044.

Desktop program tracks retail purchase habits

Pareto, the database marketing division of Frequency Marketing, Inc. has developed a database marketing system called SALES. The desktop computer-based system allows retailers to seg-

ment customers, by department, according to five indicators of activity and value, and to develop targeted promotions to reach these buyer segments. The Pareto SALES Model also provides a method for measuring the success of each promotion and customized sales analysis of ongoing promotional programs.

At the center of the SALES Model database system are five indicators that segment customers according to:

(S)ales history, or the total volume of customer purchases in the given department;

(A)cross department purchasing, or cross buying in various departments within a store;

(L)ast purchase in a designated department;

(E)xtent, or length of customer relationship; and

(S)hopping frequency within a designated department.

The first step in implementing the SALES Model is meeting with the retailer to establish objectives, such as the need to improve the response rates of

continued on p.38

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15 tips and techniques for survey research

by Gayle Kaplan

Editor's note: Gayle Kaplan is senior research associate with National Information Services (NIS), Minneapolis. NIS is a division of National Computer Systems, Inc.

Whether you're collecting data on your own for the first time or you're an old pro and have hired a professional marketing research firm, the validity of your research is highly dependent on the thoroughness of your pre-research work. This article offers 15 tips and techniques to think about before beginning your research to obtain useful and valid information.

1. A survey is not a crystal ball.

A survey gives you better information to help you make business decisions. When you do a survey (or other marketing research), you are checking with your marketplace before you decide to manufacture a new product, choose an advertising strategy or set up a customer satisfaction program. The information you receive from the survey allows you to understand your market's requirements and opinions. Through survey research, you are better equipped to make the right decisions the first time. However, it is important to remember that survey results do not predict the future; the economy may improve, a competitor may issue a new product, a hurricane may hit, or, a Coca-Cola showed with the new Coke, you might not ask all the right questions.

2. GIGO: Garbage in, garbage out.

Take time to think about what you want. Spend time and effort to plan your survey. Bad information is worse than no information at all. By the time you decide you need information, you usually need it immediately. But the time and effort you take up front to plan your survey ensures that you obtain good information to help you make your business decisions.

3. Set up a survey design team.

Involve employees who will use or be affected by the

survey information in planning the survey. There are two reasons to do so. First, employees who will use the survey results are probably quite knowledgeable about either the subject or the customers you plan to survey. They can provide valuable information in determining the scope of the survey and in designing the actual survey instrument. Second, survey information is no good unless people use it. One way to encourage company employees to use the results is to involve them from the beginning and get their buy-in to the project.

4. Choose the survey methodology that meets your information needs and budget.

Use the research methods that best give you the information you want. Don't choose a method because you have always done it that way. If you want to ask a lot of probing "why" questions, think about using in-depth personal interviews or focus groups. If you want to survey all your customers, consider a direct mail survey instead of telephone. If you want to know how your company compares to its competitors, try perceptual mapping. Budget is always a constraint, but you can certainly acquire useful information with a limited budget. Budget constraints make it all the more important to consider different options as to how to obtain the information you want.

5. Sampling.

Surveying a sample instead of your entire population allows you to obtain valid information at a reasonable cost. However, if you want information that is statistically valid and reliable, you must choose a statistically valid sample. The two key issues for sampling are randomness and size. Randomness means that each person in your desired survey population has an equal chance of being chosen for the survey. For size, you need to decide with what level of confidence you are comfortable: 99%, 95%, 90%, etc. 95% is the usual business choice.

6. Decide at the beginning what breakdowns or groups you want to use to analyze your data.

The number and type of breakdowns you want determine the number and sizes of samples you need for statistically valid data. For example, if you want to analyze results by region, you need to stratify your sample so that you will obtain a sufficient number of response for each region. In addition, determining the breakdowns helps you to decide what kind of specific information you want to include in the questionnaire.

7. Keep the words simple.

In designing the questionnaire content, a good rule of thumb is to use words that are one or two syllables in length. Obviously, there are longer words that almost everyone will understand, e.g., "presentation," but, in general, shorter words are better. Keep the use of technical or industry terms to a minimum. When you do use a technical or industry term, give a brief definition of it; do not assume that everyone you are surveying understands the term.

8. Focus each question on one issue.

If you ask respondents to agree with the statement that "customer service representatives are polite, friendly, and helpful," what does the resulting data mean? If your respondents agree, are they agreeing that CSRs are polite or friendly or helpful or some combination of the three? You do not receive precise and actionable data from one question that deals with two or three issues. Focus your question to obtain information you can use to make decisions.

9. Design questions that give you interval or ratio data where possible so you can do further statistical analysis later.

In data analysis, there are four types of data: nominal, ordinal, interval, and ratio. Interval and ratio data allow you to do more sophisticated statistical analysis, such as a regression analysis. Even though you may not want to do such analysis immediately, it may be useful later to have the right type of data.

10. Learn what statistical analysis can do for you.

Many people do not think of doing statistical analysis because they have forgotten all their math, or they never learned what probability meant, or they think statistics does not provide any useful information. Statistics, as with almost anything, can be misused. But, properly used, statistical analysis is a powerful tool to provide you with valuable information you will not obtain from simple tables. You do not have to become a statistician to learn what statistics can do for you. A good researcher can explain the different techniques in terms of the information you will receive.

11. Make the questionnaire look good.

You may have a wonderful questionnaire that asks all the right questions, but if it looks crowded or the type is very small, most of your respondents will simply not answer it. To make a questionnaire look good, consider such elements as type size (not too small), type font (a fancy font can be difficult for some people to read), sufficient white space, color, and artwork. Using three colors (e.g., red and blue with

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black type) is an excellent way to present a questionnaire that looks interesting to the respondent. Artwork also gets peoples' attention and piques their interest in reading and filling out the questionnaire. In addition, try to use different type fonts, color shading and graphic symbols to emphasize and supplement your written instructions. A visual cue helps respondents to follow your directions.

12. For telephone surveys, interview the respondent when it is convenient for them.

It will come as no surprise that many people see telephone surveys as intrusive. One method for dealing with this issue is to first introduce yourself and the survey and then ask to make an appointment to conduct the interview at their convenience. If you don't ask to do the survey immediately, you don't put pressure on people. Some people will just tell you

to go ahead; most of the others will make an appointment. This technique is especially useful in business-to-business research.

13. For a mail survey, use a reminder post card, additional waves or incentives to increase response rate.

Response rate is an especially critical issue in direct mail surveys because you have no control over how many returns you will get. There are different techniques that encourage people to fill out and return their questionnaires. Research done on these techniques has shown that each may increase response rate from five to fifteen percent. One simple and fairly inexpensive method is to send everyone a reminder post card. The post card is sent to each respondent a week after the survey is mailed. It is not personalized. It simply reminds the respondents that you sent them a questionnaire, that their input is very valuable to you and you hope they will answer and return the questionnaire. You may put a telephone number on the card for people to call if they need another copy of the questionnaire. The best, but also most expensive, method for obtaining a high response rate is to just keep mailing out the survey. If you want to mail the survey to non-respondents only, you need to set up a system to track those people who do respond and match them against your survey population list. A third way to increase response rates is to use incentives. Sending a dollar bill out with each questionnaire is expensive and less effective than it used to be. Instead, you can offer a gift to each respondent or you can offer them a chance to enter a sweepstakes with a prize such as a personal computer. If you choose the gift or prize option, you still want to maintain respondents' anonymity. Include a separate return post card for respondents to send back to receive their gift or enter the prize drawing.

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14. Pre-test your questionnaire.

This is one of the most important items on the list. Pre-testing a questionnaire involves giving it to a small group of people who are similar to your survey respondents and asking for their feedback on the questionnaire. The pre-test is vital as an assessment of how well potential respondents can understand and respond to the questionnaire. It allows you to check for ambiguity, clarity, and bias in the directions as well as the actual questions. The pre-test will allow for fine-tuning of the questionnaire to ensure accurate and complete response as well as question validity. Even after you have designed a good questionnaire, it is still useful to pre-test it as a final check before you do the survey.

15. Maintain anonymity and confidentiality for your respondents.

People today are very concerned about privacy. They want to know that their answers will be kept anonymous and confidential. This issue is especially sensitive in employee and internal customer surveys. In your cover letter and on the questionnaire itself, let respondents know that you will keep their results confidential and anonymous. If you need to track individual respondents for some reason, you can still assure your respondents of confidentiality. Set up a system to ensure confidentiality and make sure that the system is implemented. □

Survey Monitor

continued from p. 21

Billiards continues to rank as a popular activity in the U.S., placing just behind basketball in the number of general participants. Only bowling, freshwater fishing, and camping have significantly more participants. With 10.3 million frequent players in 1991, billiards surpassed bowling to become the top-ranked recreational activity by this criterion of frequency. Since 1987 the number of new participants has grown to 5.8 million, a 26% increase.

The growth in billiards participation since 1987 is attributable to growth among less frequent players (under 12 days per year) +14.7%, the 35-54 age group (+22), members of households with \$50,000+ income (85%) and residents of the Western and Northeast regions. Among states having over four million inhabitants, Wisconsin and Minnesota have above average per capita participant rates.

Women cite most-hated manners infractions

According to a new nationwide survey conducted by *Victoria* magazine, today's etiquette infractions have taken on a distinctly modern twist. At the top of the list of the most glaring examples of bad manners is when people "do not use their directional signals when driving," said 66 percent of the all-women poll. It is enough to make an Emily Post devotee lean on her horn.

Clearly the backlash of technology and our frenetically paced lifestyles have affected our perceptions of what constitutes "good manners." The telephone company's "call-waiting" feature, for instance, took fourth place on *Victoria's* roster of rudeness. Forty-nine percent of the women call it a frequently encountered example of poor form. "Too many items for the express line" offend 34 percent of those surveyed. People who "steal parking spaces" and who "cut in line" are an affront to 21 percent and 16 percent, respectively, of those polled.

Other examples of scurrilous behav-

ior from the survey include: People who "do not pick up after their dogs," encountered by 37 percent of the women; "asking one's age, salary or weight" angers 30 percent of those surveyed; and people who "don't return phone calls" irk 21 percent.

Although Barbara Bush and Nancy Reagan have owned up to "recycling gifts," 23 percent of those polled frequently encounter the practice and condemn it. "Passionate displays of affection" still disturb 24 percent of the women polled. But the oft-scorned cigarette smoker actually received a break in the survey: Smoking was one of the least offensive displays of bad behavior, with 1.3 percent of the vote.

Some of the conventional displays of bad manners are as popular as ever. When someone "interrupts or does not listen" was the second most frequently encountered offense, said 60 percent. "Not saying please and thank you" ranked number three in impolite behavior, with 55 percent of the vote. And "not showing up after accepting an invitation" is still a social sin to 33 percent.

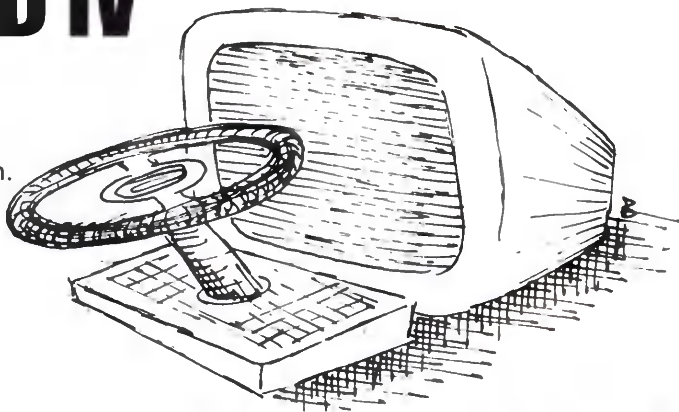
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Study examines opinions on raising a family

A study of attitudes about the family by Glendale, Calif.-based Barna Research Group, Ltd. show that four out of ten Americans feel that "raising children these days is probably not as much fun as it used to be." Twenty-one percent agreed strongly with this, and another 20% agreed somewhat. Twenty-two percent disagreed somewhat, and 32% disagreed strongly that parenting has lost some of its pleasure.

People between the ages of 18 and 46—those in the dominant child-rearing years—were not as likely to see parenting as less enjoyable than it used to be, compared with older adults. However, there were no differences in opinion between those who were raising (or had raised) children, and childless people.

One of the perceived problems with parenting today is that many people believe outside sources have more influence on kids than parents do. Most Americans feel that "these days, most kids are influenced more by schools, government, the media, and other

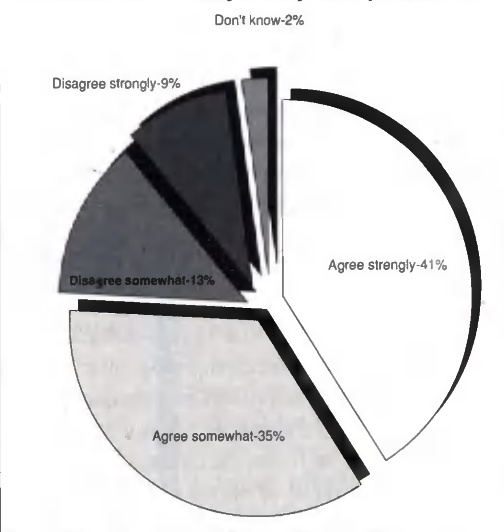
sources than they are by their parents." Forty-one percent agreed strongly with this statement, and another 35% agreed somewhat. Only 13% disagreed somewhat.

youngest and oldest groups of people were the ones most likely to agree strongly with this, while the Baby Boomers were not as willing to accept parents' lack of influence on their kids. Black respondents were particularly sensitive to parents' lack of influence.

Another potential problem parents face today is a simple lack of time. Apparently, most Americans see this as unfortunate, because they believe that "to raise children properly, a parent must spend a lot of time with each child every day." Forty-six percent of the respondents agreed strongly with this, and another 26% agreed somewhat. Again, the youngest and oldest respondents were the ones most likely to feel strongly about this issue.

Even though most people felt a lot of time is needed to

"These days, most kids are influenced more by schools, government, the media, and other sources than they are by their parents."



what, and 9% disagreed strongly. Again, there was no difference in opinion between people who had children and those who had none. However, the

raise a child, they were really more concerned with the quality of the time spent than the amount. Fifty-six percent felt strongly that "it is more important that a parent spend quality time with a child than spend a lot of time with the child." Another 27% agreed somewhat with this.

A common response by parents to being in a dual-career household or having a lack of time is to place children in daycare. Many Americans, however, have concerns about the effect this has on a child. Thirteen percent agreed strongly, and 19% agreed somewhat, that "enrolling a child in a good day care facility can leave long-term, negative effects on the child." Only 28% disagreed strongly with this attitude. Older adults were more concerned about daycare's effects on kids than were other Americans.

Another challenge facing parents is the shift in the family structure. One study estimated that almost half of all kids born between 1970 and 1984 will have lived in a single-parent household by the time they are 16. Americans were split on the fairness of this type of arrangement to the kids.

Twenty-one percent of the survey respondents agreed strongly that "it's not fair to a child to be raised in a household in which its parents are not married and both living in that home." Another 20% agreed somewhat with

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this. Thirty-four percent disagreed somewhat, and 23% disagreed strongly. Older respondents and people with kids were particularly likely to agree with this statement.

Execs worried about health care, economy

Managing health care costs are dealing with a changing economy have become nearly as important to the nation's top business executives as cutting government regulations and taxes, according to a new national survey by Newstrack Executive Tape Service, Blackwood, New Jersey.

While 54 percent of the 361 CEOs and other senior executives surveyed listed regulation and tax cuts among the top three challenges facing U.S. businesses, 52 percent also listed dealing with a changing economy and 50 percent cited managing health care costs and issues.

The survey also found that 29 percent of those studied believe cutting the federal deficit should be the top priority of the nation's next president. Some 21 percent said the new president should focus on more business deregulation. Fourteen percent said tax reform should be the top priority.

"It's clear that the nation's business leaders remain deeply concerned over government regulation hindering the growth of their businesses," says Don Bagin, Newstrack president. "But there is a growing concern about the ability of businesses to keep pace with rapid economic changes, as well as the devastating cost increases and growing complexities of providing health care for workers," Bagin says.

Looking inside their companies, 31 percent of those surveyed cited building and keeping employee loyalty as today's top business challenge.

VCR/TV ownership high in Hispanic households

A large majority of U.S. Hispanic households have more than one television set and a VCR, with RCA and Panasonic having strong positions in both categories, according to a study conducted by Market Development, Inc. (MDI), San Diego.

The MDI Hispanic Poll indicates that 99 percent of those polled have at least one television set, with over two-thirds

having at least two. Nearly three-fourths of households with a television also have a VCR, though less than one in five has one.

RCA appears to be in a particularly strong position, as it is tied with Zenith (20% apiece) for the lead in the television-ownership category and was the second-leading brand (behind Panasonic) in the VCR-ownership category with 10 percent.

The number of television sets and VCRs owned by a household is strongly related to household income level. Households with over \$40,000 in annual income are more than twice as likely as those with under \$15,000 to have three or more television sets and are almost four times as likely to own two or more VCRs.

The strong relationship between income and multiple-unit ownership explains why Hispanic households in Miami, where income is highest, are much more likely to have three or more televisions (i.e., 40% vs. 28% for the second-place market, San Antonio). It also accounts for the fact that Spanish-dominant respondents, whose incomes are somewhat lower, are much more likely to live in single-television households than English-dominant respondents (i.e., 37% vs. 22%).

According to the MDI study, the number of television sets and VCRs in a household is also related to household size, especially among higher-income respondents. Among households with incomes of \$40,000 or more, those with four or more people are about twice as likely than those containing two persons or less to own three or more televisions and two or more VCRs.

"The relationships between income, household population, and multi-unit television and VCR ownership in our

study mirror those found in surveys among the U.S. population as a whole," says Roger Sennott, general manager of Market Development, Inc. "For example, nearly half of total U.S. households with children have three or more television sets, compared to less than a third of the total population."

The poll also asked respondents whether and from whom they would seek advice from when buying consumer electronic equipment such as a television or VCR. Though 72 percent of those polled said they would seek advice, the tendency to seek advice was more common among females (80%) than males (62%). Of those who said they would seek advice, gender and birthplace were the variables that had substantial impact in determining the source of such advice. Foreign-born females were more likely to seek advice from personal acquaintances than from expert sources (75-47 percent), but U.S.-born males exhibited just the opposite tendency (46-69 percent).

Both groups also differed dramatically in the type of personal acquaintances and expert sources they would consult before making a purchase decision. Foreign-born females are almost four times as likely to seek advice from family members rather than friends. U.S.-born men were almost equally likely to consult a family member or friend. Foreign-born females who said they would seek advice from expert sources were more than five times as likely to seek it from an individual (e.g., a salesperson), as opposed to an impersonal source (e.g., *Consumer Reports* magazine). U.S.-born males who favored the advice of an expert source, preferred the advice of a salesperson to that of, for example, *Consumer Reports*, 47-32 percent.

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Surveying focus group respondents yields unexpected benefits

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An interesting thing happened on the way to analysis

By Alice Rodgers

Editor's note: Alice Rodgers is president of Rodgers Marketing Research in Canton, Ohio. She is vice president of the Qualitative Research Consultants Association.

Since 1989, respondents in Rodgers Marketing Research focus groups have completed written questionnaires at the end of each session. Essentially, this questionnaire asks people why they participate in focus groups: that is, what is the main reason and what are their multiple reasons. Additional questions are asked regarding demographics and willingness to participate in future groups without being paid.

The results of this research have been published in *Quirk's Marketing Research Review*: Phase I was reported on in "Take the Money and Run?" May 1990; Phase II was reported on in "Money Isn't Everything," December 1990, and Phase III was reported on in "Money Isn't Everything - Part III," in June/July 1992.

The findings have been interesting and helpful. For example, knowing that people have a high interest in a topic suggests stressing that topic in the screener. This can make recruiting easier and it can lower incentive fees. A chance to spend an hour and a half to two hours talking about biking with other bikers is of high interest to most bikers. While some may accept the invitation to attend, in part, because of

the gratuity, nearly all come because they want to talk about the subject. Therefore it may be unnecessary to increase the incentive because of low incidence.

Additionally, results from all three phases of this ongoing research indicate it is possible to do focus groups on a pro bono basis, with the moderator, facility and participants donating their time. But because this can be a high risk proposition, it should only be done when the research would not otherwise be conducted. In fact, the author successfully did two sets of pro bono focus groups in the past six months. Neither of these sets would have otherwise been done.

For both sets of groups, recruiting and facility were donated. In one case, there were no incentive fees. In the second instance, respondents were allowed to either take the gratuity or donate it to a charity (the groups were for a charity) - only two of twenty people took the gratuity. Show rates for both sets of groups were good. As is usual, participants in these sessions were also asked why they participated in the sessions.

Serendipitous findings

Asking people why they participate in focus groups during the past 3-1/2 years has yielded some unforeseen benefits. From January through September of 1991, several members of the Qualitative Research Consultants Associa-

tion (QRCA) participated in Phase III by distributing questionnaires to respondents at the end of their sessions.

Participants included Rebecca Day, formerly of Southeastern Institute of Research (SIR), Richmond, Va., now with RIVA in Richmond; 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 deVogelaere, of Concepts & Strategies, San Francisco; Susan Saurage-Thibodeaux of Saurage-Thibodeaux Research Inc., Baton Rouge; Michelle Zwilling of Zwilling Research, Los Angeles; and the author.

One participant, Rebecca Day, says she initially had some concerns:

"How will my clients respond? How long will it take? Will I get negative reactions from facilities? Will I remember to do it?"

At the end of the study, Day summarized the feelings of several consultants: "I would never have anticipated the positive response I received from clients, nor the added benefit of the information I gained from participants. Clients were intrigued with the research project and often commented that it was an excellent method to check on past participation.

". . . The bonus from this research is the opportunity to gain more candid

information from participants than they normally share during the screening process with recruiters. At the end of a two-hour session, participants seem willing to share information about the actual number of focus groups they have attended, as well as the topics they discussed. They seem to give honest replies to age, income, education and employment questions, and they share a variety of comments and experiences on an open-ended basis."

Other participants commented on the usefulness of surveying focus group respondents. Naomi Henderson of RIVA Market Research, Inc. says the surveys:

- show clients you are committed to quality work;
- show facilities that you are serious about wanting a good and accurate recruit;
- provide a picture of the focus group study from the respondents' point of view; and
- provide a document that can be shown to and discussed with facilities if problems arise.

However, on the negative side, Henderson says it is one more thing to do. Plus it takes time to:

- get permission from client;
- communicate with the facility about it;
- get respondents to complete it; and
- review it.

Additionally, surveys can make facilities feel they can't be trusted to be professional, honest, and above board.

Clearly, this is a concern. Therefore, the author asked facilities where the form had been used to share their reactions. All agreed that it is the right of the consultant to do this. However, one candidly said that, "it can put you on the defensive - make you crazy!" Others agreed with this opinion.

Nevertheless, when qualitative consultants shared the results with field facilities, the information was well received. Facility personnel were glad to get the information—both positive and negative—for their own use. Several said this questionnaire might help alleviate the problem of the "professional respondent." However, in the case of a more frequent than preferred attendee, it can make field facilities wonder how

people slip through. It can be embarrassing. And there was concern that it may not be reflect well on the facility.

But it must be remembered that the questionnaire is completed after two hours of rapport building. These responses may be information that facilities could not get. In fact, sometimes the replies changed in two hours. That is, in a few cases, some people said one thing on the re-screener just before the group started and something else two hours later.

Consultants and facilities generally

agreed that there is the need to work together in this process. And given the heightened concern about "professional respondents," there is a need for new and better methods to make sure that people who participate in focus groups meet the specifications. Using this questionnaire along with SIGMA (the duplicate numbers search) provides consultants with two protective devices.

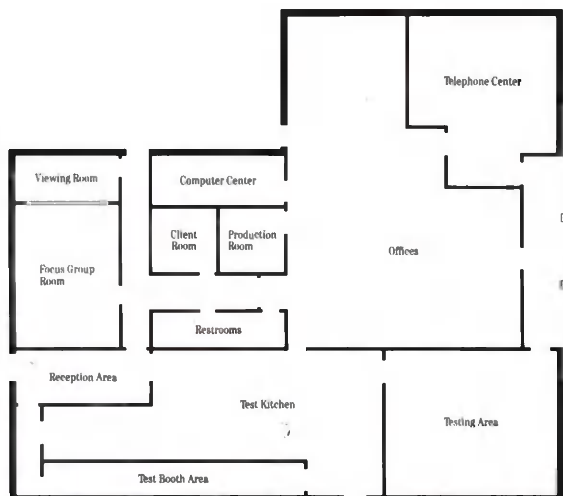
Accordingly, several consultants are continuing to survey respondents because it provides useful information for both the consultant and the facility. □



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Qualitative report writing—is faster better?

by Naomi Henderson

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

Clients have recently made requests like these: “Can you get me the final report on this quartet of groups within a week?” “Can I have a topline report on these Monday groups by Wednesday?”

From the client point of view, the request is not unreasonable. They need written reports to support or challenge their own thinking or provide a basis for decision making for the next phase of the project.

As a moderator, I've said “yes” to both questions, agreeing to support the request for documentation so the client team could start the next round of decision making. Part of my “yes” has been based in wanting to serve the client and in wanting to be perceived as a qualitative consultant that “delivers.”

However, I think that neither the consultant nor the client takes into account the true role of the report and what it takes to fill a request for a full report vs. a topline report. The remainder of this article addresses the two types of qualitative reports and the issues that surround the speed at which each report is generated. There's also a request made of clients at the end of this article.

Top-of-mind, not topline

Topline report is really “top-of-mind.” The original word “topline” was borrowed from quantitative reporting and is an inaccurate term for qualitative research. A true top-of-mind report is available within 24, 36, or 48 hours after the last focus group or in-depth interview (IDI), and it is usually based on what the moderator recalls. It is seldom based on listening to the tapes. There aren't enough hours in the 24, 36, or 48 hour time slot allowed to actually listen to what happened in the groups or IDIs, make notes based on that listening, write a cogent report of the key findings and travel back to homebase. The time allocated for top-of-mind reports only allows for what the moderator can remember and what stood out as the most salient points across the series of sessions.

Conversations over the past few months with other moderators have supported this premise and underscored the desire to provide the best in the way of written results. Here are some sample comments from those conversations:

“I don't have time to listen to the tapes; I just jot down those elements that stood out in my memory and try and link them to the study objectives.”

“If I know the client wants a topline, I take more notes on the flip chart so I have something concrete to look at when I write my report—I don't have the time to listen to the tapes and do tasks on my other client contracts. This worries me somewhat because I change the way I

lead the groups—spending more time writing on the flip chart than at my seat probing answers.”

“I want to give my client the best of my thinking and a topline only lets me give the thinking that I can remember. I don't think it's fair to the client but it is all that the deadlines will allow.”

While a topline (top-of-mind) report does address the highlights that the moderator remembers, it doesn't allow for the “considered judgment” of the moderator. A moderator has a lot to juggle during a focus group: hearing from all respondents, deflecting dominators and inspiring shy people, keeping the session on the content target, exposing ideas and materials in a timely manner, getting key information collected in the time set aside and attempting to meet multiple objectives from the backroom observers. Listening and remembering what happened in the focus group becomes difficult in the face of all the other tasks that a moderator is doing “live” and in the moment.

Full report

The definition of a full report is one that covers, presents fully and completely, the methodology, procedures, findings and analysis of the data obtained. This type of report may use illustrative quotes or multiple verbatim comments to support analysis.

In some respects, a full qualitative report is similar to a small Master's thesis. It takes disparate data from a series of groups, with different types of

people, across different sites and weaves the comments, reactions and events into a single report that documents something that is not easily measured: perceptions, opinions, beliefs, and attitudes (POBAs).

A Master's thesis takes a long time to write because it takes a long time to collect the data, review it, form hypotheses and then write about those findings in a clear and logical manner. By the same token, writing clear and logical findings about POBAs takes time—not as long as a Master's thesis but it does take time. Even though it doesn't take as long, it does use the same skills as those used for a thesis: sifting out what isn't important, illuminating what is important and why and choosing a frame for reporting the data so that the reader has the clearest insight possible.

Typically, moderators use one of the following methods to write up the results of focus groups:

- Listening to the groups via audio tape and taking notes
- Having a transcript made and using it as the base for report writing
- Having an analyst take notes from behind the mirror and co-writing the

report with the moderator

While there are variations on these themes, e.g., using a ghost writer, writing from notes taken in the focus group room, etc., the model still boils down to writing a report based on what happened in the focus groups using notes or transcripts as the basis for analysis of data.

"Rapid-write" vs. "rest & write"

Some qualitative consultants like the notion of having a fast turnaround for report writing, arguing that it is better to go into "crunch mode" and start writing right after the groups are over so that the data is fresh and topical. Those writers tend to prefer working with a behind-the-mirror analyst partner and producing the draft report while still on the road or at most, a day or two later. These "rapid-write" moderators can easily fill the request of a client for fast turnaround and their clients are willing to pay the rush fee surcharge that accompanies the speed of reporting.

One moderator indicated that she had mastered the skills of producing fast reports by using specific software and producing "word charts" that easily

evolved into the overheads for on-site client presentations a few days later. By working from notes and the recent memories of the groups just conducted, she could offer her clients a finished professional document in a few short days. It must be noted, however, that this moderator stands on a base of 25 years in the advertising research industry!

Other qualitative consultants feel that they need time to carefully review the data from the groups, listening to tapes or reading transcripts and "teasing out" nuances, carefully separating the writer's subjective viewpoint from what was said or done in the groups. The subjective viewpoint re-enters at the analysis stage, and the consultant reviews the findings and measures them against the study objectives. These types of authors could be called "rest and write," to distinguish them from the "rapid-write" types.

Benefits/drawbacks of "rapid-write" vs. "rest & write"

One of the benefits of the "rapid-

continued on p. 39

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Client/Moderator

continued from p. 10

from the subject being discussed. This is a function of:

- The noise and distraction that is created when the door to the room opens. This normally will stop all discussion in the room and cause the participants to watch the facility representative give the note to the moderator, rather than continue with the conversation that was occurring when the door opened.

- The fact that the moderator must then stop what he or she is doing to absorb the content of the note, and then try to determine how to best integrate its content into the flow of the session. Often this is quite difficult, as the note is written quickly and therefore is not legible, nor is it written in sufficient detail so that the intent of it is as clear to the moderator as it was to the people in the back who developed it. As a result, the moderator cannot focus on what is happening in the group room, but rather must try to figure out how to satisfy the needs of the people in the observation area.

• A note coming into the focus group room also can have a significant impact on the relationship between the moderator and the participants.

In researching the focus group process over the past several years, it has become apparent that one of the major

reasons why the focus group process works as well as it does is because the moderator becomes the authority figure in the room, much like a teacher in a class or a captain on a ship. This "authority" gives the moderator license to control the flow of the group, in order to achieve the objectives that have been established.

However, when a note comes into the room from the observation area, the "balance of power" shifts from the moderator to the backroom, and the respondents often exhibit two different behaviors:

-First, they begin to posture their inputs to appeal to what they feel the people in the backroom are seeking, rather than responding to the direction of the moderator.

-Second, the respondents will often try to make eye contact with the people behind the mirror by "looking through" the moderator, since they realize that the power base for the focus group discussion lies behind—rather than in front of—the mirror.

What should be done to communicate with the moderator during the session?

The following are two simple but very important actions that client organizations can take that will significantly improve the overall quality of the communication between the client observ-

ers and the moderator, which will result in higher quality focus group research sessions.

First, trust your moderator, or get one whom you do trust. If you have the right moderator, and this individual has been appropriately briefed, the objectives of the focus group session should be clearly understood. Therefore, the moderator may not choose the same time as you would have to delve into an idea or feeling that has been raised, but if it is important, the topic will be covered later in the session. If you can believe your moderator will do this, then it will not be necessary for you to obsess about the "missed opportunity" during the session, thus taking your mind off of the discussion that is occurring.

Second, insist that your moderator allocate time in the moderator guide for coming to the backroom for a very brief time (30 to 45 seconds) to communicate with the observers. In my experience, this is by far the most effective way to communicate with clients during focus group sessions as it is one-to-one communication, thus ensuring that the moderator will leave the backroom with a clear understanding of the information needs of the observers.

Some moderators are afraid to leave the room because they don't want to lose control of the group. However, proper planning will preclude this from happening. My policy is to give the participants a brief writing exercise to complete while I go to the backroom. This could be a sentence completion, a summary of attitudes toward a product or ad concept or an articulation of their general reactions to a new idea that has been presented. By giving them something to do, you maintain control over the session and minimize the chances that one of the participants will say something while you are out of the room that will be detrimental to securing objective inputs relative to discussion items later in the session.

In summary, the time is now to move into the 1990s, relative to the communication between client observers and the moderator. Good communications can contribute to an even more productive discussion, whereas the use of old techniques that seriously inhibit the discussion can threaten the integrity of the material that is developed. □

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Libbey Glass

continued from p. 7

ment. And for any occasion," Crawford says. "We were developing a new campaign and we were trying to find a new way to extend Libbey's existing position, to get more of a sense of personality and style connected with it. Not just glasses for any moment and occasion but glasses for any personality and taste. That's really where this all started.

"In some early research we had talked to consumers about the issue of selecting glasses to buy. We knew that it was quite often an impulse decision and that one thing the consumers were hoping we would do as marketers and advertisers was to lighten up a bit and not take ourselves so seriously. Because after all, this was not a monumental purchase decision. So we wanted to bring some personality and individuality to the glasses and also have some fun."

"There are a couple of reasons why women buy glassware and this campaign focused on one of them," Libbey's Edward Pohlman says. "Women recognize that buying new glassware is an inexpensive way to change the look of their kitchen and their tables. You don't have to go to the expense of changing your dinnerware to have a change on your table. Many times, people may just want to brighten things up."

Enhance humor

The campaign premiered in April in issues of *Entertainment Weekly* and *People* magazine and continued in May in *Ladies Home Journal*, *McCall's*, *Gourmet* and *Southern Living*. At least two and sometimes three ads ran consecutively to enhance the ads' humor. "It's important with a product like this to be in the women's general interest books," Wojtkun says. "In addition, we chose *Entertainment Weekly* and *People* because they have an editorial environment that mirrors the ads, and *Gourmet* and *Southern Living* because they reach the glassware entertaining buying segment."

Another flight has run from October to December to support holiday shopping.

Generate interest

An important function of the ads is to

show retailers and Libbey's internal sales staff that the firm is working to generate interest in the product category, Wojtkun says. "With the trade, advertising in general creates the impression that you're trying to help them sell products. The reaction in the trade was positive because they felt that Libbey was taking positive steps toward building the category, which to them was critical. And it reinforced the impression that Libbey was a leader because it had taken a forward-thinking approach to the consumer."

"There is an element of style to our products and as such they follow design trends," Pohlman says. "The buyers that we deal with in the retail establishments are tuned to things that are new and different in the product line. We feel that this campaign attracts attention in the marketplace with both consumers and the trade."

Audience participation

Thus far, the campaign has elicited an enthusiastic response from consumers. The focus group respondents had fun with the ads and began coming up with their own possibilities for the concept. This "audience participation" will make it easier to sustain the campaign, Crawford says. "The more people saw the ads the more they enjoyed them. It's the kind of campaign where people say, gee, I wonder what they're going to do next?"

Libbey receives further evidence of the popularity of the ads, Pohlman says, in the form of cards, letters, and phone calls from the public. "We get telephone calls almost every day from people who say 'I just saw your ad and it made me laugh. Where can I buy that blue glass?' We get a number of letters in, too. They'll send a letter and a copy of the ad they've torn out of a magazine with one of the glasses circled and a note that says, 'These are just wonderful. Where can I buy them?'"

"So we know the advertising is working. One of our goals is to create positive awareness and promote the idea that Libbey makes the kind of glassware that fits into their lifestyle, whatever it is. If we can do that, we've done our job." □

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Outside Consultant

continued from p. 17

the consultants have all the relevant background information. Be judicious about revealing hidden agendas or personal inclinations which may inadvertently bias their approach.

•How strong are their analytic capabilities? This is always important, but it is particularly necessary when a large volume of data is generated, and the consultant must determine what ingredients are relevant to the final analysis. This may occur, for example, in a large segmentation, conjoint, or attitudinal study when secondary data must be examined and then used in conjunction with primary research to develop marketing recommendations.

Can the consultant synthesize data into a manageable format and then go beyond simple reporting to deliver usable recommendations? Ideally, a consultant will be able to provide examples of past analyses. However, the proprietary nature of much research may make this impossible. A detailed proposal explaining a consultant's research approach can help assess their analytic credentials. Another option would be to hire the consultant to conduct an analysis of existing data, to serve as a prelude to future work.

•Do they have specific research methods which are relevant to your needs? If you wish to develop psychographic segments to help pinpoint the market for your product, or devise a pricing strategy using conjoint analysis, consultants' multivariate capabilities are obviously paramount. If the topic of concern is creative development via qualitative research you may need to inquire about consultants' experience in ideation research.

When questioned, consultants should go beyond reciting laundry lists of techniques, to clearly outline how their methods will address your needs. Have them explain how their techniques have helped other clients implement marketing decisions.

•What resources do they have available which are tailored to your needs? If your customers are high net worth individuals or Fortune 500 CEO's, you will need a company with interviewers who are sensitive to the needs of these specialized groups. Further, you should be allowed to help brief the

interviewers and monitor them. If the project you are considering is international in scope, then the company you choose should be able to provide knowledge about the research practices and norms in your required locations. In such cases, ask consultants to contrast their experiences when conducting research in domestic and international locales, and explain what implications these differences have when designing and implementing a research study.

•Do they know your business? While the aforementioned concerns often take precedence over industry knowledge, this can be important when familiarity with complex industry structure and language is vital. Further, while a consultant may not know your business as thoroughly as you yourself do, they might be able to offer different perspectives on a specific problem based on the diversity of their experience within an industry or from other fields. Obtaining a client list, as well as descriptions of the types of studies conducted, should help you gauge consultants' level of familiarity with your industry.

2. When you are considering selecting a new consultant, what signs point to a trustworthy, reputable firm? Look for companies that belong to respected professional organizations that set forth a code of standards. Look for companies with long term relationships with client companies, and with individuals who have brought the consultants with them through job changes. Ask for multiple references, ideally from colleagues in the industry you know and trust.

Search for consultants with a commitment to professionalism and quality. This should be evident in introductory materials, in the presentation of their ideas in proposals, in the level of attention provided to both the client and the field during the implementation of a study, and in the quality of the final analysis and report. Become familiar with the credentials of all the people within the organization who will be actively involved with your projects. Ask what type of quality control measures they institute to maintain their standards of service.

3. Finally, have realistic expectations about what a research firm can and cannot do for your company. If you expect a consultant to complete a large multinational study overnight for pen-

nies an interview, you are headed for disappointment. However desirable such a request from the client perspective, a research company cannot deliver the three major components of a study—quality, timing and cost—without compromising one of these three elements.

Quality should never suffer. And conscientious research firms are doing everything possible to streamline project schedules and costs. But reasonable compromises should be considered. Finally, when considering the cost of a study, all the aforementioned criteria should be assessed in order for you to truly evaluate the value you will be receiving. □

Product & Service Update

continued from p. 25

direct marketing programs. The retailer's customer transaction data is then loaded by Pareto and summarized by customer and department. Scores are calculated based on how customers perform on the five key indicators. Any of the indicators can be weighted more heavily to meet the retailer's specific marketing objectives.

On an ongoing basis, Pareto loads new customer transactions, resummarizes the data, and recalculates the indicators. This results in a customer "snapshot" based on the five SALES indicators. Previous scores for each customer are maintained in the marketing database to provide an ongoing picture of each customer's performance.

As the customer transaction data is run through the SALES Model each month, six standard reports are produced for clients. Five decile reports segment customer performance, by department, for each of the five SALES indicators. For the (S)ales History report, for example, customers are ranked according to revenue generated and then divided into deciles. Statistics, such as revenue per customer and revenue per visit, are provided for each of the ten deciles. With this information, the retailer can identify "best customers" for each department and how much they contribute to sales. The sixth decile report, based on the sum of the five SALES scores, segments customers' overall performance in each department. For more information call 513-248-2882.

Qualitative Report Writing

continued from p. 35

write" approach is that the reports are quickly done and the consultant is ready to move on to something new. The drawback is that the consultant cannot do back-to-back projects for a different client in a four day period without paying a high cost in sleep loss. The consultant also risks the chance of missing key client contact support opportunities for the second client of the week. They also cannot spend any time in marketing new opportunities because their attention must be centered on the "work at hand."

The benefit of the "rest and write" method is that it allows for review and rewrite opportunities to look at the data generated and to report data across a broader band of issues. The drawback is that the "rest and write" method requires time—ideally 15 business days from the date of the last group or IDIs. These 15 days are spent as follows: five days for preparation of transcripts or notetaking via audio cassette playback; five days for developing themes, outlines and key analysis points; and three to five days for editing and production. The best writing courses indicate that it is advantageous to let writing "rest" a day or two before final edit so that one brings "new eyes" to the reading and supports the development of the clarity that is needed to see it from the reader's viewpoint.

In the qualitative research arena, it has become standard for clients to request rapid turnaround on reports and the rationale given is that it is needed for decision making. However, I question the request. If clients want data on which to base a decision, don't they want the best analysis possible—not the fastest?

I've seen a number of situations with clients where project dates have slipped because more time was needed to revise a concept, or a sample product, or a new advertising campaign approach. Time was allowed for those changes so that what was tested was appropriate. However, the qualitative researcher is asked to "make up" the lost up-front time by speeding up the research report or to provide a report that is "top-of-mind" rather than carefully considered.

Open request to clients

I want to make an open request of clients and qualitative researchers to step back and ask: "Is faster better?" With the increasing support of fax machines, overnight couriers and laptop computers, we've all seen an increase in the speed at which paper is moved through the American business world.

This article is a request to slow down and look at the original purpose of reports and to consider whether this area is one where speed should not have the power that it holds elsewhere. I'd like to

see clients resist the "top-of-mind" reports and allow qualitative researchers 10-15 days of time to truly review the findings and analyze the data from qualitative research. I'm asking for the time to write reports that allow the benefits of objective viewpoints from non-vested researchers.

If a report has the power to support decision makers, should it be written mostly from memory by someone with little sleep and limited review opportunities? □

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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.

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Consumers In The 90s

continued from p. 18

few believe there has been little or no change.

Are 90s Consumers Different From the 80s?

Total respondents	(43)
Very different	12
Somewhat different	21
Only a little different	5
Not really different	2
No answer	3

Question: "Based on your qualitative research, how does the consumer or customer of the 90s compare to the consumer of the 80s? Thinking of both consumers and business customers, please check one answer about consumers today vs. the 80s."

A return to basic values to a large extent defines the early 1990s. Consumers are more concerned with taking care of themselves, their happiness and peace of mind rather than aiming for the top. Survival and security are the goals more than wild success. The 90s represent the "end of 'money euphoria' and 'have it all'" thinking, Beth Hardwick wrote. "The frightening state of the [economic] environment amplifies [consumer] desires to cling to something stable and honest," Mary Rubin stated, adding an important point for marketers: "Consumers are looking for meaning in consump-

tion." Several researchers noted a trend away from buying image and status items.

Asked a direct question about whether consumers today are less materialistic and more idealistic than were, two-thirds of the researchers agrees this shift is occurring. Again, though, most of these researchers see a moderate rather than a dramatic shift.

Are Consumers Less Materialistic?

Total respondents	(43)
Agree completely	10
Agree somewhat	20
Disagree somewhat	5
Disagree completely	0
No answer	8

Question: "Do you agree or disagree with the statement that today's consumers are less materialistic than those in the 80s, and more concerned with idealistic values such as family and social consciousness?"

Here's an instance, though, where qualitative researchers asked what the question really means: what is materialism? Perhaps, some researchers observed, the type of materialism has simply changed. Money is very much on people's minds; in fact, the very scarcity of money has made it more a concern for many people. The difference between the two decades was summed up by Gina Thorne: in the 80s people wanted to make it big, now they just want to make it. People today, she

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explained, are "more concerned about money, less concerned about 'having it all.' Needs are more basic—less luxury, less concern with the trendy [and] less faith in their ability to fulfill the American dream...Many are less materialistic out of necessity rather than from choice." Meredith Ware wrote, "perhaps the nature of what they want has changed. The family has become very important, but this may lead to a new type of materialism, [with] interest in children's toys, clothes, etc., replac[ing] interest in personal acquisition." One point on which researchers seemed to agree is that the status and glitz image buying of the 80s has pretty much disappeared, at least for now.

Whether or not people are more idealistic today was debated by the researchers. Rising environmentalism, however, was cited by a number of researchers as a major trend. As government regulations and marketers' efforts increase, recycling has become more convenient, a move many consumers welcome. More companies, some researchers advised, should be working to reduce their packaging. Outside their concern for ecology, consumers were seen by some researchers as being, to quote James Sears, "more inward looking [with] focus on home, self, child or children and little else." Other researchers, though, believe that there is more concern today with helping people beyond one's immediate family, including people of different races and classes. Consumers care more about "what a company stands for socially," Paul Rosenberg noted; several other researchers agreed.

Another key trend identified by many of the researchers is

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value shopping. Price is, without question, a dominant concern for today's shoppers. Repeatedly, however, the researchers cautioned that it is a mistake to think they only want low price. Instead, they are looking for the best deal, what Mona Doyle called "the best value within the price range." "Rational value" is the theme for the 90s," Timm Sweeney wrote; consumers aren't looking for the cheapest price—they want "service, trust and reliability" as well. Susan Saurage-Thibodeaux, stating that consumers' concern about price "confuses marketers," explained that the "cost of an item now includes all of the time it takes to look for and find it." In addition to price, consumers consider the "quality of contents, ease of preparation, set-up [and] delivery." These are, then, more sophisticated, complex evaluations than ones based on low price alone.

The role of price also varies by product category, further confusing the picture. If consumers think of a product as a commodity, price is a very important deciding factor, but if they believe there are real differences, price may not be quite so significant. One person's commodity, though, is another's premium category.

For marketers, this seems to mean that, more than ever, there is a need to understand how consumers view their category, their brand. Generalizations about consumers may be meaningless.

Modified brand loyalty is another marketing reality of the 90s. Brand names still have significance for consumers in many categories, but they are often not the overriding consideration they once were. In a package goods study, Saurage-Thibodeaux found that consumers' brand loyalty was "fierce, except when another product was on sale. The primary brand was interspersed with other sale brands." Joe Grieco, observed that "there still remains a feeling of loyalty...That feeling doesn't always translate to behavior, but it does have a role."

Mona Doyle states that consumers "are loyal whenever they see a reason for being loyal. Many of the reasons have eroded." In a sense, marketers themselves have been responsible for the decline in loyalty. The rise in parity or me-too products was mentioned by several researchers as a factor in changed buying patterns.

Particularly intriguing is the rise in consumer skepticism, which several researchers observed. Marketing savvy is increasingly common, especially among baby boomers and busters who know the language, see the games behind the strategies and ads. Consumers, Pamela Rogers said, are "alert to any attempts to pull the wool over their eyes or to try and control them. Hence, the popularity of commercials which make fun of themselves." This sophistication was true in the 80s, but it has grown.

What is new is the added element of "disillusionment," "distrust" and "disenchantment," not only with some marketers, but also with government, politics (as is clear this election year), and even religion. Warren Goldman described the current consumer attitude as, "Prove it to me—show me first before I act." Dealing with a more savvy consumer will be a challenge for marketers as the demand for greater honesty intensifies.

The other trend noted by several researchers should be

mentioned briefly—increased involvement with outdoor activities including sports, walking, hiking. Importantly, a variety of motivations underlie this trend, which suggests that it may become a long-term one. Researchers mentioned, among other reasons, interest in nature and the environment; concern with health, physical attractiveness; desire for “quality time” with family; and, in some cases, a need for what Mary Rubin called “reasonably affordable” leisure. The stay-at-home trend may still be in force as more baby boomers have children and many people are saving money, but it would be a mistake to think of consumers today as just retreating to their cocoons.

So, how do the small pieces add up for the big picture of consumer trends in the early 90s? “Recessionary realities,” a phrase by Myril Axelrod, sums up the current mood and modes of spending: more down-to-earth than the glitzy 80s, with more tempered and questioning loyalties, more determined seeking of real value, a sharper eye for untruths. Realism along with, at times, a genuine interest in the world and the planet beyond self and family. And, lastly, a desire for the outside world in both a figurative and literal sense. □

Participants in the 1992 QRCA trends identification study

Katheryn Alexander, Katheryn Alexander Enterprises, Inc.
 Michael Anastas, Focus Probe, Inc.
 Barbara Ankersmit, Omnitrak Group, Inc.
 Myril Axelrod, Marketing Directions Associates, Inc.
 Allan Benedict, Nordhaus Research, Inc.
 Michael Bixler, Marketlink

Milton Brand, The Brand Consulting Group
 Cindy Clark, C. D. Clark, Ltd.
 Mona Doyle, The Consumer Network, Inc.
 Tory Fox, Charlton Research Company
 Warren Goldman, Warren Goldman Associates
 Jane Goldwasser, New Directions Consulting, Inc.
 Ellen Good, Focus First, Inc.
 Joe Grieco, Grieco Research Group, Inc.
 Barbara Hairston, Marketing Resources
 Beth Hardwick, Hardwick Research, Inc.
 Marilyn Landis Hauser, Hauser Associates Behavioral Science Consultants
 Ellen Karp, Ellen Karp Research
 Ann Klein, Klein Consultant Services
 Michelle Kuhn, Viewfacts, Inc.
 Judith Langer, Langer Associates, Inc.
 Linda LaScola, LaScola Qualitative Research
 Barry Liebling, Liebling Associates Corporation
 Teresa Menendez, Menendez International
 Irving Merson, Merson/Greener Associates, Inc.
 David Rich, The Research & Planning Group
 Alice Rogers, Pamela Rogers Research
 Paul Rodenberg, Creative Business Solutions
 Barbara Rosenthal, Qualitative Research Services
 Mary Rubin, Maritz Marketing Research
 Patricia Sabena, Sabena Qualitative Research Services
 Susan Saurage-Thibodeaux, Saurage-Thibodeaux Research, Inc.
 James Sears, James M. Sears Associates
 George Silverman, Market Navigation
 Grace Stanton, iNFOCUS Group Services South
 Timm Sweeney, Sweeney International
 Peter Swetish, M.O.R.-Pace, Inc.
 Gina Thorne, Thorne Creative Research Services
 Meredith Ware, Emmerson & Ware Limited
 Bill Ziff-Levine, Radley Resources, Inc.
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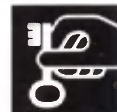
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5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

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Birmingham, AL 35223
Ph. 205-868-4173
Fax 205-868-4173
Contact: Rebecca Watson
1,3,6,7B,8,9

Polly Graham and Associates, Inc.
3000 Riverchase Galleria, Ste. 310
Birmingham, AL 35244
Ph. 205-985-3099
Fax 205-985-3066
Contact: Jim Jager
1,2,3,4,6,7B,8,9

New South Research
700 So. 28th St., Ste. 106
Birmingham, AL 35233
Ph. 205-322-9988
Fax 205-322-8608
1,3,6,7B

Scotti Bureau Mktg. Rsch.
Brookwood Village Mall
Birmingham, AL 35209
Ph. 205-879-0268
Fax 205-879-0268
Contact: Nell Cain
1,3,4,6,7A,8,9

TWM Research Group, Inc.
2 Riverchase Office Plaza, Ste. 210
Birmingham, AL 35244
Ph. 205-987-8037
Fax 205-985-7752
Contact: Cheryl Whitlow
1,3,4,6,7B

HUNTSVILLE

Evelyn Drexler Research Services
8807 Bridlewood Dr.
Huntsville, AL 35802
Ph. 205-881-9468
Fax 205-881-7787
Contact: Evelyn Drexler
1,3,6,7B

Polly Graham & Associates, Inc.
5901 University Dr., #111
Huntsville, AL 35806
Ph. 205-985-3099
Fax 205-985-0146
Contact: Jim Jager
1,2,3,6,7A,8,9

MOBILE

Polly Graham & Ascts. Inc.
3289 Bel Air Mall
Mobile, AL 36606
Ph. 205-471-0059
Fax 205-478-0015
Contact: Cindy Eanes
1,2,3,4,6,7A,8,9

MONTGOMERY

Nolan Research
3661 Debby Dr.
Montgomery, AL 36111
Ph. 205-284-4164
1,3,6,7A

ALASKA

ANCHORAGE

Craciun & Ascts.
645 G Street, #301
Anchorage, AK 99501
Ph. 907-279-3982
Fax 907-279-0321
Contact: Jean Craciun
1,3,6,7B,8

Dittman Research Corp.
8115 Jewel Lake Rd.
Anchorage, AK 99502
Ph. 907-243-3345
Fax 907-243-7172
Contact: Terry R. O'Leary
1,3,6,7C

ARIZONA

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Arizona Market Research Services
Ruth Nelson Research Services
10220 North 31st Ave.
Phoenix, AZ 85051
Ph. 303-758-6424 or 602-944-8001
Fax 602-944-0130
Contact: Cristy Reid
1,3,4,6,7B,8,9

Ask Arizona Div. Bergo & Ascts.
1948 W. Main St.
Mesa, AZ 85201
Ph. 602-464-5885
Fax 602-464-9284
Contact: Beth Aguirre
1,3,4,5,6,7A,8,9
(See advertisement on p. 46)

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

Data Source

4515 South McClintock, Ste. #101
Tempe, AZ 85282
Ph. 602-831-2971
Fax 602-838-8856
Contact: Nancy Hayslett
1,3,4,6,7B
(See advertisement on p. 39)

Fieldwork Phoenix Inc.

7776 Pointe Pkwy. West, Ste. 240
Phoenix, AZ 85044
Ph. 602-438-2800
Fax 602-438-8555
Contact: Barbara Willens
1,3,4,5,6,7B,8,9
(See advertisement on p. 77)

Friedman Marketing/Phoenix
Chris-Town Shopping Center
1703 W. Bethany Home Rd.
Phoenix, AZ 85015
Ph. 602-494-7813
Contact: Scott McFarlane
1,3,4,6,7A

Friedman Marketing/Phoenix
Paradise Valley Mall
4550 E. Cactus
Phoenix, AZ 85032
Ph. 602-494-0444
Contact: Scott McFarlane
1,3,4,6,7A

Gikas International
Cinema Park Center
5515-1 North 7th St.
Phoenix, AZ 85014
Ph. 602-265-2890
Fax 602-234-3955
Contact: Vickie
1,3,4,5,6,7A

Market Survey Group, Inc.
4545 E. Shea Blvd., #230
Scottsdale, AZ 85028
Ph. 602-483-7900
Fax 602-957-7045
Contact: Jay M. Bycer
1,3,6,7B

O'Neil Associates, Inc.
412 East Southern Ave.
Tempe, AZ 85282
Ph. 602-967-4441
Fax 602-967-6122
Contact: Michael O'Neil
1,3,4,6,7B

Quality Controlled Services

6360-3 E. Thomas Rd., Ste. 330
Scottsdale, AZ 85251
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Fax 602-941-0949
Contact: John McCullough
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6555-1004 East Southern Ave.
Mesa, AZ 85206
Ph. 602-985-2866
Fax 602-985-6321
Contact: Jean Marks
1,3,4,6,7A

Time N Talent
5725 N. Scottsdale Rd. #105
Scottsdale, AZ 85250
Ph. 602-423-0200
Contact: Wendy Walker
1,3,4,6,7B

Valleywide Research Inc.
1107 S. Gilbert, Ste. #110
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Fax 602-497-3272
1,3,4,6,7A

West Group Marketing Research
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Phoenix, AZ 85014
Ph. 602-264-4915
Fax 602-631-6844
Contact: Ilona Guzman
1,2,3,6,7B

TUCSON

FMR Research
6045 E. Grant Rd.
Tucson, AZ 85712
Ph. 602-886-5548
Fax 602-886-0245
Contact: Jess Devaney
1,3,4,5,6,7C,8,9

Pueblo Research Ascts. Inc.
3710 S. Park Ave., #706
Tucson, AZ 85713
Ph. 602-623-9442
Fax 602-623-9443
Contact: Jackie Acorn
1,3,4,6,7B,8

Quality Controlled Services
4500 N. Oracle, Box 360, Spc. 183
Tucson, AZ 85705
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1,3,4,6,7A,8
(See advertisements on pp. 31, 51)

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1,3,4,6,7B,8,9

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AIS Market Research
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Fresno, CA 93703
Ph. 209-252-2727
Fax 209-252-8343
Contact: Patricia Alviso
1,3,4,6,7C

Bartels Research Corp.
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Clovis, CA 93612
Ph. 209-298-7557
Contact: Joellen Bartels
1,3,4,6,7B

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345 No. Maple Dr. Ste. 325
Beverly Hills, CA 90210
Ph. 818-905-1525
Fax 818-905-8936
Contact: Mark Tobias
1,3,4,6,7B,8,9

Adept Consumer Testing/Los Angeles
17323 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 818-905-1525
Fax 818-905-8936
Contact: Mark Tobias
1,3,4,6,7B,8,9

Adler Weiner Research/L.A. Inc.
11911 San Vicente Blvd., Ste. 200
Los Angeles, CA 90049
Ph. 213-440-2330
Fax 213-440-2348
Contact: Phyllis Gordon
1,3,4,6,7B

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Burbank, CA 91505
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Contact: Ed Goldbaum
1,3,6,7B

Assistance In Marketing/Los Angeles
3760 Kilroy Airport Way, Ste. 100
Long Beach, CA 90806
Ph. 310-981-2700
Fax 310-981-2705
Contact: David Weinberg
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Car-Lene Research Inc.
Santa Fe Springs Mall
Santa Fe Springs, CA 90670
Ph. 310-946-2176
Contact: Danella Hawkins
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Consumer Pulse of Los Angeles
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Davis Market Research Services

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

Facts 'N Figures

Panorama Mall, Ste. 78B
 Panorama City, CA 91402
 Ph. 805-272-4888
 Fax 818-891-6119
 Contact: Dee Escoe
 1,3,4,6,7A 8,9

Facts 'N Figures

1233 W. Ave. P, #701
 Palmdale, CA 93551
 Ph. 805-272-4888
 Fax 805-272-5676
 Contact: Steve Escoe
 1,3,7A ,8,9

Field Dynamics Marketing Research

17547 Ventura Blvd., Ste. 308
 Encino, CA 91316
 Ph. 818-783-2502
 Fax 818-905-3216
 Contact: Nancy Levine
 1,2,3,4,6,7B
 (See advertisement on p. 54)

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

Fox Research

852 S. Lucerne Blvd.
 Los Angeles, CA 90905
 Ph. 213-934-8628
 Fax 213-857-0280
 Contact: Betty Fox
 1,2,3,4,5,6,7B,8,9

Girard & Girard Creative Concepts

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 Contact: Arlyne Girard
 1,3,6,7B ,8,9

Heakin Research Inc.

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 Canoga Park, CA 91304
 Ph. 818-712-0660
 Contact: Gail Stutz
 1,3,4,6,7A

Ted Heiman & Ascts.

20350 Ventura Blvd., Ste. 140
 Woodland Hills, CA 91364
 Ph. 818-710-0940
 Fax 818-887-2750
 Contact: Ted Heiman
 1,3,4,6,7B
 (See advertisement on p. 55)

House of Marketing

3446 Madera Ave.
 Los Angeles, CA 90039
 Ph. 213-661-1109
 Fax 213-661-9124
 Contact: Francine Cafarchia
 1,2,3,4,6,7D
 (See advertisement on p. 55)

House of Marketing

95 N. Marengo Ave.
 Pasadena, CA 91101
 Ph. 818-792-5959
 Fax 818-577-9647
 Contact: Francine Cafarchia
 1,3,4,6,7B
 (See advertisement on p. 55)

Juarez and Associates

12139 National Blvd.
 Los Angeles, CA 90064
 Ph. 310-478-0826
 Contact: Nicandro Juarez
 1,3,7C

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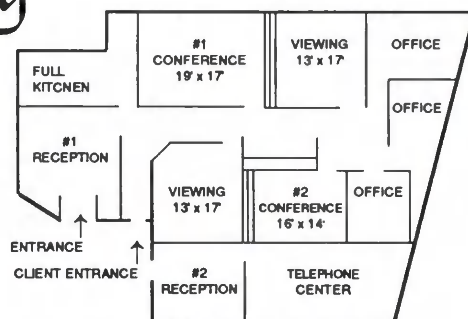
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Ph. 818-501-4794
Fax 818-907-8242
Contact: Jay Crossan
1,3,4,6,7B
(See advertisement on p. 128)

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

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

Marketing Matrix, Inc.
2566 Overland, Ste. 716
Los Angeles, CA 90064
Ph. 310-842-8310
Fax 310-842-7212
Contact: Lori Castagnola
1,3,6,7B,8,9
(See advertisement on p. 56)

Meczka Marketing Research
5757 W. Century Blvd.
Los Angeles, CA 90045
Ph. 213-670-4824
Contact: Dona Browne
1,3,4,6,7B

We put quality and savings in focus.

Some facilities invest in plush, extravagant offices. That's fine, except when they start charging you and your clients more so they can pay for it. At House of Marketing, you won't find Corinthian leather chairs or hot tubs, but you will find a relaxing environment that's excellent for your qualitative research needs. Add to that two locations, a full range of services and excellent Hispanic capabilities, and you'll know what makes House of Marketing unique.

- Recruiting (excellent Hispanic capabilities) ▪ Screener preparation
- Customer satisfaction surveys

- Moderators (Bilingual available)
- Videotaping ▪ Audio-Visual support
- Travel & Hotel arrangements
- Taste Tests ▪ Home product placement



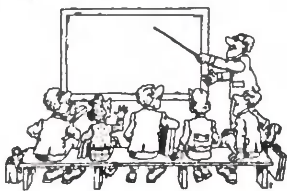
HOUSE OF MARKETING

Others may be fancier, but none are better.

95 N. Marengo Ave., Suite 1
Pasadena, CA 91101
(818) 792-5959
FAX: (818) 577-9647

Circle No. 428 on Reader Card

22 Years Of Experience At Your Disposal !!



Focus Groups

- 16' x 20' GROUP ROOM
- 16' X 12' VIEWING ROOM
- 10' X 4' ONE WAY MIRROR
- IN-HOUSE RECRUITING
- SILENT AIR CONDITIONING
- 17 IN-HOUSE WATS LINES
- EXECUTIVE LEVEL INTERVIEWERS
- AVAILABLE FROM 7am TO 9pm PACIFIC TIME
- SILENT MONITORING SYSTEM

Need a National field director to totally supervise any project anywhere in the US or Canada? Call Ted at ...

TED HEIMAN & ASSOCIATES

CALIFORNIA QUALITATIVE CENTER
20350 Ventura Boulevard Suite 140
Woodland Hills, CA. 91364

1-800-283-2133

FAX 818-887-2750

Phone Bank



We focus on the details so you can focus *in* L.A.

Marketing Matrix is dedicated to providing you with the highest quality focus group support. Our facility has been designed with your needs in mind. Located conveniently. Fashioned for comfort. Maintaining the highest quality recruiting and client services. And all at a competitive price.

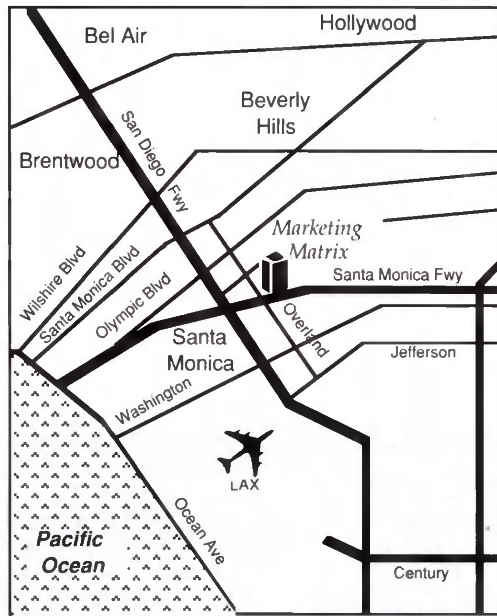
Convenient Location

Just minutes from Beverly Hills and Century City, our location provides easy access to many types of respondents. Also, we're close to the freeways and to numerous fine hotels and restaurants, as well as to the airport (LAX) and downtown Los Angeles.

Comfortable Setting

You'll appreciate the features we've built into our facility, including:

- A group room with large areas for displays and show materials.
- A three-tier viewing room that accommodates large groups of viewers and provides each with a writing table.
- A cozier one-on-one interviewing room with its own viewing facility.
- Large one-way mirrors with double glass for sound protection.
- State-of-the-art audio recording equipment with independent backup systems and high quality video.
- A private entrance for clients.



Professional Recruiting

We have many years of experience in qualifying the types of respondents you're interested in, such as:

- Consumers of all ages: adults, teens and children
- Executives
- Specialized professionals and managers
- Technical experts
- Health care professionals: physicians, nurses, support staff

Client Service

Whatever amenities you desire-- special foods, hotel reservations, tape transcriptions, qualified moderators, or any other needs -- we'll provide you with top-quality service.

Competitive Pricing

Ask us for a bid. In addition to being professional, we're cost-competitive. Just call Lori Castagnola or Marcia Selz. We'll focus on the details and help you focus *in* L.A.



2566 Overland, Suite 716
Los Angeles, CA 90064
(310) 842-8310
FAX (310) 842-7212

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

MSI International
12604 Hiddencreek Way, #A
Cerritos, CA 90701
Ph. 310-802-8273
Fax 310-802-1643
Contact: Maggie Schmidt
1,3,6,7C

Murray Hill Center West
2951 28th St., Ste. #3070
Santa Monica, CA 90405
Ph. 310-392-7337
Fax 310-392-8743
Contact: Sue Mender
1,3,4,5,6,7B

Pacific Research
1210 So. Shenandoah, #104
Los Angeles, CA 90035
Ph. 310-273-2477
Fax 310-273-2533
Contact: Anne Hoadley
1,3,6,7B

PKM Marketing Research Services
15618 B East Whittwood Lane
Whittier, CA 90603
Ph. 310-694-5634
Fax 310-947-6261
Contact: Patricia M. Koerner
1,3,4,6,7A

Plaza Research
6053 W. Century Blvd.
Los Angeles, CA 90045
Ph. 213-645-1700 or 800-654-8002
Fax 213-645-3008
Contact: Toni Sullivan
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 53)

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

Quality Controlled Services
3528 Torrance Blvd., Ste. M120
Torrance, CA 90503
Ph. 310-316-0626
Fax 310-316-4815
Contact: Carol Balcom Amundson
1,3,4,6,7B,8,9
(See advertisements on pp. 31, 51)

Quick Test/Equifax
5430 Van Nuys Blvd., Ste. 102
Van Nuys, CA 91401
Ph. 818-995-1400
Fax 818-995-1529
Contact: James Tackett
1,2,3,4,6,7B

Santa Monica Surveys
1334 Third Street, #303
Santa Monica, CA 90401
Ph. 310-394-7864
Fax 310-393-0248
Contact: Denese Hebert
1,3,6,7B

Southern California Interviewing Service
17200 Ventura Blvd., Ste. 120
Encino, CA 91316
Ph. 800-872-4022
Fax 818-783-8626
Contact: Ethel Brook
1,3,4,6,7A,8,9

Suburban Associates of Los Angeles
2001 S. Barrington, Ste. 109
Los Angeles, CA 90025
Ph. 310-478-2565
Fax 310-444-9678
Contact: Carol Kunicki
1,3,4,5,6,7B

Trotta Associates
13160 Mindanao Way Ste. 180
Marina Del Rey, CA 90292
Ph. 310-306-6866
Fax 310-827-5198
Contact: Diane Trotta
1,2,3,4,6,7B,8,9
(See advertisement on p. 59)

U. S. Research Corp.
2157 Montclair Plaza Lane
Montclair, CA 91763
Ph. 714-624-1244
Fax 714-624-5183
Contact: Leslie Boyd
1,3,4,6,7A

The Viewing Room/ASI Market Research
2600 W. Olive Ave., Ste. 700
Burbank, CA 91505
Ph. 818-843-4400
Fax 818-843-6889
Contact: Elizabeth Atondo
1,2,3,6,7B

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

MONTEREY/SALINAS

Friedman Marketing-Monterey/Salinas
494 Northridge
Salinas, CA 93906
Ph. 408-449-7921
Fax 408-449-0187
Contact: Scott MacFarlane
1,3,4,6,7A

ORANGE COUNTY

Ask Southern California
F & M Plaza, 1224 Katella Ave #100
Orange, CA 92667
Ph. 714-744-2744
Fax 714-744-2933
Contact: Sue Amidei
1,2,3,4,5,6,7A,8,9
(See advertisement on p. 57)

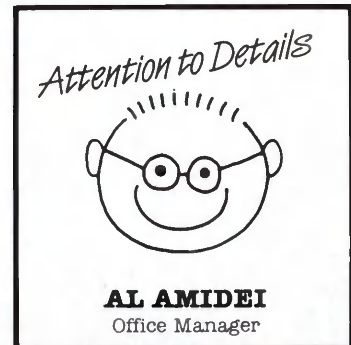
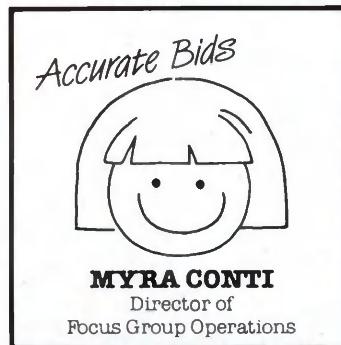
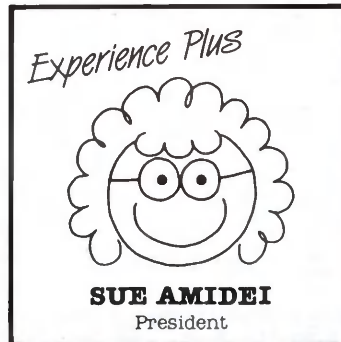
Assistance In Marketing
Huntington Ctr. Mall, 7777 Edinger Ave.
Huntington Beach, CA 92647
Ph. 714-891-2440
Fax 714-898-1126
Contact: David Weinberg
1,3,4,6,7A,8,9

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

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

Focus Research
26142 Avenida Bonachon
Mission Viejo, CA 92691-3204
Ph. 714-380-1612
Fax 714-458-1256
Contact: Jeanne Harris
2,3,6,7C,8,9

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



...in Southern California.



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

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

Codes:

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

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

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

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

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Ernie Edelstein

Over 47 years of combined Front Line Success

- Full Service Research
- Qualitative (Focus Group)/QQPS/Quantitative
- Populations: General/Asian/Hispanic
- Management Support Services

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4655 Ruffner Street • San Diego, California 92111
 (619) 268-4800 • (800) 998-4801 • FAX: (619) 268-4892

Circle No. 432 on Reader Card

The Question Shop Inc.
 2860 No. Santiago Blvd., Ste. 100
 Orange, CA 92667
 Ph. 714-974-8020
 Fax 714-974-6968
 Contact: Ryan Reasor
 1,3,4,6,7B,8,9
 (See advertisement on p. 58)

Quick Test/Equifax
 18003 Sky Park South, Ste. L
 Irvine, CA 92714
 Ph. 714-261-8800
 Fax 714-261-9037
 Contact: Charlene Kaloper
 1,3,4,6,7B

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

Trotta Associates
 5 Park Plaza, Ste. 200
 Irvine, CA 92714
 Ph. 714-251-2700
 Fax 714-251-2707
 Contact: Ingrid Robertson
 1,2,3,4,6,7B,8,9
 (See advertisement on p. 59)

BRAND NEW FACILITY



THE QUESTION SHOP, inc.

2860 N. Santiago Blvd. • Suite 100
 Orange, California 92667
Ph. 714/974-8020 • Fax 714/974-6968

Successfully Serving Clients Since 1982

For All Your Data Collection Needs

Call Ryan Reasor

- Two State-of-the-Art Focus Group Rooms
- Pre Recruits
- Audits
- Telephone Interviews
- Executive/Medical
- Door to Door
- Intercept Interviews
- Mystery Shopping
- Convention Services

RIVERSIDE

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

SACRAMENTO

Heakin Research Inc.
 1689 Arden Way, #1281
 Sacramento, CA 95815
 Ph. 916-920-1361
 Contact: Nancy Cunningham
 1,3,4,6,7A

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

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

SAN DIEGO

Analysis/Research Ltd.
4655 Ruffner St., Ste. 180
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
Contact: Arline Lowenthal, VP
1,2,3,6,7B
(See advertisement on p. 58)

Directions in Research Inc.
5353 Mission Center Rd. Ste. 310
San Diego, CA 92108
Ph. 619-299-5883
Contact: David Phife
1,3,4,6,7B

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

Fogerty Group
4915 Mercury Street
San Diego, CA 92111
Ph. 619-268-8505
Contact: Joan Pietila
1,2,3,4,6,7B,8,9

Intercontinental Marketing Investigations Inc.
P.O. Box 2147
Rancho Santa Fe, CA 92067
Ph. 619-756-1765
Fax 619-756-4605
Contact: Martin Buncher
1,3,6,7D

Jagorda Interviewing Services
3615 Kearny Villa Rd., Ste. 111
San Diego, CA 92123
Ph. 619-573-0330
Fax 619-573-0538
Contact: Gerald Jagorda
1,2,3,4,6,7B,8,9

Novick Ayres Research
2657 Vista Way Ste. 5
Oceanside, CA 92054
Ph. 619-967-1307
Fax 619-967-4143
Contact: Suzette Novick
1,2,3,4,6,7A,8,9

San Diego Surveys Inc.
4616 Mission Gorge Place
San Diego, CA 92120
Ph. 619-265-2361
Fax 619-582-1562
Contact: Jean Van Arsdale
1,3,4,6,7B,8,9

QUALITATIVE RESEARCH AND FACILITIES



A MIRROR CAN REVEAL
THE UNEXPECTED. CONFIRM THE OBVIOUS. PROVIDE
GUIDANCE. ABOVE ALL A MIRROR SHOWS
WHAT IS, ACCURATELY. TROTTA ASSOCIATES
ACTS LIKE A WELL-CRAFTED MIRROR FOR
OUR CLIENTS. WE DON'T DISTORT;
WE DON'T ADD QUALITIES OF OUR OWN.
WE MAKE SURE YOU GET ACCURATE INFORMATION
SO YOU FEEL CONFIDENT
MAKING VITAL BUSINESS DECISIONS
BASED ON OUR FINDINGS.

◆
For more information call Trotta Associates:

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

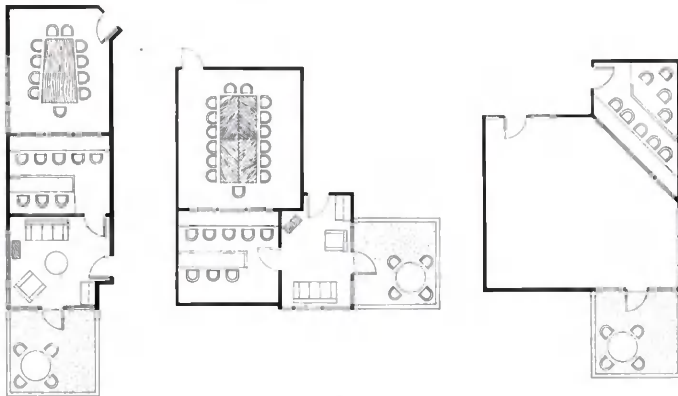
Orange County/Irvine:
Jambaree Center, 5 Park Plaza, Suite 200
Irvine, California 92714
Telephone: 714-251-2700
Fax: 714-251-2707

San Diego's

Taylor Research!

*A Full Service Research Firm
with Complete
QUALITATIVE Capabilities*

- Superlative Recruiting, SIGMA Validation
- Three Custom-Built Focus Group Suites, each with Conference, Viewing, and Client Lounge
- Multi-Purpose Room, with Viewing, that seats 32 seminar style or 75 auditorium style
- Test Kitchen, 300+ square feet, designed and used specifically for market research
- Video feed to Closed Circuit TV in Client Lounge
- Copy-Boards, no more bulky flip chart pages
- Airport Close, just Seven Minutes by Taxi
- Walk to Hotels, Restaurants, Shops, Golf & More



Focus Group Room:	Over-Sized	Standard #1	Standard #2	Multi-Purpose
Size	20 x 17	18 x 14	18 x 14	560 sf
Capacity:	18	12	12	*
Viewing for:	16	16	16	10
Client Lounge	Yes	Yes	Yes	
Outdoor Patio	Yes	Yes	Yes	Yes
Free Video	Yes	Yes	Yes	
Copy Board	Yes	Yes	Yes	
Private Client Entrance	Yes		Yes	Yes
Separate AC/Heat Controls	Yes	Yes	Yes	Yes
Tiered Viewing Room	Yes	Yes	Yes	Yes
Closed Circuit TV	Yes	Yes	Yes	
Wall-to-Wall Mirror	Yes	Yes	Yes	Yes

*32 Seminar, 75 Auditorium

Taylor Research

1545 HOTEL CIRCLE SO., STE. 350
SAN DIEGO, CALIFORNIA 92108

PHONE: 1-800-922-1545

(from any USA location)

Codes:

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

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

San Diego Surveys
3675 Midway Drive Ste. L
San Diego, CA 92110
Ph. 619-224-3113
Fax 619-582-1562
Contact: Jean Van Arsdale
1,3,4,6,7A,8,9

Taylor Research

1545 Hotel Circle So., Ste. 350
San Diego, CA 92108
Ph. 619-299-6368
Fax 619-299-6370
Contact: Harriet Huntley
1,2,3,4,6,7B,8,9
(See advertisement on p. 60)

SAN FRANCISCO

ConStat, Inc.

450 Sansome, Ste. #1100
San Francisco, CA 94111
Ph. 415-274-6600
Fax 415-274-6610
Contact: Christine Schwinn
1,3,6,7B

Consumer Research Ascts./Superrooms

111 Pine Street, 17th Floor
San Francisco, CA 94111
Ph. 415-392-6000 or 800-800-5055
Fax 415-392-7141
Contact: Rich Anderson or Don Orsino
1,2,3,4,6,7B,8,9
(See advertisement on p. 61)

Corey Canapary and Galanis

447 Sutter St.
San Francisco, CA 94108
Ph. 415-397-1200
Fax 415-433-3809
1,3,6,7B

Ecker & Associates

220 So. Spruce Ave, Ste. 100
So. San Francisco, CA 94080
Ph. 415-871-6800
Fax 415-871-6815
Contact: Betty Rosenthal
1,2,3,4,6,7B
(See advertisement on p. 63)

Ecker & Associates

222 Front St., 3rd Floor
San Francisco, CA 94111
Ph. 415-871-6800
Fax 415-871-6815
Contact: Betty Rosenthal
1,2,3,4,6,7B,8
(See advertisement on p. 63)

Erick & Lavidge Inc.

111 Maiden Lane, 6th Floor
San Francisco, CA 94108
Ph. 415-434-0536
Fax 415-391-0946
Contact: Donald Kunstler
1,3,4,6,7B

Fleischman Field Research, Inc.
 1655 No. Main Street, Ste. 320
 Walnut Creek, CA 94596
 Ph. 415-398-4140
 Fax 415-989-4506
 Contact: Molly Fleischman
 1,2,3,4,6,7B,8
 (See advertisement on p. 62)

Fleischman Field Research, Inc.
 220 Bush St., Ste. 1300
 San Francisco, CA 94104
 Ph. 415-398-4140
 Fax 415-989-4506
 Contact: Molly Fleischman
 1,2,3,6,7B,8
 (See advertisement on p. 62)

Friedman Marketing/San Francisco
 5820 Northgate Mall
 San Rafael, CA 94903
 Ph. 415-472-5394
 Fax 415-472-5477
 Contact: Scott MacFarlane
 1,3,4,6,7A

Heakin Research of California
 227 Bay Fair Mall
 San Leandro, CA 94578
 Ph. 510-278-2200
 Contact: Robert Kramer
 1,3,4,6,7A

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

Nichols Research
 333 W. El Camino Real, #180
 Sunnyvale, CA 94087
 Ph. 408-773-8200
 Fax 408-733-8564
 Contact: Mimi Nichols
 1,2,3,4,6,7B,8
 (See advertisement on p. 63)

Nichols Research
 1820 Galindo Ste. 3
 Concord, CA 94520
 Ph. 510-687-9755
 Fax 510-686-1384
 Contact: Sherry Dillon
 1,2,3,4,6,7B,8
 (See advertisement on p. 63)

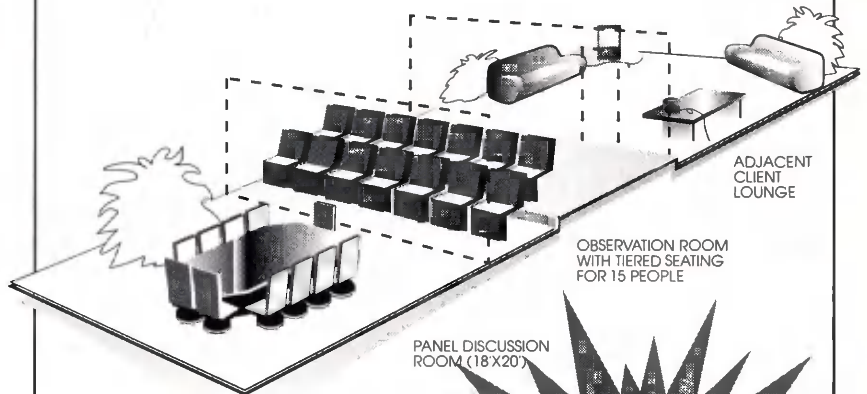
Proview
 577 Airport Blvd., Ste. 130
 Burlingame, CA 94010
 Ph. 415-344-6383
 Fax 415-344-3217
 Contact: Jean Douglas
 1,3,4,6,7B

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

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

Superrooms™

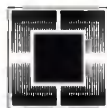
THE ONLY FOCUS GROUP SUITES IN TOWN



**BAY AREA'S
 LARGEST**

**SEE COVER
 THIS ISSUE
 THAT'S ONE OF
 OUR SUITES!!**

- 3 luxurious suites, plus new mini-group room.
- Floor to ceiling mirrors.
- Silent, 24-hour air conditioning system; separate temperature controls for panel & observation rooms.
- Professional audio system; PZM microphones; Nakamichi recording equipment.
- Kitchen area for test product preparation.
- Completely reliable recruiting from our extensive database or client-provided lists.
- Sumptuous client meals catered by fine San Francisco restaurants.
- Convenient financial district (downtown) location; close to major hotels, shopping, theaters and nightlife.
- Competitive pricing.



**Consumer Research
 Associates**

111 Pine St., 17th Floor, San Francisco, CA 94111
 TOLL-FREE: 800/800-5055
 415/392-6000 • FAX: 415/392-7141

Quality Research Associates (QRA)
 383 Vintage Park Dr., #D
 Foster City, CA 94404
 Ph. 415-574-8825
 Fax 415-574-7855
 Contact: Deborah Borcalli
 1,3,4,6,7B

Quick Test/Equifax
 203 Southland Mall
 Hayward, CA 94545
 Ph. 510-785-4650
 Fax 510-785-0641
 Contact: Sue Gomez
 1,3,4,6,7A

Tragon Corporation
 365 Convention Way
 Redwood City, CA 94063
 Ph. 415-365-1833
 Fax 415-365-3737
 Contact: Brian McDermott
 1,3,4,6,7C,8
 (See advertisement on p. 33)

Margaret Yarbrough & Associates
 934 Shorepoint Ct., Ste. 100
 Alameda, CA 94501
 Ph. 510-521-6900
 Fax 510-521-2130
 Contact: Margaret Yarbrough
 1,2,3,4,5,6,7B
 (See advertisement on p. 64)

SAN JOSE

Phase III Market Research
 1150 N. First St., Ste. 211
 San Jose, CA 95112
 Ph. 408-947-8661
 Fax 408-293-9909
 Contact: Nancy Pitta
 1,3,6,7B,8

San Jose Focus
 3032 Bunker Hill Lane, #105
 Santa Clara, CA 95054
 Ph. 408-988-4800
 Fax 408-988-4866
 Contact: Colleen Flores
 1,3,4,6,7B
 (See advertisement on p. 128)

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

COLORADO

COLORADO SPRINGS

Brewer Research/The Springs Research
 750 Citadel Dr. E., Ste. 3004
 Colorado Springs, CO 80909
 Ph. 719-597-9869
 Fax 719-597-9869
 Contact: Esther Brewer
 1,3,4,5,6,7A,8,9

Consumer Pulse of Colorado Springs
 750 Citadel Drive East
 Colorado Springs, CO 80909
 Ph. 719-596-6933
 Fax 719-596-6935
 Contact: Mike Hrin
 1,3,6,7D

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

U. S. Research Corp.
 Chapel Hills Mall, #315
 1710 Briargate Blvd.
 Colorado Springs, CO 80918
 Ph. 719-598-8070
 Fax 719-590-1376
 Contact: Karen Bujaci
 1,3,4,6,7A

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 We only look good when you look good.

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- Separate Reception in all suites and Client Offices in 3 of 4
- Kitchens in each location
- State of the Art Audio Featuring PZM microphones and Nakamichi Recording Equipment
- Triple – Tiered Seating for 15+ Viewers
- Consistently Superior Recruiting using our extensive Custom – Designed Data Base or Client Lists
- Total Service Orientation
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 San Francisco – 4 Blocks from Union Square, in the Heart of the Financial District

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- Off – Site Monitoring
- Interviewing in Spanish & Many Asian Languages as well as English
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 San Francisco, CA 94104
 Phone: (415) 398-4140
 Fax: (415) 989-4506



1655 North Main Street,
 Suite 320
 Walnut Creek, CA 94596
 Fax: (510) 942-2610

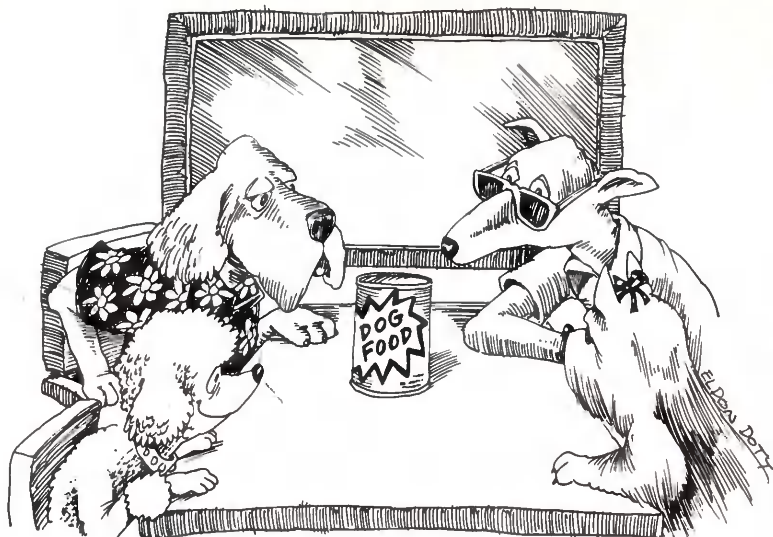
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DENVER

Bennett Research Services, Inc.
14200 Alameda Avenue
Aurora Mall
Aurora, CO 80012
Ph. 303-341-1211
Fax 303-341-4469
Contact: Karen Allen
1,3,4,6,7A
(See advertisement on p. 87)

Colorado Market Research
Ruth Nelson research Services
2149 So. Grape St.
Denver, CO 80222
Ph. 303-758-6424
Fax 303-756-6467
Contact: Cristy Reid
1,3,4,6,7B,8

Consumer Pulse of Denver
6810 So. Dallas Way
Englewood, CO 80112
Ph. 303-280-9747
Fax 303-280-9744
Contact: Karin Hendersin
1,3,4,5,6,7B,8,9



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2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Fieldwork Denver Inc.

900 Auraria Pkwy.
 Denver, CO 80204
 Ph. 303-825-7788
 Fax 303-623-8006
 Contact: Ann McIntyre
 1,3,6,7B,8,9
 (See advertisement on p. 77)

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

Friedman Marketing/Denver
 6510 W. 91st Ave., Ste.#106
 Westminster, CO 80030
 Ph. 303-428-8803
 Fax 303-430-4719
 Contact: Scott MacFarlane
 1,3,4,6,7B

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

Gikas International
 Cinderella City Mall
 701 W. Hampden Ave., Ste. 215
 Englewood, CO 80110
 Ph. 303-789-0565
 Fax 303-789-0573
 Contact: Dunlap Scott
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- Quality recruiting and interviewing

Information Research Inc
 10650 E. Bethany Drive
 Aurora, CO 80014
 Ph. 303-751-0190
 Fax 303-751-8075
 Contact: Norman Pettit
 1,2,3,4,5,6,7B,8,9

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

Plaza Research
 One Tabor Center
 Denver, CO 80202
 Ph. 303-572-6900 or 800-654-8002
 Fax 303-572-6902
 Contact: Katie Barker
 1,2,3,4,5,6,7B,8,9
 (See advertisement on p. 53)

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

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

The Research Center
 550 S. Wadsworth, Ste. 101
 Denver, CO 80226
 Ph. 303-935-1750
 Fax 303-935-4390
 Annie Sampogna-Reid/Chris Balthaser
 1,3,4,6,7B
 (See advertisement on p. 65)

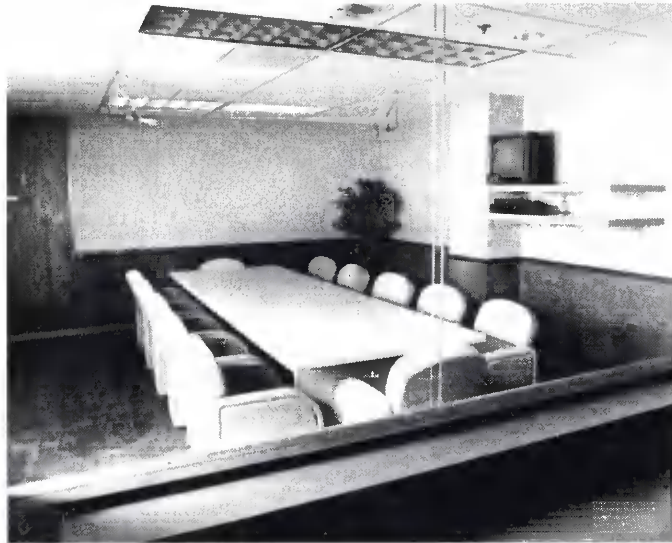
Margaret Yarbrough & Associates

Main Office: 934 Shorepoint Court • Alameda, CA 94501

510-521-6900

DENVER'S EXCEPTIONAL FOCUS GROUP AND CENTRAL LOCATION FACILITY

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



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

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

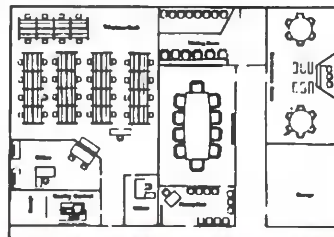
Annie Sampogna-Reid and Chris Balthaser manage The Research Center. They have over twenty years combined experience recruiting focus groups and central location tests in the Denver market. Their goal is to provide clients with the highest quality recruiting and the best facilities in Denver.



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



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



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

Codes:

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

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

J.B. Martin Interviewing Service

4695 Main Street
 Bridgeport, CT 06606
 Ph. 203-371-4158
 Fax 203-371-5001
 Contact: Nancy Salk
 1,2,3,4,6,7B,8,9

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Firm Facts Interviewing
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 Stratford, CT 06497
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 Fax 203-375-6034
 1,3,4,6,7D

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

HARTFORD

Access Research, Inc.
 8 Griffin Rd. N.
 Windsor, CT 06095
 Ph. 203-688-8821
 Fax 203-688-2053
 Contact: Gerald O'Connor
 1,3,6,7B

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

Hartford Research Center

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

NEW HAVEN**New Haven Research Center**

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

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

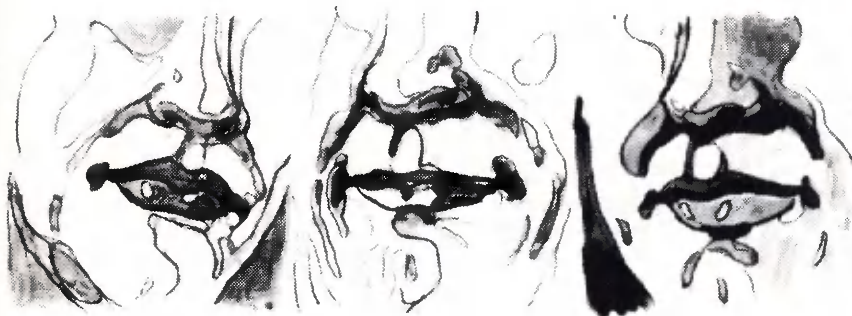
NORWALK

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

STAMFORD

The Consumer Dialogue Center
 25 Third Street
 Stamford, CT 06905
 Ph. 203-356-1678
 Fax 203-327-9061
 Contact: Susan Baines
 1,3,4,6,7B

The Focus Room-Stamford
 1011 High Ridge Rd.
 Stamford, CT 06905
 Ph. 203-322-5996
 Fax 203-322-0819
 Contact: Gail Friedman
 1,3,4,5,6,7B



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

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Focus First America
969 High Ridge Rd.
Stamford, CT 06905
Ph. 203-322-1173
Fax 203-968-0421
Contact: Susan Weiss
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 66)

Strategic Focus, Inc.
274 Riverside Avenue
Westport, CT 06880
Ph. 203-221-0789
Fax 203-221-0783
Contact: Diane D'Arcy
1,3,4,6,7B,8,9

WASHINGTON, D.C.

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

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

Consumer Pulse of Washington
8310 C Old Court House Rd.
Vienna, VA 22182
Ph. 703-442-0960
Fax 703-442-0967
Contact: Tricia Barnes
1,3,4,5,6,7B,8,9

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

Covington-Burgess Focus Ste.
666 Eleventh St., NW, Ste. 730
Washington, DC 20001
Ph. 202-745-4854
Fax 202-797-8562
Contact: Rita Moore
1,3,6,7B,8,9

Gikas International
11611 Old Georgetown Rd.
Rockville, MD 20852
Ph. 301-468-2380
Fax 301-770-0171
Contact: Larry Moyer
1,3,4,6,7B

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

House Market Research Inc.
1201 Seven Locks Rd., Ste. #200
Potomac, MD 20854
Ph. 301-424-1930
Fax 301-424-3128
Contact: Karen House-Sapp
1,3,4,6,7B
(See advertisement on p. 67)

Nancy Low & Ascts., Inc.
5454 Wisconsin Ave., #1300
Chevy Chase, MD 20815
Ph. 301-951-9200
Fax 301-986-1641
Contact: John Blamphin
1,3,6,7B,8,9
(See advertisement on p. 68)

Metro Research Services, Inc.
9990 Lee Hwy. Ste. 110
Fairfax, VA 22030
Ph. 703-385-1108
Fax 703-385-8620
Contact: Nancy Jacobs
1,3,4,6,7B,8,9

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- Full wall one way mirrors
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3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Metro Research Services, Inc.
1729 King St., Ste. 302
Alexandria, VA 22314
Ph. 703-385-1108
Fax 703-385-8620
Contact: Nancy Jacobs
1,3,6,7B,8,9

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

OMR-Olchak Market Research
7255 Hanover Pkwy., Stes. A & B
Greenbelt, MD 20770
Ph. 301-441-4660
Fax 301-474-4307
Contact: Jill Siegel
1,3,6,7A,8

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Chevy Chase, Maryland 20815



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Quality Controlled Services

6691-B Springfield Mall
Springfield, VA 22150
Ph. 703-971-6717
Fax 703-922-5946
Contact: Cynthia Dunn
1,3,4,6,7A,8
(See advertisements on pp. 31, 51)

Shugoll Research, Inc.
7475 Wisconsin, Ste. 200
Bethesda, MD 20814
Ph. 301-656-0310
Fax 301-657-9051
Contact: Joan Shugoll
1,3,4,6,7B,8,9

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredricksburg, VA 22407
Ph. 703-786-3376
Fax 703-786-3925
1,3,4,6,7A

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

FLORIDA

DAYTONA BEACH

Cunningham Field Services
770 W. Granada, #101
Ormond Beach, FL 32174
Ph. 904-258-3906
Contact: Mary Cunningham
1,3,4,6,7B,8,9

FORT LAUDERDALE/ BOCA RATON

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

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

Mar's Surveys, Inc.
1700 No. University Drive
Coral Springs, FL 33071
Ph. 305-755-2805
Fax 305-755-3061
Contact: Ronald Teblum
1,3,4,6,7B,8,9

FORT MYERS

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

GAINESVILLE

Perceptive Market Research, Inc.
2306 SW 13th St., #409
Gainesville, FL 32608
Ph. 904-336-6760 or 800-749-6760
Fax 904-336-6763
Contact: Elaine M. Lyons-Lepke
1,2,3,6,7D,8,9

JACKSONVILLE

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

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

Market Horizons, Inc.
9452 Phillips Hwy., Ste. 5
Jacksonville, FL 32256-1332
Ph. 904-260-2001
Fax 904-260-6266
Contact: Charles A. McMillin
1,3,6,7B,8

MELBOURNE

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

MIAMI

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

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

Jean M. Light Interviewing Service
8415 Coral Way, Ste. 201
Miami, FL 33155
Ph. 305-264-5780
Fax 305-264-6419
Contact: Jean Light
1,3,6,7A

Jean M. Light Interviewing Service
Miami International Mall
Miami, FL 33172
Ph. 305-264-5780
Fax 305-264-6419
Contact: Jean Light
1,3,4,6,7A

Market Segment Research, Inc.
1320 S. Dixie Hwy., #120
Miami, FL 33146
Ph. 305-669-3900
Fax 305-669-3901
Contact: Gary L. Berman
1,3,4,6,7B,8,9
(See advertisement on p. 69)

National Opinion Research Services
760 Northwest 107 Ave., Ste. 115
Miami, FL 33172
Ph. 800-940-9410
Fax 305-553-8586
Contact: Daniel Clapp
1,3,4,6,7B,8,9

Rife Market Research, Inc.
1111 Park Center Blvd., Ste. #111
Miami, FL 33169
Ph. 305-620-4244
Fax 305-621-3533
Contact: Mary Rife
1,3,4,6,7B
(See advertisement on p. 45)

Rife Market Research, Inc.
Skylake Mall
1758 NE Miami Gardens
No. Miami, FL 33179
Ph. 305-620-4244
Fax 305-621-3533
Contact: Mary Rife
1,3,4,6,7A
(See advertisement on p. 45)

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

Weitzman & Philip, Inc.
850 Ives Dairy Rd.
Miami, FL 33179
Ph. 305-653-6323
Fax 305-653-4016
Contact: Daniel Philip
1,3,4,5,6,7A

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CORAL GABLES, FL 33146**

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

Location:
 7A. Shopping Mall
 7B. Office Building
 7C. Free Standing
 7D. Other
 8. 1-on-1 Room
 9. 1-on-1 Viewing

Central Florida Market Research, Inc.
 1065 Maitland Center Commons, #204
 Maitland, FL 32751
 Ph. 407-660-1808
 Fax 407-660-9674
 Contact: Vicky Stevens
 1,3,6,&B

U.S. Research Corp.
 Florida Mall Room 422
 Orlando, FL 32809
 Ph. 407-830-4542
 Fax 407-851-7115
 Contact: Ellen Shamblin
 1,3,4,6,7A

ORLANDO

Accudata/Pilar Ellis
 500 N. Orlando Ave. Ste. #1398
 Winter Park, FL 32789
 Ph. 407-628-1835
 Fax 407-628-0571
 Contact: Suzanne Cattell
 1,2,3,4,6,7D
 See advertisement on p. 70)

Quick Test/Equipax
 Lake Square Mall
 10401-082 Hwy. 441
 Leesburg, FL 34788
 Ph. 904-365-0505
 Fax 904-365-2005
 Contact: Lucille Slowey
 1,3,4,6,7A

U.S. Research Corp.
 445 Osceola St.
 Altamonte Springs, FL 32701
 Ph. 407-830-4542
 Fax 407-830-6064
 Contact: Ellen Shamblin
 1,3,4,5,6,7C

U.S. Research Corp.
 1650 Sand Lake Rd., Ste. #213
 Orlando, FL 32809
 Ph. 407-830-4542
 Contact: Ellen Shamblin
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 Pensacola, FL 32504
 Ph. 904-478-9274
 Fax 904-476-4450
 Contact: Charles Graham
 1,3,4,6,7A,8,9

SARASOTA

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

TALLAHASSEE

Friedman Marketing/Florida
 Tallahassee Mall
 2415 N. Monroe St., #563
 Tallahassee, FL 32303
 Ph. 904-385-4399
 Fax 904-385-3481
 Contact: Scott MacFarlane
 1,3,4,6,7A

TAMPA/ST. PETERSBURG

Accudata Market Research
 3815 W. Humphrey St., #105
 Tampa, FL 33614
 Ph. 813-935-2151
 Fax 813-932-6265
 Contact: Suzanne Cattell
 1,3,4,6,7B
 (See advertisement on p. 70)

Adam Market Research, Inc.
 7965 9th Street North
 St. Petersburg, FL 33702
 Ph. 813-875-4005
 Fax 813-875-4055
 Contact: Mark Siegel
 1,3,6,7A,8,9

Adam Market Research, Inc.
 4010 Boy Scout Blvd., Ste. 755
 Tampa, FL 33607
 Ph. 813-875-4005
 Fax 813-875-4055
 Contact: Mark Siegel
 1,3,4,6,7B,8,9

Cunningham Field Services
 2074 Countryside Mall
 Clearwater, FL 34621
 Ph. 813-796-8944
 Contact: Ann Hudson
 1,3,4,6,7A,8,9

Davis & Davis Research, Inc.
 8001 N. Dale Mabry Hwy., Ste. 401B
 Tampa, FL 33614-3263
 Ph. 813-873-1908
 Fax 813-935-5473
 Contact: Irene Davis
 1,2,3,6,7C,8,9

Eldredge Field Service
 2700 N. McDill Ave., #203
 Tampa, FL 33607
 Ph. 813-876-7577
 Fax 813-876-0685
 Contact: Fay Eldredge
 1,3,4,6,7B,8

Florida Focus, Inc.
 2535 Landmark Dr., Ste. 109
 Clearwater, FL 34621
 Ph. 813-796-4957
 Contact: Diane Bordner
 1,3,4,6,7B,8,9

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

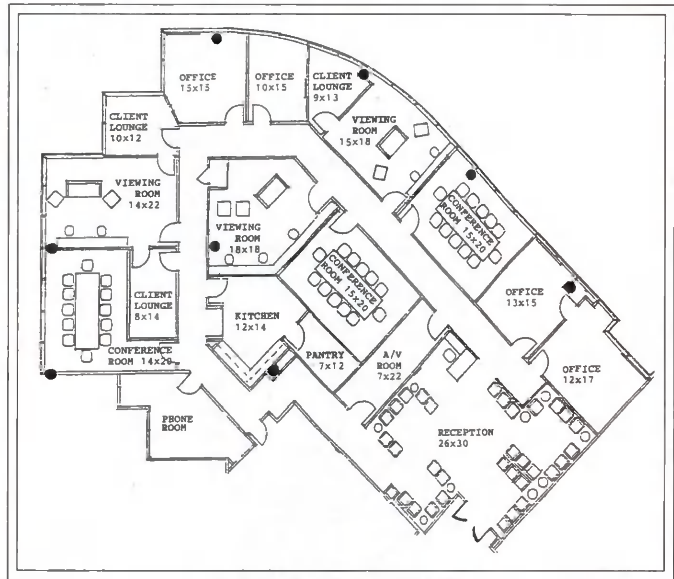
IDD Market Research
 5706 Benjamin Ctr. Dr., # 103
 Tampa, FL 33615
 Ph. 813-884-0088
 Contact: Isabel Dunn
 1,3,4,6,7B

M.A.S.S. (Marketing and Store Svces., Inc.)
 Urban Center II, Ste. 120
 W. Kennedy Blvd.
 Tampa, FL 33609
 Ph. 813-289-4500
 Fax 813-289-3760
 Contact: Gwen Weinberger
 1,3,4,6,7B

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

Premack and Associates, Inc.
 8130 66th Street No., #10
 Pinellas Park, FL 34665
 Ph. 813-544-3191
 Contact: Irwin J. Premack
 1,3,6,7B

ANOTHER REASON TO CHOOSE....

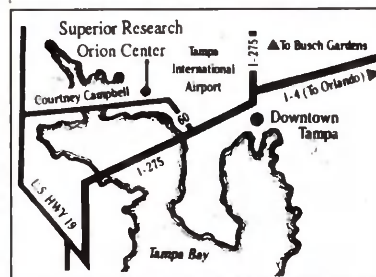


SUPERIOR RESEARCH

ATLANTA ♦ TAMPA

*TAMPA'S NEWEST FOCUS GROUP FACILITY
 LOCATED ON BEAUTIFUL TAMPA BAY.*

- THREE SPACIOUS FOCUS GROUP SET-UPS
 - FULLY EQUIPPED TEST KITCHEN
 - SIMULTANEOUS VIEWING CAPABILITY
 - FIXED VIDEO EQUIPMENT
- LOUNGES ADJACENT TO VIEWING ROOMS
- EASY ACCESS TO HOTELS, RESTAURANTS,
 SHOPS AND WATER SPORT RENTALS
 - BEAUTIFUL BEACHES NEARBY
- FIVE MINUTES FROM TAMPA INT'L. AIRPORT



SUPERIOR RESEARCH – TAMPA

3001 NORTH ROCKY POINT, SUITE 400 • TAMPA, FL 33607

TEL. **813-282-1660** • FAX **813-287-0605**

SHARI DAVIS GONZALES/DIRECTOR

Open the Door to A New Era of Quality and Service in Atlanta for the Marketing Research Industry



Introducing Jackson Associates new 17,000 square foot research facility.

*Come inside.
You'll find an entire building designed for one purpose.
Your satisfaction.*

Highlights include:

- An 1100 square foot auditorium with an outside entrance large enough to drive in an automobile, and 16 seat viewing rooms and client lounges at each end.
- Four focus suites with viewing and private client lounges.
- 7 one on one rooms with simultaneous or independent viewing.
- All rooms equipped with ¾" and ½" video taping.
- A full commercial test kitchen.
- A 40 line CRT equipped phone room.
- A database of over 60,000 consumer, medical and executive respondents in Atlanta, Charlotte and Nashville.
- Data Entry/Processing, Ci2 Programming and Fielding.

For complete details contact Margaret Hicks at (404) 394-8700.
1140 Hammond Drive, Building H • Atlanta, Georgia 30328

**Jackson
Associates
Inc.**

"Opening new doors for you."

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

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

Suburban Associates Inc.
4350 W. Cypress, Ste. 535
Tampa, FL 33607
Ph. 813-874-3423
Fax 813-875-6789
Contact: Mandy Murphy O'Neill
1,3,4,6,7B

Superior Research
3001 N. Rocky Point Rd., #400
Tampa, FL 33607
Ph. 813-282-1660
Fax 813-287-0605
Contact: Shari Gonzales
1,2,3,4,5,6,7B,8,9
(See advertisements on pp. 71, 73)

Tampa Bay Opinion Mart
3302 W. Buffalo Ave., Ste. 1037A
Tampa, FL 33607
Ph. 813-876-0321
1,3,4,6,7A

WEST PALM BEACH

Besselaar Research
900 Osceola Drive
West Palm Beach, FL 33409
Ph. 407-471-5310
Fax 407-471-5295
Contact: Eileen Rutstein
1,3,6,7B

Profile Marketing Research
4020 So. 57 Avenue
Lake Worth, FL 33463
Ph. 407-965-8300
Fax 407-965-6925
Contact: Judy Hoffman
1,3,6,7BC,8

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

GEORGIA

ATLANTA

Arena Research, Inc.
1 Dunwoody Park, Ste. 128
Atlanta, GA 30338
Ph. 404-455-0770
Fax 404-451-3723
Contact: Steve Israel
1,3,4,6,7B,8

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

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

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

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

Fieldwork Atlanta
 200 Galleria Parkway
 Atlanta, GA 30339
 Ph. 404-988-0330
 Fax 404-955-1555
 Contact: Carolyn Lee
 1,3,4,5,6,7B,8,9
 (See advertisement on p. 77)

Focus On Atlanta
 3953 Pleasantdale Rd.
 Atlanta, GA 30340
 Ph. 404-447-9800
 Fax 404-446-8038
 Contact: Clara Stokes
 1,3,4,6,7C,8,9

Heakin Research Inc.
 Gwinnett Plaza Mall
 2100 Pleasant Hill Rd.
 Duluth, GA 30136
 Ph. 404-476-0714
 Contact: Teri Williams
 1,3,6,7A

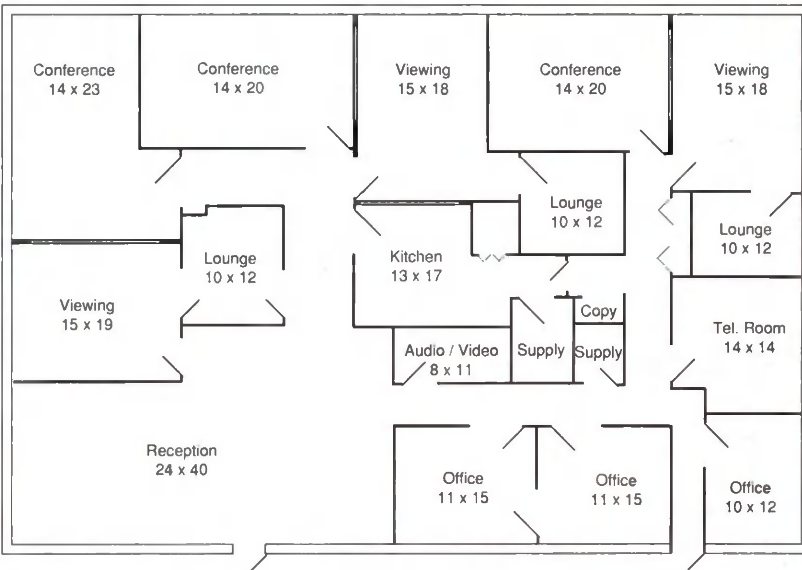
Heakin Research Inc.
 331 Shannon South Park Mall
 Union City, GA 30921
 Ph. 404-964-9634
 Contact: Brad McDonald
 1,3,4,6,7A

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

Jackson Associates Inc.
 1140 Hammond Dr., Bldg. H
 Atlanta, GA 30328
 Ph. 404-394-8700
 Fax 404-394-8702
 Contact: Margaret Hicks
 1,3,4,6,7B,8,9
 (See advertisement on p. 72)

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

MacConnell Research Services, Inc.
 10 Perimeter Park Dr., Ste. 110
 Atlanta, GA 30341
 Ph. 404-451-6236
 Fax 404-451-6184
 Contact: Joy MacConnell
 1,3,4,6,7B,8

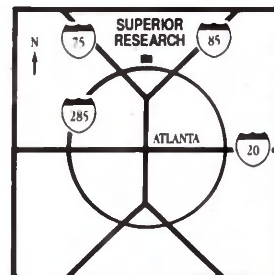


SUPERIOR RESEARCH

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

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

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



Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

MacFarlane & Company, Inc.
1900 Emery St. NW., Ste. 450
Atlanta, GA 30318
Ph. 404-352-2290
Fax 404-352-2299
1,3,6,7B,8,9

Market Views Research
1215 Hightower Trail, Ste. D-150
Atlanta, GA 30350
Ph. 404-992-1289
Fax 404-992-6770
Contact: Dan Brown
1,3,4,6,7B

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

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

Plaza Research
2401 Lake Park Drive
Atlanta, GA 30080
Ph. 404-432-1400 or 800-654-8002
Fax 404-432-0730
Contact: Julie Dudley Wilson
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 53)

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

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

Quality Controlled Services
2635 Century Pkwy., Ste. 100
Atlanta, GA 30345
Ph. 404-321-0468
Fax 404-636-3276
Contact: Susan Lipsitz
1,3,4,6,7B
(See advertisements on pp. 31, 51)

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

Quick Test/Equifax
4205 Roswell Rd.
Atlanta, GA 30342
Ph. 404-843-3807
Fax 404-843-9733
Contact: Towne Saltik
1,3,4,6,7B

John Stolzberg Market Research
1800 Century Blvd., Ste. #1000
Atlanta, GA 30345
Ph. 404-329-0954
Fax 404-329-1596
Contact: John Stolzberg
1,3,4,6,7B

Superior Research
1155 Hammond Dr.
Atlanta, GA 30328
Ph. 404-394-4400
Fax 404-391-9345
Contact: Rhoda Davis
1,2,3,4,5,6,7B
(See advertisements on pp. 71, 73)

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

Whaley Research & Ascts., Inc.
5001 Riverdale Court
College Park, GA 30337
Ph. 800-283-4701
Fax 800-283-4733
Contact: Marilyn Whaley
1,3,4,6,7D

GAINESVILLE

Jackson Associates Inc.
1285 W. Washington Street
Gainesville, GA 30501 (Rural GA)
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
1,3,6,7A
(See advertisement on p. 72)

HAWAII

HONOLULU

Omnitrak Group, Inc.
220 S. King St., Ste. #975
Honolulu, HI 96813
Ph. 808-528-4050
Fax 808-538-6227
Contact: Barbara Ankersmit
1,3,6,7B,8,9

SMS Research
1042 Fort Street Mall, #200
Honolulu, HI 96813
Ph. 808-537-3356
Fax 808-537-2686
Contact: Barbara Okamoto
1,3,6,7B

Ward Research, Inc.
126 Queen St., Ste. 212
Honolulu, HI 96813
Ph. 808-522-5123
Fax 808-522-5127
Contact: Rebecca S. Ward
1,3,6,7B,8,9

IDAHO

BOISE

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

ILLINOIS

CHICAGO

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

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

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

Analytics, Inc.
Newport Office Center
5005 Newport Drive
Rolling Meadows, IL 60008
Ph. 708-870-1973
Fax 708-956-8787
Contact: Larry Kaufmann
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 75)

Sensitivity is what it's all about



Sensitivity, applied to marketing research, makes great things happen...

- the proposal more targeted
- the planning more comprehensive
- the method more creative
- the interview more natural
- the analysis cutting deeper
- the report honed sharper
- the conclusions more meaningful
- the direction more actionable

We've been putting sensitivity to use every day of the 20 years that Analytics has been in business. Since we've been through it on both sides of the desk, we know more of what it's all about.



These are some of the past accomplishments, for a variety of products, in which we have a great deal of pride...

Analytics—a thumbnail sketch

- ▶ Full service quantified research of every type
- ▶ Focus groups to the participation level that you want:

Level 1 — You provide the moderating and prepare the report. We provide the facilities and recruiting.

Level 2 — We provide the moderating and the recruiting and prepare the report — in our facilities or anywhere in the country.

- ▶ Three 3-room conference suites
- ▶ Fully equipped test kitchen
- ▶ Three 1-on-1 rooms w/Closed Circuit TV
- ▶ Private client entrances
- ▶ Professional A/V equipment
- ▶ 15 minutes from Chicago O'Hare Int'l Airport
- ▶ Three minutes from major hotels & restaurants

- In the early '70's, we recommended a major change in the benefit positioning of the new light low calorie beer — from "fitness and low carbohydrates" to "a real beer for real beer drinkers that won't bog you down". You know the rest.

We were consumer testing microwave ovens in homes at a time when users and engineers were exploding eggs and setting off oven "fireworks displays" in unsuspecting experimentation. Both groups learned all the pitfalls and a huge market emerged.

During the middle '70's, our concept, product and sales testing helped develop VCR's, camcorders and video games for the home. That research also provided an early reading on the potential of interactive media. Its best is yet to come.

Call and let us put *sensitivity* to work for you.

ANALYTICS, INC.
Newport Office Center
5005 Newport Drive, 3rd floor
Rolling Meadows, IL 60008

PHONE: (708) 870-1973 FAX: (708) 958-8787


ANALYTICS, INC.

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Assistance In Marketing
1650 N. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 708-392-5500
Fax 708-392-5841
Contact: Irwin Weinberg
1,3,4,5,6,7B,8,9

Assistance In Marketing
Spring Hill Mall
Route 31 and 72
Dundee, IL 60118
Ph. 708-428-0885
Fax 708-428-4554
Contact: Irwin Weinberg
1,3,4,6,7A,8,9

Baxter Research Interviewing
270 W. North Avenue
Villa Park, IL 60181
Ph. 312-545-7833
Fax 708-832-6154
Contact: Alice Baxter
1,3,4,6,7A,8,9

Users of the QMRR Qualitative Facilities Directory please note:

This year, for your
convenience, we have
added two new codes:

- Code 8 indicates that the facility has a one-on-one room
- Code 9 indicates that the facility has a one-on-one viewing room

Quirk's
MARKETING RESEARCH
Review

Bruskin Goldring Research
820 No. Orleans, Ste. #210
Chicago, IL 60610
Ph. 312-440-5252
Fax 312-266-1742
Contact: Michael Bower
1,2,3,4,6,7B,8,9

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

Bryles Survey Service
260 Orland Park Place
Orland Park, IL 60462
Ph. 708-532-6800
Contact: Bob Bryles
1,3,4,6,7A

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

Bullard Research Service, Inc./Mktg. 52
10518 So. Roberts Rd.
Palos Hills, IL 60465
Ph. 708-599-2703
Fax 708-599-2707
Contact: Bob King
1,3,6,7B

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

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

Chicago Focus
7 E. Huron
Chicago, IL 60611
Ph. 312-951-1616
Fax 312-951-5099
Contact: Lynn Rissman
1,3,4,6,7C
(See advertisement on p. 128)

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

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

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

Consumer Surveys Company
Northpoint Shopping Center
304 E. Rand Rd.
Arlington Heights, IL 60004
Ph. 708-394-9411
Fax 708-394-0001
Contact: Floyd Berlant
1,3,4,6,7A,8,9
(See advertisement on p. 79)

Conway/Milliken & Associates
875 N. Michigan Ave., Ste. 2511
Chicago, IL 60611
Ph. 312-787-4060
Fax 312-787-4156
Contact: Gayle Moberg
1,3,4,6,7B

Data Research, Inc.
1319 Butterfield Rd., Ste. #510
Downers Grove, IL 60515
Ph. 708-971-2880
1,3,6,7B

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

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

Facts In Focus, Inc.
2260 Fox Valley Center
Aurora, IL 60505
Ph. 708-898-2166
Fax 708-898-2172
Contact: Ann O'Connor
1,3,4,5,6,7A,8,9

Fieldwork Chicago, Inc.
6200 N. Hiawatha, Ste. #720
Chicago, IL 60646
Ph. 312-282-2911
Fax 312-282-8971
Contact: Alice White
1,3,4,5,6,7B,8,9
(See advertisement on p. 77)

Fieldwork Chicago-O'Hare, Inc.
8420 W. Bryn Mawr
Chicago, IL 60631
Ph. 312-714-8700
Fax 312-714-0737
Contact: Susan Brody
1,3,4,6,7B,8,9
(See advertisement on p. 77)



"Well you said you wanted small business people."

There's no misunderstanding what the wrong respondents can do to your research. To get the right focus group results, it takes *fieldwork*.

fieldwork provides qualified, well screened respondents from a database that's unmatched in the industry. And you'll work in a world class research environment--with progressive office facilities and client services.

You'll find a *fieldwork* location right where you need us.
For the focus group your project deserves, call us today.

fieldwork Atlanta
(404) 988-0330

fieldwork Chicago (O'Hare)
(312) 714-8700

fieldwork East (Fort Lee)
(201) 585-8200

fieldwork Boston
(617) 899-3660

fieldwork Denver
(303) 825-7788

fieldwork East (Westchester)
(914) 347-2145

fieldwork Chicago
(312) 282-2911



fieldwork Phoenix
(602) 438-2800

It takes *fieldwork*!

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Focuscope, Inc.
 1100 West Lake St., Ste #60
 Oak Park, IL 60301
 Ph. 708-386-5086
 Fax 708-386-1207
 Contact: Kevin Rooney
 1,3,4,5,6,7B,8,9
 (See advertisement on p. 78)

Focuscope, Inc.
 1 East Erie, Ste. 305
 Chicago, IL 60611
 Ph. 312-587-1893
 Contact: Kevin Rooney
 1,3,6,7B,8,9
 (See advertisement on p. 78)

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

Home Arts Guild Research Center
 35 E. Wacker Drive
 Chicago, IL 60601
 Ph. 312-726-7406
 Fax 312-346-3746
 Contact: Roy Roberts
 1,3,4,5,6,7B,8,9
 (See advertisement on p. 78)

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

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

Marketing Services
 2525 Gross Point Rd.
 Evanston, IL 60201
 Ph. 708-864-4100
 Contact: Carolyn Ripley
 1,3,6,7C

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

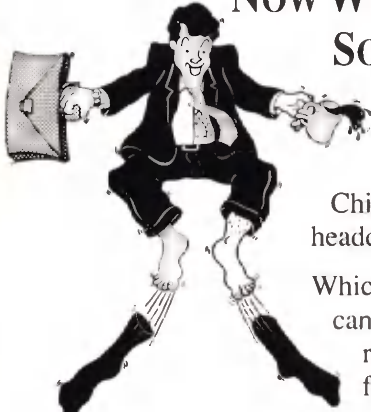
Mid-America Research
 Randhurst Shopping Center
 999 N. Elmhurst Rd.
 Mt. Prospect, IL 60056
 Ph. 708-392-0800
 Fax 708-870-6236
 Contact: Elizabeth Jorgenson
 1,3,4,6,7A

National Data Research, Inc.
 770 Frontage Rd., #110
 Northfield, IL 60093
 Ph. 708-501-3200
 Fax 708-501-2865
 Contact: Val Maxwell
 1,3,4,6,7B,8,9

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

Oakbrook Interviewing Center
 1415 W. 22nd St., Ste. #220
 Oak Brook, IL 60521
 Ph. 708-574-0330
 Fax 708-574-0358
 Contact: Irene Potocki
 1,3,4,5,6,7B,8,9

NOW WE'RE GONNA KNOCK YOUR SOCKS OFF IN 2 LOCATIONS!




Focuscope has added a second location! Now you choose the location which best fits *your* needs...our new downtown Chicago facility at 1 E. Erie OR our corporate headquarters in historic Oak Park.

Whichever you choose, at Focuscope you can still rely on full groups of qualified respondents, luxurious facilities, and our famous attention to detail.

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1100 W. Lake Street
Suite 60
Oak Park, IL 60301



focuscope
708-386-5086

1 East Erie
Suite 305
Chicago, IL 60611

Circle No. 449 on Reader Card

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



HOME ARTS GUILD RESEARCH CENTER

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

Circle No. 450 on Reader Card

O'Hare in Focus

1011 E. Touhy Ave., Ste. #440
Des Plaines, IL 60018
Ph. 708-299-6636
Fax 708-824-3259
Contact: Renie Vitellaro
1,3,4,5,6,7B
(See advertisement on p. 81)

Pammer Research, Inc.
18925 Meadow Creek Dr.
Mohenas, IL 60448
Ph. 708-479-4588
Fax 708-479-4594
Contact: Lesa Pammer
1,3,4,5,6,7A,8,9
(Opening March 1, 1993)

Plaza Research

5450 N. Cumberland Ave.
Chicago, IL 60656
Ph. 312-714-9600
Fax 312-714-9604
Contact: Holli Epstien
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 53)

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

Quality Controlled Services

2000 Spring Rd., Ste. 100
Oak Brook, IL 60521
Ph. 708-990-8300
Fax 708-990-8188
Contact: Andrea Wilk
1,3,4,6,7B,8,9
(See advertisements on pp. 31, 51)

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

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

Research House
6901 No. Lincoln Ave.
Lincolnwood, IL 60646-2605
Ph. 708-677-4747
Fax 708-677-7990
Contact: Darlene Piell
1,3,4,6,7C,8

MEMO TO: All Marketing Research Professionals

FROM: CONSUMER SURVEYS COMPANY

MESSAGE: You Deserve To Be Pampered

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

Next time, pamper yourself at our new focus group facility at the Northpoint Shopping Center:

- Communicate instantly with your moderator by means of a **unique computer** visible only to your moderator.
- Videotape your group with a **remote controlled video** system with the cameraman at the rear of the room.
- View your group through a **sound-insulated window**.
- Relax in our **spacious client lounge**.
- Watch the group in our lounge or in our **tiered, airy, observation room** along with your fifteen agency and corporate traveling companions.
- Feel refreshed by our **separate air/heating system**.

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

Come join us in a research environment designed to provide quality, comfort and value. After all, you deserve to be pampered.

In Chicago, when you demand excellence...

Consumer Surveys Company
Northpoint Shopping Center 304 E. Rand Rd. Suite 220
Arlington Heights, IL 60004-3147
Tel. # 708/394-9411 Fax # 708/394-9411

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

Location:
7A. Shopping Mall
7B. Office Building
7C. Free Standing
7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

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

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

Survey Center, Inc.
455 E., Illinois
Chicago, IL 60611
Ph. 312-321-8100
Fax 312-321-8110
Contact: Susan McCormack
1,2,3,4,5,6,7D,8,9

Time N Talent, Inc.
4801 W. Peterson
Chicago, IL 60646
Ph. 312-202-3500
Fax 312-202-3511
Contact: Harry Balaban
1,3,4,6,7B,8,9

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

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

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

PEORIA

Scotti Bur. Mktg. Rsch.
1118 N. Sheridan Rd.
Peoria, IL 61606
Ph. 309-673-6194
Fax 309-673-5942
1,3,4,5,6,7C,8,9

INDIANA

EVANSVILLE

Gore Research and Associates
Old Nat'l. Bank Bldg., Ste. #1011
Evansville, IN 47708
Ph. 812-422-3221
Contact: Juanita Gore
1,3,4,6,7B

Market Research Services
4530 Hwy. 1514
Utica, KY 42376
Ph. 502-785-4033
Contact: Donna Baldrige
1,3,4,6,7C

Product Acceptance & Research (PAR)
1510 W. Franklin St.
Evansville, IN 47710
Ph. 812-425-3533
Fax 812-421-6806
Contact: Woody Youngs
1,3,4,6,7B

Product Acceptance & Research (PAR)
1139 Washington Square Mall
Evansville, IN 47715
Ph. 812-473-5116
Fax 812-421-6806
1,3,4,6,7A

FORT WAYNE

Dennis Research Services, Inc.
3502 Stellhorn Rd.
Ft. Wayne, IN 46815
Ph. 800-837-2442
Fax 219-485-1476
Contact: Pat Slater
1,3,4,6,7B

INDIANAPOLIS

DataSource
8004 Castleway Dr.
Indianapolis, IN 46250
Ph. 317-577-0500
Fax 317-576-5438
Contact: Barb Miller
1,3,4,6,7B
(See advertisement on p. 39)

Herron Associates, Inc.
710 Executive Park Drive
Greenwood IN 46143
Ph. 317-882-3800
Fax 317-882-4716
Contact: Dorothy Serrano
1,3,4,6,7B

Herron Associates, Inc.
Washington Square Mall
Indianapolis, IN 46229
Ph. 317-882-3800
Fax 317-882-4716
Contact: Dorothy Serrano
1,3,4,6,7A

Indianapolis Research Company
3037 South Meridian St.
Indianapolis, IN 46217
Ph. 317-788-0861
Contact: Judy Young
1,3,4,6,7B

Strategic Marketing & Research
9200 Keystone Crossing, Ste. 400
Indianapolis, IN 46240
Ph. 317-574-7700 or 800-424-6270
Fax 317-574-7777
Contact: Lynell Newell
1,3,6,7B

MUNCIE

Midwest Marketing Research
3648 No. Lakeside
Muncie, IN 47304
Ph. 219-533-0548
Fax 219-533-0540
Contact: Barney Barnhart
1,6,7B,8

SOUTH BEND/ELKHART

Focal Pointe/Memorial Hosp. of So. Bend
615 No. Michigan Street
South Bend, IN 46601
Ph. 219-284-7350
Fax 219-284-3674
Contact: Rosalind Alexander
1,3,4,6,7C

Market Strategies, Inc.
108 No. Main St., JMS Bldg., #311
South Bend, IN 46530
Ph. 219-233-3453
Fax 219-287-1276
Contact: Sharon Boveri
1,3,4,6,7B

Midwest Marketing Research
115 W. Colfax
South Bend, IN 46601
Ph. 219-533-0548
Fax 219-533-0540
Contact: Betty Pletcher
1,3,6,7B,8,9

Midwest Marketing Research
214 So. Main St.
Goshen, IN 46526
Ph. 219-533-0548
Fax 219-533-0540
Contact: Clifford J. Ahonen
1,3,6,7C,8,9

Research Centre, Inc.
103 West Wayne St., #304
South Bend, IN 46601
Ph. 219-287-7070
Fax 219-234-7337
Contact: Rita Runyon
1,2,3,4,6,7B

IOWA

CEDAR RAPIDS/ WATERLOO

Frank N. Magid Associates
One Research Center
Marion, IA 52302
Ph. 319-377-7345
Fax 319-377-5861
Contact: Barb Olmstead/Jane Cook
1,3,6,7B

DAVENPORT

Per Mar Research Services
322 Brady Street
Davenport, IA 52801
Ph. 319-322-1960
Fax 319-322-1370
Contact: Patricia Duffy Stegmaier
1,3,6,7C

DES MOINES

Mid-Iowa Interviewing
1551-35th St., #157A
West Des Moines, IA 50266
Ph. 515-225-6232
Fax 515-225-1184
Contact: Doug Brown
1,3,4,6,7A

Iowa Field Research

2302 S.W. 3rd Ave.
Ankeny, IA 50021
Ph. 515-964-1379
Fax 515-964-7246
Contact: Tony Soares
1,3,4,6,7B,8
(See advertisement on p. 2)

Per Mar Research Services
2901 Douglas Ave., Ste. #1A
Des Moines, IA 50310
Ph. 515-255-2218
Fax 515-255-3664
Contact: Mary Vortherms
1,3,6,7C

KANSAS

KANSAS CITY

(See Kansas City, MO)

TOPEKA

Central Research Corp.
900 Bank IV Tower
Topeka, KS 66603
Ph. 913-233-8948
Fax 913-233-8956
Contact: Phil Lange
1,3,6,7B



Your CHICAGO Area Focus Group Center

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Just minutes from O'Hare International Airport.

Our location provides convenient access from middle and upper income suburbs plus Northwest Chicago.

State-of-the-Art Focus Group Center

Three large conference rooms.

Spacious viewing rooms with wall-to-wall, one-way mirrors.

Two client lounges.

Private client entrance.

Professional quality video and audio equipment.

Flexible areas for large displays.

Available with or without recruiting.

Test Kitchen

Fully-equipped test kitchen with freezer storage.

Direct observation of the kitchen through one-way mirror.

Our People

Experienced staff of in-house recruiters.

Highly qualified moderators available.

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a division of Irwin Broh & Associates, Inc.

1011 East Touhy Avenue • Des Plaines, Illinois 60018
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Codes:
1. Conference Style Room
2. Living Room Style
3. Observation Room
4. Test Kitchen
5. Test Kitchen w/ Obs. Room
6. Video Equipment Available

Location:
7A. Shopping Mall
7B. Office Building
7C. Free Standing
7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

U.S. Research Corp.
Town West Square, Store 804
Wichita, KS 67209
Ph. 316-943-1153
1,3,4,6,7A

KENTUCKY

LEXINGTON

Lexington Opinion Research
131 Prosperous Place, #19B
Lexington, KY 40509
Ph. 606-263-4999
Fax 606-263-2838
Contact: Alice M. Greene
1,3,6,7B

The Matrix Group, Inc.
152 E. Reynolds Rd.
Lexington, KY 40517
Ph. 606-272-8177
Fax 606-271-1231
Contact: Martha L. DeReamer
1,3,6,7B

LOUISVILLE

Davis Research Services, Inc.
4229 Bardstown Rd.
Louisville, KY 40218
Ph. 502-499-0607
Fax 502-499-0122
Contact: Leslie Poore
1,3,4,6,7B,8

Fangman Stevens Research Services, Inc.
1941 Bishop Lane, #806
Louisville, KY 40218
Ph. 502-456-5300
Fax 502-456-2404
Contact: Allen Fangman
1,2,3,4,5,6,7B,8,9

Fangman Stevens Research Services, Inc.
Greentree Mall, Hwy. 131
Clarksville, IN 47130
Ph. 502-456-5300
Fax 502-456-2404
Contact: Allen Fangman
1,3,4,6,7A,8,9

Internet Research Services,
Div. of Wilkerson and Associates
3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-459-3133
Fax 502-459-8392
1,3,4,5,6,7C

Personal Opinion, Inc.
3415 Bardstown Rd., Ste. 206A
Louisville, KY 40218
Ph. 502-451-1971
Fax 502-451-3940
Contact: Melissa Smith
1,2,3,4,5,6,7B

Southern Research Services, Inc.
1930 Bishop Lane, #918
Louisville, KY 40218
Ph. 502-454-0771
Contact: Sharron Hermanson
1,3,4,6,7B,8
(See advertisement on p. 82)

Southern Surveys, Inc.
1519 Gagel Avenue
Louisville, KY 40216
Ph. 502-367-7199
Contact: Doris Kaberle
1,3,4,6,7B

LOUISIANA

BATON ROUGE

Gulf State Research Center
Bon Marche Mall
7361 Florida Blvd.
Baton Rouge, LA 70806
Ph. 504-926-3827
Fax 504-925-9990
Contact: Robert H. Landsberger
1,3,4,6,7A

JKB and Associates
2223 Quail Run Dr., C-2
Baton Rouge, LA 70808
Ph. 504-766-4065
Fax 504-766-9597
Contact: Joan Berg
1,3,4,6,7B

NEW ORLEANS

Analytical Studies, Inc.
708 Rosa Avenue
Metairie, LA 70005
Ph. 504-835-3508
Contact: Myrtle Grosskopf
1,3,6,7B

Data Collection Research Co.
1683 No. Claiborne Ave.
New Orleans, LA 70116
Ph. 504-947-7075
Fax 504-943-0407
Contact: Linda DeCuir
1,2,3,6,7B,8

WICHITA

Data Net-Wichita
7700 E. Kellogg, #231
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6664
Contact: Clyde K. Nitta
1,3,4,6,7A

Marketing Support Services, Inc.
200 No. BRd.way, #220
Wichita, KS 67202
Ph. 316-263-3949
Fax 316-292-3274
Contact: Keneth F. Smith
1,3,7B

Midwest Research Services
501 E. Pawnee, #510
Wichita, KS 67211
Ph. 316-264-1485
Fax 316-264-1812
Contact: Linda Stiles
1,3,4,6,7A,8

Name Services Unlimited
1786 So. Seneca, #6
Wichita, KS 67213
Ph. 316-264-3670
Contact: Linda McFadden
1,3,6,7B

The Research Partnership, Inc./
Wichita Marketing Research
224 Ohio
Wichita, KS 67214
Ph. 316-263-6433
Fax 316-263-0885
Contact: Esther Headley
1,3,7C

SRS FOR EXCELLENCE IN QUALITATIVE SERVICES

- Tiered client viewing room (24 feet x 14 feet)
- Private client office attached
- One way mirror (18 feet x 5 feet) with writing shelf
- Expertise in random recruitment
- Experienced moderator on staff

SOUTHERN RESEARCH SERVICES

1930 Bishop Ln. • Louisville, KY 40218 • Phone: (502) 454-0771

Friedman Marketing/New Orleans
 Belle Promenade Mall
 1701 Barataria Blvd., Ste. 666
 Marrero, LA 70072
 Ph. 504-340-0972
 Fax 504-341-4264
 Contact: Scott McFarlane
 1,3,4,6,7A

Gulf States Research Center
 4436 Veterans Memorial Blvd.
 Metairie, LA 70006
 Ph. 800-848-2555
 Fax 504-925-9990
 Contact: Robert Landsberger
 1,3,4,6,7A

Heakin Research, Inc.
 Esplanade Mall
 1401 W. Esplanade, Ste. 118
 Kenner, LA 70065
 Ph. 504-464-9188
 Contact: Ben Leighton
 1,3,4,6,7A

HMA - New Orleans
 300 Poydras St, #1710
 New Orleans, LA 70310
 Ph. 504-524-1311
 Fax 504-522-0147
 Contact: Michelle Montalbano
 1,3,4,6,7B
 (See advertisement on p. 83)

Linden Research Services Corp.
 197-36 Westbank Exp.
 Gretna, LA 70053
 Ph. 504-368-9825
 Fax 504-368-9866
 Contact: Marty Olson
 1,3,4,6,7A,8,9

Linden Research Services Corp.
 3301 Veterans Blvd.
 Metairie, LA 70002
 Ph. 504-368-9825
 Fax 504-368-9866
 Contact: Marty Olson
 1,3,4,6,7A
 (Open February 1993)

NG L Research Services, Inc.
 4300 S. I-10 Service Rd., Ste 115
 Metairie, LA 70001
 Ph. 504-456-9025
 Fax 504-456-9072
 Contact: Lena Webre
 1,3,4,6,7B

New Orleans Field Service Ascts.
 257 Bonnabel Blvd.
 Metairie, LA 70005
 Fax 504-834-2005
 Ph. 504-833-0641
 Contact: Andrea Gereighty
 1,3,6,7B,8,9

MAINE

PORTLAND

Consumer Research of Maine
 672 Ocean Avenue
 Portland, ME 04103
 Ph. 207-773-3849
 Fax 207-773-3849
 Contact: Susan W. Jordan
 1,2,3,4,6,7D,8,9

Market Research Unlimited, Inc.
 40 Atlantic Place
 S. Portland, ME 04106
 Ph. 207-775-7249
 Fax 207-775-5223
 Contact: Fran Mavodones
 1,3,4,5,6,7B

Strategic Marketing Services
 148 Middle Street
 Portland, ME 04101
 Ph. 207-774-6738
 Fax 207-772-4842
 Contact: Patrick O. Murphy
 1,3,4,6,7C,8,9

MARYLAND

BALTIMORE

A-H Interviewing
 3610 Milford Mill Rd.
 Baltimore, MD 21207
 Ph. 410-922-9186
 1,3,4,6,7B

AIM/Baltimore
 6901 Security Blvd.
 Baltimore, MD 21207
 Ph. 410-597-9904
 Fax 410-597-9908
 Contact: Sylvia Yeager
 1,3,4,6,7A,8,9

AIM/Baltimore
 1410 No. Crain Highway, Ste. 9B
 Glen Burnie, MD 21061
 Ph. 410-760-0052
 Fax 410-760-6744
 Contact: Becky Valenta
 1,3,4,6,7B,8,9

AIM/Baltimore
 101 E. Chesapeake Ave.
 Towson, MD 21204
 PH. 410-337-5000
 Fax 410-337-5089
 Contact: Sylvia Yeager
 1,3,4,6,7C,8,9

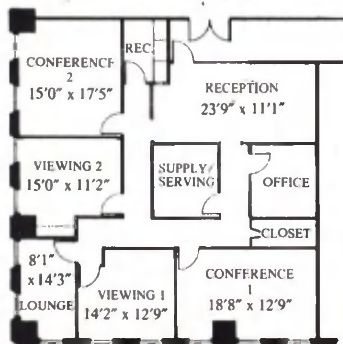
AIM/Baltimore
 6400 Rossville Blvd.
 Baltimore, MD 21237
 Ph. 410-391-7750
 Fax 410-391-7850
 Contact: Sue Roberts
 1,3,4,6,7A,8,9

Baltimore Research Agency
 8320 Bellona Ave., Ste. 40
 Baltimore, MD 21204
 Ph. 410-583-9991
 Fax 410-484-0252
 1,3,6,7B,8,9

Bay Area Research
 9936 Liberty Rd.
 Randallstown, MD 21133
 Ph. 410-922-6600
 Fax 410-922-6675
 Contact: Tamara Zwingelberg
 1,3,4,6,7D,8,9

NEW ORLEANS...

Hygeia Marketing Associates'
 upscale focus group facility!



- **RECRUITING**—medical, executive and consumer
- **UNIQUE**—the *ONLY* facility in New Orleans—walk to convention center, French Quarter, hotels and restaurants
- **FACILITY**—two focus group rooms with viewing areas, and an adjacent, comfortable client lounge



The Lykes Center • 300 Poydras Street, 17th Floor
 New Orleans, LA 70130 • (504) 524-1311

Codes:

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

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

Heakin Research, Inc.
7839 Eastpoint Mall, Ste. 3
Baltimore, MD 21224
Ph. 410-282-3133
Contact: Alice Matheny
1,3,4,6,7A

Maryland Marketing Source, Inc.
817 Maiden Choice Ln. #150
Baltimore, MD 21228
Ph. 410-247-3276
Fax 410-536-1858
Contact: Barbara Bridge
1,3,6,7B

MASSACHUSETTS

BOSTON

Bennett Research Services, Inc.
230 Western Ave., Ste. 201
Boston, MA 02134
Ph. 617-254-1314
Fax 617-254-1857
Contact: Stacey Black/Trish Herman
1,3,4,5,6,7B
(See advertisement on p. 87)

Boston Field and Focus
4 Faneuil Hall Marketplace
Boston, MA 02109
Ph. 508-720-1870
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7B

Dorr & Sheff, Inc.
190 North Main Dr.
Natick, MA 01760
Ph. 508-650-1292
Fax 508-650-4722
Contact: Garry Sheff
1,3,4,6,7B,8,9

Fieldwork Boston, Inc.
800 South Street
Waltham, MA 02154
Ph. 617-899-3660
Fax 617-893-5574
Contact: Vincent Stolo
1,2,3,4,6,7B,8,9
(See advertisement on p. 77)

First Market Research Corp.
121 Beach Street
Boston, MA 02111
Ph. 617-482-9080 or 800-347-7811
Fax 617-482-4017
Contact: Jodi Gerber
1,3,6,7B

Focus On Boston
Qualitative Research Center
400 Atlantic Ave.
Boston, MA 02110
Ph. 617-338-9636
Fax 617-338-9236
Contact: Paul Bolden/Terri-Lyn Hawley
1,3,4,6,7B,8
(See advertisement on p. 86)

Chesapeake Surveys

4 Park Center Court, Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
Contact: Carolyn Hilton
1,3,4,6,7B,8,9
(See advertisement on p. 84)

Consumer Pulse of Baltimore
8200 Perry Hall Blvd.
Baltimore, MD 21236
Ph. 410-931-6700
Fax 410-931-6711
Contact: Linda Crowder
1,3,4,5,6,7A,8,9

The Family Research Group
717 Light St., 3rd Floor
Baltimore, MD 21230
Ph. 410-332-0400
Fax 410-744-2312
Contact: Barbara Gassaway
1,3,4,6,7B,8,9

Chesapeake Surveys has moved into a new and more spacious corporate headquarters.

It was time. Thanks to all of the support over the past 7 years, we've grown into a company of over 50 people. That was just too many for our old offices to handle.

Our new headquarters in Owings Mills, Maryland, not far from our old Towson location, provides more space for more people to do more research faster and better than ever.

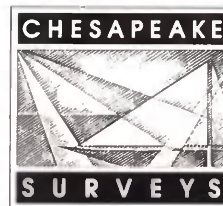
We have expanded our Focus Group facility to include 3 Focus Group suites with client

WE'VE ESTABLISHED A NEW PORT OF CALL.



lounges. We've enlarged our data processing and quantitative service groups, added to our telephone center, and much more.

As of June 1, 1992, you'll find us in our new Owings Mills facility. Come and see us soon. After all, without our clients, we wouldn't have gone anywhere.



4 Park Center Court
Suite 100 • Owings Mills, MD 21117
410-356-3566
Fax: 410-581-6700

It's a question of perspective. Lots of people, for example, see Goodwill Industries as a chain of used clothing and furniture stores.

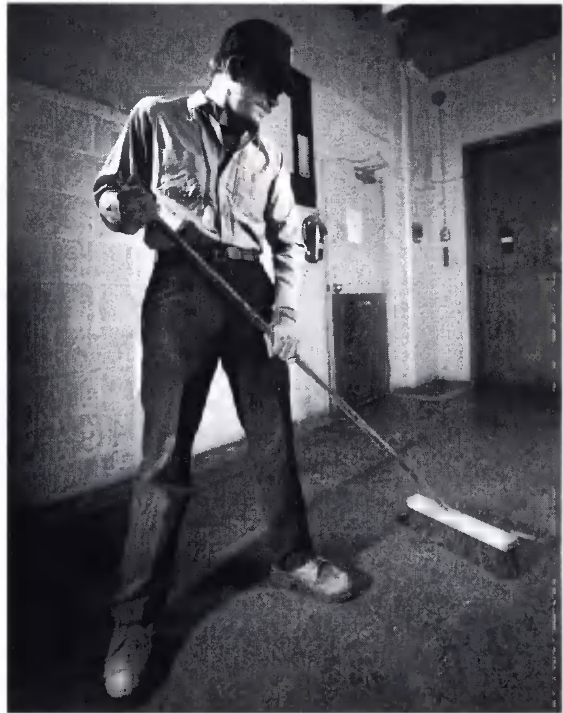
But there are two sides to every story. While you might look to us for recycled clothes, our major commodity is rehabilitated workers. Goodwill is America's #1 nonprofit



provider of vocational training for disabled and disadvantaged citizens. In fact, last year, sales from our retail outlets

helped more than 65,000 people get jobs.

Still, it's a push-pull situation. Many businesses need help, but they are hesitant about hiring people with disabilities. They think it's not cost-efficient. They think special people require special attention. And the



YOU SEE A MAN PUSHING A BROOM. WE SEE A MAN PULLING HIS WEIGHT.

fact is, some do. That's why Goodwill has 179 community-based facilities across the U.S. and Canada.



Of course, Goodwill graduates are not your average employees. But it has nothing to do with what they're missing. It's what they have to offer. So if you have an opening, don't turn your back on a Goodwill graduate. They've managed to conquer their disabilities. But the discrimination is a handicap only you can overcome.

GOODWILL JOB TRAINING

WE TRAIN THE BEST WORKERS IN AMERICA.

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

National Field & Focus, Inc.
190 N. Main Street
Natick, MA 01760
Ph. 508-655-1926
Contact: Brenda Chartoff
1,3,4,6,7B

National Qualitative Centers
545 Boylston St.
Boston, MA 02116
Ph. 617-424-8800
Fax 617-262-2156
Contact: Christine Riley
1,3,4,5,6,7B

New England Marketing Research
50-R Nichols St.
Danvers, MA 01923
Ph. 508-774-5688
Contact: Una Hyland O'Connor
1,3,6,7C

Panel Opinions, Inc.
155 Middlesex Turnpike
Burlington, MA 01803
Ph. 617-229-6226
Fax 617-273-5380
Contact: Lois Toko
1,3,4,5,6,7B,8,9

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next to the Boston Harbor Hotel
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- Health Care • Professional

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research center**

**Paul L. Bolden
Managing Director
400 Atlantic Avenue
Boston, MA 02110
Phone (617) 338-9636
Fax (617) 338-9236**

Pathfinder Research Group
179 Great Rd.
Acton, MA 01720
Ph. 508-263-0400
Fax 508-264-4065
Contact: James F. Shur
1,3,4,6,7B

Performance Plus, Inc.
111 Speen St., Ste 105
Framingham, MA 01701
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7B,8,9

Qualitative Focus
(Div. of Research Data, Inc.)
624 Worcester Rd.
Framingham, MA 01701
Ph. 508-875-1300
Fax 508-872-2001
Contact: Barbara Kenney
1,3,4,6,7B

Quick Test/Equipax
Watertown Mall
550 Arsenal St.
Watertown, MA 02172
Ph. 617-924-8486
Fax 617-923-0261
Contact: Bonnie McDonald
1,3,4,6,7A

Quick Test/Equipax
Dedham Mall, Route 1
Dedham, MA 02026
Ph. 617-326-0865
Fax 617-320-0049
Contact: Dolly Rooney
1,3,4,5,6,7B

Quick Test/Equipax
Hamilton Plaza
680 Worcester Rd.
Framingham, MA 01701
Ph. 508-872-1800
Fax 508-875-4719
Contact: Chris Rigopoulos
1,3,4,6,7B

Survey and Research Associates, Inc.
2400 Massachusetts Ave.
Cambridge, MA 02140
Ph. 617-864-7794
Fax 617-661-8425
Contact: Agnes Piandes
1,3,4,6,7B

SPRINGFIELD/HOLYOKE

Quality Controlled Services
Holyoke Mall at Ingleside
50 Holyoke Rd.
Holyoke, MA 01040
Ph. 413-533-6180
Fax 413-532-6855
Contact: Ivy Ward
4,6,7A,8,9
(See advertisements on pp. 31, 51)

Trends of Springfield
Performance Plus, Inc.
591 Memorial Drive
Chicopee, MA 01020
Ph. 508-872-1287
Fax 506-879-7108
Contact: Shirley Shames
1,3,4,6,7A

TAUNTON (See Providence, RI)

MICHIGAN

BATTLE CREEK

Midwest Marketing Research
660 Country Club Rd.
Battle Creek, MI 49015
Ph. 616-963-6529
Fax 219-533-0540
Contact: Frank August
1,3,6,7B,8,9

DETROIT

Amrigon
2750 So. Woodward
Bloomfield Hills, MI 48304
Ph. 313-332-2300
Contact: Richard Smith
1,3,6,7B

Consumer Pulse of Detroit
725 S. Adams, Ste. 265
Birmingham, MI 48009
Ph. 313-540-5330
Fax 313-645-5685
Contact: Mary Taras
1,3,4,5,6,7B,8,9

Crimmins-Forman Market Research
26237 Southfield Rd.
Lathrup Village, MI 48076
Ph. 313-569-7095
Fax 313-569-8927
Contact: Paula Crimmins
1,2,3,4,5,6,7C

Crimmins-Forman Market Research
29755 Plymouth Rd., #150
Livonia, MI 48150
Ph. 313-427-5360
Fax 313-427-5250
Contact: Lois Forman
1,3,4,5,6,7A

Friedman Marketing/Detroit
Oakland Mall
350B W. 14 Mile Rd.
Troy, MI 48083
Ph. 313-589-0950
Fax 313-589-0271
Contact: Scott McFarlane
1,3,4,6,7A

Friedman Marketing/Detroit
French-Town Square Mall
2121 N. Monroe Street, Unit 105
Monroe, MI 48161
Ph. 313-241-1610
Fax 313-241-6804
Contact: Scott McFarlane
1,3,4,6,7A

Rooms with a view...

at Bennett Research

Successful qualitative research demands a superior environment. At Bennett Research, we provide spacious, comfortable focus facilities— all with great views through our floor to ceiling one way mirrors. View your next focus group from one of our roomy client suites with up to 15 of your colleagues. View a one-on-one interview with room for up to 6 clients. Preserve your group using our state-of-the-art audio and video equipment.

It's all part of our standard equipment— a standard that adheres to the strictest security environment, top-notch recruiting, and superb client service. It's a standard that's hard to beat for qualitative research.

Bennett Research. For the best views in Boston. Focus facilities are also available in Charleston, SC, Denver, CO and Edison, NJ. For your next project estimate or to schedule your next focus group, please call (617) 254-1314.

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Boston Headquarters • 230 Western Avenue • Boston,



New Jersey • Tennessee • South Carolina
MA 02134 • Tel. (617) 254-1314 • FAX (617) 254-1857

Codes:

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

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

Friedman Marketing of Detroit
25130 Southfield Rd. #102
Southfield, MI 48075
Ph. 313-569-0444
Fax 313-569-2813
Contact: Scott McFarlane
1,3,4,6,7A

General Interviewing Surveys
17117 W. Nine Mile Rd., Ste. 1020
Southfield, MI 48075
Ph. 313-559-7860
Fax 313-559-2421
Contact: Sheila Smith
1,3,4,6,7B,8

Heakin Research-Detroit
Macomb Mall, Ste. 79
Roseville, MI 48066
Ph. 313-294-3232
Contact: Janet Baker
1,3,4,6,7A

Heakin Research
Eastland Mall, #731
1800 Bernier Rd.
Harper Woods, MI 48225
Ph. 313-521-8811
Fax 313-521-9052
Contact: Janet Baker
1,3,4,6,7A,8

M.O.R.-PACE Focus Group Studios
31700 Middlebelt Rd..
Farmington Hills, MI 48334
Ph. 800-878-PACE or 313-737-5300
Fax 313-737-5326
Contact: Lisa Sherwood
1,2,3,4,6,7B,8,9
(See advertisement on p. 89)

Nordhaus Research, Inc.
20300 W. 12 Mile Rd.
Southfield, MI 48076
Ph. 313-827-2400
Fax 313-827-1380
Contact: Diane Flock
1,3,4,6,7B,8,9
(See advertisement on p. 88)

Opinion Search
21800 Melrose, Ste. 4
Southfield, MI 48075
Ph. 313-358-9922
Fax 313-358-9914
Contact: Joanne Levin
1,3,4,6,7B

Product & Consumer Evaluations
31700 Middlebelt Rd..
Farmington Hills, MI 48334
Ph. 800-878-PACE
Fax 313-737-5326
Contact: Lisa Sherwood
1,2,3,4,5,6,7B,8,9

Quick Test/Equipax
Southland Center Mall
23000 Eureka Rd.
Taylor, MI 48180
Ph. 313-287-3600
Fax 313-287-3840
Contact: Donna Wizinsky
1,3,4,6,7A

Research Data Analysis
450 Enterprise Ct.
Bloomfield Hills, MI 48302
Ph. 313-332-5000
Fax 313-332-4168
Contact: Debra Cheney
1,3,6,7C

Research-One, Inc.
21711 W. Ten Mile Rd.
Southfield, MI 48075
Ph. 313-358-4055
Fax 313-358-2762
Contact: Gordon Kane
1,3,6,7B

Yee/Minard and Associates
27300 W. 11 Mile Rd., Ste. 500
Southfield, MI 48034
Ph. 313-352-3300
Fax 313-352-3787
Contact: Lynne Goodman
1,3,6,7B

We Put The Quality



In Qualitative

With a facility that focuses on you:

- Our viewing room in Southfield, Michigan has a 2-tier observation area that wraps around the conference room to provide an unobstructed view of all respondents.
- Comfortable viewing for 20 persons • Gourmet client meals
- Fully-equipped test kitchen • Advanced audio and video systems
- First floor location provides easy access • One on one room
- Less than 30 minutes from Detroit Metropolitan Airport

And a company that's been serving clients for 21 years.

- Over 90% of our clients return to do additional business with us
- We can quickly and efficiently recruit the exact type of respondents you're looking for - from homemakers to newsmakers
- 5 experienced moderators on staff, male and female
- We can handle every aspect of the job, from designing the research, to delivering the finished report
- We're a large company, but not too large for our capable and experienced staff to remain personally involved in fulfilling your needs

NORDHAUS



What The World Is Thinking

RESEARCH, INC.

Call for a cost estimate and ask about our other focus group facilities in Grand Rapids, MI.

20300 W. Twelve Mile Rd., Southfield, MI 48076 Tel 313 827-2400 Fax 313 827-1380

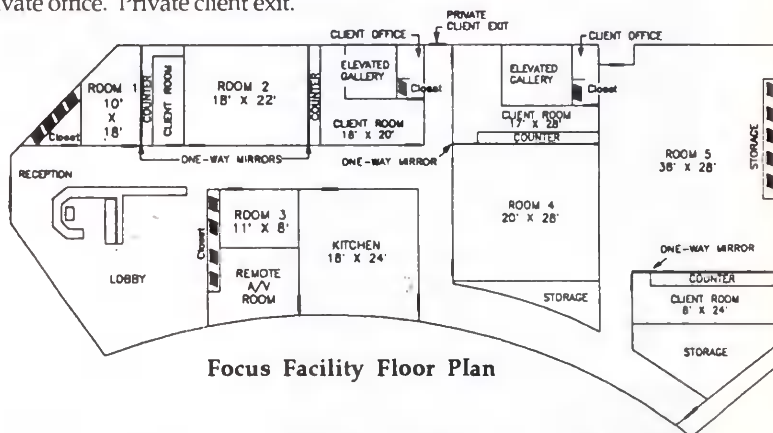
The Best in the Midwest!



Spacious, state-of-the-art focus group facility completed in 1991 to provide the services you need.

Focus Facility Amenities:

- **QUALITY RECRUITING** to your specifications (closely supervised 190-line, CRT-equipped interviewing facility).
- **STATE-OF-THE-ART FOCUS GROUP FACILITY** includes two spacious group studios, a multi-purpose studio, which seats up to 75 people classroom style, and two one-on-one interviewing rooms. Ceiling-mounted, voice modulated microphones eliminate extraneous noise.
- **SPACIOUS VIEWING ROOMS** (two, seat 20) combine tiered seating and writing tables with living room comfort. Floor-to-ceiling observation mirrors, wet bar, refrigerator and private office. Private client exit.
- **BROADCAST QUALITY VIDEO CAMERAS**, ceiling-mounted, remote controlled, S.M.P.T.E. time code.
- **AUDIENCE FEEDBACK SYSTEM** for instant analysis.
- **FULLY EQUIPPED TEST KITCHEN**, gourmet catering.
- **FULL RANGE OF SERVICES** include multiple city project coordination, office equipment and services, moderators available.
- **ADDITIONAL CONVENIENCES** include a private office with couch and writing area, and private bathroom with shower.
- **CONVENIENT, SUBURBAN DETROIT LOCATION**, just 25 minutes from the airport.



Focus Facility Floor Plan

For more information, contact Lisa Sherwood at:

M.O.R.-PACE Focus Group Studios

31700 Middlebelt Road, Farmington Hills, MI 48334

1-800-878-7223

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Videc Equipment Available	9. 1-on-1 Viewing

GRAND RAPIDS

Breakthru Surveys, Inc.
 535 Greenwood SE
 Grand Rapids, MI 49506
 Ph. 616-451-9219
 Fax 616-451-8812
 Contact: Karen Lesko
 1,3,6,7B

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CAN SEE
THE FOREST
FOR THE TREES!**

**THERE'S
NO TRICK
TO THE
SUCCESS
OF A
PRODUCT
OR SERVICE
JUST PLAIN
HARD
WORK**

**Dynamic
Observations**
*your focus group facility
A division of C.R.G., Inc.*

*The Market Place Mall
2900 Rice Street North
Suite 290
Saint Paul, MN 55113*

**612-481-6937 Phone
612-481-0020 FAX**

Datatrack, Inc.
 161 Ottawa Ave. NW
 Grand Rapids, MI 49503
 Ph. 616-776-7230
 Fax 616-776-7212
 Contact: Mike Tourangeau
 1,2,3,4,6,7B

Datatrack, Inc.
 Eastbrook Mall
 Grand Rapids, MI 49508
 Ph. 616-776-7230
 Fax 616-776-7212
 Contact: Mike Tourangeau
 1,2,3,4,6,7A

Nordhaus Research, Inc.
 2449 Camelot Court
 Grand Rapids, MI 49506
 Ph. 616-942-9700
 Fax 616-942-1325
 Contact: Diane Flock
 1,3,6,7B
 (See advertisement on p. 88)

Western Michigan Research, Inc.
 6143 1/2 28th St. SE
 Grand Rapids, MI 49546
 Ph. 616-949-8724
 Fax 616-949-8511
 Contact: Nancy Vanderveer
 1,2,3,6,7B

KALAMAZOO

Haworth College of Business
 Western Michigan University
 Kalamazoo, MI 49008-3801
 Ph. 616-387-5066
 Contact: Doralee DeRyke
 1,3,6,7C

LANSING

Capitol Research Services
 401 So. Washington Sq. 2nd Flr.
 Lansing, MI 48933
 Ph. 517-484-5440
 Fax 517-322-0640
 Contact: Rachelle Souser
 1,3,6,7B

MINNESOTA

DULUTH

Bryles Survey Service
 Miller Hill Mall
 1600 Miller Trunk Hwy.
 Duluth, MN 55811
 Ph. 218-722-9274
 Fax 218-722-9327
 Contact: Sue Tilberg
 1,3,4,6,7A,8

MINNEAPOLIS/ST. PAUL

A and I of Minnesota
 1248 Eden Prairie Center
 Eden Prairie, MN 55344
 Ph. 612-941-0825
 Contact: Lois Finseth
 1,3,4,6,7A

Colle and McVoy Research
 7900 International Dr., #700
 Bloomington, MN 55425
 Ph. 612-851-2566
 Fax 612-851-2583
 Contact: Steve Akerson
 1,3,6,7B

Cook Research & Consulting, Inc.
 6600 France Ave. So., Ste. 214
 Minneapolis, MN 55435
 Ph. 612-920-6251
 Fax 612-920-1230
 Contact: Harold Cook
 1,3,4,5,6,7B

Bette Dickinson Research, Inc.
 3900 36th Ave. No.
 Minneapolis, MN 55422
 Ph. 612-521-7635
 1,3,4,6,7C

Dynamic Observations
 2900 Rice Street, Ste. 290
 St. Paul, MN 55113
 Ph. 612-481-6937
 Fax 612-481-0200
 Contact: Corrine Droen
 1,2,3,4,5,6,7A
 (See advertisement on p. 114)

Focus Market Research, Inc.
 801 W. 106th St., Ste. 201
 Bloomington, MN 55420
 Ph. 612-881-3635
 Fax 612-881-1880
 Contact: Judy Opstad
 1,2,3,4,5,6,7B
 (See advertisement on p. 91)

Focus Market Research, Inc.
 4956 Lincoln Drive
 Edina, MN 55436
 Ph. 612-933-0449
 Contact: Judy Opstad
 1,2,3,4,5,6,7B
 (See advertisement on p. 91)

N.K. Friedrichs & Ascts.
 2500 Centre Village
 431 So. 7th Street
 Minneapolis, MN 55415
 Ph. 612-333-5400
 Fax 612-344-1408
 Contact: Betty Hill
 1,3,4,6,7B,8

Heakin Research, Inc.
 Knollwood Mall, 8332 Hwy. 7
 St. Louis Park, MN 55426
 Ph. 612-936-0940
 Contact: Elena Johnson
 1,3,4,6,7A

Ideas To Go, Inc
 One Main at Riverplace, #504
 Minneapolis, MN 55414
 Ph. 612-331-1570
 Fax 612-331-1602
 Contact: Virginia Morse
 1,2,3,6,7D
 (See advertisement on p. 27)

Lakewood Research
50 South 9th Street
Minneapolis, MN 55402
Ph. 612-333-0471
Fax 612-333-6526
Contact: Gary Ballman
1,3,6,7B

Minnesota Opinion Research
Three Paramount Plaza
7831 Glenroy Rd., Ste. 100
Minneapolis, MN 55439
Ph. 612-835-3050
Fax 612-835-3385
Contact: James McCarthy
1,3,6,7B

C.J. Olson Market Research, Inc.
708 So. 3rd St., Ste. 105 East
Minneapolis, MN 55415
Ph. 612-339-0085
Fax 612-339-1788
Contact: Carolyn J. Olson
1,3,6,7B

Orman Guidance Research, Inc.
715 Southgate Office Plaza
5001 W. 80th St.
Minneapolis, MN 55437
Ph. 612-831-4911
Fax 612-831-4913
Contact: Allan Orman
1,2,3,4,5,6,7B

Project Research, Inc.
10000 Highway 55
Plymouth, MN 55441
Ph. 612-542-9442
Fax 612-542-9240
Contact: Lynn M. Nadeau
1,3,4,5,6,7B,8,9
(See advertisement on p. 93)

Quality Controlled Services
2622 W. Lake St.
Minneapolis, MN 55416
Ph. 612-926-2646
Fax 612-926-6281
Contact: Kathryn Riemer
1,3,4,6,7B
(See advertisements on pp. 31, 51)

Research Systems
1809 S. Plymouth Rd., Ste. 325
Minnetonka, MN 55343
Ph. 612-544-6334
Fax 612-544-6764
Contact: Bill Whitney
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 92)

Rockwood Research
1751 W. County Rd. B
St. Paul, MN 55113
Ph. 612-631-1977
Fax 612-631-8198
Contact: Lisa Morse/Michelle Judge
1,3,6,7B
(See advertisement on p. 44)

Twin City Interviewing Service, Inc.
3225 Hennepin Ave. So.
Minneapolis, MN 55408
Ph. 612-823-6214
Fax 612-823-6215
Contact: Beth Fischer
1,2,3,4,6,7C

Winona MRB, Inc.
8200 Humboldt Ave. So.
Minneapolis, MN 55431
Ph. 612-881-5400
Fax 612-881-0763
Contact: Marcia Janzen
1,3,6,7B

MISSISSIPPI

JACKSON

Focus One of Jackson
850 E. River Place, Ste. 304
Jackson, MS 39202
Ph. 601-829-1231
Contact: Linda Harmon
1,2,3,6,7B

Friedman Marketing/Jackson
1275 Metro Center Mall
Jackson, MS 39209
Ph. 601-352-9340
Fax 601-355-3530
Contact: Scott McFarlane
1,3,4,6,7A

MISSOURI

JEFFERSON CITY

Klein Market Test, Inc.
226 East Dunklin
Jefferson City, MO 65101
Ph. 314-635-9600
Contact: Ann Klein
1,3,4,6,7B

FOCUS in the Minneapolis/St. Paul Market

When your projects include the Minneapolis/St. Paul market, turn to FOCUS. We will provide you and your client with respondents screened in strict accordance to your specifications, within your deadline. Established in 1972, FOCUS is an experienced field service agency with reliable and conscientious staff. Our clients are our best source of new business... so please feel free to ask us for references.

- Focus Group Facilities
- Recruitment
- Test Kitchens with one way mirrors
- Central Phone — WATS
- Mall Intercept
- Executive & medical
- All phases of consumer interviewing
- Vehicle Clinics

For Your Special Qualitative Needs Two Locations

Each location has two focus rooms and a test kitchen. The four large and accommodating conference rooms have ample space for display and demonstration. The client viewing rooms are spacious and seat 12 in comfort. Test kitchens are fully equipped and provide excellent viewing. All rooms offer:

- Large 5 x 10 double paned one way mirrors
- Professionally installed sound systems
- Client guest offices with private phones
- Separate entrances for clients
- Video jacks with taping available
- Security lock up in all areas
- Appetizing meals and snacks
- Minutes from the airport and better hotels

Our goal is to make you and your clients comfortable at our facility. We believe that a combination of quality control standards, spacious working conditions and a friendly, hospitable staff will provide you with the working atmosphere you deserve.

Contact Judy Opstad at

FOCUS

Market Research, Inc.

801 West 106th Street
Bloomington, MN 55420
4956 Lincoln Drive
Edina, MN 55436
612/881-3635

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

The Field House, Inc.
7220 W. 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
Fax 913-341-4245
Contact: Tina Benz
1,2,3,4,5,6,7C

The Field House, Inc.
Oak Park Mall
11319 W. 95th St.
Overland Park, KS 66214
Ph. 913-341-4245
Fax 913-341-4245
Contact: Tina Benz
1,3,4,6,7A

Flaspohler-Rose Market Research, Inc.
4330 Shawnee Mission Pkwy., #222
Shawnee Mission, KS 66205
Ph. 913-384-1337
Fax 913-831-0671
Contact: Jill Rogers
1,3,6,7B

GMI Research & Consulting
4030 N. Oak
Kansas City, MO 64116
Ph. 816-455-1800
Fax 816-455-3335
Contact: Janalee Isaacson
1,3,4,6,7C

Heakin Research, Inc.
Blue Ridge Mall
4200 Blue Ridge Blvd.
Kansas City, MO 64133
Ph. 816-737-1130
Contact: Pat Stoeckman
1,3,4,6,7A

Heakin Research, Inc.
116 Independence Center
Independence, MO 64057
Ph. 816-795-0706
Contact: Eloise Mills
1,3,4,5,7A

Market Directions
911 Main St., Ste. 300
Kansas City, MO 64105
Ph. 816-842-0020
Fax 816-472-5177
Contact: Annie Heck
1,3,6,7B

Market Research Institute, Inc.
7315 Frontage Rd., Ste. 200
Merriam, KS 66204
Ph. 913-236-6060
Fax 913-236-6094
Contact: Donald Weston
1,2,3,4,6,7B

Quality Controlled Services
Corporate Woods Office Park
10875 Grandview St., Ste. 2230
Overland Park, KS 66210
Ph. 913-345-2200
Fax 913-345-8050
Contact: Shirley Musgrave
1,3,4,5,6,7B
(See advertisements on pp. 31, 51)

Quality Controlled Services
8600 Ward Parkway
Kansas City, MO 64114
Ph. 816-361-0345
Fax 816-361-3580
Contact: Iva Schlatter
1,3,4,6,7A
(See advertisements on pp. 31, 51)

Quality-On-Time Interviewing
8889 Bourgade Ave.
Lenexa, KS 66219
Ph. 913-894-9012
Fax 913-894-5240
Contact: Catherine Vonfange
1,3,6,7B,8

KANSAS CITY

Decision Insights
2600 Grand Avenue
Kansas City, MO 64108-4620
Ph. 816-221-0445
Contact: Betsy Sears
1,3,4,6,7B

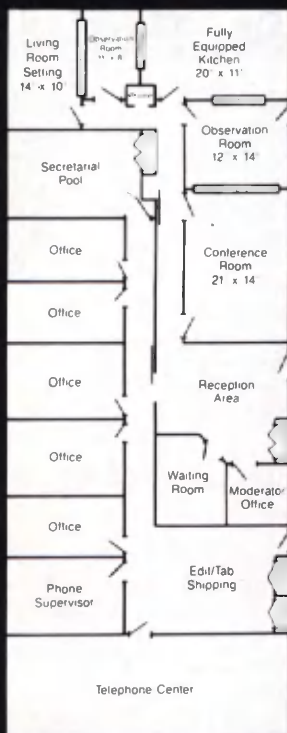
OUR PLAN ... is designed

to provide comfort, convenience, efficiency and ANSWERS for our clients

Please Contact
Bill Whitney or Sandy Warner

(612) 544-6334

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UNIQUE FACILITY

- Large luxurious conference room with 12' x 4' mirror
- Living room style one-on-one room with 10' x 4' mirror
- Two comfortable client observation rooms
- Complete viewable test kitchen
- Separate client entrance
- Client/Moderator office
- Separate waiting room for respondents
- 1/2" and 3/4" VCR equipment
- Child size furnishings

PROFESSIONAL STAFF

- Experienced, professional management and hostess staff
- Supervised on-site recruiting
- Telephone center with monitoring system
- Experienced, professional Moderators available
- Experienced Home Economists available

EXCELLENT LOCATION

- Located near Ridgedale, the second largest suburban shopping center in the Minneapolis-St. Paul metropolitan area
- Within walking distance of the Radisson Minnetonka Hotel and several fine restaurants
- Easy access to the airport (30 minutes) and downtown Minneapolis (15 minutes) on major highways

COMPLETE RESEARCH SERVICES

- Focus Groups
- Business & Consumer Surveys
- Telephone Interviewing
- Central Location Taste Tests
- Research Design
- Coding and Tabulation
- Analysis & Reports

**1809 South Plymouth Road, Suite #325
Minnetonka, MN 55305**

Take away the uncomfortable
chairs, the inadequate lighting,
the awkward sightlines, the barely
edible food, the
unpredictable temperature,
the nasty acoustics, and
what do you have left?



The new Project Research
focus group facility.

Two separate focus group rooms. One for large groups and one for one-on-one interviews or small groups. Plus a fully-equipped kitchen with viewing area. All state of the art. And all designed to avoid the sins of focus group facilities of the past and anticipate the needs of the future. Add to all of that, accurate and timely recruiting. For more information on our facilities or our complete research capabilities, call us at 612-542-9442. Project Research, Incorporated.

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Consumer Opinion Search

10795 Watson Rd.
St. Louis, MO 63127
Ph. 314-965-0053
Fax 314-965-8042
Contact: Carol McGill
1,3,4,6,7B,8,9
(See advertisement on p. 17)

Consumer Opinion Search

1279 Mid Rivers Mall
St. Louis, MO 63376
Ph. 314-926-0247
Fax 314-965-8042
Contact: Carol McGill
1,3,4,6,7A
(See advertisement on p. 17)

Consumer Opinion Council Research Ctr.
222 So. Meramec Ave., #301-02
St. Louis, MO 63105
Ph. 314-863-3780 or 800-467-5959
Fax 314-863-2880
Contact: Shelle Hassenforder
1,2,3,4,6,7B

Fact Finders
11960 Westline Industrial Dr., Ste. 105
St. Louis, MO 63146
Ph. 314-469-7373
Fax 314-469-0758
Contact: Sandra Christie
1,3,6,7B

Lucas Market Research
13250 New Halls Ferry Rd.
Florissant, MO 63033
Ph. 314-838-0696
Fax 314-838-1996
Contact: Mary Lucas
1,3,4,5,6,7C

Marketeam Associates
1807 Park 270 Dr., Ste. 300
St. Louis, MO 63146
Ph. 314-878-7667
Fax 314-878-7616
Contact: Denise Titus
1,3,4,6,7B

Marketing Horizons, Inc.
1001 Craig Rd., #100
St. Louis, MO 63146
Ph. 314-432-1957
Fax 314-432-7014
Contact: Renee Fredman
1,3,4,6,7B
(See advertisement on p. 94)

Peters Marketing Research, Inc.
12400 Olive Blvd., Ste. 225
St. Louis, MO 63141
Ph. 314-469-9022
Fax 314-469-7436
Contact: Tina Peters-Price
1,3,6,7B

Pragmatic Research, Inc.
222 So. Meramec Ave., #301
St. Louis, MO 63105
Ph. 314-863-2800
Fax 314-863-2880
Contact: Swaran L. Saxena, Pres.
1,3,4,6,7B

Quality Controlled Services
1655 Des Peres Rd., Ste. 110
St. Louis, MO 63131
Ph. 314-966-6595
Fax 314-822-4294
Contact: Yvonne Filla
1,3,4,6,7B,8
(See advertisements on pp. 31, 51)

Quick Test/Equifax
505 Northwest Plaza
St. Louis/St. Ann, MO 63074
Ph. 314-291-8888
Fax 314-291-8581
Contact: Fletcher Peacock
1,3,4,6,7A

ST. LOUIS

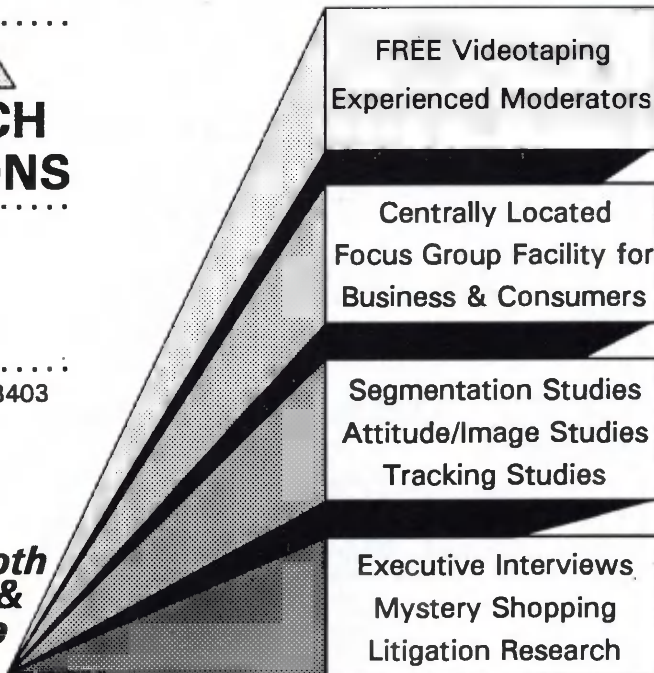
ACG Research Solutions
120 South Central, Ste. 1750
St. Louis, MO 63105
Ph. 314-726-3403
Fax 314-726-2503
Contact: Vicki Savala
1,2,3,6,7B
(See advertisement on p. 94)

ACG RESEARCH SOLUTIONS

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

PHONE: 314-726-3403
FAX: 314-726-2503
Contact Vicki Savala

We Offer Both Qualitative & Quantitative Services:



Circle No. 461 on Reader Card

REDUCE THE RISK

In Selecting Your St. Louis Focus Group Service

- ◆ New Facilities Designed By Professional Moderators With The Client In Mind
- ◆ Exceeding Client Expectations Is Our Service Commitment
- ◆ Call About Free Introductory Video Taping

Marketing Horizons St. Louis, Missouri

1001 Craig Road, Suite 100, 63146

Please Contact Renee Fredman
(314) 432-1957

Convenient To Airport, Hotels, And Restaurants

Circle No. 462 on Reader Card

Superior Surveys of St. Louis
10795 Watson Rd.
St. Louis, MO 63127
Ph. 800-325-4982
Fax 314-965-8042
Contact: Trish Dunn
1,3,4,6,7B,8,9
See advertisement on p. 95)

Superior Surveys of St. Louis
1279 Mid Rivers Mall
St. Louis, MO 63376
Ph. 314-278-8463
Fax 314-965-8042
Contact: Trish Dunn
1,3,4,6,7A
See advertisement on p. 95)

U. S. Research Corp.
338 Jamestown Mall
Florissant, MO 63034
Ph. 314-741-0284
Fax 314-741-6971
Contact: Pat Moser
1,3,4,6,7A

Westgate Research, Inc.
650 Office Parkway
Creve Coeur, MO 63141
Ph. 314-567-3333
Contact: Germaine Eley
1,3,6,7B

SPRINGFIELD

Bryles Survey Service
227 Battlefield Mall
Springfield, MO 65804
Ph. 708-532-6800
Fax 708-532-1880
Contact: Bob Bryles
1,3,4,6,7A

Martell Research
3 Corporate Center, Ste. 3-300
Springfield, MO 65804
Ph. 417-882-5050
Fax 417-882-3309
Contact: Larry Bisno
1,3,4,6,7B

MONTANA

GREAT FALLS

Intermountain SIR
619-2nd Ave. So.
Great Falls, MT 59405
Ph. 406-727-7050
Fax 406-727-7847
Contact: Jan Reagor
1,3,6,7B

NEBRASKA

LINCOLN

Coy Interviewing Services, Inc.
380 Bruce Dr.
Lincoln, NE 68510
Ph. 402-488-3753
Contact: Edna Coy
1,3,6,7A

OMAHA

Midwest Survey, Inc.
8922 Cuming
Omaha, NE 68114
Ph. 402-392-0755
Fax 402-392-1068
Contact: Jim Krieger
1,3,4,6,7C,8,9

Omaha Research
13057 W. Center Rd., #6
Omaha, NE 68144
Ph. 402-331-6670
Fax 402-330-6657
Contact: Fran Lynam
1,3,7B

Omaha Research
1751 Madison
Council Bluffs, IA 51503
Ph. 402-331-6670
Fax 402-330-6657
Contact: Fran Lynam
1,3,4,7A,8

Three Cedars
533 No. 86th Street
Omaha, NE 68114
Ph. 402-393-0959
Fax 402-393-1330
Contact: John Lee
1,2,3,4,6,7C,8,9
(See advertisement on p. 97)



Superior Surveys of St. Louis

10795 Watson Road
St. Louis, Missouri 63127

1279 Mid Rivers Mall
St. Peters, MO 63376

PERMANENT REGIONAL MALL FACILITIES

- High Traffic
- Up-Scale Demographics
- Video and Portfolio
- Modern Group Facilities
- Placements
- Concept Testing

PLUS..

- 12 Central Telephones With Monitors
- Full Time Data Collectors
With On Site Supervision
- Access To Strip Centers, Grocery
Stores and Various Plazas
- Participating Organizations and
Name Banks Available From
Pre-School to Senior Citizens
- Executive Studies
- Audits
- Computer Interviewing

"WE MAKE SUPERIOR SURVEYS OUR BUSINESS"

Trish Dunn

Carol McGill

(314) 966-0023

CALL TOLL FREE
1-800-325-4982

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Wiese Research Associates
10707 Pacific St., Ste. 202
Omaha, NE 68114
Ph. 402-391-7734
Fax 402-391-0331
Contact: Cathy Morrissey
1,3,6,7B

NEVADA

LAS VEGAS

Consumer Research Center
1370 E. Flamingo., Ste. J
Las Vegas, NV 89119
Ph. 702-737-3272
Fax 702-737-1023
Contact: Buddy Goldbaum
1,3,4,5,6,7A

Las Vegas Surveys
1516 S. Eastern
Las Vegas, NV 89104
Ph. 702-598-0400
Fax 702-598-1883
Contact: Carlos Kelley
1,3,4,6,7C,8,9

Users of the QMRR Qualitative Facilities Directory please note:

This year, for your
convenience, we have
added two new codes:

- Code 8 indicates that the facility has a one-on-one room
- Code 9 indicates that the facility has a one-on-one viewing room

Quirk's
MARKETING RESEARCH
Review

RENO

Sierra Market Research
63 Keystone Ave., #302
Reno, NV 89503
Ph. 702-786-6556
Fax 702-786-6844
Contact: Carl Bergemann
1,3,6,7B

NEW HAMPSHIRE

MANCHESTER

American Research Group, Inc.
814 Elm Street
Manchester, NH 03101
Ph. 603-624-4081
Fax 603-627-1746
Contact: Dick Bennett
1,3,6,7B,8

Granite State Mktg. Rsch., Inc.
1 North Main St., #201A
Derry, NH 03038
Ph. 603-434-9141
Fax 603-434-4176
Contact: Dorothy Bacon
1,4,6,7B

New England Interviewing, Inc.
5 Coliseum Ave.
Nashua, NH 03063
Ph. 603-889-8222
Fax 603-883-1119
Contact: Joan Greene
1,3,4,6,7B,8

New England Interviewing, Inc.
650 Elm Street
Manchester, NH 03101
Ph. 603-641-1222
Fax 603-883-1119
Contact: Stella McDaniel
1,3,4,6,7B

NEW JERSEY

(Also see New York City
and Philadelphia)

ATLANTIC CITY

Survey Central, Inc.
6712 Washington Ave., #310
Cardiff, NJ 08232
Ph. 609-383-1700
Fax 609-383-1783
Contact: Jody Davis
1,3,6,7B

PRINCETON

Research 100
29 Emmons Drive
Princeton, NJ 08540
Ph. 609-924-6100
Fax 609-452-0138
Contact: Michael Sandler
1,3,4,6,7B

Response Analysis
377 Wall Street
Princeton, NJ 08540
Ph. 609-921-3333
Fax 609-921-2611
Contact: James Fouss
1,3,6,7B

NEW MEXICO

ALBUQUERQUE

Business Information Group
7800 Marble N.E., Ste. 6
Albuquerque, NM 87110
Ph. 505-265-4760
Fax 505-265-5062
Contact: Carol Jacobus
1,3,6,7B

Sandia Marketing Services

2201 San Pedro NE, Bldg. 1, #230
Albuquerque, NM 87110
Ph. 800-950-4148
Fax 505-883-4776
Contact: Lana Scutt
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 46)

SANTA FE

Quick Test/Equipax
1124 Villa Linda Mall
Santa Fe, NM 87505
Ph. 505-438-3846
Fax 505-471-4336
Contact: David Kubista
1,3,4,6,7A

NEW YORK

ALBANY

Albany Research Center
7 Hudson Street
Kinderhook, NY 12106
Ph. 518-758-6400
Fax 518-758-6451
Contact: Bridgit Flynn
1,3,6,7C

Quick Test/Equipax
428 Mohawk Mall
Schenectady, NY 12304
Ph. 518-370-5077
Fax 518-370-5054
Contact: Scott Burgess
1,3,4,6,7A

J.L. Whalen Markette Research
521 Dwaaskill Pk. Prof. Bldg.
Clifton Park, NY 12065
Ph. 518-383-1661
Fax 518-371-0791
1,3,6,7B

BUFFALO

Buffalo Survey & Research, Inc.
1249 Eggert Rd.
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-0372
1,3,4,6,7C

CMG Associates, Inc.
4900 Lakeshore Rd.
Hamburg, NY 14075
Ph. 716-627-2044
Fax 716-627-2044
Contact: Susan Ganey
1,6,7B

Ruth Diamond Market Research
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110
Fax 716-836-1114
Contact: Harvey Podolsky
1,3,4,6,7A

Goldhaber Research Associates
One NFA Park
Amherst, NY 14228
Ph. 716-689-3311
Fax 716-689-3342
1,4,6,7B

Marketing Decision Group, Inc.
9141 Main Street
Buffalo, NY 14031
Ph. 716-634-2045
Fax 716-634-9560
1,3,4,6,7C,8

Marion Simon Research Services
C103 Walden Galleria
Cheektowaga, NY 14225
Ph. 716-684-8025
Fax 716-684-3009
Contact: Delores Marsillo
1,3,4,6,7A

Survey Svce. of Western New York
1911 Sheridan Drive
Buffalo, NY 14223
Ph. 716-876-6450
Fax 716-876-0430
Contact: Susan Adelman
1,2,3,4,6,7C,8,9

Survey Svce. of Western New York
4545 Transit Rd.
Williamsville, NY 14221
Ph. 716-876-6450
Fax 716-876-0430
Contact: Susan Adelman
1,3,4,6,7A

Survey Svce. of Western New York
3701 W. McKinley Parkway
Blasdell, NY 14219
Ph. 716-876-6450
Fax 716-876-0430
Contact: Susan Adelman
1,3,4,6,7A

They'll Tell Us What They Won't Tell You.

Omaha's Premier Focus Group Facility With Full Service Capability

- Executive meeting space (20' X 28') with fully mirrored wall, private office, observation room and respondent reception/holding area
- Full kitchen and catering
- Respondent recruitment and experienced moderators
- Audio and video recording and transcription
- Desktop publishing and computerized slide production
- Courtesy transportation to and from the airport (15 minutes), drive-up entrance and lighted parking area
- Teleconferencing

Three Cedars is located on two acres of wooded hills in the heart of Omaha. Architects designed the facility expressly to emphasize the importance of form and function, and to nurture creativity and communication. Call on the experienced professionals at Three Cedars. We can provide you with the expertise needed to organize and stage effective focus groups and help you evaluate the results from a marketing perspective.

Call or write for a free video.



Research Services for
Marketing Decision-Makers

533 N. 86th Street
Omaha, Nebraska 68114-3505
(402) 393-6729 FAX (402) 393-1330

Codes:	Location:
1. Conference Style Room	7A. Shopping Mall
2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	6. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

NEW YORK CITY

Accu-Trend Inc.
1045 Route 109
Lindenhurst, NY 11757
Ph. 516-957-8811
Fax 516-957-8938
Contact: Grace Goldstein
1,3,6,7C

NEW FOCUS GROUP FACILITY IN WORLD TRADE CENTER

Downtown Focus Center, located in the heart of NYC's financial district, is the ideal setting for business-to-business market research and off-site meetings.

As the only facility of its kind in the WTC, it offers accessibility to the large concentration of up-scale business executives working in downtown NYC and NJ.

The facility is equipped with modern features including:

- 12-seat conference room
- 10-seat client room
- Full video capability
- Modems
- Slide & overhead projectors
- Professional recruiting
- Freelance moderators
- Full-service catering
- Reasonable rates

DOWNTOWN FOCUS CENTER

Open Monday to Thursday evenings from 6 PM on. For further information, please contact:

Marcia S. Holland
clo The Journal of Commerce
Two World Trade Center
27th Floor
New York, NY 10048
(212) 837-7160
FAX (212) 837-7079

AHF Conference Center
100 Avenue of the Americas
New York, NY 10013
Ph. 800-825-3243
Fax 212-941-7031
Contact: Mindy Rhindress
1,3,4,6,7B,8,9

A La Carte Research
6800 Jericho Tpke., Ste. 114W
Syosset, NY 11791
Ph. 516-364-4004
Fax 516-364-4683
Contact: Phyllis Gorin
1,3,6,7B,8,9
(See advertisement on p. 36)

A-One Research
2800 Coyle Street
Brooklyn, NY 11235
Ph. 718-646-1721
Fax 718-934-9833
1,3,4,6,7B

Beta Research Corp.
6400 Jericho Turnpike
Syosset, NY 11791
Ph. 516-935-3800
Fax 516-935-4092
1,3,6,7B

Bernett Research Services, Inc.
Menlo Park Mall
312 Menlo Park
Edison, NJ 08837
Ph. 908-548-2900
Fax 908-549-0026
Contact: Jill Teiler
1,3,4,6,7A
(See advertisement on p. 87)

The Conference Center of New Rochelle
3 Cottage Place
New Rochelle, NY 10801
Ph. 914-576-3800
Fax 914-576-0469
Contact: Annette Capawana
1,2,3,4,6,7B,8,9

CSI Qualitative Research Ctr.
Wayne Towne Center
Intersections of Rts. 23,46 & 80
Wayne, NJ 07470
Ph. 201-785-4449
Fax 203-748-1735
Contact: Dr. Les Harris
1,2,3,4,5,6,7A,8

Tom Dale Market Research
160 East 48th Street
New York, NY 10017
Ph. 212-758-9777
Fax 212-758-7520
Contact: Tom Dale
1,2,3,4,5,6,7D

Downtown Focus Center
Two World Trade Center, 27th Fl.
New York, NY 10048
Ph. 212-837-7160
Fax 212-837-7079
Contact: Marcia Helland
1,3,6,7B
(See advertisement on p. 98)

Ebony Marketing Research, Inc.
2100 Bartow Ave.,
Baychester Bronx
New York, NY 10469
Ph. 212-217-0842
Fax 212-320-3996
Contact: Bruce Kirkland
1,3,4,6,7B,8
(See advertisement on p. 48)

Elrick & Lavidge, Inc.
Mack Centre II,
1 Mack Centre Dr.
Paramus, NJ 07652
Ph. 201-599-0755
Fax 201-599-9896
Contact: Sherri Neuwirth
1,3,4,6,7B

Fieldwork East, Inc.
Two Executive Dr.
Fort Lee, NJ 07024
Ph. 201-585-8200
Fax 201-585-0096
Contact: Carol Tauben
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 77)

Fieldwork East at Westchester, Inc.
555 Taxter Rd.
Elmsford, NY 10523
Ph. 914-347-2145
Fax 914-347-2298
Contact: Maria Garcia
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 77)

Focus Plus
Div. of ASI Market Research, Inc.
79 Fifth Avenue
New York, NY 10003
Ph. 212-807-9393
Fax 212-645-3171
Contact: Liz Lobrano
1,3,4,6,7B
(See advertisement on p. 99)

Focus Plus
Div. of ASI Market Research, Inc.
141 Fifth Avenue
New York, NY 10010
Ph. 212-807-9393
Fax 212-645-3171
Contact: Liz Lobrano
1,3,4,6,7B
(See advertisement on p. 99)

Focus Room-Central New Jersey
195 Columbia Turnpike
Florham Park, NJ 07932
Ph. 201-765-0077
Fax 201-765-9087
Contact: Donna Weinberg
1,3,4,5,6,7B

Focus Room-Northern New Jersey
285 Grand Avenue
5 Patriot Center
Englewood, NJ 07631
Ph. 201-569-1919
Fax 201-569-8128
Contact: Donna Weinberg
1,3,4,6,7B,8,9

The Focus Room-White Plains
231 Central Ave.
White Plains, NY 10606
Ph. 914-682-8404
Fax 914-428-3925
Contact: Wendy Weinstein
1,2,3,4,6,7B

Friedman Marketing/New York
Jefferson Valley Mall
650 Lee Blvd., E-1
Yorktown Heights, NY 10598
Ph. 914-962-9400
Fax 914-962-1067
Contact: Scott McFarlane
1,3,4,6,7A

GRA Focus Center
160 Paris Avenue
Northvale, NJ 07647
Ph. 201-767-8888
Fax 201-767-6933
Contact: Lynda Broer
1,3,6,7B

Ideal Field Services, Inc.
1242 Green Acres Mall
Valley Stream, NY 11581
Ph. 516-561-1723
Contact: Barbara Prince
1,3,4,6,7A

Interviewers For Research/Suburban Ascts.
517 Route 1 South
Iselin, NJ 08830
Ph. 908-855-8900
Fax 908-855-9291
Contact: Roselynn Gorman
1,2,3,4,6,7B

Long Island Groups In Focus LTD
1185 Northern Blvd.
Manhasset, NY 11030
Ph. 516-365-8630
Fax 516-365-4913
Contact: Annette Abraham
1,2,3,4,5,6,7C

Manhattan Opinion Center
369 Lexington Ave.
New York, NY 10017
Ph. 212-972-5553
Fax 212-557-3085
Contact: Lisa Ratteray
1,3,6,7B

Meadowlands Consumer Center
The Plaza at the Meadows
700 Plaza Drive, 2nd Flr.
Secaucus, NJ 07094
Ph. 201-865-4900
Fax 201-865-0408
Contact: Janis Wagman
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 101)

MetroMarket Research Center
855 Valley Rd.
Clifton, NJ 07013
Ph. 201-470-0044
Fax 201-470-0397
Contact: Kathleen Rosenberg
1,2,3,4,5,6,7B,8,9

FOCUS Plus...

Qualitative Research with all the pluses:

- + Nationwide network
- + Professional in-house recruiting
- + Fast turn-around
- + Guaranteed special-audience recruiting
- + One of the largest conference rooms in N.Y.C.
- + Comfort and luxury



Our Location

Focus Plus is centrally located between Manhattan's two most important business districts—the area between midtown and Wall Street, now fashionably known as the "SOFI" district or South of the Flatiron building.

Focus Plus
(212) 807-9393
79 FIFTH AVENUE
FIFTH FLOOR
NEW YORK, N.Y. 10003
(BETWEEN 15th & 16th)

Focus North
141 FIFTH AVENUE
FIFTH FLOOR
NEW YORK, N.Y. 10010
(BETWEEN 20th & 21st)

Codes:

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

Location:

- 7A. Shopping Mall
- 7B. Office Building
- 7C. Free Standing
- 7D. Other
6. 1-on-1 Room
9. 1-on-1 Viewing

T. A. Miller Company, Inc.
1060 Clifton Ave.
Clifton, NJ 07015
Ph. 201-778-6011
Fac 201-778-5975
Contact: Thomas Miller
1,3,4,6,7B,8,9

Murray Hill Center
205 Lexington Avenue
New York, NY 10016
Ph. 212-889-4777
Fax 212-683-2282
Contact: Sue Winer
1,3,4,6,7B

New York Conference Center
240 Madison Avenue
New York, NY 10016
Ph. 212-682-0220
Fax 212-682-0214
Contact: Anne McLaughlin
1,3,6,7B,8,9

New York Focus

12 East 41st St.
New York, NY 10017
Ph. 212-481-3780
Fax 212-779-8623
Contact: Nancy Opoczynski
1,3,4,6,7B
(See advertisement on p. 128)

Partners In Research, Inc.
200 Braen Ave.
Wyckoff, NJ 07481
Ph. 201-652-6900
Fax 201-652-7060
Contact: Wanda Gorman
1,3,4,5,6,7C,8,9

Peters Marketing Research
615 W. Mt. Pleasant Ave.
Livingston, NJ 07039
Ph. 201-535-6488
Fax 201-535-9887
Contact: Toni McClard
1,3,6,7B

Plaza Research

120 Rte. 17 North
Paramus, NJ 07652
Ph. 201-265-7500 or 800-654-8002
Fax 201-265-7269
Contact: Barbara Murphy or Jill Gottesman
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 53)

Q and A Research, Inc.
1701 Sunrise Hwy.
Bay Shore, NY 11706
Ph. 516-968-6868
1,3,4,6,7A

Quick Test/Equifax
11 Rye Ridge Plaza
Rye Brook, NY 10573
Ph. 914-937-0220
Fax 914-937-0561
Contact: Ruth Suhr
1,3,4,6,7B

Quick Test/Equifax
#370 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
Fax 516-541-1099
Contact: Sina Ehrenfreund
1,3,4,6,7A

RDJ Market Research
Dutchess Mall
Fishkill, NY 12524
Ph. 914-896-0400
1,3,4,6,7A

Recruiting Resources Unlimited
131 Beverley Rd.
Brooklyn, NY 11218
Ph. 718-435-4444
Fax 718-972-3926
Contact: Connie Livia
1,3,6,7B

A. Rudman & Ascts., Inc.
151-17 82 Street
Howard Beach, NY 11414
Ph. 718-835-3100
Fax 718-641-6310
Contact: Joan Stahl
1,3,6,7C,8,9

St. George Research
1025 W. St. George Avenue
Linden, NJ 07036
Ph. 908-486-5700
Fax 908-486-5643
Contact: Barbara Studney
1,3,6,7B

Seaport Surveys, Inc.
34 Cliff Street
New York, NY 10038
Ph. 212-608-3100
Fax 212-608-4966
Contact: Andrea Waller or John Kumnick
1,3,4,6,7C
(See advertisement on p. 100)

Schlesinger Associates, Inc.
Levinson Plaza, Ste. 302
2 Lincoln Highway
Edison, NJ 08820
Ph. 908-906-1122
Fax 908-906-8792
Contact: Steven Schlesinger
1,2,3,4,6,7B,8,9
(See advertisement on p. 103)

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2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	6. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Audrey Schiller Market Research
Nassau Mall
3601 Hempstead Turnpike
Levittown, NY 11756
Ph. 516-731-1500
Contact: Audrey Schiller
1,3,4,6,7A

Suburban Associates
579 Franklin Turnpike
Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
1,2,3,4,6,7C

Technical Analysis
20 E. Oakdene Ave.
Teaneck, NJ 07666
Ph. 201-836-1500
Fax 201-836-1959
Contact: Pat Herman
1,2,3,4,6,7B

Wolf/Altschul/Callahan, Inc.
171 Madison Avenue, #1100
New York, NY 10016
Ph. 212-725-8840
Fax 212-213-9247
1,3,6,7B

ROCHESTER

Gordon S. Black Corp.
135 Corporate Woods
Rochester, NY 14623-1457
Ph. 716-272-8400 or 800-866-7655
Fax 716-272-8680
Contact: Beth Fredrickson
1,3,6,7B

BRX/Global, Inc.
169 Rue De Ville
Rochester, NY 14618
Ph. 716-442-0590
Fax 716-442-0840
Contact: Marilyn Salit
1,3,4,5,6,7B,8
(See advertisement on p. 102)

Car-Lene Research, Inc.
Marketplace Mall
3400 W. Henrietta Rd.
Rochester, NY 14623
Ph. 716-424-3203
Fax 716-292-0523
Contact: Anne Hossenlopp
1,3,4,5,6,7A

Marion Simon Research Services
49 Wildbriar Rd.
Rochester, NY 14623
Ph. 716-359-1510
Fax 716-334-9423
Contact: Marion Simon
1,3,4,6,7C

The Sutherland Group, Ltd.
1160-B Pittsford-Victor Rd.
Pittsford, NY 14534
Ph. 716-586-5757
Fax 716-586-5664
Contact: John Stensrud
1,3,6,7B

SUFFOLK COUNTY

J & R Mall Research
800 Montauk Hwy.
Shirley, NY 11967
Ph. 516-399-0200
Fax 516-399-0205
Contact: Patricia Bryant
1,3,4,6,7A

SYRACUSE

KS&R Consumer Testing Center
Shoppingtown Mall
DeWitt, NY 13214
Ph. 800-289-8028
Fax 315-471-0115
Contact: Lynette S. VanDyke
1,2,3,4,6,7A

LaVelle Research Service
9763 Carousel Center Drive
Syracuse, NY 13290
Ph. 315-466-1609
Fax 315-466-7101
Contact: Elise LaValle
1,3,6,7A

McCarthy Associates
Penn Can Mall
5775 South Bay Rd.
Syracuse, NY 13039
Ph. 315-458-9320
Fax 315-458-1810
Contact: Teresa McCarthy
1,2,3,4,6,7A,8,9

Marion Simon Research Services
Northern Lights Mall
Syracuse, NY 13212
Ph. 315-455-5952
Fax 315-455-1826
Contact: Angri Macri
1,3,4,6,7A

NORTH CAROLINA

ASHEVILLE

American Sales & Marketing
216 Vance Street
Hendersonville, NC 28739
Ph. 704-693-1971
Contact: Dorothy Rogat
1,6,7B,8

CHARLOTTE

Catherine Bryant & Ascts.
353 Jonestown Rd., Ste. 124
Winston-Salem, NC 27104
Ph. 919-766-8966
Fax 919-766-0786
Contact: Kathy Kennedy
1,3,4,6,7B

Charlotte Research Services
301 E. Kingston Avenue
Charlotte, NC 28203
Ph. 704-333-5028
Contact: Elizabeth Peeler
1,3,6,7B

Consumer Pulse of Charlotte
Eastland Mall
5625 Central Avenue
Charlotte, NC 28212
Ph. 704-536-6067
Fax 704-536-2238
Contact: Jeff Davis
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FacFind, Inc.
2101 E. Rexford Rd., Ste. 123
Charlotte, NC 28211
Ph. 704-365-8474
Fax 704-365-8741
Contact: Jenny Church
1,3,4,6,7B,8,9

Homer/Leibowitz Market Research
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 919-294-9415
Fax 919-294-6116
Contact: Leonard Homer
1,3,4,6,7A

Jackson Associates, Inc.
Carolina Place
9599 Pineville-Matthews Rd.
Pineville (Charlotte), NC 28134
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
1,3,6,7A
(See advertisement on p. 72)

KPC Research
908 S. Tryon Street
Charlotte, NC 28202
Ph. 704-358-5754 or 800-852-2794
Fax 704-358-5745
Contact: Linda Dawley
1,3,6,7B

Leibowitz Market Research Ascts.
One Parkway Plaza, Ste. 110
Charlotte, NC 28217
Ph. 704-357-1961
Fax 704-357-1965
Contact: Teri Leibowitz
1,3,4,6,7B,8,9

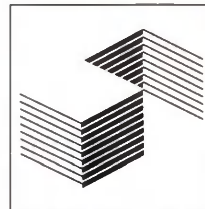
W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27408
Ph. 919-292-4146
Fax 919-299-6165
Contact: John Voss
1,2,3,4,6,7A

MarketWise, Inc.
1332 E. Morehead St., #100
Charlotte, NC 28204
Ph. 704-332-8433
Fax 704-332-0499
Contact: Beverly Kothe
1,3,4,6,7B,8,9

RALEIGH

Diener & Associates, Inc.
200 Park Bldg., Ste. 111
Rsch. Tri. Pk., NC 27709
Ph. 919-549-8945 or 800-467-8945
Fax 919-549-9446
Contact: Mary E. Diener
1,3,6,7B

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9. 1-on-1 Viewing

FGI, Inc.
700 Eastowne Dr.
Chapel Hill, NC 27514
Ph. 919-493-1670
Fax 919-490-8829
Contact: Lenny Lind
1,3,4,6,7B

Internet Research Services,
Div. of Wilkerson & Ascts.
4208 Six Forks Rd.
Bldg. 2, Ste. 333
Raleigh, NC 27609
Ph. 919-781-0555
Fax 919-783-7810
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Johnston, Zabor & Ascts.
2222 Chapel Hill/Nelson Hwy.
Headquarters Park, #300
Durham, NC 27713
Ph. 919-544-5448
Contact: Jeffrey M. Johnston
1,3,4,6,7B

L and E Research
4009 Barrett Dr., Ste. 101
Raleigh, NC 27609
Ph. 919-782-3860
Fax 919-787-3428
1,3,4,6,7B

Management Rsch. & Plng. Corp.
303 Blake St., #200
Raleigh, NC 27601
Ph. 800-347-5608
Fax 919-856-0020
Contact: John Watkins
1,3,6,7B,8,9

Quick Test/Equifax
South Square Mall
4001 Chapel Hill Blvd.
Durham, NC 27707
Ph. 919-489-3104
Fax 919-489-8316
Contact: Brian O'Neil
1,3,4,6,7A

WINSTON-SALEM

Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winston-Salem, NC 27104
Ph. 919-765-7676 or 800-443-7344
Fax 919-765-8084
Contact: Debbie Heffner
1,3,4,5,6,7C

The Customer Center, Inc.
3528 Vest Mill Rd.
Winston-Salem, NC 27103
Ph. 919-768-7368
Fax 919-768-7428
Contact: Jane Emerson
1,3,6,7C

OHIO**AKRON**

Opinion Centers Akron
2872 West Market Street
Akron, OH 44333
Ph. 216-867-0885
Fax 216-864-2233
Contact: Suzann Davis
1,3,4,6,7B

CINCINNATI

Advanced Research In Marketing
10133 Springfield Pike
Cincinnati, OH 45215
Ph. 513-772-2929
Fax 513-782-4153
Contact: Judy Christman
1,3,4,6,7C

Alliance Research, Inc.
538 Centre View Blvd.
Crestview Hills, KY 41017
Ph. 606-344-0077
Fax 606-344-0078
Contact: Molly Moreland
1,3,6,7B

The Answer Group
11161 Kenwood Rd.
Cincinnati, OH 45242
Ph. 513-247-2200
Fax 513-489-9130
Contact: Lynn Grome
1,3,6,7B
(See advertisement on p. 104)

The Answer Group
Downtown Cincinnati
Cincinnati, OH 45202
Ph. 513-247-2200
Fax 513-489-9130
Contact: Lynn Grome
1,3,6,7B
(See advertisement on p. 104)

Assistance In Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600
Fax 513-683-9177
Contact: Irwin Weinberg
1,3,4,5,6,7C,8,9

Assistance In Marketing, Inc.
9523 Colerain Avenue
Cincinnati, OH 45251
Ph. 513-385-8228
Fax 513-385-2140
Contact: Susan Odum
1,3,6,7A,8,9

Assistance In Marketing, Inc.
1150 Mall Rd.
Florence, KY 41042
Ph. 606-283-1232
Fax 606-283-1247
Contact: Karen Geeding
1,3,4,6,7A,8,9

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
Contact: Lynn Caudill
1,3,4,6,7B,8

Calo Research Services, Inc.
10250 Alliance Rd., #250
Cincinnati, OH 45242
Ph. 513-984-9708
Contact: Cindi Johnson
1,3,6,7B

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Consumer Pulse of Cincinnati
514 Forest Fair Drive
Cincinnati, OH 45240
Ph. 513-671-1211
Fax 513-346-4244
Contact: Susan Lake
1,3,4,5,6,7A,8,9

Elrick & Lavidge, Inc.
11 Triangle Park Dr.
Cincinnati, OH 45246
Ph. 513-772-1990
Fax 513-772-2093
Contact: Ellen Gregory
1,3,6,7B

Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
Ph. 513-821-6266
Fax 513-679-5300
Contact: Ken A. Fields
1,2,3,6,7B,8,9

MarketVision Research, Inc.
4500 Cooper Rd.
Cincinnati, OH 45242
Ph. 513-791-3100
Fax 513-791-3103
Contact: Ellen Benner or Tina Rucker
1,3,4,5,6,7B,8,9
(See advertisement on p. 105)

Matrixx Marketing
4600 Montgomery Rd., Ste. 400
Cincinnati, Oh 45212
Ph. 800-323-8369
Fax 513-841-9966
Contact: Brian Goret
1,2,3,4,6,7B,8,9

QFact Marketing Research, Inc.
9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-791-7356
Contact: Nan Moore or Mary Swart
1,3,4,5,6,7B,8,9
(See advertisement on p. 107)

Research and Results, Inc.
4941 Paddock Rd.
Cincinnati, OH 45237
Ph. 513-242-6700
Contact: Barbara Newman
1,3,6,7B

CLEVELAND

Business Research Services
23825 Commerce Park
Cleveland, OH 44122
Ph. 216-831-5200
Fax 216-292-3048
Contact: Tony Ramacciatti
1,2,3,4,6,7B,8

Cleveland Survey Center
691 Richmond Mall
Cleveland, OH 44143
Ph. 800-950-9010
Fax 216-461-9525
Contact: Betty Perry or Harriet Fadem
1,3,4,6,7A

Consumer Pulse of Cleveland
4301 Ridge Rd.
Cleveland, OH 44144
Ph. 216-351-4644
Fax 216-351-7876
Contact: Veronica Hoffman McCready
1,3,4,6,7C,8,9

Focus Groups of Cleveland
2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 216-642-8883
Fax 216-461-9525
Contact: Betty Perry or Harriet Fadem
1,3,4,6,7B
(See advertisement on p. 106)

Heakin Research, Inc.
Severance Center
3542 Mayfield Rd.
Cleveland Heights, OH 44118
Ph. 216-381-6115
Contact: Eric Silver
1,3,4,6,7A

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Pat Henry Market Research, Inc.
230 Huron Rd. N.W., #100.43
Cleveland, OH 44113
Ph. 216-621-3831
Fax 216-621-8455
Contact: Judy Hominy
1,3,4,6,7A,8,9

The Maffett Research Group
25111 Country Club Blvd., Ste. 290
No. Olmsted, OH 44070
Ph. 216-779-1303
Fax 216-779-2718
Contact: Cindy Kozik
1,3,4,6,7B

Marketeam Associates
3645 Warrensville Center Rd.
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552
Contact: Nikki Klonaris
1,3,6,7B

National Market Measures, Inc.
781 Beta Drive
Mayfield Village, OH 44143
Ph. 216-473-7766
Fax 216-473-0428
Contact: Martha M. Kain
1,2,3,4,6,7B

National Market Measures, Inc.
28901 Clemens Rd.
Westlake, OH 44134
Ph. 216-473-7766
Fax 216-892-0002
1,2,3,6,7B

Opinion Centers America, Inc.
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-3000
Fax 216-779-3040
Contact: Betty Schwarcz
1,3,4,5,6,7C

Opinion Centers America
Great Northern Mall, Rm. 924
North Olmsted, OH 44070
Ph. 216-779-3050
Fax 216-779-3060
Contact: Jim Blake
1,3,4,6,7A

Rosen Research
25906 Emery Rd.
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-464-7864
Contact: Mary Ann Sheets
1,2,3,4,5,6,7C

Strategic Consumer Research, Inc.
26250 Euclid Avenue
Cleveland, OH 44132
Ph. 216-261-0308
Fax 216-261-3546
1,3,6,7B

COLUMBUS

B & B Research Service, Inc.
1365 Grandview Avenue
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958
Contact: Judy Frederick
1,3,6,7B,8

Clark Jones Inc.
1029 Dublin Rd.
Columbus, OH 43215
Ph. 614-488-2466
Fax 614-488-2564
Contact: Hugh Clark
1,3,6,7C

Focus and Phones, Inc.
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
Contact: Anita Ingalls
1,3,4,5,6,7B

Focus Plus at SBC
707 Park Meadow Rd.
Westerville, OH 43081
Ph. 614-891-7070
Fax 614-891-3664
Contact: Melanie Woisin
1,3,4,6,7C,8,9

MNE Mktg. & Rsch. Svces., Inc.
929 Eastwind Drive, Ste. 211
Westerville, OH 43081
Ph. 614-898-9961
Fax 614-898-3063
Contact: Barbara Markin
1,2,3,4,5,6,7B

Quality Controlled Services

7634 Crosswoods Dr.
Columbus, OH 43235
Ph. 614-436-2025
Fax 614-436-7040
Contact: Judy Golas
1,3,4,6,7B

(See advertisements on pp. 31, 51)

Dwight Spencer & Associates Inc.
1290 Grandview Avenue
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
Contact: Betty Spencer
1,3,4,5,6,7C

DAYTON

Center For Bus. & Econ. Rsch.
University of Dayton
300 College Park
Dayton, OH 45469-2110
Ph. 513-229-2453
Fax 513-229-2371
Contact: Fantine M. Kerckaert
1,3,6,7B

Ruth Elliott Research Services
3077 Kettering Blvd., Ste. 300
Dayton, OH 45439
Ph. 513-294-5959
Fax 513-294-8518
Contact: Dianne Howell
1,3,4,5,6,7B

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Dayton, OH 45459
Ph. 513-891-2271
Fax 513-435-3457
Contact: Nan Moore or Mary Swart
1,3,6,7B,8
(See advertisement on p. 107)

Shiloh Research Associates, Inc.
6927 No. Main
Dayton, OH 45415
Ph. 513-274-9325
Fax 513-274-9536
Contact: Alan Sibila
1,3,4,6,7B

T.I.M.E. Market Research
560 Dayton Mall
Dayton, OH 45459
Ph. 513-433-6296
Fax 513-433-5954
Contact: Carla Spearman
1,3,4,6,7A

TOLEDO

Augustine/Zeller Group
328 W. Wooster Street
Bowling Green, OH 43402
Ph. 800-837-4300
Fax 419-353-1511
Jonathan Augustine
1,2,3,6,7D,8,9

Barbour Research, Inc.
5241 Southwyck Blvd., Ste. 201
Toledo, OH 43614
Ph. 419-866-3475
Fax 419-866-3478
Contact: Linda Hagedorn
1,3,6,7B

Market Research of Toledo
3103 Executive Pkwy., Ste. 106
Toledo, OH 43606
Ph. 419-534-4705
Fax 419-531-8950
Contact: Sharon Schweickert
1,3,6,7B

OKLAHOMA

OKLAHOMA CITY

Johnson Marketing Research
2915 Classen Blvd., Ste. 350
Oklahoma City, OK 73106
Ph. 405-528-2700
Contact: Patty Nichols-Casteel
1,3,4,6,7B

Oklahoma City Research
Ruth Nelson Research Services
2501 W. Memorial Dr.
Oklahoma City, OK 73134
Ph. 303-758-6424 or 405-752-4710
Fax 405-751-1743
Contact: Cristy Reid
1,3,4,6,7A

Oklahoma Market Research/Data Net, Inc.
3909 Classen Blvd., Ste. 200
Oklahoma City, OK 73118
Ph. 405-525-3412
Fax 405-525-3419
1,3,4,6,7B

Quick Test/Equipax
1153 CrossRd.s Mall
Oklahoma City, OK 73149
Ph. 405-631-9738
Fax 405-632-0750
Contact: Mary Rose
1,3,4,6,7A

TULSA

Cunningham Market Research
4107 So. Yale, #LA 107
Tulsa, OK 74135
Ph. 918-664-7485
Contact: Roberta Cunningham
1,3,4,5,6,7A

Tulsa Surveys
4530 So. Sheridan #101
Tulsa, OK 74145
Ph. 918-665-3311 or 800-544-1494
Fax 918-665-3388
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(See advertisement on p. 108)



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Ph. 503-484-6176
Fax 503-485-3810
Contact: LaDeane Pryor
1,3,4,6,7B,8,9

PORTLAND

Benner Research Group
8010 SW Cirrus Drive
Beaverton, OR 97005
Ph. 503-626-7653
Fax 503-626-7665
Contact: Lisa Perrin
1,3,6,7C

Data Unlimited, Inc.
9900A SE. Washington, Mall 205
Portland, OR 97216
Ph. 503-256-0987
Contact: Robin McCuen
1,3,4,6,7A

Gargan Research
2705 E. Burnside, Ste. 200
Portland, OR 97214
Ph. 503-234-7111
Fax 503-233-3865
Contact: Ginger Shank
1,3,4,6,7B

The Gilmore Research Group
729 N.E. Oregon St., #150
Portland, OR 97232
Ph. 503-236-4551
Fax 503-731-5590
Contact: Vicki Murphy
1,3,6,7B
(See advertisement on p. 121)

Griggs-Anderson Field Research
110 SW. Yamhill
Portland, OR 97204
Ph. 503-241-8700
Fax 503-241-8716
1,3,4,6,7A

Image Analysis Market Research
4386 SW. Macadam, #301
Portland, OR 97201
Ph. 503-227-5763
Fax 503-274-2303
Contact: Dan O'Brien
1,6,7B

Management/Marketing Associates, Inc.
Bank of California Tower
707 SW. Washington St., Ste. 1460
Portland, OR 97205
Ph. 503-228-9327
Fax 503-228-9479
Contact: Donald T. Jacobson
1,2,6,7B

Market Decisions Corporation
8959 SW. Barbur Blvd., Ste. 204
Portland, OR 97219
Ph. 503-245-4479
Fax 503-245-9677
Contact: Fran Davison
1,3,6,7B,8,9

Market Strategies

111 S.W. 5th Ave., Ste. 1850
Portland, OR 97204
Ph. 503-225-0112
Fax 503-225-8400
Contact: Tracy Dobesh
1,3,6,7B
(See advertisement on p. 108)

Market Trends, Inc.
2130 SW. Jefferson, Ste. 200
Portland, OR 97201
Ph. 503-224-4900
Fax 503-224-0633
Contact: Tamara Re-Sue
1,3,4,6,7B

Omni Research
7689 S.W. Capitol Hwy.
Portland, OR 97219-2745
Ph. 503-245-4014
Fax 503-245-9065
Contact: Chris Robinson
1,3,6,7C,8

PENNSYLVANIA

ALLENTOWN

Parkwood Research Associates
4635 Crackersport Rd.
Allentown, PA 18104
Ph. 215-481-0102
Fax 215-395-8027
Contact: Kathleen Follweiler
1,3,4,6,7B

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111 SW 5th Avenue, Suite 1850 Portland, Oregon 97204**

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 Whitehall, PA 18052
 Ph. 215-437-4000
 Fax 215-437-5212
 Contact: Bob Williams
 1,3,6,7B

ERIE

Heintz Research
 709 Park Avenue South
 Erie, PA 16502-1238
 Ph. 814-452-6474
 Fax 814-453-6467
 Contact: Marie Cross
 1,3,4,6,7D

T.I.M.E. North
 3854 Walker Blvd.
 Erie, PA 16509
 Ph. 814-868-0873
 Fax 814-864-7012
 1,3,6,7B

HARRISBURG

The Bartlett Group
 3690 Vartan Way
 Harrisburg, PA 17110
 Ph. 717-540-9900
 Fax 717-540-9338
 Contact: Jeff Bartlett
 1,3,6,7C

PHILADELPHIA

All-Ways Advertising Co.
 Smylie Times Bldg., Ste. 100
 8001 Roosevelt Blvd.
 Philadelphia, PA 19152
 Ph. 215-332-9000
 Fax 215-331-8031
 Contact: Robert Lieberman
 1,3,4,6,7B

Consumer Pulse of Philadelphia
 Plymouth Meeting Mall #2203
 Plymouth Meeting, PA 19462
 Ph. 215-825-6636
 Fax 215-825-6805
 Contact: Eleanor Yates
 1,3,4,5,6,7A,8,9

The Data Group
 Meetinghouse Business Center
 2260 Butler Pike, Ste. 150
 Plymouth Meeting, PA 19462
 Ph. 215-834-2080
 Fax 215-834-3035
 Contact: Lorraine Knudson
 1,3,6,7B

Focus Suites of Philadelphia
 One Bala Plaza, Ste. 622
 Bala Cynwyd, PA. 19004
 Ph. 215-667-1110
 Fax 215-667-4858
 Contact: Kathy Jonik
 1,3,4,6,7B
 (See advertisement on p. 127)

Group Dynamics/Cherry Hill, Inc.
 Plaza 100 @ Main Street, Ste. 406
 Voorhees, NJ 08043
 Ph. 609-424-1011
 Fax 609-424-2538
 Contact: Debra Rosenthal
 1,3,4,6,7B,8,9
 (See advertisement on p. 111)

Group Dynamics In Focus, Inc.
 555 City Line Ave., Ste. 580
 Bala Cynwyd, PA 19004
 Ph. 215-668-8535
 Fax 215-668-2072
 Contact: Merle Holman
 1,3,4,6,7B
 (See advertisement on p. 111)

JRP Marketing Research Services, Inc.
 100 Granite Drive, Terrace Level
 Media, PA 19063
 Ph. 215-565-8840
 Fax 215-565-8870
 Contact: Paul Frattaroli
 1,3,4,6,7B,8
 (See advertisement on p. 113)

JRP Marketing Research Services, Inc.
 108 Oxford Valley Mall
 Langhorne, PA 19047
 Ph. 215-565-8840
 Fax 215-565-8870
 Contact: Paul Frattaroli
 1,3,4,6,7A
 (See advertisement on p. 113)

Group Dynamics ~ For People From All Walks Of Life



Joel, 41, orthopedist, Voorhees



Louise, 23, stockbroker, Philadelphia



Hank, 45, farmer, Bucks County



Bob, 34, construction worker, Camden



Susie, 20, student, Villanova



Walter, 70, retired, Medford Lakes



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555 City Avenue
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 Bala Cynwyd, PA 19004
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6. Video Equipment Available	9. 1-on-1 Viewing

Mar's Surveys, Inc.
3000 Atrium Way, Ste. 100 Lobby Flr.
Horizon Corp. Ctr., Atrium 2 Bldg.
Mt. Laurel, NJ 08054
Ph. 609-786-8514/609-235-3345
Fax 609-786-0480/609-235-1613
Contact: Marlene Teblum or Judy Abrams
1,3,4,6,7B,8,9

Mar's Surveys, Inc.
Cinnaminson Mall, Rte. 130
Cinnaminson, NJ 08054
Ph. 609-786-8514
Fax 609-786-0480
Contact: Judy Abrams
1,3,6,7B,8,9

Philadelphia Focus, Inc.
100 No. 17th St.
Philadelphia, PA 19103
Ph. 215-561-5500
Fax 215-561-6525
1,3,6,7B
(See advertisement on p. 3)

Philadelphia Focus
555 North Lane, #6038
Conshohocken, PA 19428
Ph. 215-397-0300
Fax 215-397-0308
1,3,4,6,7B
(See advertisement on p. 3)

Plaza Research
Two Greentree Centre
Marlton, NJ 08053
Ph. 609-596-7777 or 800-654-8002
Fax 609-596-3011
Contact: Annette Guss
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 53)

Quality Controlled Services
KOR Ctr. A, 2577 Interplex Dr., #101
Trevose, PA 19053
Ph. 215-639-8035
Fax 215-639-8224
Contact: Mitzi Keller
1,3,4,6,7B
(See advertisements on pp. 31, 51)

Quality In Field
308 Lakeside Drive
Southampton, PA 18066
Ph. 215-698-0606
Fax 215-676-4055
1,3,4,6,7B

Quick Test/Equipax
Neshaminy Mall #109
Bensalem, PA 19020
Ph. 215-322-0400
Fax 215-322-5412
Contact: Alice Qsborne
1,3,4,6,7A

Quick Test/Equipax
Franklin Mills Mall
1749 Franklin Mills Circle
Philadelphia, PA 19154
Ph. 215-281-9304
Fax 215-281-9362
Contact: Dot Muir
1,3,4,6,7A

The Reich Group
1635 Market Street
Philadelphia, PA 19103
Ph. 215-972-1777
Fax 215-972-1788
Contact: M. Reich
1,4,6,7B

Savitz Research Center, Inc.
Valley Forge Plaza
1150 First Ave., Ste. 750
King of Prussia, PA 19406
Ph. 215-962-0609
Fax 215-962-0613
Contact: Harriet Silverman
1,3,4,6,7B
(See advertisement on p. 117)

Savitz Research Center, Inc.
3007 Willow Grove Park Mall
2500 Moreland Rd.
Willow Grove, PA 19090
Ph. 215-657-6660
Fax 215-657-1915
Contact: Pat Roberts
4,6,7A,8,9
(See advertisement on p. 117)

Strategic Marketing Corp.
GSB Bldg., Ste. 802
City Line & Belmont Aves.
Bala Cynwyd, PA 19004
Ph. 215-667-1649
Fax 215-667-0628
Contact: Juliet Goodfriend Zimmerman
1,3,6,7B

U. S. Research Corp.
224 Echelon Mall
Voorhees, NJ 08043
Ph. 609-772-2220
Fax 609-772-2014
Contact: Lucille LaPala
1,3,4,6,7A

The Vanderveer Group
555 Virginia Drive
Fort Washington, PA 19034
Ph. 215-646-7200
1,3,4,5,6,7B

PITTSBURGH

Campos Market Research
216 Blvd. of the Allies
Pittsburgh, PA 15222
Ph. 412-471-8484
Fax 412-471-8497
Contact: Yvonne Campos
1,3,4,6,7B

Car-Lene Research, Inc.
Monroeville Mall, Rm. 256
Monroeville, PA 15146
Ph. 412-373-3670
Fax 412-373-5076
Contact: Nancy Hickey
1,3,4,5,6,7A

Data Information, Inc.
Century III Mall, Rm. 934
3075 Clairton Rd.
W. Mifflin, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
Contact: Nancy Palyo
1,3,4,6,7A,8,9

Greater Pittsburgh Research Service
5950 Steubenville Pike
Pittsburgh, PA 15136
Ph. 412-788-4570
Fax 412-788-4582
Contact: Ann Urban
1,3,6,7B

Heakin Research, Inc.
Ross Park Mall
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
Ph. 412-369-4545
Contact: Sherry Recker
1,3,4,6,7A

Santell Market Research
300 Mt. Lebanon Blvd., Ste. 2204
Pittsburgh, PA 15234
Ph. 412-341-8770
Fax 412-341-8774
1,3,6,7B,8

T.I.M.E. East Market Research
280 Ohio Valley Mall
St. Clairsville, OH 43950
Ph. 614-695-6288
Fax 614-695-5163
Contact: Tim Aspenwall
1,3,4,6,7A

YORK

Polk-Lepson Research Group
108 Pauline Drive
York, PA 17402
Ph. 717-741-2879
Contact: David Polk
1,3,6,7B

RHODE ISLAND

PROVIDENCE

Alpha Research Associates, Inc.
395 Smith Street
Providence, RI 02908
Ph. 401-861-3400
Fax 401-861-3400
Contact: Nancy Beattie
1,3,6,7C

MacIntosh Survey Center
450 Veterans Memorial Pkwy.
East Providence, RI 02914
Ph. 401-438-8330
Fax 401-434-9219
Contact: Ann MacIntosh
1,2,3,4,5,6,7B

Performance Research
25 Mill Street
Newport, RI 02840
Ph. 401-848-0111
Fax 401-848-0110
Contact: Bill Doyle
1,3,6,7C

Quick Test/Equifax
Silver City Galleria, Ste. 248
2 Galleria Mall Drive
Taunton, MA 02780
Ph. 508-822-0333
Fax 508-822-9025
Contact: Anthony Badway
1,3,4,6,7A

SOUTH CAROLINA

CHARLESTON

Bennett Research Services, Inc.
62 Northwoods Mall
2150 Northwoods Blvd.
N. Charleston, SC 29418
Ph. 803-553-0030
Fax 803-553-0526
Contact: Gloria Duda
1,3,4,6,7A
(See advertisement on p. 87)

COLUMBIA

Marketsearch Corporation
2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
1,3,4,6,7C,8,9

Metromark Market Research, Inc.
3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-254-3798
Contact: Emerson Smith
1,3,6,7C

GREENVILLE

Carolina Market Research
88 Villa Rd.
Greenville, SC 29615
Ph. 803-233-5775
Contact: Elizabeth Buchanan
1,3,4,6,7C

Market Insight
530 Howell Rd. #205
Greenville, SC 29615
Ph. 803-292-5187
1,3,4,5,6,7B

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5. Test Kitchen w/ Obs. Room
6. Video Equipment Available

Location:

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- 7B. Office Building
- 7C. Free Standing
- 7D. Other
8. 1-on-1 Room
9. 1-on-1 Viewing

ProGen Research
712 No. Main St.
Greenville, SC 29609
Ph. 803-271-0643
Contact: Maxie Freeman
1,3,6,7C

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and Market Research Corporation
1320 So. Minnesota Ave.
Sioux Falls, SD 57105-0625
Ph. 605-338-3918
Fax 605-334-7473
Contact: Warren R. Johnson
1,2,3,4,5,6,7C,8,9

TENNESSEE

CHATTANOOGA

Wilkins Research Services
1921 Morris Hill Rd.
Chattanooga, TN 37421
Ph. 615-894-9478
Fax 615-894-0942
1,3,4,5,6,7C

KNOXVILLE

Focus-on-Facts
1423 Coker Ave.
Knoxville, TN 37917
Ph. 615-523-4039
Contact: Kelly Kitts
1,2,3,4,5,6,7C,8

T.I.M.E. South
East Towne Mall
3029 Mall Rd.
Knoxville, TN 37924
Ph. 615-544-1885
Fax 615-544-1802
Contact: Jennifer Broussard
1,3,4,6,7A

MEMPHIS

Accudata/Chamberlain Market Research
1036 Oakhaven Rd
Memphis, TN 38119
Ph. 901-763-0405
Fax 901-763-0660
Contact: Valerie Jolly
1,2,3,4,5,6,7B
(See advertisement on p. 70)

Friedman Marketing/Memphis
Century Plaza Bldg., Ste. 1 & 2
5830 Mt. Moriah
Memphis, TN 38115
Ph. 901-795-0073
Fax 901-360-1268
Contact: Scott McFarlane
1,3,4,6,7B

Heakin Research, Inc.
5501 Winchester, Ste. 6
Memphis, TN 38115
Ph. 901-795-8180
Contact: Betty Huber
1,3,4,6,7B

Market Development Associates
5050 Poplar, Ste. 821
Memphis, TN 38157
Ph. 901-682-1011
Fax 901-684-5352
Contact: Beth Norwood
1,3,6,7B

PWI Research
1755 Lynnfield, Ste. 249
Memphis, TN 38119
Ph. 901-682-2444
Fax 901-682-2471
Contact: Karen Reddin
1,3,6,7B,8,9

Venture Marketing Associates, Inc.
3155 Hickory Hills Rd., #203
Memphis, TN 38115
Ph. 901-795-6720
Fax 901-795-6763
Contact: Larry Berry
1,2,3,4,5,6,7B,8,9

NASHVILLE

Jackson Associates, Inc.
Cool Springs Galleria
1800 Galleria Blvd.
Franklin (Nashville), TN 37064
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
1,3,6,7A
(See advertisement on p. 72)

NCG Research
2100 West End Avenue, Ste. 800
Nashville, TN 37203
Ph. 615-327-3373
Contact: David Furse
1,3,6,7B

Quality Controlled Services
Fairlawns Bldg, 5203 Maryland Way
Nashville, TN 37027
Ph. 615-661-4016
Fax 615-661-4035
Contact: Nancy Proctor
1,3,4,6,7B
(See advertisements on pp. 31, 51)

Quick Test/Equifax
Hickory Hollow Mall #1123
Nashville, TN 37013
Ph. 615-731-0900
Fax 615-731-2022
Contact: Kathleen Love
1,3,4,6,7A

20/20 Research, Inc.
2303 21st Ave. S. 2nd Flr.
Nashville, TN 37212
Ph. 800-737-2020
Fax 615-385-0925
Contact: Julia Miller
1,2,3,6,7B
(See advertisement on p. 115)

TEXAS

AMARILLO

Opinions Unlimited, Inc.
8201 SW 34th.
Amarillo, TX 79121
Ph. 806-353-4444
Fax 806-353-4718
Contact: Anndel Hodges
1,3,4,6,7C,8,9
(See advertisement on p. 114)

AUSTIN

First Market Research Corp.
2301 Hancock Drive
Austin, TX 78756
Ph. 512-451-4000
Fax 512-451-5700
Contact: James R. Heiman
1,3,6,7C

NuStats, Inc.
901 W. MLK
Austin, TX 78701
Ph. 512-469-6400
Fax 512-469-6408
Contact: Donna Martin
1,3,6,7B

Quick Test/Equipax
Barton Creek Square
2901 Capitol Texas Hwy.
Austin, TX 78746
Ph. 512-327-8787
Fax 512-327-7460
Contact: Patty Franchina
1,3,4,6,7A

Tammadge Market Research
1616 B Rio Grande
Austin, TX 78701
Ph. 512-474-1005
Fax 512-370-0339
Contact: Melissa Pepper
1,3,6,7C

CORPUS CHRISTI

Quick Test/Equipax
Sunrise Mall
5858 S. Padre Island Dr., #38
Corpus Christi, TX 78412
Ph. 512-993-6200
Fax 512-991-7380
Contact: Lorna Turner
1,3,4,5,6,7A

DALLAS/FT. WORTH

Accurate Research, Inc.
2214 Paddock Way Dr. #100
Grand Prairie, TX 75050
Ph. 214-647-4277
Fax 214-641-1549
Contact: Jeri Harwell
1,3,4,6,7C

Dallas Focus
511 E. John W. Carpenter Frwy., #100
Irving, TX 75062
Ph. 214-869-2366
Fax 214-869-9174
Contact: Robin McClure
1,3,4,6,7B
(See advertisements on pp. 115, 128)

Fenton Swanger Consumer Research
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 214-934-0707
Fax 214-490-3919
Contact: Nancy Ashmore
1,3,4,6,7B

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2. Living Room Style	7B. Office Building
3. Observation Room	7C. Free Standing
4. Test Kitchen	7D. Other
5. Test Kitchen w/ Obs. Room	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

Focus On Dallas
12240 Inwood Rd., #400
Dallas, TX 75244
Ph. 214-960-5850
Contact: Kelly Lynn Ireland
1,3,4,6,7B

Heakin Research, Inc.
Fort Worth Town Center
4200 So. Freeway, Ste. B-31
Ft. Worth, TX 76115
Ph. 817-926-7995
Contact: Vivian Taylor
1,3,4,6,7A

Linden Research Services, Inc.
4800 So. Hulen St.
Ft. Worth, TX 76132
Ph. 817-370-7678
Fax 817-370-9019
Contact: Rhonda Linden
1,3,4,6,7A

Plaza Research
14160 Dallas Parkway
Dallas, TX 75240
Ph. 214-392-0100 or 800-654-8002
Fax 214-386-6008
Contact: Susan Trace
1,2,3,4,5,6,7B,8,9
(See advertisement on p. 53)

Probe Research
2723 Valley View Lane
Dallas, TX 75234
Ph. 214-241-6696
Fax 214-241-8513
Contact: Richard Harris
1,3,4,6,7C

Quality Controlled Services
14679 Midway Rd., Ste. 102
Dallas, TX 75244
Ph. 214-458-1502
Fax 214-490-3065
Contact: Joyce Clifton
1,3,4,6,7B
(See advertisements on pp. 31, 51)

Savitz Research Center, Inc.
13747 Montfort, Ste. 211
Dallas, TX 75240
Ph. 214-386-4050
Fax 214-450-2507
Contact: Harriet Silverman
1,3,4,6,7B,8,9
(See advertisement on p. 117)

Savitz Research Center, Inc.
2053 The Parks at Arlington Mall
3811 So. Cooper
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
Contact: Harriet Silverman
1,3,4,6,7A
(See advertisement on p. 117)

Service Strategies Intl.
12001 N. Central Expy., Ste. 350
Dallas, TX 75243
Ph. 214-233-3010
Contact: Pamela Borders
1,3,6,7B

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Aim Research
10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
Contact: Linda Adams
1,3,4,6,7C

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CQS Research
1726 Augusta, Ste. 150
Houston, TX 77057
Ph. 713-783-9111
Fax 713-783-4238
Contact: Noel Roulin
1,3,4,5,6,7B,8,9

Creative Consumer Research
3945 Greenbriar
Stafford, TX 77477
Ph. 713-240-9646
Fax 713-240-3497
1,3,4,6,7B,8,9

Heakin Research, Inc.
Galleria II
5085 Westheimer, Ste. 3897
Houston, TX 77056
Ph. 713-871-8542
Contact: Maggie Franek
1,3,4,6,7A

Heakin Research
San Jacinto Mall #1670
Baytown, TX 77521
Ph. 713-421-2584
Contact: Larry Bartz
1,3,4,6,7A

Houston Consumer Research
730 Alameda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
Contact: Pat Williams
1,3,4,6,7A

In-Touch Research, Inc.
5855 Sovereign Dr., #200
Houston, TX 77074
Ph. 713-773-8300
Fax 713-773-8306
Contact: Debbie L. Thigpen
1,3,4,6,7B

In-Touch Research, Inc.
307 Northwest Mall
Houston, TX 77092
Ph. 713-682-1682
Fax 713-682-1686
Contact: Leann M. Stokes
1,3,4,5,6,7A

Key Research, Inc.
3115 W. Loop So., #18
Houston, TX 77027
Ph. 713-840-7711
Contact: Jean Stanley
1,3,6,7B

MVA Research
1726 Augusta, #100
Houston, TX 77057
Ph. 713-783-9109
Fax 713-783-4238
Contact: Michael Pope
1,2,3,4,5,6,7B,8,9

Quality Controlled Services
1560 W. Bay Area Blvd., Ste. 130
Friendswood, TX 77546
Ph. 713-488-8247
Fax 713-486-3831
Contact: Diana Reid
1,3,4,6,7B
(See advertisements on pp. 31, 51)

Quick Test/Equifax
Sharpstown Center
7500 Bellaire Blvd., Ste. 762
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
Contact: Beth Simons
1,3,4,6,7A

Savitz Research Center, Inc.
1122 Deerbrook Mall
20131 Highway 59
Humble, TX 77338
Ph. 713-540-2020
Fax 713-540-2026
Contact: Nancy Reichard
1,3,4,6,7A
(See advertisement on p. 117)

The Woodward Group
10101 Southwest Freeway, Ste. 335
Houston, TX 77074
Ph. 713-772-0262 or 800-678-7839
Fax 713-772-0265
Contact: Kerry A. Palermo
1,3,6,7B

LUBBOCK

UMS Research Group
1516 53rd Street
Lubbock, TX 79412
Ph. 806-744-6740
Fax 806-744-0327
Contact: Bruce G. Lokey
1,3,4,6,7C

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 512-520-7025
Fax 512-680-9906
1,3,6,7B

Galloway Research Service
4346 NW Loop 410
San Antonio, TX 78229
Ph. 512-734-4346
Fax 512-732-4500
Contact: Miquel Pantoja
1,2,3,4,6,7C

Promark, Professional Marketing Svcs.
1777 N.E. Loop 410, Ste. 801
San Antonio, TX 78217
Ph. 512-822-1200
Fax 512-822-1299
Contact: Deborah Prost
1,3,4,6,7B

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San Antonio, TX 78218
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Fax 512-657-9432
Contact: Ernestene Suhler
1,3,4,6,7A

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SALT LAKE CITY

Dan Jones & Associates, Inc.
515 South 700 E., Ste. 3H
Salt Lake City, UT 84102
Ph. 801-322-5722
Fax 801-322-5725
Contact: Pat Jones
1,2,3,6,7B

Utah Market Research
Ruth Nelson Research Services
50 So. Main Street
Salt Lake City, UT 84144
Ph. 303-758-6424 or 801-363-8726
Fax 801-321-4904
Contact: Cristy Reid
1,3,4,6,7A

Valley Research & Survey
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Salt Lake City, UT 84106
Ph. 801-467-4476
Fax 801-487-5820
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9. 1-on-1 Viewing

Quick Test/Equifax
 816 Greenbrier Cir., Ste. 208
 Chesapeake, VA 23320
 Ph. 804-523-2505
 Fax 804-523-0463
 Contact: Gerri Kennedy
 1,3,4,6,7B

VIRGINIA**NORFOLK/VIRGINIA BCH**

Continental Research
 4500 Colley Ave.
 Norfolk, VA 23508
 Ph. 804-489-4887
 Contact: Nanci Glassman
 1,3,6,7B

Norfolk Focus Group Centre

Div. of Martin Research, Inc.
 #5 Koger Executive Ctr. #110
 Norfolk, VA 23502
 Ph. 804-455-8463
 Fax 804-455-8503
 Contact: Diane Sadler-Diaz
 1,3,6,7B,8
 (See advertisement on p. 118)

RICHMOND**Capital Focus Group Centre**

Div. of Martin Research Inc.
 Koger Center-West End
 Dale Bldg., Ste. 108
 1504 Santa Rosa Rd.
 Richmond, VA 23229
 Ph. 804-285-3165
 Fax 804-285-7130
 Contact: Kathryn McGuire
 1,3,6,7B,8
 (See advertisement on p. 118)

Alan Newman Research
 6802 Paragon Place, Ste. 200
 Richmond, VA 23230
 Ph. 804-288-0590
 Fax 804-288-3234
 Contact: Terry Brisbane
 1,3,6,7B

Southeastern Institute of Research

2325 W. BRd. St.
 Richmond, VA 23220
 Ph. 804-358-8981
 Fax 804-358-9761
 Contact: Lois Abernathy
 1,3,6,7C,8
 (See advertisement on p. 119)

ROANOKE**Roanoke Focus Group Centre**

Div. of Martin Research, Inc.
 2122 Carolina Ave. SW
 Roanoke, VA 24014
 Ph. 703-342-5364
 Fax 703-982-8101
 Contact: Marjorie Jeskey
 1,3,4,6,7C,8
 (See advertisement on p. 118)

WASHINGTON**SEATTLE/TACOMA****Comprehensive Research Group, Inc.**

Northgate Mall, #220
 555 Northgate Mall
 Seattle, WA 98125
 Ph. 206-362-7087
 Fax 206-364-6869
 Contact: John Sandor
 1,3,4,6,7A,8

Consumer Opinion Services

12825 1st Ave. So.
 Seattle, WA 98168
 Ph. 206-241-6050
 Fax 206-241-5213
 Contact: Jerry Carter
 1,3,4,6,7C
 (See advertisement on p. 121)

Consumer Opinion Services

10829 NE 68th St., Bldg. B
 Kirkland, WA 98033
 Ph. 206-241-6050
 Fax 206-241-5216
 Contact: Jerry Carter
 1,3,4,6,7B
 (See advertisement on p. 121)

Decision Data, Inc.

200 Kirkland Ave., Ste. C
 Kirkland, WA 98033
 Ph. 206-827-3234
 Fax 206-827-2212
 Contact: Russ Riddle
 1,3,6,7B
 (See advertisement on p. 120)

Friedman Marketing/Seattle
 South Hill Mall
 3500 Meridian South
 Puyallup, WA 98371
 Ph. 206-840-0112 or 914-698-9591
 Fax 206-840-0517
 Contact: Scott McFarlane
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Fax 206-285-2644
Contact: Jack Loup
1,3,6,7B

The Gilmore Research Group
2324 Eastlake Ave. E., Ste. 300
Seattle, WA 98102
Ph. 206-726-5555
Fax 206-726-5620
Contact: Vikki Murphy
1,3,6,7B
(See advertisement on p. 121)

GMA Research Corp.
11808 Northup Way
Bellevue, WA 98005
Ph. 206-827-1251
Fax 206-828-6778
Contact: Donald Morgan
1,3,4,6,7B

Hebert Research, Inc.
13629 N.E. Bel-Red Rd.
Bellevue, WA 98005
Ph. 206-643-1337
Contact: John Burshek
1,3,6,7B

M. A. C. Specialists
4500 9th Avenue N.E., Ste. 316
Seattle, WA 98105
Ph. 206-545-8144
Fax 206-547-3953
Contact: Leslie Lytle
1,3,6,7B

Market Data Research Corp.
955 Tacoma Ave. So., #101
Tacoma, WA 98402
Ph. 206-383-1100 or 800-488-DATA
Contact: Gene Starr
1,3,4,6,7B,8,9
(See advertisement on p. 119)

Market Trends, Inc.
3633 136th Place SE, Ste. 110
Bellevue, WA 98006
Ph. 206-562-4900
Fax 206-562-4843
Contact: Annette Godon
1,3,4,6,7B,8

Quick Test/Equifax
Tacoma Mall Shopping Center, #699
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 15600 North East 8th, Ste. F13
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 Ph. 206-641-1188
 Fax 206-641-3599
 Contact: Debbie Champagne
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 Ph. 509-326-8040
 Contact: Bill Plucker
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Robinson Research, Inc.
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 Spokane, WA 99207
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 Fax 509-325-8068
 Contact: William D. Robinson
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Gargan Research
 32 Galleria Yakima Mall
 Yakima, WA 98901
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 Contact: Ginger Shank
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McMillion Research
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 Huntington, WV 25143
 Ph. 304-755-5889
 Fax 304-755-9889
 Contact: Sandy McMillion
 1,3,4,6,7A

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Lockney & Associates
 1 Wildwood Drive
 Parkersburg, WV 26101
 Ph. 304-863-8004
 Fax 304-863-8007
 Contact: Janell Hardin
 1,6,7C

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Friedman Marketing/Green Bay/Appleton
 Fox River Mall, #712
 4301 W. Wisconsin Ave.
 Appleton, WI 54913
 Ph. 414-730-2240
 Fax 414-730-2247
 Contact: Scott McFarlane
 1,3,4,6,7A

GREEN BAY

Wisconsin Research, Inc.
 1270 Main Street
 Green Bay, WI 54302
 Ph. 414-436-4646
 Fax 414-436-4651
 Contact: Barbara Smits
 1,3,4,6,7B

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Gene Kroupa & Ascts.
 502 No. Eau Claire Ave.
 Madison, WI 53705
 Ph. 608-231-2250
 Fax 608-231-6952
 Contact: Gene Kroupa
 1,3,4,6,7B

Wisconsin Interviewing Services
 4801 Forest Run Rd.
 Madison, WI 53704
 Ph. 608-258-3660
 Fax 608-258-3667
 Contact: Maxine Trakel
 1,3,4,6,7B

MILWAUKEE

Consumer Pulse of Milwaukee
 The Grand Ave. Mall, #2004A
 275 West Wisconsin Avenue
 Milwaukee, WI 53203
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 Fax 414-449-4540
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Focus and Facts
 Millie Sevedge & Associates
 6001 W. Center St.
 Milwaukee, WI 53210
 Ph. 414-453-6086
 Fax 414-453-6087
 Contact: Millie Sevedge
 1,3,4,6,7B

Lein/Spiegelhoff
 235 No. Executive Dr., Ste. 300
 Brookfield, WI 53005
 Ph. 414-797-4320
 Fax 414-797-4325
 Contact: Arlene Spiegelhoff
 1,3,4,6,7B

Mazur/Zachow, Inc.
 4319 No. 76th Street
 Milwaukee, WI 53222
 Ph. 414-438-0805
 Fax 414-438-0355
 Contact: Diane Zachow
 1,3,4,6,7B

Milwaukee Market Research, Inc.
 2835 No. Mayfair Rd.
 Milwaukee, WI 53222
 Ph. 414-475-6656
 Fax 414-475-0842
 Contact: Susan Lehmann
 1,3,4,6,7B

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 Milwaukee, WI 53202
 Ph. 414-273-4680
 Fax 414-273-3158
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Rockwood Research
 208 South Main St.
 River Falls, WI 54022
 Ph. 715-426-5700
 Fax 715-426-5705
 Contact: Lisa Morse/Michelle Judge
 1,6,7B
 (See advertisement on p. 44)

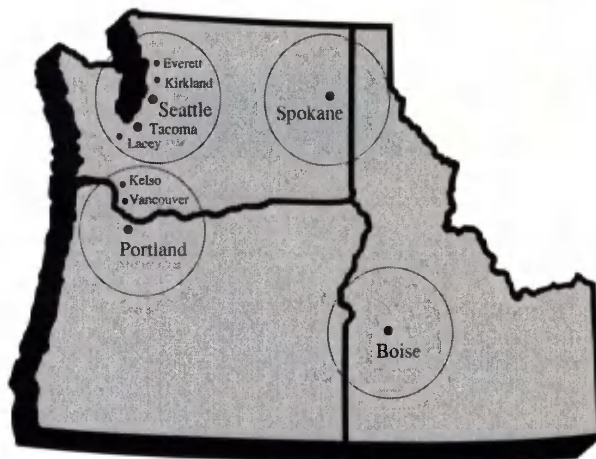
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Fax 403-264-2449
Contact: Brent Craig
1,3,6,7B,8,9

The Advisory Group
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Edmonton, AB T5K 2J1
Ph. 403-488-1348
Fax 403-488-1440
Contact: Brent Craig
1,3,6,7B,8,9

Calgary Focus Group Facilities
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Fax 403-221-9629
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1,3,6,7B

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4644A-99 Street
Edmonton, AB T6E 5H5
Ph. 403-434-9409
Fax 403-436-7015
Contact: Joanne Janzen
1,3,4,6,7B,8,9

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Burnaby, BC V5H 4J2
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Fax 604-433-1640
Contact: Marlene Hann
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1,3,4,6,7A,8,9

ONTARIO

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Ph. 416-961-5511
Fax 416-961-5341
Contact: Judi Rosen
1,2,3,4,6,7C

Butler Research Ascts., Inc.
20 Holly St., Ste. 301
Toronto, ON M4S 3B1
Ph. 416-487-4144
Fax 416-487-4213
Contact: Vera Persinov
1,3,4,6,7B,8,9

Canada Market Research Ltd.
1235 Bay Street, #300
Toronto, ON M5R 3K4
Ph. 416-964-9222
1,3,6,7B

Contemporary Research Centre Ltd.
221 Young St., Ste. 503
Toronto, ON M4S 2B4
Ph. 416-922-1140
Fax 416-926-8014
Contact: Anne Termaten
1,3,6,7A,8,9

Decision Marketing Research Ltd.
661 Queen Street East
Toronto, ON M4M 1G4
Ph. 416-469-5282
Fax 416-469-2488
Contact: John Gonder
1,2,3,4,5,6,7C

Focus Canada
55 St. Clair Ave. W., Ste. 127
Toronto, ON M4V 2Y7
Ph. 416-922-0338
Fax 416-922-0379
Contact: Maggie Seymour
1,3,6,7B

Infocus
920 Yonge St., Ste. 720
Toronto, ON M4W 3C7
Ph. 416-928-1562
Contact: Sara Greenberg
1,2,3,4,6,7B

Insights
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London, ON N6B 3J5
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Fax 519-679-1624
Contact: Kathy Sorenson
1,2,3,4,6,7C

Market Facts of Canada
77 Bloor Street W.
Toronto, ON M5S 3A4
Ph. 416-964-6262
Fax 416-964-5882
Contact: Gail Durance
1,2,3,6,7B

Research House, Inc.
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Toronto, ON M4P 1L3
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Fax 416-488-2368
Contact: Dawn Smith
1,2,3,6,7C

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Rexdale, ON M9W 6K5
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Fax 416-488-2368
Contact: Dawn Smith
1,3,4,6,7A

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Contact: Dawn Smith
1,3,4,6,7A

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Contact: Ian Lightstone
1,3,4,6,7B,8,9

Thompson Lightstone & Company Limited
25 Peel Centre Drive, Unit 260
Bramalea, ON L6T 3R5
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Fax 416-926-8014
Contact: Anne Termaten
1,3,4,6,7A,8

Toronto Focus
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Toronto, ON M2N 6K1
Ph. 416-250-3611
Fax 416-221-2214
Contact: Pennie Glancy
1,3,4,6,7B
(See advertisement on p. 128)

Quebec

Contemporary Research Center
2155 Guy St., Ste. 1080
Montreal, PQ H3H 2R9
Ph. 514-282-7511
Fax 514-932-3830
Contact: Luc Gauthier
1,3,4,6,7B,8,9

Solumar/Market Facts of Canada
1200 McGill College
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Ph. 514-875-7570
Fax 514-875-1416
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1,2,3,6,7B

INDEX OF ADVERTISERS

A La Carte Research	36
Accudata Market Research	70
ACG Research Solutions	94
American Business Information	23
Analysis Research Ltd.	58
Analytics, Inc.	75
The Answer Group	104
Ask Southern California	57
Bergo & Associates	46
Bernett Research	87
Bretton-Clark	28
BRX/Global	102
Burke Institute	55
Chesapeake Surveys	84
Consumer Opinion Search	17
Consumer Opinion Services	121
Consumer Research Ascts./Superrooms	61
Consumer Surveys Co.	79
Dallas Focus	115
DataSource, Inc.	39
Decision Data Corporation	120
Downtown Focus Center	98
Dynamic Observations	114
Ebony Market Research	48
Ecker & Associates	63
Field Dynamics	54
Fieldwork, Inc.	77
Fleischman Field Services	62
Focus First America	66
Focus Groups of Cleveland	106
Focus Market Research	91
The Focus Network	128
Focus On Boston	86
Focus Plus, Inc.	99
Focus Suites of Philadelphia	127
Focuscope, Inc.	78
Gilmore Research	121
Group Dynamics In Focus	111
Ted Heiman & Associates	55
Hispanic Marketing Research Communications	15
Home Arts Guild Research Center	78
House Market Research	67
House of Marketing	55
Hygia Market Research	83
I/H/R Research Group	35
Ideas To Go, Inc.	27
Immediate Quality Data	22
Iowa Field Research	2
JRP Marketing Research	113
Jackson Associates	72
Kidfacts Research	45
Nancy Low & Associates	68
Market Data Research Corp.	119
Market Segment Research	69
Market Strategies, Inc.	108
MarketVision Research	105
Marketing Matrix, Inc.	56
Marketing Horizons	94
Martin Research, Inc.	118
Meadowlands Consumer Research	101
M.O.R.-PACE, Inc.	89
NameLab, Inc.	126
Nichols Research, Inc.	63
Nordhaus Research, Inc.	88
O'Hare In Focus	81
Opinions Unlimited	114
Ortek Market Research	21
Pericles Software, Inc.	30
Philadelphia Focus	3
Plaza Market Research	53
Project Research	93
QFact Market Research	107
Quality Controlled Services	31, 51
The Question Shop	58
The Research Center	65
Research Systems, Inc.	92
Rife Market Research	45
Riva Market Research	24
Rockwood Research	44
Savitz Market Research	117
Sawtooth Software, Inc.	25
Schlesinger Associates	103
Scientific Telephone Samples	47
Seaport Surveys	100
Sigma Validation	28
Sources For Research	37
Southeastern Institute of Research	119
Southern Research Services	82
SPSS, Inc.	5

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StatPac, Inc.	29
Superior Research, Inc.	71, 73
Superior Surveys of St. Louis	95
Survey Sampling, Inc.	13
Taylor Research	60
Three Cedars Research	97
Tragon Research	33
Trotta Associates	59
Stephanie Tudor Transcriptions	27
Tulsa Surveys	108
20/20 Research	115
Yarbrough, Inc.	64

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When you write, please include your name, job title, firm name, address, and a phone number we can reach you at during the day. We reserve the right to edit letters for clarity or space. Send letters to: Joseph Rydholm, Quirk's Marketing Research Review, P.O. Box 23536, Minneapolis, MN 55423.

Some thoughts on attribute importance

Randy Hanson's article on "Determining Attribute Importance" (QMRR, October 1992) is a concise and clearly written overview of the pros and cons of stated vs. derived importance, and of analytic approaches to the latter. I would like to add two important considerations.

In using stated importance—the respondent's perception of importance as reflected in a scale or ranking—it is assumed that the term "important" has a clear, unambiguous meaning, understood the same way by the user of the research and by the respondent. That is quite a stretch of assumption, especially since (as most researchers will agree) the sponsor of the survey rarely defines what he means by "importance." The question should specify whether we talk about importance in terms of present satisfaction with the product used, in terms of selecting a different product, in terms of attributes looked for, or in terms of attributes to be avoided. Many consumer attitudes are not bipolar, meaning that the presence of some quality is not especially desirable (perhaps because it is taken for granted), but its absence is very undesirable, or vice-versa.

A related problem is the dependence

of the answer on the respondent's knowledge of the range of available or possible variation in product attributes. The importance of an attribute is probably positively correlated with that knowledge. A response of low importance may simply mean that the respondent doesn't realize how much variation there can be. The importance perception of such a respondent is subject to possible sharp upward revision as a result of targeted advertising.

In using the logically preferable derived-importance approach, an important caveat is in order regarding the use of the statistical methods described: all of them assume scalar linearity, in effect equal-interval scales, and none of them include adjustments for individual response style. Linearity means the assumption that the differences in actual meaning between successive points on the scale are equal, that the advantage of 10 over 9 has the same value as the advantage of 4 over 3. That is an exceedingly doubtful assumption to make. The points on the scale are merely number symbols, not actual numbers; if the scale is not numerical, the ranking of the scale positions is a set of ordinal numbers, which again are number symbols. The use of non-parametric analysis is preferable, since it does not depend on the linearity assumption.

The response style problem is rooted in individual psychology. As Wells noted many years ago, people can be classified as yea-sayers and nay-sayers. Similarly, some people tend to be cautious in the expression of their judgments, others not. The former will tend to be reluctant to use the extremes of a rating scale; their "9" may represent just as strong a positive judgment as someone else's "10," and the use of verbal rather than numerical scales does not eliminate the problem. This one can be solved fairly easily, by a preliminary

step of standardizing each person's ratings on the basis of his or her pattern of response across all similar scales in the questionnaire.

Thomas T. Semon
Research Consultant in Marketing
Fort Lee, NJ

Penn. Lawyers

continued from p. 9

right job but clearly they're not perceived by their constituencies to be in a position to do so."

- Over two-thirds of the respondents felt they had been adequately prepared by law school for the ethical challenges of practice.

"The biggest differences we found were based on the size of the county that people came from, in terms of bar population. There were more differences between attorneys who were in large counties versus small counties than there were by age, sex, or income level," Bradley says.

"The county bar associations are in a position to particularize help based on their unique local circumstances, more than the state is. The only real thing that the state could do that anybody recommended to any serious degree was to perhaps add a series of seminars on time management specifically oriented to attorneys."

Bradley says he would like to propose that the study be done every five years. "First of all, the budget isn't there to do it annually. Second, things don't change that fast in the law profession. This study looked at people who were admitted from 1986-1990, so we would be looking to do it again in 1997 with people admitted between 1991-95. However, this is very contingent on finding an economic sponsor." □

Trade Talk

continued from p. 126

all of a sudden Peter Jennings holds up the two stamps and starts talking about the Elvis poll. And I said holy cow, this is big news."

During the voting, which lasted from April 6 to Midnight on April 24, voters picked up ballots at post offices and mailed them to an address in Memphis (site of Elvis' home, Graceland). Not only did entries flood in from every state in the U.S., over 2000 votes arrived from Elvis fans around the world.

While over ten million ballots were printed, 1.2 million were returned. (Most were probably kept as collector's items, Timony says.) Still, who wouldn't be happy with a 10% return rate? I guess it takes Elvis to earn numbers like that for a survey.

Password wasn't "Elvis"

From Memphis the ballots were shipped via truck to a secret site near Bruskin/Goldring headquarters. The tabulating process was cloaked in extreme secrecy. Only Timony and then-Postmaster General Anthony Frank knew what the totals were. "I got totals daily in terms of what was entered. I didn't throw anything away. I didn't want the garbage man to find out!"

All of the computers used in the tabulating had passwords (no, Timony says, the password wasn't "Elvis") and the workers entering the ballots weren't allowed to keep a running tab. Nor were they allowed to talk to reporters. "We had a bunch of people working on it but nobody knew how many were entered or what the totals were. Even if Mike Wallace and 60 Minutes showed up, they weren't allowed to talk."

As the world now knows, the young Elvis won in a landslide. The final numbers were: young Elvis—851,200; older Elvis—277,723. ("I would have had to kill you if I had told you this back in April," Timony jokes.)

Included with some of the ballots were letters both for and against the Elvis stamp and a variety of Elvis lore and tributes,

including a photo of a mutt named Hound Dog. "We got long letters, some said how wonderful Elvis was, others said that they shouldn't be doing this, and others were so happy that he was going to be honored this way."

Controversial figure

Much of the flak over the stamp centered around the correctness of devoting a stamp to a controversial figure like Elvis, a man who descended into drug abuse near the end of his life. ("What are we saying to our young people? We're trying to teach them to say no to drugs, then look who we're lionizing on a stamp," Rep. Marge Roukema, R-New Jersey, told the New York Times.)

"There were a lot of political people making a big stink about Elvis Presley being on a stamp. I actually had people ask me if I felt guilty about doing this because Elvis died of a drug overdose. But the answer to that is no," Timony says, pointing out that several stamps have already been issued featuring figures who led controversial lives.

15 minutes of fame

In May, Timony had the honor of presenting Priscilla Presley with the envelope containing the winning choice in a ceremony at Graceland. As part of the process, Timony toured Graceland and met Priscilla ("A very nice lady," he says). "When we went live that morning at 6:28 a.m. every national morning show was there. I walked up on stage as they said 'And now Jim Timony from Bruskin/Goldring Research in Edison, New Jersey will present the final ballot.' As Andy Warhol would say, I guess that's my 15 minutes of fame."

The stamp will be officially introduced on January 8 (what would have been Elvis' 58th birthday) in a ceremony at a post office near Graceland. The Postal Service expects to make a profit of \$20 million on sales to stamp collectors and fans of the King, because for every Elvis stamp that goes unused, another 29 cents goes into Postal Service coffers. Gee, maybe they'll pass the savings on to us in the form of lower postage rates... Yeah, and maybe one day Elvis will stage the ultimate comeback tour. □

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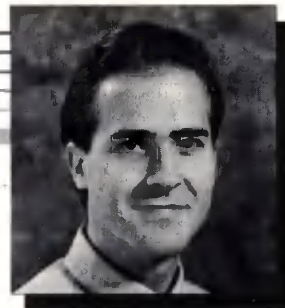
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By Joseph Rydholm
managing editor



851,200 Elvis fans can't be wrong

Every research project brings its share of problems and pressures. There are time and budget constraints to work around, security concerns to consider, egos to massage. But what if you had conservative groups, politicians, hordes of scoop-hungry reporters and 50 million Elvis fans watching your every move?

Those were some of the obstacles faced by Jim Timony earlier this year. Timony is a senior account executive with Bruskin/Goldring Research, the Edison, New Jersey-based firm that won the honor of designing and tabulating the ballots used to choose the U.S. Postal Service's much talked-about Elvis stamp. "Although it was fun, we took it deadly serious," Timony says.

With two potential designs to choose from the Postal Service—in a rare fit of marketing genius—decided to let the public choose between the young,

svelte Elvis and the older, jumpsuited King. It was an election that drew worldwide attention and probably more passionate voters than November's presidential election.



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Lightning rod

Earlier this year, as the man responsible for supervising the balloting, Timony quickly became a lightning rod for attention—and reporters' phone calls. "This was big scoop material. Whoever found out which stamp was going to win would sell a lot of newspapers, so I had reporters calling me all the time," Timony says.

"When it started I thought, well, this is going to be fun. I didn't know how big it was going to get until one night when

I was having dinner and I was watching the network news and

continued on p. 125

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