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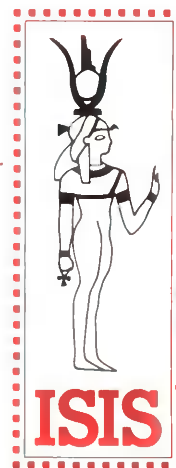
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Special Report on Telephone Focus Groups

By George Silverman

You've probably noticed that interest in telephone focus groups has recently increased. Sooner or later you're going to want to run telephone groups to reach high-level, hard-to-reach respondents faster and less expensively. In fact, with advances in telecommunications, many people believe that telegroups will grow to the point that very few groups will be conducted face to face anymore. So, you need to keep up with this methodology.

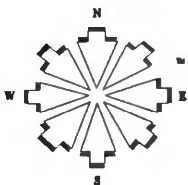
Send me your name, and I'll send you a free Special Report on telephone focus groups. It contains answers to the most frequently asked questions, and other information that I'm sure you'll find useful.

I'm doing this because in the 25 years since I invented the telephone focus group, I've run more than 5000 sessions and continued to develop new techniques. People increasingly ask me for advice on study design, recruiting methods, moderation procedures, how to present stimulus materials and how to use projective techniques. Many of them have me run their groups, others rent our facilities. The same questions keep coming up, so I've answered them in this Special Report.

Over the years, I've come to realize that the more I reveal my secrets, the more business I generate. I offer books, training, tapes, demos, conference speeches, in-house workshops, facilities rental, research and marketing consulting in the area of telegroups and customer decision making. You'll find these services useful, whether you work for a client company, an agency, a research firm, are an independent consultant or even a "competitor."

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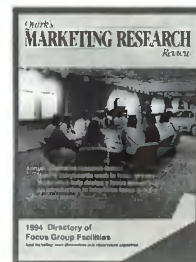
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The 1994 Directory of Focus Group Facilities features over 1000 listings. Photo courtesy of Jackson Associates, Atlanta.



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Moderators know best: designing a focus group facility



by Harold Meier

Editor's note: Harold Meier is president of Technical Analysis Inc., a research firm based in Teaneck, N.J.

Moderators and clients in the years ahead want more than just market research from a focus group facility — they're looking for fun, a lot of personal support and an office away from home. The implications of these changing demands mean that facility owners will probably face a large financial investment sometime in the near future.

These are the conclusions we drew from what clients and moderators said. My firm is expanding its base in New Jersey to an operation in Chicago (and, we hope, to other cities), so we asked the people we thought knew best to tell us what they thought would really make a distinctive, unique and absolutely spe-

cial focus facility.

A year ago we sent a letter to moderators who had visited our Teaneck facility asking them for ideas we could incorporate in a Chicago site. We approached them like this because we did not want to hear just the customary responses. We knew it would be nice to have big rooms. We knew it would be good to have managers who cared. What we wanted were responses stated as flamboyantly and dramatically as possible.

Nor were we concerned with quantitative responses. The frequency was less important than the urgency or the impact of what was said. I suppose that makes this a qualitative survey.

Several areas of concern surfaced: service and management; business facilities; technical capabilities; construction specifics; recruiting; security; and

miscellaneous. Below you'll find a list of suggestions and our interpretations, in our own descending order of importance and magnitude.

Personal service and good management

Service and management emerged in a variety of forms. Respondents thought staying in touch during the recruitment period was one of the more important aspects, as was considerate treatment of the client. "Know the moderator by name," they advised. Other suggestions included: "Have the general manager meet clients personally when they arrive." "Make sure the host knows the specs and help make sure the moderator can select the better ones in the group." "Have grids available as I arrive."

If you think about it a little, nearly everything on the list reflects

management's efforts to provide service. All of these add up to one big word: HELP.

It's often tough to juggle client and moderator anxieties — four secretaries and 27 other assistants seem the minimum that makes them comfortable and satisfied. (That's not so unusual. Everyone knows what an asset a great secretary — even one — can be. And when you have 10 clients and you're serving food, the whole project becomes a matter of good management.)

One consequence is that there will probably be a gradually increasing emphasis on professional management and good training. A strong, active facility may often have multiple departments and a number of full-time people. The staff at our New Jersey location, for example, is up to 40 full- and part-time people over the year. This requires management skills, which will be more highly valued in the years ahead.

Of course, management is the great equalizer. That's why the smaller facility, when run by a caring owner/operator, continues to offer a great bargain.

Never enough phones

Think of the facility as an office, moderators said. One of the more frequent requests was for an anteroom, phone room, or phone booth for more private space to make and receive phone calls, and where M.D. respondents can answer their beepers. In fact, our own experience proves that there are almost never enough phones available, especially when breaks occur during the session and four or five people simultaneously need

a phone.

Other frequent requests were for:

- Notetakers (underscoring once more the need for secretarial assistance).
- Computer support. We were surprised at how frequently this was suggested. People who travel with their own laptop computers asked for dedicated phone lines for modems. Others wanted a computer and printer dedicated to client use, with or without secretarial assistance. They requested IBMs (or clones) and Macs. They also requested such programs as WordPerfect, Wordstar, Q&A, and desktop publish-

ing programs. (It's been our experience that these capabilities are only requested occasionally. But when they are — usually without warning — they may be crucial to the project.

- Copier availability.
- Easels and flip charts.
- An electronic presentation board that could turn notes into 8.5" x 11" copies.

Only one moderator asked for information about the retail areas nearby and the amenities available in the area. It seems, however, that one of the natural consequences of the drive toward business support will be that these facilities be located in areas that offer strong supporting services including good hotels and restaurants, electronic retailers, and office and art supply stores.

Technical capabilities and special facilities

The special facility goes well beyond supplying a one-way mirror and simple recording equipment.

The most frequent request is for complimentary built-in video capabilities. It's no longer feasible to look at video recording as anything other than a normal and expected part of the facilities. The same holds true for built-in TV monitors in the viewing room and phone room. Some moderators want multiple cameras in order to get the right views.

Technical capability also means: having enough electrical outlets to allow for computerized notetaking during the session; volume control, with client access, in the viewing room;



The new Technical Analysis facility is located in Chicago's Prudential Plaza.

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Notes on the changing use of qualitative research

By Dr. Leslie M. Harris
and Paul L. Bolden

care, financial services and telecommunications. (See Table 1.) Other growth areas include direct marketing, retailing organizations, and professional and business groups, with more focus on small-business decision



makers and international projects.

Although the number of groups is increasing, the number of groups conducted by each client is decreasing. Clients who used to schedule eight to 10 groups have cut the number to four or six, for budgetary reasons.

Editor's note: Leslie Harris is chairman, and Paul Bolden is managing partner, of Focus on Boston, a focus group and strategic research center in downtown Boston.

This report is based on a mail survey of 100 moderators conducted during September and October 1993. Forty moderators responded to the survey, which consisted of a single-page questionnaire covering

the following topics related to focus groups: trends in focus group use; whether the moderator was doing more or fewer groups; categories researched most frequently; and which cities were used most frequently.

Today focus groups are being conducted all over the country and for every possible product and service category.

The industries reported to be researched most frequently include health

Table 1

Categories researched most frequently

- Health care
- Financial services
- Telecommunications (products and services)
- Packaged food and beverage products
- Health and beauty aids
- High tech
- Pharmaceuticals
- Business-to-business
- Automobiles
- Apparel (including sports apparel)

Mini-groups, consisting of six to eight

Moderators participating in survey

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Tim Bender Honda R&D Torrance, Calif.	Chris Elken Teenage Research Unlimited Northbrook, Ill.	Marie Greener Merson/Greener Associates Tarrytown, N.Y.	Bernice (Bunny) Lydon Synectics Cambridge, Mass.	L.A. Sheehan Loran Marketing Group Chicago, Ill.
Betsy Bernstein Bernstein Research Group Harrison, N.Y.	Joan Feldon The Answer Group Cincinnati, Ohio	James Hartrich Mullen Advertising South Hamilton, Mass.	Siri Lynn Sun Research Norwalk, Conn.	Jim Shur Pathfinder Research Group Acton, Mass.
Jim Bryson 20/20 Research Nashville, Tenn.	Linda Fitzpatrick Fitzpatrick Research Group West Nyack, N.Y.	Bret Jacobowitz New Directions Consulting White Plains, N.Y.	Carol Mather Telesector Resources Group Boston, Mass.	George Sloan Sloan Research Consultants Los Angeles, Calif.
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Reva Dolobowsky Dolobowsky Qualitative Services Waltham, Mass.	Daryl S. Gilbert Survey Center Chicago, Ill.	Mary Ann Lee Glendale Group Brooklyn, N.Y.	Bob Romano KRC Research New York, N.Y.	* One survey was returned on which the respondent was not identified.

persons, and one-on-one interviews are being substituted for the traditional 10-person group. Historically, the quantitative survey has been the traditional approach of consumer research. Research is now viewed by many companies as a more holistic framework, combining the insight of the focus group and the hard facts of the quantitative study. More groups are conducted as a complement to the structured interview of the quantitative survey.

Although some companies are doing more qualitative research than before, they are using it quantitatively. They want to know what percent of the group said this, and they want it included in the report. In addition, companies are now recognizing the need to better understand what the customer wants, what the issues of concern are, and what the

real values are that the consumer or buyer perceives.

According to Mary Rubin, manager of qualitative research at Maritz Marketing Research in St. Louis, customer satisfaction studies now represent 70% of the qualitative work conducted by her group. Irv Merson, president of the Qualitative Research Consultants Association (QRCA), also reported growth in this area.

Other trends, reported by Daryl Gilbert of the Survey Center in Chicago, were: an increase in the number of business and professional groups; a move to keep groups to an hour-and-a-half (versus the usual two-hour group); starting the groups earlier; or using two consecutive evenings because of fatigue (of all concerned: respondents, viewers and moderators).

More exploratory

Linda Fitzpatrick of Fitzpatrick Research in West Nyack, N.Y., says she is being asked to conduct more exploratory groups that generate new ideas and provide insights, as opposed to measurements. These groups require more planning and time up-front. Moderators view this kind of research as more beneficial to their clients because their clients benefit from the moderator's broad category experience. The moderators, in turn, benefit from more follow-up work.

Jim Shur of Pathfinder Research Group, Acton, Mass., reports more videotaping and acceptance of stationary video. Tom McGee of Doyle Market

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Researching the leveraged influencer in telephone focus groups

Editor's note: George Silverman, president of Market Navigation, Inc., Orangeburg, N.Y., is a completely recovered and reformed psychologist.

It's been almost 25 years, and over 5,000 groups, since I invented the telephone focus group and developed it into a viable research tool. This qualitative issue of *Quirk's Marketing Research Review* is an appropriate place to report on its present status and current applications.

In case you're unfamiliar with them, telephone focus groups are interactive group interviews that take place over a specially designed telephone conference system. Typically, about seven to 10 participants are in all-way interaction, just as if they were in a face-to-face focus group. In this case, however, they are all on their own telephones, usually at home in the evening. (This is not a group of people around a speaker phone. Everyone is in a different location.)

Reaching leveraged influencers

When people initially try telephone focus groups, they usually do so not for the reduced role-playing, and greater

openness and interaction these groups provide. In fact, they are — understandably — skeptical about group dynamics over the telephone. What they are usually looking for is access to people who are otherwise difficult or impossible to recruit.

In every product category there are leveraged influencers, prescribers and approvers, like editors, physicians, engineers, industry gurus, innovators, etc. They may be very difficult to get into face-to-face groups, either because they are too busy (particularly if they have to travel), or they don't want to talk openly (particularly with people from their own region). There are also people up the distribution chain, like store clerks, managers, owners, wholesalers, jobbers, distributors, buyers, etc., who are usually

unwilling to talk with people down the block.

Leveraged influencers can be members of Congress, Nobel Prize-winning economists, Fortune 100 company presidents, presidents of numerous other firms, and leading physicians in virtually every medical category you can

think of. But they can also be farmers, retailers, business managers, educators, librarians, children, elderly people, and auto mechanics.

The higher you go, to greater and greater expertise, the easier it is to recruit people into telephone groups. The reason is that high-level participants are starved for interaction with peers. They want to hear what their peers think, what their experiences are, how they are handling problems.

All too often, companies conduct focus groups of the end users because they are the only ones who will participate in groups.

But it is very important to research these leveraged influencers, especially in these days of increased decision

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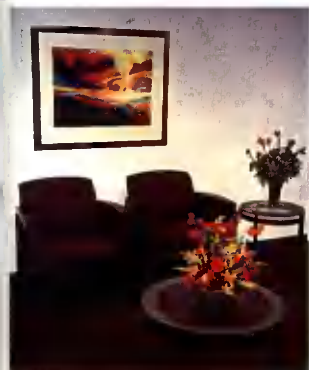
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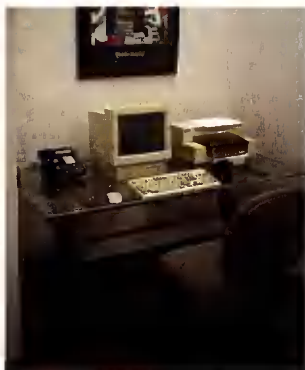
Their overwhelming answer, in general, was to request a research center offering a

flexible office environment, at least as good and convenient as the one they left back at their headquarters. We think we have come very close to providing it.

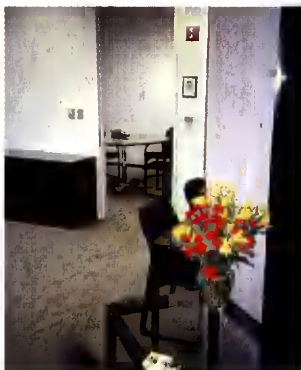
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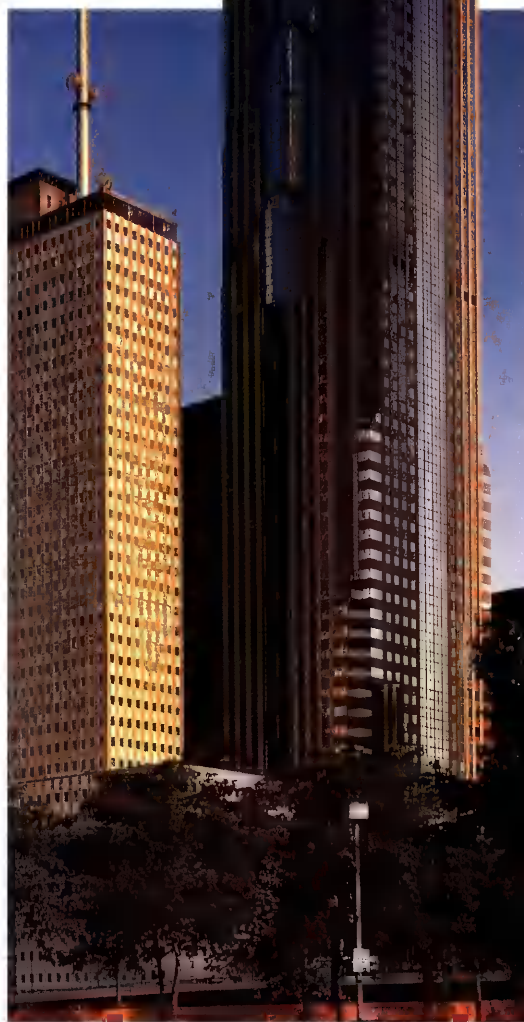
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Faster is better ***when writing qualitative reports***

by Reyn Kinzey

Editor's note: Reyn Kinzey is the senior research analyst with RIVA Market Research's Richmond, Va., division.

Clients are increasingly pressuring focus group moderators for quick turnaround of reports. Moderators, in turn, are increasingly concerned about these requests. Articles like Naomi Henderson's article, "Qualitative report writing - is faster better?" in *Quirk's Marketing Research Review* (December 1992), and Alice Rodgers' sarcastically titled article, "Better, Faster, Cheaper Research," in *QRCA Views* (Summer 1993) testify to this trend.

I respect Naomi Henderson, who is my boss (as well as one of the best moderators in the business) and Rodgers, who is my editor at *QRCA Views*. And I share some of their fundamental concerns: pushing a moderator to churn out a thorough, analytic report in two to five working days of the last groups in a project is likely to produce research that is quicker but not necessarily better. On the other hand, I'm here to suggest that, done properly, faster *is* better.

The rub is that it's not cheaper. It's more expensive, but not necessarily

much more expensive. I'll explain that later, but for now, let me say that rapid reports can be produced without compromising quality, bankrupting the client or forcing the researcher to take a loss on the project.

The problem

Before we get into the economics of the issue, let's isolate the real problem. Everyone agrees that clients often have legitimate reasons for wanting qualitative information as quickly as possible. One project for which I recently wrote a rapid report concerned a cancellation of a "frequent user" program. The clients wanted to see how badly customers would react to cancellation of the program. The first night of the project, group participants complained that they were reading about the cancellation before the company had notified them. Given that kind of rapidly changing situation, the clients didn't want to wait three weeks for a report.

And why should they? The main reason we normally tell clients that reports require two or three weeks to write is that it normally takes from five to eight days to get the transcripts back from our transcription service. The report itself

usually takes only three to five days to write, if nothing else is pending; often the report can be written in two days. If we could get transcripts as soon as the groups finished, reports should never take more than a week, because we'd lose no time waiting for transcripts. But of course, a moderator can't moderate and transcribe at the same time.

Solutions

An obvious solution is to write the report without a transcript, a "top-of-mind" report, in which the moderator just summarizes the main points that stick out in memory. Naomi Henderson discussed this possibility in her article, but she also has reservations, which I share. In fact, I refuse to do "top-of-mind" reports unless the client absolutely insists. I don't trust my top-of-mind thinking. By its very nature it cannot be analytic: you don't have to be a trained psychotherapist to realize that what sticks out in the memory of even a trained moderator may not be the most important points from the perspective of the group or the client. We may tend to remember what interests us as individuals, rather than the trends or themes

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Serendipity happens: the element of

SURPRISE

in

qualitative
research

by Daisy Spier

Editor's note: Daisy Spier is a moderator based in Larchmont, N.Y.

The focus group is due to begin in five minutes. The test materials have arrived, the respondents are all here, the moderator's guide has been honed to everyone's satisfaction and everything is as it should be. The clients are assembled in the viewing room and the atmosphere is thick with tension. Why? Anticipation of the unexpected, the unknown — what will happen in the next two hours?

It's this unknown quantity that sets moderators' adrenaline flowing and that allows them to start fresh with every group or interview.

Those of us who do qualitative research find that we often get answers to questions we never even asked. These serendipitous findings sometimes prove very valuable. Webster's defines serendipity as "an assumed gift for finding valuable or agreeable things not sought for." Focus groups seem to possess that gift. In fact, in a way, I like to think of focus groups (in somewhat paradoxical terms) as "planned serendipity."

"Planned serendipity"

When designing a research project, there are issues you hope to explore and learn about, but there are also things you don't even know you want to know. It can be magic when these findings emerge. Suddenly, everyone in the viewing room is leaning towards the mirror. A sense that something important may be happening pervades the room — something that will make the creative light bulb go on, or give the marketing director that special insight for product

positioning or marketing strategy.

Through careful planning, you can achieve your initial objectives and also acquire some surprise findings.

Paul Georgiou, director of market research and planning at Avis Rent-a-Car System, explains, "You start with an objective in mind, but the deviation you take is tremendously important — with qualitative research you don't move in a straight line, you take side trips. For example, if you were going to California from New York, you could always go straight there. But you could also get there by going through Canada, making stops along the way and seeing new and unexpected scenery. This is what happens in focus groups. You don't know what you're going to see until you

get there."

Dr. Tedd Rose, staff research analyst at Prodigy Services Co., believes that initial preparation is key: "These types of fortuitous discoveries, like many things in life, come best to those who are well-prepared. Writing an instrument, with the idea that we'll be open to what comes to us, will probably lead to many fortuitous remarks."

In fact, part of the research process is having a mindset where you are willing to accept the unexpected. Dr. Wayne

McCullough, manager of communication, measurements and research, IBM Corp., says he doesn't refer to unlooked-for findings as surprises *per se*: "What is there is there and I accept it. What comes out, comes out. We deal with it as it comes and try to incorporate it."

Serendipity knows no boundaries

Fortuitous discoveries can and do occur across product categories. One of the areas where surprises emerge is in people's emotional reactions to products, concepts or specific aspects of advertising.

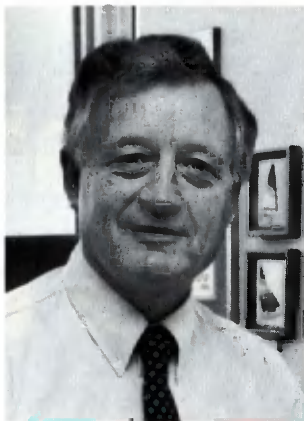
"Although major surprises are usually rare, we are continually surprised about how the consumer thinks about some things," says Ilene Young, senior marketing research manager, Whitehall Labs. For example, when people are sick, some like to deny they have a problem, which is often why they use over-the-counter drugs instead of going to the doctor. "We are continually surprised at how much defensiveness there is," Young says.

Growing older is another fear that comes with the territory. "We tap into people's [fears about the] aging process. When you're younger, everything is fine, but as you get older, you start to need more medication and when you tell people that, they don't want to hear about it. It's often surprising to see how people resist basic facts of life. This often happens in the stomach remedy category. What you wouldn't get in quantitative is why people would be resistant to certain basic concepts. People just don't want to get older. So you really have to find the correct language to communicate to them, and you can't do that quantitatively."

Barry Phillips, director of marketing research at Cadbury Beverages International, offers this insight on the benefits of qualitative research for his industry: "Because our advertising is lifestyle- and image-oriented, you can't get the answers from purely quantitative copy testing, because you can't formulate the questions. It's almost like getting a report card at the end of the term without ever having a conference with the teacher to know why your child isn't as strong [as possible] in some areas."

"Among the fundamentals of the soft drink market is acceptability. We have to grant the target consumer permission

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Story analysis in qualitative research

by Lois Steinberg

Editor's note: Lois Steinberg is vice president and client service manager of Sorkin-Enenstein Research Service, Inc., Chicago.

Over the past 20 years, a number of social scientists have claimed that researchers should listen to stories to understand why people act the way they do. These scholars believe that people think, understand the world, and remember in terms of stories or narratives. In other words, people live out "scripts" in their daily lives.

Furthermore, these scholars assert that our traditional research model, based on the social sciences, fails to capture the uniqueness of human beings as revealed in their stories. Traditional methods, they find, typically do not allow people to tell their stories. Several scholars have crafted an approach to capture people's stories: narrative analysis.

Our company decided to explore applying stories to marketing research, since many of the studies we conduct involve understanding how people's perceptions and motivations affect their purchase decisions and product use. Our exploration began three years ago and has been guided by four questions:

- What do we mean by "stories"?
- How do we research people's stories?
- What do we learn from stories that we would not learn from traditional interviewing methods?
- What are the limitations of this method?

So far we have completed four studies using what we now refer to as "story analysis" methods. Each study included story analysis and traditional qualitative methods so we could compare the differences. The studies dealt with self-image, bank selection, beverage consumption and office product use.

The results of these exploratory studies suggest that people's stories surrounding various product and service categories

can enhance the findings of more conventional interviewing methods. The results have expanded our thinking and uncovered some issues that did not surface in focus groups or responses to traditional one-on-one questioning.

What is a story?

Some psychologists concerned with identity formation have analyzed life histories to show how people tend to construct a coherent identity around stories that integrate their past, present and future.

Others view narratives as schemes for linking individual actions or events into a single episode that increases our understanding of the separate events. The goal here is to understand an event in terms of a specific context. Our research, similar to this second approach, was designed to gain access to stories relevant to specific products or use situations.

We defined the story as an account of consumers' behavior (what they did in the situation) rather than an explanation (why they did what they did). Based on our review of the social science research on people's stories, we began with two assumptions:

- A person's story about a particular product would probably involve reconstructing the history of product use and interpretation of these events.
- People are not aware of their stories about their experiences — they do not think of these events as stories. Thus, accessing stories probably requires indirect and alternative strategies.

Researching stories

The methods we have developed to access stories are designed to make respondents observers of their behavior in specific situations and a partner in the research process. All the interviews were one-on-ones lasting up to one hour. Respondents received the same incentive as they would for

participating in a focus group.

Interviews for the first two studies included both traditional questions and those designed to elicit stories. Since respondents for the remaining interviews were selected from focus groups where they were asked traditional questions, we could concentrate on their stories.

At this point, we believe that the most critical component of this kind of research is designing an interview that allows respondents to tell their story. The respondent's script drives the interview. Thus our interviews have included:

- questions that evoke respondents' interests and concerns (rather than researchers' or clients');
• explaining what the research is about; and
• locating the interview in an informal setting.

It is not always easy to accomplish the first task. Even when clients agree that they want exploratory qualitative work, they often ask us to cover so many specific topics there is no room left for the respondent's script — or no time to allow him to digress so we can discover his story. The first requirement of story analysis, therefore, is a client who feels comfortable with a relatively unstructured interview.

Recruiting respondents

In two of our studies, respondents were recruited based on membership in demographic segments of interest to our clients. In the other two studies, they were selected from focus group participants, based on views expressed in the focus group.

The "best" stories for our purposes came from the focus group participants. The reasons are twofold: First, because they had participated in the group discussion, they were familiar with the study topic. Second, they were selected because their comments in the group suggested they had an interesting story relating to the study objectives. In these cases we began the interview by asking the respondent to elaborate on comments made in the group discussion.

What do we learn from stories?

The differences in responses to direct questions compared with storytelling suggests that in the standard interview situation, people frequently respond in terms of: their idealized self-image; the norms of their social group; what they think is an "acceptable" answer; what they have learned about a category through advertising; or an explanation of their behavior. All of these may be contradicted by the stories they tell about their experiences.

An example from the banking study reveals the tendency to give top-of-mind responses that are consistent with the respondent's self-image. Respondents selected for this study were successful businesswomen with incomes of \$100,000 or higher. Among them, married women were asked about their role in family financial decisions. Responding to the direct question, they tended to report that they had an equal role with their husband in these decisions. However, as one woman described some specific decisions, she acknowledged that her husband had the most say.

This example also illustrates a tendency for people to develop an identity that is consistent across their various

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Moderating: when gender matters

by Rebeeca R. Day

Editor's note: Rebecca Day is the director of RIVA Market Research's Richmond, Va., division.

Less than eight years ago, attendance at Qualitative Research Consultants Association (QRCA) meetings was largely female. However, each year more males are joining QRCA and attending the national conference. The most recent national QRCA membership directory still has a majority of women, but approximately 38% of the members are men.

The increasing availability of moderators of both genders and of many racial/ethnic backgrounds should make it easier for market researchers to match the moderator to the group. At least some topics call for focus groups that are either gender- or race-specific, or require listening for differences or similarities among specific types of participants. Market researchers often think in terms of conducting all-male groups and all-female groups, as well as all-black and all-white groups. Yet constraints of time, geography and budget often lead researchers to sacrifice listening to certain segments of the population.

There seems to be a direct relationship between the increase in restraints (particularly budgetary) loaded onto a project, and the decrease in sensitivity in matching the moderator to the group.

Matching . . .

There are no fixed guidelines for matching race or ethnic background, nor are there set rules for matching gender to the group. Our firm has two male and two female moderators, and all of us have moderated groups of opposite gender. We obviously don't live in a perfect world, but under certain circumstances, we do try to gender-match the moderator to the participants.

Historically, there have been some preconceptions about matching the gender of the moderator to the group. Some of

those preconceptions are no longer valid (such as females being unable to moderate groups of male executives), but there are certainly some logical considerations that affect the outcome of the project.

First, if the topic is sexually sensitive (discussing any body part or function), there is a better chance that a moderator who is the same gender as the participants will hear more candid responses. At the very least, the trust and rapport that must develop between respondents and moderator will probably occur faster if there is no gender difference to overcome.

. . . and mixing

I'm not suggesting that a moderator who isn't gender-matched to the participants can't get great information, however. We know a female colleague who has moderated dozens of all-male groups on prostate cancer, and a male colleague who has moderated women's groups on breast cancer. In such cases, factors that make these groups successful include the moderator's skill, huge doses of unconditional positive regard for the participants, and, to some degree, a group of participants willing to share intimate details about their lives in front of strangers. We know that as moderators our job is to make everyone feel comfortable enough to share their deepest secrets with a roomful of strangers, but let's face it: There are some groups that will talk openly about anything, and there are others that won't tell you any more than name, rank and serial number.

Another situation that might warrant gender matching the moderator is when a "good old boy" (and less often, a "good old girl") network is known to exist among select groups of participants. Examples might be participants from all-male clubs, single-sex schools, or certain groups of professionals who form very close-knit cliques. We have witnessed a male moderator explore some potentially sensitive issues with a group of high-powered decision makers in the health care

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Individual versus group interviews: is there a "group difference"?

By Judith L. Robinson

Editor's note: Judith Robinson, Ph.D., is a Cincinnati-based qualitative research consultant. Funding for the research discussed in this article was provided by the Qualitative Research Consultants Association (QRCA).

The focus group interview is a widely used technique of data collection in marketing research. Its purpose is to gain insight into consumers' thoughts, feelings and behaviors, through an unstructured interview in a group setting. While other methodologies like individual interviews, dyadic interviews and naturalistic observations can also obtain qualitative data, the popularity of the focus group has made it synonymous with the term "qualitative research" in marketing research.

There are several assumptions about the advantages of group interviewing that contribute to its wide usage. Generally, it is presumed that being part of a group lowers respondents' anxiety and provides a more comfortable setting for discussion (Greenbaum, 1988).

This assumption rests on the notion that a one-on-one situation can make respondents anxious and inhibit candid discussion, while "safety in numbers" diffuses this anxiety. However, the risk is that the overall sense of responsibility and involvement may also be diffused among group members, resulting in less information and superficial responses.

Another popular assumption is that interaction of group participants stimulates talking and makes it easier for people to open up (Goldman and McDonald, 1987). In the same sense as a therapeutic session, it would seem that the supportive presence of other participants with similar concerns makes for a more comfortable environment where members are more willing to share information they would not divulge in an individual interview.

McQuarrie and McIntyre have offered a third hypothesis on the theoretical superiority of group interviews (1988, 1990). This hypothesis focuses on differences in the type of information that group and individual interviews provide. It postulates that groups elicit and give more discussion time to group information (normative information), while individual interviews evoke and give more time to information that is

unique to the individual (idiosyncratic information). McQuarrie and McIntyre suggest that this "group difference" makes group interviews the superior setting when the objective is examination of commonly held attitudes, beliefs and behaviors.

To understand why focus groups are popular, and where they are appropriately used, we explored some of the assumptions that underlie the use of focus groups as a means of data collection. Specifically, we wanted to find out if there is a "group difference" in the type of responses a group interview generates compared with an individual interview. We also investigated some differences between group and individual interview participants, in terms of anxiety, involvement and concerns about performance evaluation.

Methodology

To explore the effects of interview setting on information obtained, we conducted focus groups and individual interviews, with the primary purpose of comparing the information discussed in the two settings.

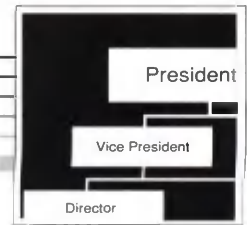
Both focus groups (eight participants) and individual interviews collected data on the same topics. The focus groups took approximately one hour; the individual interviews were 20 to 30 minutes. Both were conducted by professional moderators according to the same discussion guide. There were 10 focus group interviews and 40 individual interviews conducted for this research.

The interviews focused on two topics: considerations in the decision to visit a fast food restaurant; and environmental concerns.

The responses generated from these two topics were listed by the moderator during the interview and they were coded from the audiotape by an independent researcher to assure agreement. The output of the individual interviews was used as the basis for identifying normative versus idiosyncratic responses: Responses that were mentioned in 15% or more of the individual sessions were classified as "normative" while those mentioned in less than 15% were considered "idiosyncratic." Additionally, order of the responses and amount of

continued on p. 49

NAMES OF NOTE



Richard Kurtz has joined *Treistman & Stark Marketing Inc.*, Hackensack, N.J., as director of marketing. In addition to his new business development and client services role, he will be involved in expanding the firm's qualitative research capabilities and its international activities.

John Kuranz has been named managing director of the new Published Products division at *FIND/SVP, Inc.*, New York. **Michael Shor**, vice president marketing, now has the additional title of managing director, operations, for the new division.

Laurie Rosner has been appointed director of the strategic research division pharmaceutical and health care consulting practice at New York-based *FIND/SVP Inc.*

Karen Schmidt has been promoted to focus group coordinator *Rockwood Research Corp.*, St. Paul, Minn. She will market the firm's focus group meeting facilities and coordinate focus group recruiting for clients.



Schmidt



Rachelson

The Marketing Research Association, Rocky Hill, Conn., has elected the following individuals as directors at large

on its 1993-94 Board of Directors: **Joyce Rachelson**, eastern regional manager at *Computers for Marketing Corp.*, New York; **Jane Sheppard**, manager, data collection at *Goodyear Tire & Rubber*



Sheppard



Warriner

Co., Akron, Ohio; and **Barbara Warriner**, director of client relations at *QFact Marketing Research Inc.*, Cincinnati.

Jim Jones and **John Kelly** will share responsibility for managing a new strategic alliance formed by *Fortis Inc.* and *OKRA Marketing Corp.*, Tampa, Fla. Jones is managing director of *Fortis Database Marketing*, and Kelly is president of *OKRA*.

Margaret Green has been appointed director of mystery shopping services at *Rickie Kruh Research*, Reston, Va. **Herbert French** has been named senior research analyst.

Thomas Lix has been named president and chief operating officer at *MarketPulse*, Cambridge, Mass. He will oversee all functional areas within the company.

Eve Zukergood has been named vice president of *Market Navigation Inc.*, Orangeburg, N.Y. She also serves as an

officer for the New York chapter of the *Qualitative Research Consultants Association*.

Mary Taras has been appointed corporate director of marketing and operations at *Consumer Pulse Inc.*'s corporate headquarters in Birmingham, Mich. She was formerly director and account executive at *Consumer Pulse of Detroit*. **Leslie Fontaine** has been promoted to director of *Consumer Pulse of Detroit's* WATS operation; **Jeff Davis** has been named director of *Consumer Pulse of Washington, D.C.*

Allan Orman and **Rosemary Sundin** are now co-owners of *Orman Guidance*

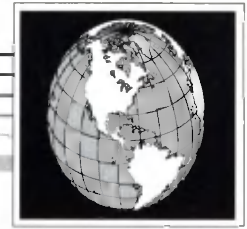


Sundin

Research, Inc., Minneapolis. Sundin has been appointed vice president.

Suzanne Harris has been named vice president at *Nancy Low & Associates Inc.*, Chevy Chase, Md. She will be responsible for marketing the firm's service to public- and private-sector clients, and managing all editorial and design projects. The firm also has appointed **Dan Tisch** director of health information services and **Rich Blevins** as controller. Tisch will direct projects integrating social marketing and communications planning in health and the sciences; he has special expertise in genetics.

RESEARCH COMPANY NEWS



Chicago-based **Information Resources Inc.** (IRI) received two Pinnacle awards from *PROMO* magazine. IRI's QScan database service, which provides data from more than 10,000 supermarkets, was recognized in the promotion support category for providing excellence in techniques and services for planning, tracking, measuring, controlling and fulfilling promotional activities as well as addressing product replenishment issues. IRI's division, Customer Marketing Resources, (which uses QScan data) received the award in the marketing relevance category, recognizing its "efficient promotion practices," which assist manufacturers in executing and administering trade marketing programs. These are the third and fourth Pinnacle awards IRI has received.

Group Dynamics in Focus Inc. has moved "up" — to the sixth floor at its offices at 555 City Line Ave., Bala Cynwyd, Pa. 19004. Each of the four focus group suites includes a conference room, tiered one-way mirrored observation seating 20, client lounge, and respondent reception area. The facility also includes a commercial kitchen for taste-testing projects and home cooking. For more information call 215-668-8535.

The Chicago Group Inc., a Chicago-based management consulting firm, has established a permanent office in Ho Chi Minh City, Vietnam. This is the first office established in Vietnam by a U.S.-based management consulting firm. The Chicago Group

provides domestic and international strategic business and market planning services. The new office will serve American clients investigating Vietnam as a potential investment market, export country or offshore manufacturing site. When the U.S. embargo on Vietnam is lifted, the office will operate as an in-country support system for clients and serve as the headquarters for the firm's Asian operations. For more information call S. Kiner at 312-751-0303.

New York-based **FIND/SVP Inc.**, has formed a published products division to oversee the firm's non-consulting business operations. The new division covers a rapidly growing area in the company. Its purview includes published studies under the FIND/SVP and Packaged Facts brand names; electronic editions of FIND/SVP products on-line and on CD ROM; newsletter and book publishing; conferences; directories; multi-client studies; the bimonthly Information Catalog; and upcoming products to be offered through 900 and fax modes. The division is also marketing the recently published resource book, "The Art of Being Well Informed," by FIND/SVP president Andrew Garvin. For more information call John Kuranz at 212-645-4500.

Audits & Surveys has reached an agreement in principle to integrate the operations of marketing research firm Oxtoby-Smith. Both companies are based in New York. A&S will establish an Oxtoby-Smith division that will continue to service clients including Block

Drug Co., Coca-Cola Foods, Doubleday, National Spa & Pool Institute, Snapple and Utopia Bottled Water. Terms of the agreement were not disclosed. Last year, Oxtoby-Smith posted sales of \$4.1 million. Jack Goldberg Sr., Oxtoby-Smith CFO, and Tony Timiraos, A&S CFO, will direct the integration of Oxtoby's 21-person staff into the A&S operation through the end of the year.

OKRA Marketing Corp., Tampa, Fla., and **Fortis Inc.** have entered a strategic alliance. Fortis will apply OKRA's database marketing technology to improve its responsiveness to customer needs and reduce the cost of many of its products and services. For OKRA, the alliance will provide financial backing to further develop its products and services. Fortis' worldwide position in the insurance and financial services industries will allow OKRA to expand its client base into these categories. Fortis is a worldwide financial organization with joint headquarters in Utrecht, The Netherlands, and Brussels, Belgium.

Mid-Iowa Interviewing Inc. has opened its second Des Moines permanent mall location in the Southridge Mall. The new location is designed to complement the firm's existing facility at Valley West Mall. The Southridge facility has a test kitchen, 10 enclosed interviewing stations, a small conference room for one-on-one observation and a 9' by 28' display area. The Southridge facility is 10 minutes from

continued on p. 38

The importance of context in conducting Asian research

by Sandra M.J. Wong

Editor's note: Sandra Wong, Ph.D., is research director at Asian Marketing Communication Research, Belmont, Calif.

What does “context” have to do with Asian marketing research? Context in many Asian cultures can affect the way you conduct marketing research for that population/community. Specifically, this article will look at how context affects:

- selection of appropriate research sample/respondents;
- framing of questions to effectively gather meaningful information; and
- establishing a productive researcher/respondent relationship.

The goal of marketing and customer satisfaction research is to provide your clients with insightful analysis so they can make effective business decisions. We all know careful planning is essential to maximize the benefits of research, but in our fast-paced business world, it's common for both client and researcher to rush from one project to another. Yet how many times have we said to ourselves, “We wouldn't have to do this ‘rework’ if we just took a little time to plan. Next time, we will take the time and do it right!”

Such common sense is even more important when conducting Asian marketing research. The researcher often needs to consider additional nuances or complexities not always apparent in general market research. Involving a culturally sensitive researcher early in the research planning stages can help

avoid mistakes that people unfamiliar with Asian cultures commonly make.

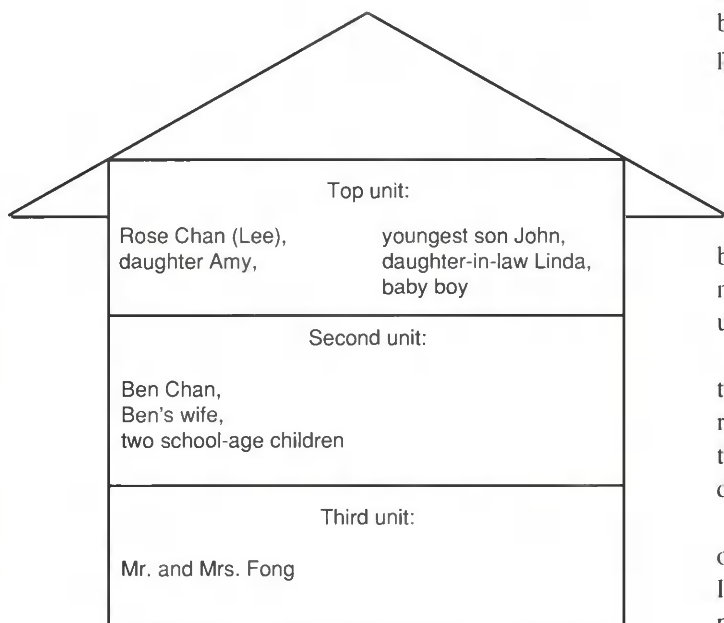
Context and respondent selection

How do context and Asian family relationships add complexity to the selection process? Suppose a researcher wants to talk to “heads of household” about making financial decisions. The researcher randomly selects the Chinese residents of a particular three-unit Bay Area house. There are three names posted on the mail slots: Rose Lee is listed as occupant in the top unit; Ben Chan in the second; and the Fongs in the third. A researcher unfamiliar with Chinese family structure might conclude there are three separate, distinct families from which to gather data. This appearance is quite misleading, however. On closer examination it turns out the residents of the three units are all related to each other in some way.

Rose Lee, a retired widow, lives in the top unit. Lee is Rose's maiden name, and she married into the Chan family. She and her husband were the original owners of this house. The Chans (that is, Rose and her late husband) have two sons and a daughter, all of whom still live in this house. Although the title of the house was transferred to both of the sons after their father's death, they still regard their mother, Rose, as the official head of the household.

Rose currently lives with four other people in her household unit: her unmarried college-age daughter Amy, her youngest son John, his wife Linda, and their baby son. Linda is responsible for the household's grocery shopping and cooking, Linda organizes the menus and manages the task of running a home. Rose's college-age daughter Amy helps with the cooking as needed.

Rose delegates the tasks of buying presents and clothing to Amy. Because of her artistic flair and "good taste," Amy is usually consulted by all the women in this house when it comes to fashion — for women, men or children.



of all the family's business and financial decisions, including repair and upkeep of the house. If his younger brother John (who lives in the top unit) has any intention of making financial investments or big-ticket purchases (e.g., an automobile), Ben must approve these plans. However, the younger brother John and his wife Linda are responsible for their own personal checking and savings accounts.

The third unit is occupied by Mr. Fong and his wife. Mrs. Fong is Rose's sister. The Fongs recently emigrated from Hong Kong. They attend English classes and are working part-time as a waiter and a cashier, respectively, nearby. They keep what little money they save at home, not in a bank. The Fongs dine with Rose and her household every night. Currently they are dependent on Rose's financial help until they become self-sufficient.

This case illustrates an intricate web of Chinese familial ties which challenges a researcher to use care when selecting respondents. Whether researchers treat the occupants of the three units as one extended family or four separate families depends on the research they wish to explore.

It is obvious from this particular family structure that "head of household" does not necessarily equal "decision maker." It all depends on what decisions need to be made, because the person who makes the decisions changes from one context to the next. For example, if a financial institution wants to learn more about consumers' opinions on savings account and credit card service, Ben Chan or his younger brother John are both good candidates. However, if the financial institution is

The second unit is occupied by Ben Chan (the oldest son), his wife and their two school-age children. Ben has managed the family business since his father's death. Ben is in charge

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interested in learning about business loan decisions, Ben is the better candidate. But if researchers insists on speaking only with the nominal head of household, they may end up with Rose, who is not the real decision maker in this instance. Similarly, if a packaged-food company is interested in food-purchasing behavior, then Rose's youngest daughter-in-law would be a very knowledgeable candidate. On the other hand, if a retailer is interested in clothes-shopping behavior, then Rose's college-age daughter Amy would be the most appropriate respondent.

Therefore, in determining the "right" respondents for a particular research project, be aware of the various roles, responsibilities and authority levels in an Asian family. With an understanding of and sensitivity to the world as the Chinese live it, a knowledgeable researcher can design the proper framework to screen for appropriate respondents. When this doesn't happen, researchers risk gathering information from the "wrong" respondents and generating conclusions based on invalid data.

Framing questions in relevant contexts

Another way in which context affects Asian marketing research is how a researcher frames the questions used to gather meaningful and useful information. Asian respondents often need to understand the context of a question before they can fully respond. The respondents use context as a filter through which they structure their "reality."¹ If researchers don't provide a recognizable context, the respondents will either redirect the question, answer in ways that

give no real information, or create a context in order to respond. The obvious danger is that researchers may get information that reflects issues other than those sought.

Short and abrupt answers in themselves do not necessarily mean respondents are unwilling to engage in discussion. The respondents may, in fact, be signaling you that they can't relate to the framework as presented. The researcher needs to be perceptive enough to realize when his or her cultural construct or template has no meaning — or a significantly different meaning — for the respondents. Furthermore, the same cultural template may have different meanings among the subsegments of the same ethnic group.

Let's say you are preparing research on behavioral patterns of parents' leisure time with children. One widespread American assumption is that people value spending time with their families on their days off from work. The interpretation of "spending time with family" means passing time with one's spouse and children. Another assumption is that "good" parents are involved in their children's extracurricular activities. A common scenario has the parents taking their kids to a Little League game, then barbecuing at home with a few friends and their children.

This American cultural construct has different degrees of relevance to various subgroups of the Asian segment. While the more acculturated Asian-American families can relate comfortably to this concept, it's quite unfamiliar to many recent Asian immigrant families. If the less acculturated Asian is your target audience, but your research design is based on the aforementioned assumptions, you would be presenting a cultural construct that's not relevant to your intended audience. "Spending time with the family" holds a very different meaning for many Chinese immigrants. They would more likely interpret this concept as getting together socially with members of their extended families (parents, siblings, aunts, uncles, cousins, etc.) than to doing things with just their spouse and children. Moreover, the concept of "good parenting" for many Chinese parents does not include involvement in their children's sports activities. Many of them regard children's play and adult leisure as distinct activities, to be done separately or in parallel, rather than together.

A good research design allows for the emergence of different cultural constructs and meanings during the data-gathering process. The skillful researcher is constantly listening for shifts in orientation, perception and meaning. When these shifts occur, researchers must give themselves the freedom to adjust the research. Sometimes this means piloting a survey instrument to check on word/concept interpretations and contextual clues before full-scale implementation. Other times it means allowing the researcher to redirect the discussion and pursue the respondent's own categories of meaning and interpretation. Researchers should always strive to make explicit the respondents' own cultural constructs, from which they make sense of the world. In this way, the client gains deeper insight about behavioral patterns and motivational qualities of the Asian consumer.

Context of the researcher-respondent relationship

How much and what kind of information is disclosed also



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depends on the respondent's assessment of the context of the research environment itself. This context consists of the researcher's own assumptions and meanings; the respondent's perception of the researcher's expectations; and the rapport built between the two people. While this is true with all research, it is particularly salient in Asian marketing research. If an Asian person feels the researcher really can't relate to the respondent's worldview non-judgmentally, the respondent often will answer briefly, with whatever answer she or he thinks will terminate the questioning. When the respondent feels the researcher is sincerely open to learning about the complexities and nuances of his or her world, a more complete, valid and useful explanation of the situation will emerge.²

For example: During research on behavioral patterns of Chinese immigrant families, respondents were asked to name their family members. What seemed like a straightforward question turned out not to be so simple after all. As one respondent patiently explained, "It all depends. Are you asking about my spouse and children, the family I was born into, the family I grew up in, the family I married into, or the people who currently live in my household?" This respondent had five distinctly different meanings for the concept of "family."

Respondents' answers often depend on the perception of the context of the relationship between the inquirer and respondent. For example, if the respondent feels a researcher is hurrying to gather basic demographic data and appears to be impatient with the extended Asian family composition, the respondent might just briefly describe the nuclear family of spouse and children. If the respondent was approached by her father-in-law's Chinese business associate, however, she would likely mention the members of the family into which she married. If she was approached by someone from her father's village, she would probably talk about the family into which she was born.

If it's important to fully understand the various meanings of "family" among Chinese immigrants, a researcher first needs to know that "family" is an important cultural construct for this group; then the researcher must demonstrate to the respondent a genuine desire to learn about the complexities of his or her worldview. Finally, the researcher needs to probe deeper into the various circumstances under which the different forms of family are discussed. Without patiently exploring the various configurations of the family structure, the researcher would erroneously conclude there is only one meaning and definition of the Chinese family. The resulting analysis and recommendations are, at best, flawed.

Summary

In summary, our job as researchers is to conduct a meaningful analysis based on a picture from the respondents that's as unbiased as possible. While we may not be able to remain totally objective, we are responsible for managing our subjectivity. Not all of the assumptions that work in the general market can be directly transferred to the Asian market. The importance of context in Asian cultures affects the implementation of Asian research in at least three ways.

First, context can introduce some complexities in the

selection of the appropriate respondents for various research projects. Secondly, during the data-gathering process the researcher must frame the questions in contexts that are relevant to the respondents, in order to facilitate meaningful discussion. (The inclusion of a culturally sensitive researcher in the planning stages of Asian marketing research can help avoid many cultural mistakes.)

Finally, establishing a good rapport with the Asian respondents also is crucial to success. When the researcher demonstrates a real desire to "resonate" with the respondents' values and meanings, the respondents often will teach the researcher about important dimensions of their world. The researcher is then able to clarify the overlapping psychological, social and cultural frameworks the respondents use to relate and interpret their world.³ The skillful researcher is able to capture the respondents' "picture of reality" and can communicate these "frames" so that others can understand their unique points of view. □

1 See Hall, E.T., *Beyond Culture*, New York: Anchor Books/Doubleday, 1977.

2 See Argyis, C., *Intervention Theory and Method: A Behavioral Science View*, Massachusetts: Addison-Wesley, 1970.

3 See Felipe and Betty Ann Korzenny, "Psycho-socio-cultural Hispanic Research," *Quirk's Marketing Research Review*, Vol. VI, February 1992.

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Observational research in a focus group setting

By Alice Rodgers

Editor's note: Alice Rodgers is president of Rodgers Marketing Research, Canton, Ohio.

The challenge: Get in-depth information about the ways people learn to assemble, install or use a product.

The solution: Simulate reality as much as possible.

Replicate, replicate, replicate

Rodgers Marketing Research (RMR) has found that one-on-one interviews provide valuable insights into learning and usage behavior. Having a research consultant interview prospective consumers in an observable setting that closely replicates an expected usage site lets clients witness a surprising number of ways that people learn to do or use something. This technique puts observation research into a focus group setting.

For products and services that could have almost universal usage, particular care should be taken to include respondents who are not highly literate and/or people who define themselves as mechanically inept. This lets the client observe a full range of behaviors. Additionally, companies that target senior citizens will want to include people who have arthritis to make sure their product can be easily opened or used.

To maximize the research, consider recruiting people who have never used

the product or service, but who can be expected to use it in the future. Additionally, consider recruiting "consumption constellations" like husband and wife or parent and child, where applicable. This lets the client see learning and usage behavior and how prospective customers interact during the process.

When looking at products that parents might use, consider recruiting people who don't yet have children, so you can get a novice's viewpoint. RMR has used dolls to simulate children and to stimulate conversation. We usually ask respondents to name the doll and have found that people do this without hesitation. The doll is then called by name throughout the session.

To further replicate the experience, the focus group room can be transformed into a setting that closely resembles an expected consumer environment. Interviewees can be escorted to a focus group room that might look like a kitchen, living room, playroom, or even a garage. For some projects, we've even had a four-door car in a focus group room, along with a person videotaping consumer actions, allowing observers to see what is happening at all times.

Finally, to understand how consumers use an instruction manual, the focus group facility receptionist can tell interviewees upon arrival something like the following:

"In a few minutes you will be talking to someone about assembling, installing, or using a new product or service. Here's the instruction manual that comes with that product or service. Feel free to read the manual, or the pages that you would normally read if you were assembling, installing, or using something. You don't have to read the manual if you would normally try assembling, installing, or using the product without reading it."

Based on our completed research, a wide range of behaviors result:

- Some read instructions carefully, page by page.
- Quite a few mainly look at the pictures or illustrations and pay little or no attention to the accompanying verbiage.
- Some rely on the instructions or pictures on the box (or the labels on the product) to help them assemble, install or use a product.
- Some people tackle the task without reading or looking at any directions.

Doing these things — re-creating a kitchen, living room, or garage, naming dolls and instructing people to do what they would normally do in such a setting — appears to closely replicate respondents' individual experiences.

Range of behavior

Based on the responses in sessions we have conducted, we believe this methodology has been very successful.

The wide range of assembly, installation and usage behaviors observed has proved valuable to client teams.

Using this methodology, clients have witnessed a variety of mechanical abilities — initially, all self-described. (Interestingly, some of the people who described themselves as somewhat — or even very — mechanically inclined later said they might want to change their self-description.)

This technique has also revealed a wide range of expectations about the experience and the impact such expectations have on the learning experience.

- Some expected assembling, installing, or using the product to be easy because they saw it as a small, rather than a large project. This is particularly likely when there are few pieces to be assembled or if the product is already assembled and only needs to be installed.

- Some expected the task to be easy because they had seen other people easily do it. Their expectations may have been based on watching experienced users.

- Some made mistakes because they had seen other people make exactly the same mistakes. Thus no one may know that the product might not be assembled, installed or used correctly.

Other comments provide further insight into the process:

- “The more pieces [in the box], the more likely I am to read the manual.”

- “If it looks like I can do it, the less likely I am to read the manual.”

- “My brother-in-law does that all the time, and it looks easy to me. So I didn’t think I would need to read the instructions.”

Accordingly, some participants were surprised to find the experience frustrating and the procedure complicated.

What did one client team think about this observational approach? We received the following response:

“This was as close to a simulation as we could get. The car was absolutely essential. People got more into it than we thought they would — we expected some people to be self-conscious or maybe not take it as seriously as we would like, but that’s not what happened. We are very much aware that this is a small sample and this is qualitative research, so we cannot make broad-based assumptions; however, it was quite clear that what we saw was an accurate depiction of this experience

for those people.

“Overall, it was very helpful to observe people attempting to use the product and understand the materials. The research gave us a sense of areas that are problematic for consumers — areas of confusion — particularly where we were not communicating as clearly as we would like. The research made us aware of gaps in information. It very graphically showed us how consumers use the product and all the accompanying materials. We learned things that even the person who deals with customers on the

phone all the time didn’t realize.

“We believe this is the best method to date for obtaining information about our communications skills and for understanding how the consumer learns to use our products. It provided us with information that we would otherwise be unable to obtain, short of following the first 1,000 people out of the store.”

In summary, observational research in a focus group setting can provide useful and actionable information that might not otherwise be discovered. □



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MAKING STORYBOARDS WORK IN FOCUS GROUPS

BY RUSTY CLOWES

Editor's note: Rusty Clowes is president of The Clowes Partnership, a qualitative research firm located in South Norwalk, Conn.

Focus groups are OK for new product work, but for checking out storyboards?

Why not?

Consider these situations:

- The advertising agency has presented several very different creative approaches and there's a need to gauge main-point communication of each one.
- There are several creative options but budgetary constraints demand narrowing down the number before quantitative testing.
- Some concept boards are ready to produce for animatic testing, but it's necessary to uncover any miscues or misunderstandings before proceeding.
- As a matter of economics, storyboards can be evaluated early in the "advertising process," before investing in animatic or photomatic production.

There are, however, concerns in qualitative advertising research, particularly with TV storyboards: Can respondents understand a storyboard? Can we communicate an advertising idea and execution to respondents when the stimuli are rough storyboards? Can we help respondents see beyond the rough ex-

ecution? Does it matter who presents storyboards to groups? In short, can advertising groups be productive and provide rich learning about advertising executions?

The answer to all these questions is yes. Consider including these steps to help make your groups be more productive.

Do a warm-up

Warm up respondents with a learning experience. Most respondents are not familiar with a storyboard nor know how to read one. (If respondents are *too* familiar, check the security screen!) The qualitative researcher is relying on respondents to see beyond the rough/storyboard execution, to see the storyboard as a finished commercial. One way to get up to creative speed is to show how the storyboard fits into the advertising process.

Give your respondents a primer course on storyboards. One useful technique is to take respondents through a "warm-up" storyboard as an example of the kind of advertising they will be looking at during the session. The heart of this technique is that this warm-up storyboard is, in fact, the storyboard of a finished commercial. To get your warm-up storyboard, first select a finished commercial that is relevant to the

group, perhaps one in the general product area. For example, if the subject is a laundry detergent, use a dish detergent or window cleaner commercial, rather than a beer spot. Avoid a finished commercial for the subject brand; this can cause confusion — are we talking about the warm-up or the test commercials?

Once the demonstration commercial is selected, make a storyboard of this commercial. (If you're incredibly lucky, a storyboard will exist for your selected commercial, but don't count on it.) Perhaps the easiest way to start is to get a photoboard of the commercial. If the finished commercial is one of your products, a photoboard is probably available, since they are usually printed in volume and used to preview or remind trade customers of a brand's advertising program.

With photoboard in hand, you can now produce your warm-up storyboard by making rough drawings of each frame with the copy under each one. (If creative resources are not readily available, hire an artist to draw the frames.) Remember, the warm-up storyboard should look about as rough as the test boards, thereby avoiding any executional comparisons.

The rough storyboard is presented to respondents as an example of how commercials in the earliest stage are ex-

ecuted — much like a comic strip — to explain the idea. Describe the visuals frame by frame, then read the words that go along with each frame, detailing when the actors speak, when the announcer speaks, any sound effects and any titles on the screen. The point here is for respondents to understand and think about what the storyboard is trying to say, not get hung up on the fact that they are looking at a rendering and not a finished commercial.

Then show the tape of the finished commercial as it appears on TV. The contrast between storyboard and finished commercial makes respondents more comfortable with the storyboard and helps them understand its relationship to the finished commercial that's on television. Ultimately, you want respondents to see test storyboards but think of finished commercials. The group motto is: See rough — think finished!

This whole process should take only about five minutes, but it brings respondents up to "creative speed" and diffuses much non-productive comment/criticism about the drawings.

Keep it simple

Now that respondents have been introduced to storyboards, it's time to present the real creative, the test storyboards. In this phase, remember the importance of direct, understandable communication of the advertising idea.

Obviously, the storyboards you are presenting should be large enough for respondents to see, typically in the 18" x 24" or 24" x 36" range. These presentation boards should be cleared of technical jargon, particularly film direction notations like CU (close-up), MCU (medium close-up), "pan," "dissolve," etc. These directional notations can confuse and distract. This is especially true if copies of the boards are distributed to respondents for their written comments before discussion.

On the other hand, notations that are relevant to what is happening, like SFX (sound effect), "super" (title), and VO (announcer) should remain. These directions are easily understood and help respondents get a fuller grasp of the commercial. In other words, directions that are key to respondent understand-

ing of the commercial should be kept and explained; those that are not should be deleted. If a particular close-up shot is important, a close-up should be illustrated, rather than simply leaving in the CU note.

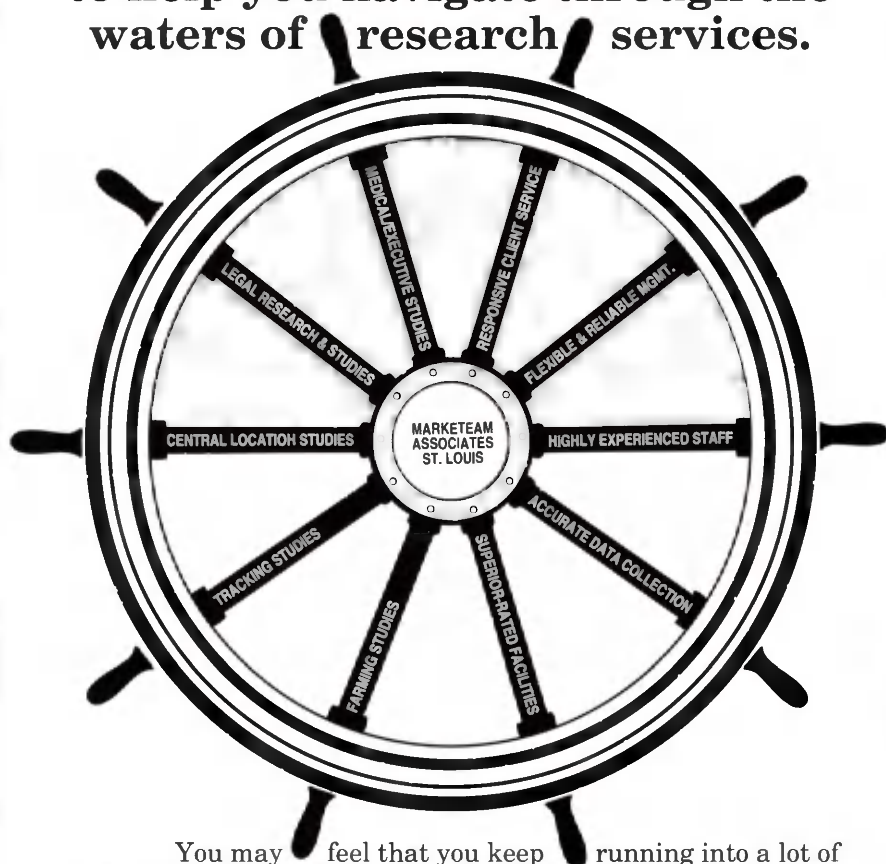
Get the agency involved

Many advertising agency people are suspicious, if not downright resentful, of any kind of commercial testing. Such testing is a consumer judgment of their creative product, and a creative product in its roughest form. At least when an

animatic commercial is tested, some production values are included. But to present a storyboard to a group of consumers and rely on their ability to grasp the idea is enough to send shivers down the spine of any agency creative director.

This raises the issue of who should present the test advertising to respondents. It can be argued that the moderator is the only objective participant and therefore should present the material. On the other hand, the moderator is not totally familiar with the creative mate-

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rial and its nuances. And moderators are not professional advertising people so they may not "do the boards justice."

Look at the advertising agency as part of the research constituency, a part that has a profound interest in the outcome. The agency deserves to present its work and thereby be assured of knowledgeable and professional delivery. Why take the chance that group findings are called into question because "they didn't understand the boards." Therefore, when scheduling, availability and cost allow it, consider having the agency present

their storyboards.

However, this participation must be under well-defined research terms and conditions.

- The moderator should understand all aspects of the storyboards and meet with the agency early on. The advertising should be presented and described in detail.

- Jointly select an agency presenter who can remain detached from the storyboard. A copywriter or art director is so involved with and committed to their work — as well they should be —

that open, frank reactions of group participants can take a toll on egos, emotions and viscera. Consider an account executive for the role of presenter. They (usually) have experience presenting advertising and are not as "attached" to the creative product.

- Set clear ground rules for the agency presenter. During the groups, the presenter should be introduced as an associate of the moderator. The job is to present the advertising clearly and evenly so respondents will understand each commercial. The job is not to sell the advertising. Presenter participation in the group discussion, beyond matters



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Look at the advertising agency as part of the research constituency, a part that has a profound interest in the outcome. The agency deserves to present its work and thereby be assured of knowledgeable and professional delivery. Why take the chance that group findings are called into question because "they didn't understand the boards."

relating to the storyboards, cannot be allowed.

Summary

With some careful planning and work, storyboard executions can be effective stimuli in focus group work. Invest a few minutes of group time up-front to develop an understanding of the storyboard — how to read it and how it fits into the advertising process. Keep stimuli directed at communicating the advertising idea and free from any unnecessary, potentially confusing advertising jargon. Finally, consider the advertising agency as the resource most familiar with the storyboards they have created and therefore best equipped to present them. Their participation, however, should be that of a research confederate and not as an advocate for a particular advertising approach. □

Focus group listening and hearing

by Jim Spanier

Editor's note: Jim Spanier is president of James Spanier Associates, a New York City qualitative research firm.

Have you ever listened while two people each gave their own account of what another person said? They both listened to the same words, but each may have heard something very different.

A vivid example of this phenomenon occurred some years ago in one of my college psychology classes. Unbeknownst to the rest of us, the professor asked two of his 25 students to stage a mock argument at the start of the class, over who had the right to a certain seat. After the incident, he asked several students to tell what had happened and what was said. As you might imagine, students reported everything from a little name-calling to an out-and-out slugfest. Why?

Focus group listening

When we listen to someone or observe something, we tend to bring along our own experiences and prejudices as we assimilate and interpret the situation. The resulting subjectivity is often particularly pronounced during observation of focus group discussions.

For example, respondents may have seen a new product concept or several advertising executions and had mixed reactions — some thought the concept or the ads were great, while others were only lukewarm. In that situation, the creator of the concept or the creative

team who wrote the ads may very well “hear” more of the positive comments than the other observers do. They're not being disingenuous; they truly hear more of the positives.

Role of the moderator

Meanwhile, the focus group moderator is in a unique position to hear what respondents have to say. Physical proximity to the respondents helps, but it's not the only reason. The moderator does not bring along all the involvement of creation to the listening experience. Moreover, his or her career is not on the line if the respondents don't react positively. Thus, the moderator can listen with less built-in bias than certain observers behind the glass may have.

To take advantage of the moderator's unique perspective, consider asking the moderator what he or she heard before stating what you heard. This can increase your learning by assuring that both the positives and negatives are exposed before anyone can put a positive spin on the results. (This approach may take some courage, however, especially if you are with an advertising agency whose client needs to be convinced your copy is great!)

Three steps to increased focus group learning

The following steps are one way to approach broadening the learning you can glean from each qualitative research exercise.

- Brief on issues as well as information needs. The best preparation for the

job of listening is proper briefing of the moderator. Tell the moderator in advance what particular issues you are wrestling with, so that his/her hearing can be directed more specifically to those areas. The moderator will then be better equipped to interpret what respondents say in the context of the issues you consider important.

- Ask the moderator what he/she heard. If you've already made up your mind about what respondents said when you observed the groups and aren't open to receiving the moderator's input, you aren't getting full value from the research. Don't set up a situation where any disagreement would be adversarial; get the interpretation without trying to lead the moderator. You wouldn't want the moderator to lead the respondents, so why should you lead him or her?

You may very well find you agree with the moderator, and you could get some additional insight besides. Moreover, you will always have the final say if you disagree with the moderator.

- Encourage others to volunteer what they heard. Qualitative research differs from quantitative in the interpretation of the findings. In quantitative research we accept the findings and debate their meaning and implications; in qualitative research we often debate the findings themselves, since everyone present heard them.

Discussing the findings with others helps clarify just exactly what they were. If you can agree on an accurate set of findings, you are more likely to agree on the implications of those findings. □

From moderators to consultants

by Pierre Belisle

Editor's note: Pierre Belisle is an independent qualitative researcher and vice president of the Qualitative Research Consultants Association (QRCA).

As clients continue to demand greater value from their suppliers, focus group moderators must become marketing consultants, says Dr. Alfred Goldman, an independent marketing research consultant and author of "The Group Depth Interview: Principles and Practice."

Speaking this fall to the annual convention of the Qualitative Research Consultants Association (QRCA) in New York City, Goldman urged his colleagues to stay abreast of their clients' needs. Those needs will continue to be the "greater knowledge, insight and experience" that a consultant provides, he says.

"The role of consultant is quite different from that of moderator and carries with it different responsibilities and rewards," Goldman says. Moderators design studies, collect data, evaluate data and make recommendations based on that data. Consultants may encompass the moderator's role but also advise clients on product tactics and overall marketing strategy, realms that go well beyond the results of one study. As a result, "the role of consultant requires becoming more profoundly involved in learning about and understanding other components of corporate marketing," Goldman says.

In his speech, Goldman listed other likely areas of change in qualitative research including: an increasing spe-

cialization by industry; a re-emphasis on interviewing skills rather than quantitative or projective aids; the increasing use of standing panels; and the modest contribution of videoconferencing to the profession.

Increasing specialization by industry

The shift to consulting requires not only process knowledge of qualitative research but content knowledge of the industry in question, hence Goldman's forecast of increasing specialization by industry. Already many qualitative consultants specialize in a single industry, be it computers, communications or medical marketing. Goldman exhorted QRCA members to learn "at least as much about a product or service as your immediate client."

One result of this specialization, according to Goldman, will be a smaller pool of experts, and the continuing growth of exclusivity contracts and retainers: "Industry specialization necessarily concentrates the number of specialists available to any one industry. For industry specialists, exclusivity contracts and annual retainers will become more common."

Focus on interviewing skills

Goldman believes that collecting qualitative data will continue to depend mainly on interviewing skill rather than on quantitative or projective aids. He admits that electronic voting systems used in some group interviews permit more efficient response.

He argues, however, that summing evaluation ratings is not a primary mis-

sion of qualitative research. "We do ask respondents to assess concepts, attributes and brands," he says, "not because we are interested in the vote count, but as a platform from which we can explore what drives their evaluations."

Goldman also decries the fascination some researchers have with projective techniques. "As intellectually provocative as these techniques are to researcher and client alike, they have rarely proven to be more useful in yielding actionable insights than sensitive, comprehensive and vigorous probing of respondent motivation."

Standing panels

With increasing pressures for quick recruiting of knowledgeable and articulate respondents, the pool of willing "virgin" respondents is shrinking. Goldman argues that many respondents are already being recruited from lists of volunteers and that progressively more group participants should be recruited from standing panels when it is appropriate to the research task.

Videoconferencing

Videoconferencing — where clients view a remote group, facilitated by a live moderator, on video monitors — will play only a modest role in group interviewing in the near future. Videoconferencing may fail to interest clients who are without easy access to a viewing facility or who want to travel for the immediacy of the experience. "Video groups are a good idea whose time will come, but not for a while and not all at once," Goldman predicts. □

Moderators know best

continued from p. 7

jacks for video and audio in the observation room (so an independent videographer can plug in to the existing system without running cables down the hallway); headphones in the client rooms for serious notetakers; and remote input to the moderator using a desktop device.

Ultimately, of course, this requires management's continuing commitment to provide the latest in audio, video and communications services. As time goes on, there will be still more to add. Videoconferencing continues to attract interest and support, for example, which will lead, in turn, to newer and better capabilities thus far unimagined. Stay tuned for the latest items to be incorporated into the focus facilities of your choice.

Construction specifics

Ideally, you want to carefully plan your facility before the shovels start breaking ground. It is not enough to try to put a focus facility into an existing space where the average room is 10' x 12', if you want to offer the best services. Starting from scratch requires credit and substantial investment. Here are some considerations:

- Separately controlled thermostats for each client room and each respondent room. This is relatively easy to do when you are starting from scratch, but quite difficult if you are re-engineering an existing air conditioning/heating system.

- Large viewing rooms. Most of our survey respondents said any room that accommodates 10 to 12 people comfortably is large, but our experience is that this is vastly understated—15 to 20 clients is probably a better estimate. As one moderator simply said, "Rooms can never be too large." Large rooms are also useful for shooting video in the respondent room as they make it easier to get really clear pictures.

- A separate client entrance. This maintains confidentiality needs.

- A quiet air conditioning/heating system.

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- A respondent holding area away from the host so that the clients can conduct business (e.g., request assis-

• A large waiting area so that respondents can be comfortable while waiting for the session to begin.

These are all desirable objectives, but they require a hard analysis up front when space is being considered for a

sionally, perhaps because many of our moderators simply expect it from the facility they attended. There were, however, a number of other suggestions related to this issue:

- Need for management to stay in touch during the recruiting phase.
- Having grids available as moderator arrives (often an extra charge).
- Rescreening respondents away from each other.
- Offering support and appropriate solutions when things go wrong (as they do from time to time, even among the best).

Actually, it seems to us that future recruiting capability calls for direct interviewer access to the database, with networking capabilities.

Proper security

A little-noticed aspect of the facility business is assuring client confidentiality by:

- keeping different client groups as separate as possible during the course of a day;
- making sure audio- and videotaping is monitored in a separate and secured area so that only the appropriate tapes are given to each client;
- having a paper shredder on the premises;
- locked closets available for storing client belongings overnight;
- separate refrigerator/freezers for secure storage of food taste-test items (locked would be even better);
- asking for identification if (and only if) the client has so requested. (Usually the moderator or other clients know who should be present and who should not. Some people report having been strong-armed to provide the appropriate business card before being admitted to the client room.)

Miscellaneous

Some comments addressed clear, obvious needs that all could agree on. Others, like the ones included below, sparked more debate.

- Auditorium-type rooms. These have drawbacks, since rooms set up in this fashion are often less suitable for conference-style seating.

it's worth mentioning that no one asked that such a facility be available at discount prices, unless the frequent moderator (client) program is counted as such. Maybe there is a tacit understanding that the best facilities are net going to be the cheapest.

tance from the host or discuss a particular respondent).

- Large one-way mirrors.
- Oxygen "healthy" environments away from the research area.
- Few steps, if any, leading to facility entrances.
- A place to change clothes (and press them, if necessary).

focus facility. Ultimately, if you tried to incorporate all or most of them, you might have to move or rebuild the facility every 10 years to keep up with styles and needs. And that might not be a bad idea!

Top-notch recruiting

Recruiting was mentioned only occa-

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• Bathrooms with showers. Perhaps a good idea, but it begs the question of ancillary supplies and facilities, like towels and laundry. One also wonders eventually how far personal service should be taken. (The answer: There's no known limit!)

• Polaroid film. This seemed to be a good idea to some operators, perhaps for making photo IDs for the respondents. We aren't certain how this was supposed to work.

• "Frequent moderator program" (similar to frequent flyer programs). Our moderators liked this idea, and it could be advantageous for facilities belonging to a chain.

• Specific seating configurations such as modular tables, round tables or square tables. Each configuration had its proponents, along with the traditional rectangular table. The one thing everyone agreed on is that the table should be big (seat up to 13) — or maybe small, or sometimes medium-sized, etc.

• Chair rails for propping up material, as well as dedicated wall space/corkboard for taping and tacking up displays.

More grab-bag

The following items were mentioned perhaps only once, but are worth adding to the total picture.

• Sink and mirror in focus room for cosmetic product testing.

• Healthy snacks and munchies.

• Runway lights on steps in a tiered viewing room.

• Ample writing surface with lighting for clients when the room is darkened.

• Few wall distractions in the client room; perhaps even gray carpeting.

• Locate mirrors so clients can easily see over moderator's head.

• Don't put mirrors at the other end.

• Be sure information about parking is included in conversation with respondents.

• Be able to serve food in reception area.

• Have pads and sharpened pencils available in viewing room.

• Small unobtrusive mikes should be placed in the ceiling.

• Refrigerator in viewing room.

• Tiered client rooms.

• Color-coded rooms to make sure respondents find the right one.

• Ergonomic chairs for the clients.

• Paper rolls for table tops to catch doctors' doodling.

• Maps and good directions to the facility.

• Information sheet about the facility and how to get there — notes the moderator can pass on to the client.

• Gourmet pizza.

• Focus hours like Friday evening, Saturday morning, Sunday evening.

• Sofas in client room.

• City lists of restaurants, electronic shops, copy shops, etc.

• Easy telephone access.

As for the cost

It's worth mentioning that no one asked that such a facility be available at discount prices, unless the frequent moderator (client) program is counted as such. Maybe there is a tacit understanding that the best facilities are not going to be the cheapest. This realization does not, of course, give the facility manager carte blanche for pricing, but there seems to be recognition of the correlation between services, capabilities and cost. Perhaps getting something for your money is the key; maybe value is the right word.

All clients should know that a facility with most of these features necessarily requires substantial capital investment and continual reinvestment. That lesson ought also be taken to heart by people planning facilities in the future. Anyone can always enter the large middle market, but those who want to be leaders are going to have to think about the substantial dollars needed to get it done.

Only a few years ago, an executive of one of the well-known focus group facility chains said \$75,000 would be required to get started in a new location. My sense is that it requires at least \$150,000, plus money for security deposits, operating expenses during the startup period and so forth. A few would even say \$300,000 plus. Potential in-

vestors and facility operators need to carefully consider the financial investment before taking the leap.

Why are we doing this?

Why are we telling all this to everyone else? Isn't that just giving away trade secrets?

First, there's nothing wrong with confirming what needs to be done and urging things along in that direction. Second, of course, knowing what should be done is really not the trick. A lot of people who have been around the business probably know by now what ought to be accomplished. The real trick is actually executing these various steps and providing the services that are at the heart of the business. Just writing it down on paper is never the whole answer. It is only a very early start. Only substantial investment and good management can ultimately bring it about. And those facility managers who are able to accomplish that are often in a class by themselves anyway. □

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Research Company News

continued from p. 23

the airport and is near several hotels and motels. For more information call Debbie Gudehus or Doug Brown at 515-225-6232.

Indianapolis-based **DataSource** is re-engineering company structure and processes by establishing self-managing teams. The new approach brings together specialists from various areas in the company that were previously separated by department or division barriers. It will also result in all employees focusing on client requirements as well as their discrete job requirements.

New York-based **FIND/SVP** has added a legal research group to its Quick Consulting & Research Service. The new group will provide the firm's retainer clients with services like public record retrieval, jury verdict searches, legislative history research, legal docu-

ment retrieval and current awareness services to determine how pending legislation might affect a particular industry. Joshua Blackman, an attorney with a background in computer programming and systems analysis, will head the new consulting group.

R.L. Polk & Co. has formed a strategic alliance with **The Blackburn Group Inc.**, London, Ontario, a Canadian provider of automobile statistics and demographic information. The two firms have combined their business expertise to form **Blackburn/Polk Marketing Services Inc.**, Toronto. **R.L. Polk & Co. Ltd.**, Polk's Canadian subsidiary, has merged its automotive marketing, list operations, automotive statistics, automotive databases and National Demographics and Lifestyles Inc.'s database services in Canada with **Blackburn Marketing Services**, a subsidiary of **The Blackburn Group**, to form the new company. **R.L. Polk & Co.** will be continuing its city directory and specialty adver-

tising businesses in Canada independently under the name **Polk Canada Ltd.**

Indianapolis-based **Walker: Customer Satisfaction Measurements** is restructuring its branches to better serve clients in the western and southwestern U.S. The company is consolidating branches from three in Dallas, Scottsdale and San Francisco to two in Dallas and San Francisco. "This consolidation supports our continued commitment to be close to our customers and provide the highest level of service of responsiveness in the industry," says Allen Paison, CEO of Walker: CSM.

Effective December 20, **Marketing Advertising Communications Specialists**, a Washington-based marketing research firm, has moved its Seattle offices to nearby Bellevue, Wash. The new address will be: 400 108th Ave. N.E., Suite 201, Bellevue, Wash., 98004. Phone 206-635-7481. Fax 206-635-7482.

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Notes on qualitative

continued from p. 9

Research in Chicago mentions the presence of more technology in the groups, items such as wireless earpieces and interactive monitors that are connected to the client viewing area.

Siri Lynn of Sun Research in Norwalk, Conn., reports increased interest in: Generation Xers (20- to 30-year-olds), and changes in their social and living situations; and in the female head of household, who feels pulled in many directions and views her life as too hectic and short of time for many of the things she wants to do.

Tim Bender of Honda R&D in Torrance, Calif., speaks of the depressed economy and its effect on a saturated automotive market, which has forced manufacturers to gear their products toward distinct target audiences. This has resulted in increased research to understand buyer motivation.

Scott Taylor of the Greenwich, Conn.-based Taylor Group does both quantitative and qualitative research. He now sees a real trend among client compa-

nies to gain insight into what the consumer really wants, which translates into a growing interest in qualitative research.

John Lloyd of Pagano, Schenck and Kay in Providence, R.I., reports that his agency uses more projective techniques, including laddering. Although many clients seem to be calling for these techniques, several moderators believe that few companies know how to analyze the findings and translate the information into concepts or advertising strategy.

Jim Bryson of 20/20 Research in Nashville notes a number of trends, including: more Friday and Saturday groups, tighter respondent specifications and more serious client viewing of the research (less partying).

Jim Hartrich, research director of the Mullen Advertising Agency in Wenham, Mass., notes that management is more willing to act on judgments based on qualitative insights. There is a realization that quantitative research "measures" things and qualitative research builds understanding of specific issues.

Joan Feldon of the Answer Group in Cincinnati speaks of the growing use of creative techniques — ideation, projective techniques, dyads and triads — and generally smaller groups overall. She also notes more concept development evolving into product placement and positioning.

Smaller groups

Rosemary Driscoll, research director of Ingalls, Quinn & Johnson, a Boston advertising agency, has seen a trend in her agency to smaller groups of six to eight respondents instead of 10 to 12; more use of one-on-one depth interviewing; and an increase in innovative in-person, in-home interviewing.

Steve Akerson of Minneapolis-based Colle & McVoy Advertising believes the trend is toward reliance on quick, relatively inexpensive qualitative research, which takes the place of quantitative techniques. He also sees greater acceptance of the researcher's judgment.

Betsy Bernstein of the Bernstein Research Group in Harrison, N.Y., reports the need for faster information turnaround. She sees opportunities for live

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transmission of focus groups, like the Focus Link system and the FocusVision Network. Facilities are becoming more and more "plush," evolving into business centers and catering halls in addition to research centers.

Lenora Butler of Butler Research in Toronto says that more projects involve repositioning of brands and of corporations, line extension research, product tests, packaging and customer needs, while fewer groups involve creative pre-testing.

Jack Paxton of Jack Paxton & Associates in Princeton, N.J., has had more work in the service area than in product research.

Other important trends include the increased use of qualitative research by service companies (banks, insurance companies, health care), retail companies and high tech, a development consistent with a comeback in the U.S. economy.

Lori Sheehan of the Loran Marketing Group in Chicago reports that larger clients are starting to use video-conference focus group services by FocusVision. She sees more interest in ethnography and more interest in "spur

of the moment" research.

Reva Dolobowsky of Dolobowsky Associates in Waltham, Mass., has seen an increase in idea generation groups and telephone focus groups.

Myron Gilbert of Saul Cohen & Associates, Stamford, Conn., says that senior marketers seem to be more interested in qualitative research because "they need to break out of the box" to find new ideas and new ways to make existing brands appealing.

Robert Kilzer of Shadetree Research in New York City reports that focus groups are being used much more in business-to-business products and services. Business marketers are beginning to realize that they, like consumer companies, can benefit from qualitative research. Business professionals used to be unwilling to participate in groups, but it is now much more accepted and businesses are reaching out to recruit them.

Elise Jamison of In-Focus Market Research in St. Paul, Minn., believes companies are relying more on qualitative research. Qualitative research is now often the decision maker rather than quantitative. Often there is no quan-

titative follow-up.

Bill Fonvielle of the Forum Corp. in Boston reports that his clients are showing increased interest in "expectation analysis" — helping clients understand their customers' expectations by creating what this firm calls "expectation maps."

Marie Greener of Merson/Greener Associates in Tarrytown, N.Y., speaks of growing reliance on research as investment in new products becomes larger and more companies become risk-averse.

Anne Flanz of Custom Market Research in Glen Ellyn, Ill., is concerned with the "scary" development of using focus groups in place of quantitative studies (taking polls at the tables).

Steve Werby of Werby Marketing in New Hempstead, N.Y., sees the qualitative researcher becoming a more integral part of the marketing process. He is being asked to help determine solutions, instead of just collecting data.

Bret Jacobowitz of New Direction Consulting in White Plains, N.Y., notes the change in the relationship of the qualitative consultant. Companies are going to them because they have many areas of expertise and because firms are cutting back on their internal research staffs.

Chris Efken of Teenage Research Unlimited in Northbrook, Ill., reports that there is a lot more idea generation and brainstorming research, and a lot of in-home interviewing with consumers to see how they use the product.

Terri Gacek of Strategic Marketing in Chicago is conducting a lot more qualitative than quantitative research, instead of the qualitative-quantitative research before refining the product. Now clients are doing the qualitative, refining and then using the quantitative to prove or disprove.

Bob Romano of KRC Research, New York City, sees more and more longer groups (2 1/2 and 3 hours) and very specific groups. People meters, to measure the number and percentage of people who made "X" statement, are becoming more popular.

Vivienne Segal of Gerstman/Meyers in New York also said that her clients tend to be doing more qualitative than before. However, they are using it in a quantitative sense.

Jack Reynolds of First Market Research in Boston sees a lot more special-



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ization, such as health care or high tech areas.

Mary Ann Ree of the Glendale Group in Brooklyn, N.Y., believes a lot of qualitative work is being done because it is less expensive. The turnaround is very fast, so clients can often obtain the results quicker than they can with quantitative research.

Carol Mather of Boston-based Telesector Resources Group speaks about how companies are becoming more customer-focused. Companies and departments within companies that did not do research in the past are now becoming research clients as they become more aware of the importance of learning about their customers.

Cities

Most of the research is being conducted in major markets. Those mentioned most frequently were Chicago, Atlanta, Los Angeles and Dallas. Some

moderators and their clients seemed reluctant to conduct groups in New York because they view the city as an atypical population mix. Second-tier cities include Boston, San Francisco and Philadelphia. (See Table 2.) A number of moderators choose secondary markets because they can provide more of an average American shopper's view.

TABLE 2

Cities where groups are conducted most frequently

Chicago
Atlanta
Los Angeles
Dallas
Boston
New York
San Francisco
Philadelphia

Other reasons for choice of city were: market areas where companies are stron-

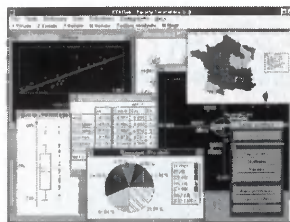
gest; convenience of air routes; and/or cities close to the moderator's home base. Chicago, Atlanta and Boston were some of the most easily accessible by air. Phoenix, Kansas City, Charlotte and Nashville were mentioned less frequently.

Summary

Qualitative research is today at an important crossroads in consumer research. Focus groups are being used differently and the facilities in which they are conducted are different. Some of the ways people use are qualitative make sense from a cost standpoint but they run the risk of obtaining incorrect measurements. Companies and researchers need to look carefully at the true function of qualitative and quantitative research to most effectively serve the marketing and advertising communities. □

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B Y S L P

Telephone groups

continued from p. 10

complexity, with more group decision making, third-party sources, and increased skepticism from the decision maker. People are turning more often to others whom they see as objective, to help sort out information overload. Word of mouth from local computer gurus, MIS managers, or even store clerks, can be more important in influencing the prevailing opinions among relatively uninformed end users. All too often, companies conduct focus groups of the end users because they are the only ones they can get into groups.

New, proactive uses

Until recent years, most telephone group projects were reactive. That is, someone would ask a research analyst to conduct focus groups of a certain type of hard-to-recruit respondent. Now, people are thinking more proactively about who influences the decision and how we can research and then influence

the influencers. And in these days of cost cutting, reduced staffs, and the need to reach more influencers, people are now using telephone focus groups to reduce costs, finish projects sooner and proactively seek out hard-to-reach decision makers.

A normal face-to-face project might involve going to three cities and conducting two groups in each city. With telephone groups, it might be possible to conduct four groups nationwide, going to greater depth because there's less need to repeat issues that were confirmed in the first two nationwide groups. This saves money not only in the reduced number of sessions, but in travel costs of moderator and observers. The savings can be anywhere between 10% and 200% (in one case where the client typically travels with 10 observers!), with an increase in information quality. Also, there are fewer repeat respondents and the project can be completed faster.

High tech improvements

With such factors in their favor, tele-

phone focus groups are now taking off. Besides the aforementioned reasons, modern equipment now makes it dramatically easier to hear what's said, compared with even a few years ago. There is a presence, without static or clipping, that draws the participants in and allows the moderator to hear non-verbal cues like chuckles or sighs much better.

It's also possible now to dial into the conference system with a modem and see a screen with every participant's name on it. Whenever anyone talks — or makes any other sound — an asterisk appears next to the name. The moderator always knows who is participating, even if that person only snickered. There are many other technical improvements, like continuous electronic polls, breaking into subgroups, and talking with the client.

I got an indication of how widespread telephone group use has become when I sent out a letter to about 400 independent moderators announcing a training class on telephone groups. More than 75 signed up immediately. Many of them said that clients are more receptive to telephone focus groups than ever because they see the need to reach the real decision makers.

Some recent applications for telephone groups include:

- Groups of AIDS-patient counselors and physicians talking about their reactions to recent news about drugs.
- Automobile jobbers talking about recent changes in automotive parts retailing.
- Mixed groups of users of an exercise machine talking with active prospects to see how they influence one another.
- Cable TV company presidents reacting to changes in their industry.
- Hospital and HMO pharmacists and administrators talking about present and future changes in the health care system, especially changes in the decisionmaking process for new therapies.
- Monitoring physician acceptance of new products.
- Predicting relative acceptance among lab directors of two different

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technologies of pap smear screening.

Stimulus materials in phone groups

I'm often asked whether you can use stimulus materials and projective techniques with high-level people. Absolutely. They often love the break from abstract talk and welcome the opportunity to express themselves in a different mode.

You can present stimulus materials in telephone focus groups by mailing them in advance. I often send sealed envelopes and ask participants not to open them until a moderator asks them to, during the session. Using this method, participants are usually very eager to finally get at the stimulus materials, and they generate lots of response.

Some projective techniques work better over the phone, while some don't work at all. Obviously, you can't do picture sorts, montages or drawings easily over the phone. On the other hand, guided fantasies, sentence completions, analogies (If these products were _____s, what kind of _____s would they be?), word association games and many creativity exercises seem to work better over the phone. People seem to feel safer closing their eyes when they are alone, and they are more willing to express divergent, even absurd, ideas when they can't see other people.

Recommendations

Where would I not recommend telephone groups? When people actually have to touch, see and feel the product, or for multihour creativity sessions. For most other situations, you will get just as much — sometimes more — out of telephone groups.

I urge you to give telephone groups a try, first in a safe situation, then in even bolder applications. If you are a moderator, I hope you will remind your clients of the leveraged influencers and people up the distribution chain they are overlooking, and that you will suggest telephone focus groups. If you are a client, I hope that you will encourage and support your favorite moderators in learning how to conduct these groups. The only thing you have to lose is your airline food. □

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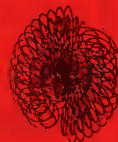
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Faster is better

continued from p. 12

that emerge from an analytic review.

Of course, some moderators write reports without transcripts by listening to the tapes over and over again. That process can produce good reports, but it takes almost as much time as having transcripts made.

In any event, without a transcript or repeated listening to tapes, it's almost impossible to place the most important findings in a meaningful context. Reports written without either one of these tools — in short, without analysis — can be very valuable if the groups' purpose is very limited and well-defined (for example, does the new product warrant further research? Does the advertising pass a "reality check" kind of test?). But such issues barely need a report at all anyway. If, however, the purpose is to truly gather consumers' perceptions, opinions, beliefs and attitudes — a more opened-ended goal, which requires an analytic report — then transcripts are necessary, so the

analyst can grasp the entire scope of the sessions.

So, back to square one: How do you provide the transcripts? Another obvious solution is to have a second moderator/analyst in the observation room who makes a handwritten transcript as the groups proceed. (If you do this, we recommend that the observer be a trained moderator: Making an accurate and complete transcript manually is difficult, and it helps if the person understands the focus group process). With this method, the moderator working with the participants can concentrate on what he or she is doing. As soon as the groups are finished, so are the transcripts, and writing the report can begin. That's how I do it, and, doing so, I promise a report within two to five working days of the last group.

Advantages and disadvantages

Having done things this way for two years, I'm now confident that the process produces reports that are not only faster but better. However, I haven't forgotten my own original concerns

about quality. I was concerned that handwritten transcripts might not be as comprehensive as those made from tapes, by professional transcription services. I've been happily surprised to find that they are generally more comprehensive.

The human ear picks up secondary conversation better than the microphones in most facilities. Of course, if clients talk, laugh, whistle and generally misbehave, and I'm transcribing, I may have trouble hearing what's going on; that's actually the biggest problem I've had with this procedure. But it's not like I'm working without a safety net: we still record everything. If I know I've missed something, I simply make a note of it, and go back later and find it on the tape. That's still a lot less time-consuming than transcribing entirely from a tape.

But the biggest advantage of the handwritten transcript over a tape transcript is that the person on the scene can keep track of who makes which comments. With a tape transcript, it may be impossible to tell if the same person voices the same opinion 10 times or if 10 different people are voicing the same opinion over the course of the evening, which is obviously an important distinction for the analysis. Some people may argue that a moderator will naturally recall such nuances, but remember: If the moderator has to wait a week or possibly two to get the transcripts, he or she may have conducted eight or even more other groups since the ones in question. I don't trust the human memory that much.

And, of course, this procedure has the "two heads are better than one" advantage. Not only are there two moderator/analysts who have actually witnessed the groups (one concentrating his or her efforts on conducting the group, the other on absorbing everything that is said), both can begin analyzing the group immediately, as soon as it's over.

How long does analysis take?

Here's the really interesting question: How long does analysis take? There's no easy answer. Part of the Puritan heritage of our country is to believe that the longer you spend on

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something, the better job you do. I'm not sure that kind of reasoning should be applied to analysis. In fact, much of the language we use to describe what analysis unveils are visual terms: we "see" patterns in the data; we have "insights." And the human eye is even faster than a camera. Analysis can sometimes be almost instantaneous.

Sometimes it's not, of course. I don't even try to analyze the findings from a group until I've slept on it. Still, if you have a transcript in your hands, five days shouldn't press anybody to complete a 20- to 40-page report. You can always write the sections on purpose and scope and methodology before the groups. The findings go into the detailed summary and the executive overview.

After all, the purpose of the report is to discuss the groups. All the data has been gathered. (A lot of research — academic research, for instance — is very time-consuming because it's almost impossible to know when enough secondary data has been collected, but that's not an issue here.)

If the project includes more than two groups, I write the detailed summary of each night's groups as we go along. This can be draining, but it provides an extra advantage. We can use those summaries to help refine the moderator's guide as we move from city to city. In fact, we first developed this procedure for a project where we did a series of groups on five successive Thursday nights: Each Monday, the clients received a summary of the previous Thursday night's group, so they had three or four days to modify the project before the next two groups.

The biggest disadvantage

The challenge to developing this procedure has been to make it cost-efficient for everybody involved. At first, it looks impossible. The procedure ties up two moderators, and if you have to double your prices, the enterprise becomes too expensive. However, that's not really the situation. Generally, when we do this, the project work is divided: One moderator works as the moderator, the other as the primary analyst who writes the report. For example, the "mod-

erator" writes the screener and the topic outline. After the analysis is completed, however, this moderator goes on to other projects, and returns only to read the final report.

With this division of labor, the only parts of the project that are "double-teamed" are the actual four hours of the groups and the time for analysis. Even this time is efficiently used, because the analyst who witnessed a group is able to read through and analyze his own handwritten transcript more quickly than a typed transcript of a group he has never seen. Another cost savings is that we don't have to send out tapes to be transcribed.

For all these reasons, we are able to provide rapid turnarounds at only slightly higher professional costs. Travel costs are more of a problem, since two people need to travel, doubling air travel costs, but clients have not seemed overly troubled by this. When they need something in a hurry, they'll pay the travel cost. About one-third of the projects our division does are rapid turnarounds.

The final concern about "cost" that people raise about this procedure is the "loss of opportunity" cost: Since two moderators need to be at one site, the second cannot be booked at higher moderating rates. That is theoretically true, but consider: a moderator could theoretically moderate 400 groups per year (two each night, Monday through Thursday, 50 weeks a year). But based on an average of four groups to a project, that would require 100 reports a year, two every week.

My contention is that writing the reports would choke the moderator faster than moderating the groups. Our rate-determining factor is producing the reports, not moderating the groups, so the "loss of opportunity" issue isn't realistic. It's to our advantage — as well as to our clients' — to get reports out rapidly.

Just do it

Faster can be better, and only slightly more expensive, if it's done right. There's no trick to the procedure. But it does require a good moderator, a good analyst, and a lot of hard work. Every research project requires that. Faster is simply a matter of doing it. □

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Story analysis

continued from p.17

roles. Women who are decisionmakers in the business world tend to see themselves as having an equal say in family situations.

When asked why they selected a particular bank, most respondents referred to an obvious feature. For example, one said the only thing that mattered to her was "clear, intelligible monthly statements." But after thinking about various experiences with banks, she observed: "I'm beginning to see that I select a bank in the same way that I select my wardrobe. I'm looking for quality in both, but it means different things in each situation."

Responses to direct questions in the banking study also show how this technique helps respondents conceal motivations they think may be assessed negatively by the researcher. The respondents, we remind you, were well-off, successful decisionmakers. We discovered through their stories that most wanted special or privileged treatment from a bank. They did not state this

outright, however. It was inferred from details about how they are treated and/or want to be treated in retail establishments, including banks and department stores. The services these women expect from a bank go far beyond conveniently located ATMs.

The beverage category study shows how consumers' reasons for preferring certain products tend to reflect what they've learned from advertising. The typical response in a focus group referred to a taste-related factor promoted in advertising (e.g., "thirst-quenching"). In response to the standard question about why she drank wine, one woman said she preferred the taste.

Then, for the story analysis part of the interview, we asked respondents to recall their first experiences drinking alcoholic beverages. In recounting her early experiences, the same woman recalled that her father had advised her that wine was the most "ladylike" and socially acceptable drink for women. She now feels uncomfortable drinking beer or hard liquor in mixed company. Another woman recalled her teen-age beer drinking as part of rebelling against her father. Today she associates drinking beer with being independent and not caring about what other people think.

Some advantages of story analysis

The results of our studies to date indicate that this method may be most useful for research that deals with:

- Studies involving lifestyles or work styles where you need a battery of statements to develop segments or customer profiles. The beverage and office supply studies were used for this purpose. Analyses of the stories added dimensions that the focus groups did not reveal.

- Products and services where use has become routine, or low-involvement products. In these situations, consumers' use of the product is automatic — they have become "blind" to how they use the product. Driving a car is a good example. Once a person learns to drive the vehicle, it is difficult to recall all the steps involved in the process. This applies also to services where use has become routine, like telephoning and banking.

- Questions related to topics where consumers know the "right" or "politi-

cally correct" answer. Few people these days, for example, admit that they are not willing to take action to protect the environment or to lower their consumption of "unhealthy" foods.

- Product categories where you suspect (or previous research has shown) that subjective issues influence market behavior, for example, where use of the product may enhance the user's identity or self-image. This turned out to be the case in the three studies involving product usage. People's stories frequently contradict their top-of-mind responses and self-ratings on traditional interview questions.

- Situations where you suspect that imagery is important to effective communication strategy. People's stories about their product usage often include metaphors that help us understand how best to speak to them about the product. The metaphors can vary for different groups.

- Products or services that are difficult for consumers to conceptualize, or situations where certain types of respondents are inarticulate in focus groups. Sometimes this occurs because certain respondents see the interview or focus group as a test situation; or they might think their views are not as interesting as others'. Encouraging them to tell their stories about product usage tends to quell these anxieties.

Some limitations of story analysis

At this point, we see two major limitations to this method: it is time-intensive and it requires a highly skilled interviewer.

All of our interviews lasted about one hour, yielding almost as much data for analysis as a standard focus group. Since the success of the method depends on getting respondents to recall personal experiences, the interviewer must be able to develop rapport and draw out the respondent fairly quickly. Recruiting respondents from focus groups helps to ensure that they will be articulate. When respondents are recruited independently there is no guarantee the results will prove useful.

We are working on variations of our approach to overcome these limitations. In general, we find that the cost of conducting interviews on people's stories is similar to conducting one-on-one hour-long executive interviews based on conventional methods. □

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When gender matters

continued from p. 18

field. It is quite possible that those participants would have been less forthcoming in a group discussion if a woman had been moderating.

Experience as well as gender

Some researchers believe that female moderators are better at conducting groups with children. The theory is that women are more likely to be associated with "mommy" traits and children will be more forthcoming with their responses. With the increase in single parents (males and females) and shared child care, the images about which sex is better at parenting (and talking with children) are blurring. It is more important



to choose a moderator who is comfortable with children and knows that such groups require special skills and techniques. None of the moderators in our firm has children and our "rule" is to avoid conducting groups among people who aren't old enough to drive. Here the choice of matching the moderator should be based on experience rather than gender.

We don't believe the moderator's gender is critical to project outcome if a product or service is considered to be gender-specific. In many cases, we have noticed that a female moderating a group about a topic that is considered traditionally male tends to get more complete responses because the (male) participants feel somewhat compelled to "explain things." With a male moderator they tend to believe that he knows what they are talking about. We have seen this same principle hold true for a male (without children) who moderated a group of mothers on the topic of children's hospital emergency rooms. The females didn't shortcut answers or assume he knew what they were talking about.

Some rough guidelines

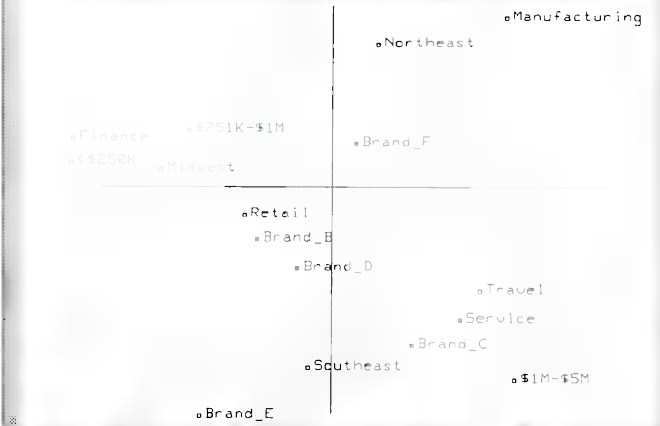
When all factors are considered and the project must begin, the choice of the moderator is critical. Here are some guidelines to match the moderator to the group.

1) When the topic is sexually sensitive, match the gender of the moderator to the gender of the group.

2) When the first guideline can't be followed, hire a moderator who has had a wide range of successful experiences conducting groups where nothing matched. A good moderator who is "mismatched" is better on any project than an inexperienced, but "matched" moderator. □

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Serendipity

continued from p.15

to hold our product in his hand, to be looked up to and accepted by the people he's around and not be laughed at. So it's really the emotional reaction to an ad that we're interested in.

"In one case, we weren't asking about the wardrobe [of people featured in an ad], but someone said, 'You know, all those kids are dressed just like our parents wish we would dress, but that's not how we want to dress.' As a result, we did a complete wardrobe study with the agency and then changed the hairstyles and clothing in the advertising."

Tedd Rose remembers going into a research project exploring one issue and emerging with a different one. "Many years ago we were evaluating some technical aspects of our service. But some of what came up was people saying 'You've got to tell us more about what it is we need to know. Tell me more about the breadth and scope of what your service offers me. How should I be using it? Tell me how it's going to enhance my quality of life, rather than how it works.'"

Sometimes the surprise findings are

about competitors' products. Jon Friedman, director of marketing research at Bristol-Myers Squibb Co., recalls, "We did some qualitative work in one of the segments of the facial cleanser market, and went in assuming that the users of the leading product must love it. We saw it as a gold standard to live up to and were concerned that our product's consistency was different from theirs. We were surprised to hear that their users actually disliked the consistency of the competitive product, found it difficult to remove from their faces after use, and thought the fragrance was too medicinal. We weren't looking for deficiencies in their product [but we] were pleasantly surprised to find this out."

Avis' Paul Georgiou also learned something about a competitor that wasn't part of the objectives of the groups he was attending. "Sometimes you get findings about personnel that really surprise you. We were talking to one of our competitor's customers. He mentioned that he landed in San Francisco, rented a car, and asked the car rental agent for directions to Market Street. The agent said, 'Do you mean Wall Street?' Here was a person whose job it was to give driving direc-

tions and they didn't even know one of the main streets of the city."

Sometimes the "surprise" is such that it shifts the entire nature of the research. Judy Raymond, senior vice president, product, at Simplicity Pattern Co., remembers an unexpected finding that research turned up. "In a foreign country we introduced a low one-price policy for all patterns. The introduction was supported with advertising and point-of-purchase materials. The purpose of the focus groups was to hear what consumers had to say about this pricing policy and to determine whether the price was low enough. We were shocked to learn that the retail environment was so cluttered with price messages that our revolutionary news had not gotten through to consumers. We had to shift gears and tell them about the policy. We learned that consumers were delighted with our policy and that they needed to learn about it via clear, bold graphics. We refined our message and our sales are reflecting that change."

These "off the guide" findings are not always immediately useful, suggests Paul Georgiou, but you may find them valuable in the long run. "You may be doing focus groups today and get some information that you don't use right away. But two years down the road, you may be working on something and you say, 'Wait a minute, remember those focus groups we did in '93? Let's work on that idea and retest it.' Qualitative research gives you food for thought for later on," he says.

How can you foster serendipity? When preparing for a qualitative research project, ask yourself the following questions:

- Have I selected a moderator who puts people at ease and encourages openness and honesty in a group?
- Does the interview guide cover all the important issues but also allow time for side trips? Is it a moderator's guide rather than a structured questionnaire?
- Have I briefed the moderator sufficiently about the product category and the issues of interest and encouraged her or him to take these side trips when she or he recognizes areas of discussion that may lead to valuable findings?
- Am I (and are my peers, superiors, agency, etc.) prepared to accept the element of surprise, and incorporate the findings in our work?

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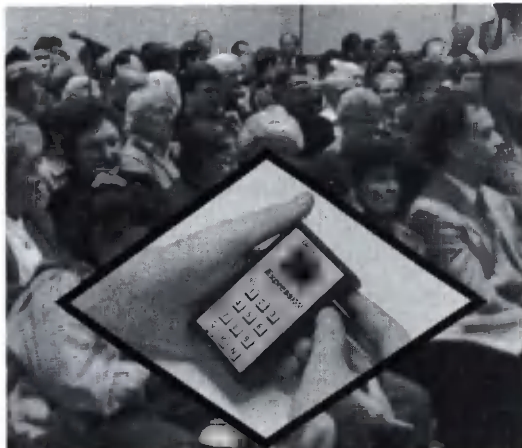
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Group difference

continued from p. 21

time discussed were recorded.

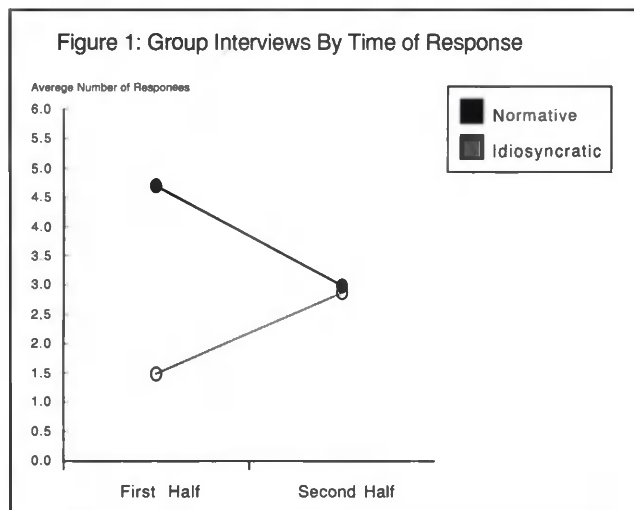
At the close of the interview, respondents filled out two questionnaires. The first questionnaire presented four concepts for "environmentally considerate" product/service offerings from fast food restaurants and asked for evaluations of: degree of liking, purchase intent, and amount of acceptable price increment. The evaluations of these concepts were used as an unobtrusive measure of effort and involvement in the interview process.

The second questionnaire measured self-reports of interview anxiety, effort, and concern with evaluation from the moderator and from other group members.

Results

When comparing absolute number of normative responses to idiosyncratic responses, investigation results did not support the hypothesis that group interviews produce more normative or commonly held responses. Respondents were just as likely to discuss widely shared information in a one-on-one setting as in a group setting. In absolute terms, the individual and the group interviews produced the same number of normative responses, regardless of the topic of discussion.

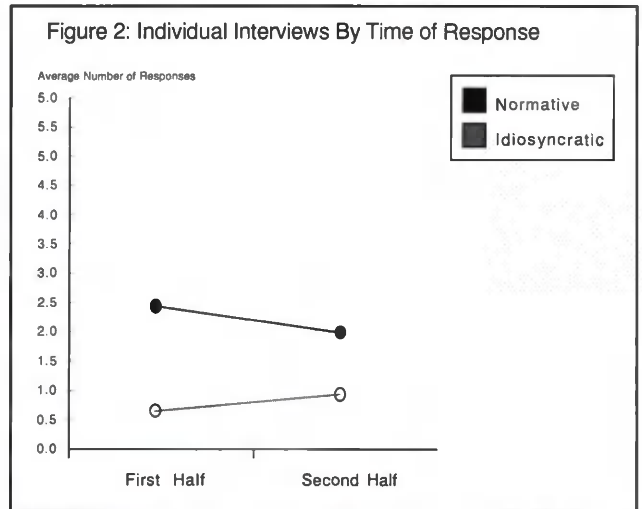
However, the pattern of response production did differ between the two interview settings. In group interviews, normative responses occurred earlier and were discussed longer than in individual interviews, while idiosyncratic responses occurred later and were not discussed at length. There was no such pattern in the individual interviews: Normative and idiosyncratic responses occurred throughout the discussion and were discussed for approximately the same amount of time. (See Figs. 1, 2 and 3.)



The self-reports and the unobtrusive measure also did not support the hypothesis of varying levels of anxiety in the two interview settings. Group participants were no less anxious or concerned with evaluation than were individual interviewees. Furthermore, group participants put just as much effort into evaluating concepts as did the individual interview participants.

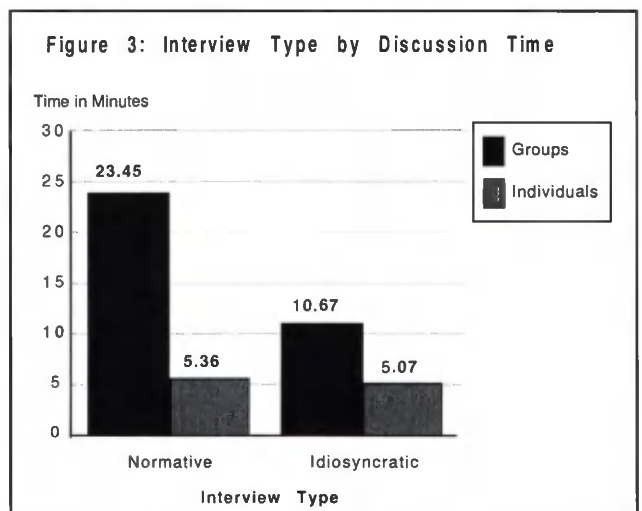
Implications

It has long been assumed that the reasons to choose a group interview setting over other qualitative methods are: reduc-



tion of anxiety, stimulating talk and self-disclosure, and direct observation of peer influences. The results presented here confirm the third assumption: that focus group discussions are a way to observe how social forces affect a given topic.

Although the group setting does not elicit a greater number of commonly held responses, it does lead to early discussion of shared thoughts and to lengthier discussion of this information. By observing the pattern of responses in the group — which information comes first and what is discussed at length — we can separate the commonly shared thoughts from the highly personal. The same responses are present in an indi-



vidual interview, but they are mixed in with highly individualistic information and are thus harder to identify. The group interview can provide an immediate sense of which opinions and behaviors are pervasive in the population. The same information can only be discerned from individual interviews after a comparative analysis of responses.

This research also indicates that there is no difference in participants' level of anxiety or involvement in the two

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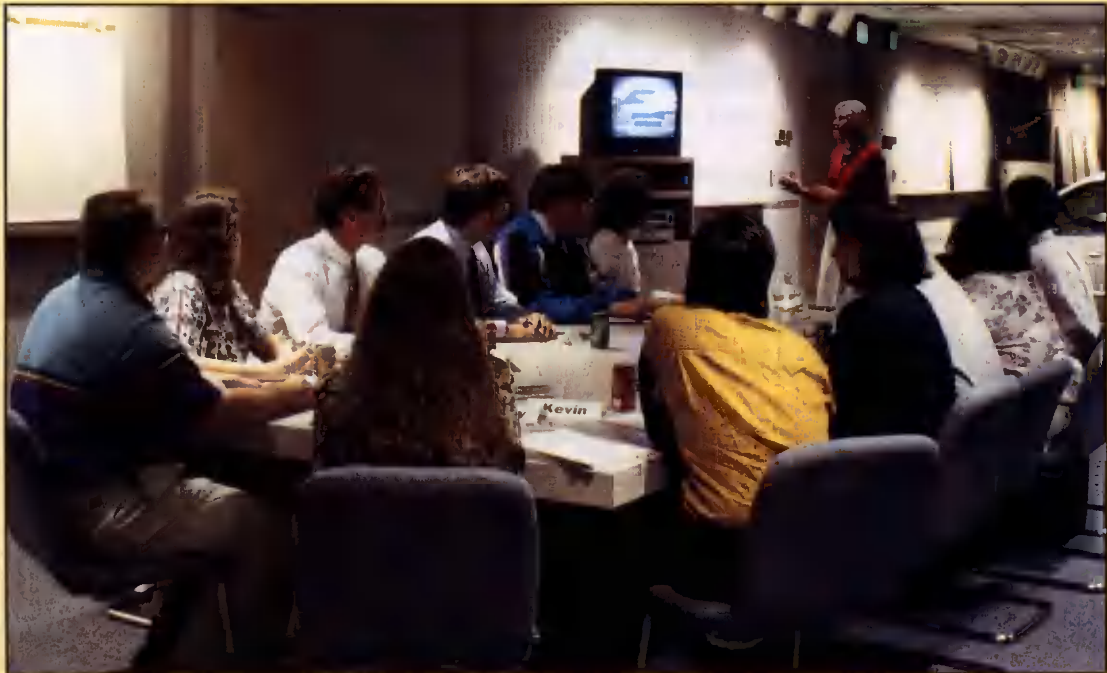


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1,3,4,6,7B
Rm. 1) 15x15 Obs. Rm. Seats 20
Rm. 2) 19x20 Obs. Rm. Seats 20
Rm. 3) 19x17 Obs. Rm. Seats 20
(See advertisement on p. 85)

Friedman Marketing/Phoenix

Paradise Valley Mall
4550 E. Cactus
Phoenix, AZ 85032
Ph. 602-494-0444
Fax 602-996-7465
1,3,4,6,7A

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
Rm. 1) 14x16 Obs. Rm. Seats 6

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
Rm. 1) 12x16 Obs. Rm. Seats 18

Quality Controlled Services

6360-3 E. Thomas Road, Ste. 330
Scottsdale, AZ 85251
Ph. 800-647-4217
Fax 602-941-0949
Contact: John McCullough
1,3,4,6,7B
Rm. 1) 16x27 Obs. Rm. Seats 15
Rm. 2) 19x23 Obs. Rm. Seats 10
(See advertisement on p. 57)

† denotes living room style

‡ denotes one-on-one room

Why QCS Should Conduct Your Focus Groups.

QCS is the largest provider of focus group facilities and recruiting in the United States. Our 34 focus group suites are modern, attractive and spacious. These facilities are designed and staffed to exceed the high standards of you and your clients.

WHAT DO WE FEATURE?

- Large, modern conference rooms
- State-of-the-art electronics
- Comfortable viewing areas
- Fax, word processing services
- In-house recruiting
- Excellent food and amenities
- Large, computerized data-base
- Warm, friendly service
- Healthcare, business expertise
- Trained professionals
- FocusVision™ in selected markets



WHERE IS QCS?

Market	Fram Airpart	Fram Downtown	Phone	FAX	Contact
Atlanta	45 minutes	15 minutes	(800) 227-2974	(404) 636-3276	Susan Lipsitz
Chicago	25 minutes	30 minutes	(800) 322-2376	(708) 990-8188	Andrea Wilk
Columbus, OH	20 minutes	20 minutes	(800) 242-4118	(614) 436-7040	Judy Golas
Dallas/Ft. Worth	20 minutes	25 minutes	(800) 421-2167	(214) 490-3065	Joyce Clifton
Houston	25 minutes	40 minutes	(800) 522-2385	(713) 486-3831	Diana Reid
Kansas City, KS	35 minutes	20 minutes	(800) 525-1952	(913) 345-8050	Shirley Musgrave
Kansas City, MO	60 minutes	25 minutes	(800) 628-3428	(816) 361-3580	Iva Schlatter
Los Angeles	15 minutes	30 minutes	(800) 448-4414	(310) 316-4815	Carol Balcom Amundson
Minneapolis	30 minutes	15 minutes	(800) 526-5718	(612) 926-6281	Kathy Riemer
Nashville	25 minutes	25 minutes	(800) 637-0137	(615) 661-4035	Nancy Proctor
Neenah, WI	15 minutes	20 minutes	(414) 731-2241	(414) 722-3914	Sharon Cornell
Philadelphia	45 minutes	30 minutes	(800) 752-2027	(215) 639-8224	Mitzi Keller
Phoenix	15 minutes	15 minutes	(800) 647-4217	(602) 941-0949	Johen McCullough
St. Louis	30 minutes	25 minutes	(800) 992-2139	(314) 822-4294	Yvonne Filla
Tucson	45 minutes	15 minutes	(602) 887-3502	(602) 887-4480	Annette Idso
Washington, D.C.	20 minutes	20 minutes	(703) 971-6717	(703) 922-5946	Cynthia Dunn

HOW DO I CONTACT QCS?

Call your QCS office directly to receive a timely quote and consultation. To receive assistance with multiple market projects or additional information on specific facilities call Carol Fischer, your QCS Field Director, at:

800-325-3338



Quality Controlled Services®

America's Data Collection Authority

Circle No. 403 on Reader Card

Codes for the first line are:

- 1. Conference Style Room 7A. Located in Shopping Mall
- 2. Living Room Style 7B. Located in Office Building
- 3. Observation Room 7C. Free Standing Building
- 4. Test Kitchen 7D. Other
- 5. Test Kitchen Obsv. Rm. 8. 1-on-1 Room
- 6. Video Equipment Available 9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Quick Test, Inc.

Superstition Springs Center
 6555-1004 East Southern Ave.
 Mesa, AZ 85206
 Ph. 602-985-2866
 Fax 602-985-6321
 Contact: Jean Marks
 1,3,4,6,7A
 Rm. 1) 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 95)

Time N Talent

5725 N. Scottsdale Rd. #105
 Scottsdale, AZ 85250-5907
 Ph. 602-423-0200
 Contact: Wendy Walker
 1,3,4,6,7B

Valleywide Research Inc.

1107 S. Gilbert, Ste. 110
 Mesa, AZ 85204
 Ph. 602-892-5583
 Fax 602-497-3272
 Contact: Sally Smith
 1,3,4,6,7A

**January issue
 to feature the
 first annual
 directory of
 research
 firms
 providing
 ethnic
 research**

Quirk's
MARKETING RESEARCH
Review

WestGroup Marketing Research, Inc.
 1110 E. Missouri Ave., Ste. 780
 Phoenix, AZ 85014
 Ph. 602-264-4915
 Fax 602-631-6844
 Contact: Mary McCoy
 1,3,6,7B
 Rm. 1) 16x20 Obs. Rm. Seats 15

TUCSON

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

Pueblo Research Associates 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
 Ph. 602-887-3502
 Fax 602-887-4480
 Contact: Annette Idso
 1,3,4,6,7A,8
 Rm. 1) 13x18 Obs. Rm. Seats 12
 Rm. 2) 10x8 Obs. Rm. Seats 6
 †Rm. 3) 7x12 Obs. Rm. Seats 2
 (See advertisement on p. 57)

ARKANSAS

FORT SMITH

Cunningham Field Services
 Central Mall #40N
 Ft. Smith, AR 72903
 Ph. 501-484-5637
 Contact: Cindy Cunningham
 1,3,4,5,6,7A

LITTLE ROCK

Miller Research Group Inc.
 10 Corporate Hill Dr., Ste. 100
 Little Rock, AR 72205
 Ph. 501-221-3303
 Fax 501-221-2554
 Contact: David F. Miller
 1,3,4,6,7B ,8,9
 Rm. 1) 1x19

PINE BLUFF

Friedman Marketing/Little Rock
 The Pines Mall
 2901 Pines Mall Drive
 Pine Bluff, AR 71601
 Ph. 501-535-1688
 Fax 501-535-1754
 1,3,4,6,7A

CALIFORNIA

BAKERSFIELD

Marketing Works
 425 18th Street
 Bakersfield, CA 93301
 Ph. 805-326-1012
 Fax 805-326-0903
 Contact: Debbie Duncan
 1,3,4,6,7C,8,9
 Rm. 1) 12x20 Obs. Rm. Seats 12
 Rm. 2) 12x12 Obs. Rm. Seats 6
 †Rm. 3) 12x22 Obs. Rm. Seats 12

FRESNO

AIS Market Research
 2070 N. Winery
 Fresno, CA 93703
 Ph. 209-252-2727
 Fax 209-252-8343
 Contact: Patricia Alviso
 1,3,4,6,7C
 Rm. 1) 13x18

Bartels Research Corp.
 145 Shaw Ave., Ste. C-1 & 2
 Clovis, CA 93612
 Ph. 209-298-7557
 Contact: Joellen Bartels
 1,3,4,6,7B

Nichols Research

557 East Shaw
 Fresno, CA 93710
 Ph. 209-226-3100
 Fax 209-226-9354
 Contact: Sherrie Hasday
 1,3,4,6,7A,8(2)
 Rm. 1) 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 68)

LOS ANGELES

Adept Consumer Testing/Beverly Hills
 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
 Rm. 1) 20x18 Obs. Rm. Seats 20
 Rm. 2) 21x15 Obs. Rm. Seats 18
 Rm. 3) 12x14 Obs. Rm. Seats 8
 Rm. 4) 12x12 Obs. Rm. Seats 8

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
 Rm. 1) 21x15 Obs. Rm. Seats 14
 Rm. 2) 20x14 Obs. Rm. Seats 10
 Rm. 3) 18x16 Obs. Rm. Seats 12
 Rm. 4) 12x12 Obs. Rm. Seats 4

Adler Weiner Research/L.A. Inc.
11911 San Vicente Blvd., Ste. 200
Los Angeles, CA 90049
Ph. 310-440-2330
Fax 310-440-2348
Contact: Phyllis Gordon
1,3,4,6,7B

Area Phone Bank
3607 W. Magnolia Blvd., Ste. N
Burbank, CA 91505
Ph. 818-848-8282
Fax 818-846-9912
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
1,3,4,6,7B,8,9
Rm. 1) 24x32 Obs. Rm. Seats 22
Rm. 2) 20x22 Obs. Rm. Seats 12

California Oualitative Center
(See Ted Heiman & Ascts.)

Car-Lene Research Inc.
Santa Fe Springs Mall
Santa Fe Springs, CA 90670
Ph. 310-946-2176
Contact: Danella Hawkins
1,3,4,6,7A

Consumer Pulse of Los Angeles
Galleria at South Bay, #269
Redondo Beach, CA 90278
Ph. 310-371-5578
Fax 310-542-2669
Contact: Angie Abell
1,3,4,5,6,7A ,8,9

Tom Dale Market Research
9165 Phyllis Ave.
Los Angeles, CA 90069
Ph. 212-758-9777
Fax 310-550-0015
Contact : Tom Dale
1,2,3,4,6,7D

Davis Market Research Services
23801 Calabasas Road
Calabasas, CA 91302
Ph. 818-591-2408
Fax 818-591-2488
Contact: Carol Davis
1,3,4,6,7B
Rm. 1) 16x22 Obs. Rm. Seats 15
Rm. 2) 14x27 Obs. Rm. Seats 10
Rm. 3) 11x14 Obs. Rm. Seats 5

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: Tony Blass
1,2,3,4,6,7B
(See advertisement on p. 59)

Fox Research
852 S. Lucerne Blvd.
Los Angeles, CA 90005
Ph. 213-934-8628
Fax 213-857-0280
Contact: Betty Fox
1,2,3,4,5,6,7B,8,9

Girard & Girard Creative Concepts
20854 Laurent St.
Chatsworth, CA 91311
Ph. 818-773-8801
Contact: Arlyne Girard
1,3,6,7B ,8,9

Los Angeles



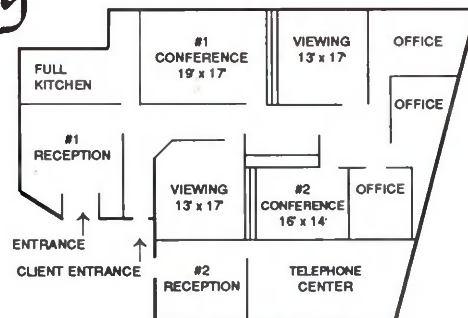
818-783-2502

Tony Blass
President

17547 Ventura Boulevard, Suite 308
Encino, CA 91316
FAX 818-905-3216

- recruiting
- location studies
- car clinics/ride & drive tests
- product clinics/tests/placements
- focus groups
- one-on-one interviews
- testimonial commercials
- taste tests
- music groups
- jury simulation
- telephone interviews
- executive/professional/medical
- mystery shopping
- Spanish and Asian languages
- nationwide capabilities

Focus Facility



† denotes living room style
* denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Heakin Research Inc.
6633 Fallbrook Avenue
Canoga Park, CA 91304
Ph. 818-712-0660
Contact: Gail Stutz
1,3,4,6,7A

Ted Heiman & Associates

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
Rm. 1) 16x20 Obs. Rm. Seats 12
(See advertisement on p. 60)

House of Marketing
3446 Madera Ave.
Los Angeles, CA 90039
Ph. 213-661-1109
Fax 213-661-9124
Contact: Kevin Howe
1,2,3,4,6,7D,8
Rm. 1) 15x20 Obs. Rm. Seats 9
Rm. 2) 20x15

House of Marketing
95 N. Marengo Ave.
Pasadena, CA 91101
Ph. 213-661-1109
Fax 213-661-9124
Contact: Kevin Howe
1,2,3,4,6,7D,8
Rm. 1) 25x25 Obs. Rm. Seats 5,20

Juarez and Associates
12139 National Blvd.
Los Angeles, CA 90064
Ph. 310-478-0826
Contact: Nicandro Juarez
1,3,7C
Rm. 1) 10x25

L.A. Focus

17337 Ventura Blvd., #301
Encino, CA 91316
Ph. 818-501-4794
Fax 818-907-8242
Contact: Jay Crossan
1,3,4,6,7C
Rm. 1) 15x19 Obs. Rm. Seats 23
Rm. 2) 13x17 Obs. Rm. Seats 10
Rm. 3) 13x16 Obs. Rm. Seats 5
(See advertisement on the back cover)

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,8,9
Rm. 1) 16x23 Obs. Rm. Seats 10

Los Angeles Marketing Research Associates
5712 Lankershim Blvd.
No. Hollywood, CA 91601
Ph. 818-506-5544
Fax 818-762-5144
Contact: William Bilkiss
1,3,6,7C
Rm. 1) 20x20 Obs. Rm. Seats 12

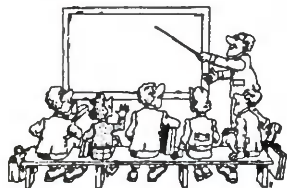
Marketing Matrix, Inc.

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
Rm. 1) 11x22 Obs. Rm. Seats 20
Rm. 2) 10x13 Obs. Rm. Seats 5
(See advertisement on p. 61)

Meczka Marketing Research

5757 W. Century Blvd.
Los Angeles, CA 90045
Ph. 213-670-4824
Contact: Dona Browne
1,3,4,6,7B
Rm. 1) 20x22 Obs. Rm. Seats 18
Rm. 2) 18x18 Obs. Rm. Seats 12

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

Phone Bank



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

Mid-America Research
 301 Santa Monica Pl.
 Santa Monica, CA 90401
 Ph. 310-260-3237
 Fax 310-260-3241
 Contact: David Ottenfeld
 1,3,4,6,7A,8,9
 Rm. 1) 9x10 Obs. Rm. Seats 10
 Rm. 2) 10x10 Obs. Rm. Seats 12

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: Kim McDermott
 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. 310-645-1700 or 800-654-8002
 Fax 310-645-3008
 Contact: Kris Lamb
 1,2,3,4,5,6,7B,8,9
 Rm. 1) 15x20 Obs. Rm. Seats 15
 Rm. 2) 15x20 Obs. Rm. Seats 15
 Rm. 3) 15x20 Obs. Rm. Seats 15
 †Rm. 4) 20x15
 (See advertisement on p. 111)

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. 800-448-4414
 Fax 310-316-4815
 Contact: Carol Balcold Amundson
 1,3,4,6,7B,8,9
 Rm. 1) 17x18 Obs. Rm. Seats 12
 Rm. 2) 17x18 Obs. Rm. Seats 12
 (See advertisement on p. 57)

† denotes living room style
 ‡ denotes one-on-one room

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.

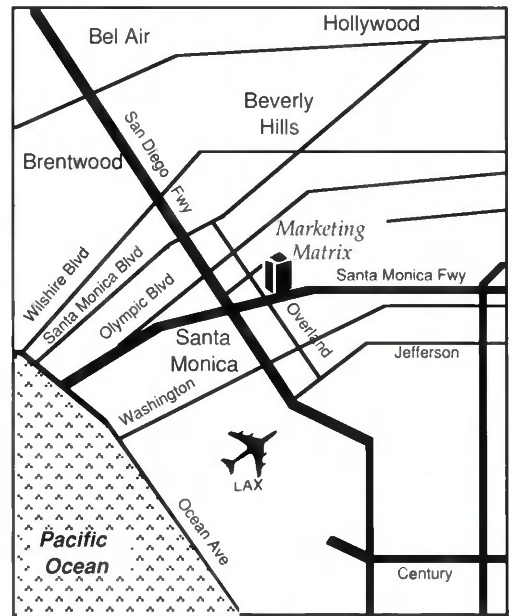
Convenient Location

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 for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 6. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Quick Test, Inc.

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
 Rm. 1) 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 95)

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

17277 Ventura Blvd., Ste. 200
 Encino, CA 91316
 Ph. 800-872-4022
 Fax 818-783-8626
 Contact: Anne Moiseyev
 1,3,4,6,7A,8,9
 Rm. 1) 14x22 Obs. Rm. Seats 20
 Rm. 2) 12x19 Obs. Rm. Seats 14
 (See advertisement on p. 62)

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
 Rm. 1) 20x20 Obs. Rm. Seats 15
 Rm. 2) 18x18 Obs. Rm. Seats 12
 Rm. 3) 16x18 Obs. Rm. Seats 12
 *Rm. 4) 14x16 Obs. Rm. Seats 8

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

Western International Research
 8544 Sunset Blvd.
 Los Angeles, CA 90069
 Ph. 310-854-4869
 Fax 310-652-4703
 Contact: JoAnn DeLisio
 1,3,6,7C,8,9(6)
 Rm. 1) 112x19 Obs. Rm. Seats 6

MONTEREY/SALINAS

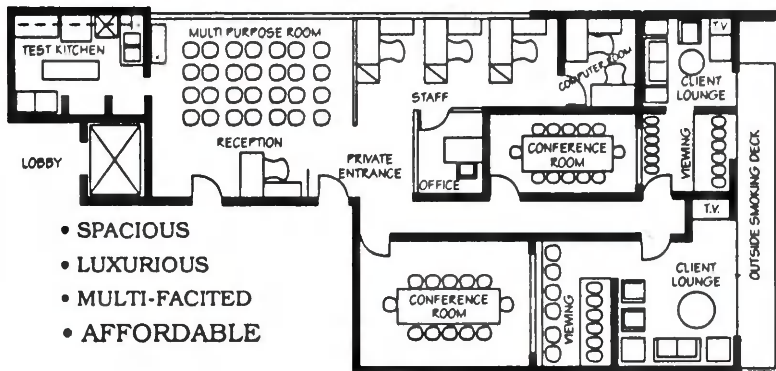
Friedman Marketing-Monterey/Salinas
 474 Northridge Mall
 Salinas, CA 93906
 Ph. 408-449-7921
 Fax 408-449-0187
 1,3,4,6,7A

ORANGE COUNTY

Ask Southern California, Inc.
 City View Office Plaza
 12437 Lewis St., #100
 Garden Grove, CA 92640
 Ph. 714-750-7566
 Fax 714-750-7567
 Contact: Sue Amidei
 1,3,4,6,7B,8,9
 Rm. 1) 27x28 Obs. Rm. Seats 20
 Rm. 2) 20x28 Obs. Rm. Seats 12
 Rm. 3) 27x28 Obs. Rm. Seats
 (See advertisement on p. 63)

Assistance In Marketing
 Huntington Ctr. Mall, 7777 Edinger Ave.
 Huntington Beach, CA 92647
 Ph. 714-891-2440
 Fax 714-898-1126
 Contact: Cindi Reyes
 1,3,4,6,7A,8,9
 Rm. 1) 18x20 Obs. Rm. Seats 10

Rated #1 in the Country for Focus Group Recruiting
 (By: Impulse Surveys of Focus Facilities - 1993)
We've Moved and We Have Plans For You.



- SPACIOUS
- LUXURIOUS
- MULTI-FACITED
- AFFORDABLE



- Focus Groups
- Recruiting
- Executive/Professional/Medical
- One-On-One Interviews
- Product Tests/Placements
- Testimonial Commercials
- Mall Intercepts
- Taste Tests
- Location Studies
- Hispanic Interviewing
- Jury Simulation
- Door to Doors

Southern California Interviewing Service

17277 Ventura Boulevard, Suite 200, Encino, CA 91316
 Phones: 1-800-872-4022 • (818) 783-7700 • (213) 872-1415
 FAX Number: (818) 783-8626

304 North San Fernando Road, Burbank, CA 91502
 Phone: (818) 843-6166
 FAX Number: (818) 954-8281

ETHEL BROOK • ANNE MOISEYEV

Beta Research West
14747 Artesia Blvd., #1-D&E
La Mirada, CA 90638
Ph. 714-994-1206
Fax 714-994-1835
Contact: Jay Zelinka
1,3,6,7C
Rm. 1) 20x10
Rm. 2) 14x10

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
Rm. 1) 15x19 Obs. Rm. Seats 10
Rm. 2) 18x20 Obs. Rm. Seats 14

FMJ Marketing Research Services
610 Newport Center Dr.
Newport Beach, CA 92660
Ph. 714-759-9500
Fax 714-759-1265
Contact: Jim Gaylord
1,3,6,7B,8
Rm. 1) 22x28 Obs. Rm. Seats 12
Rm. 2) 18x18

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

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
Rm. 1) 17x23 Obs. Rm. Seats 15
Rm. 2) 14x18 Obs. Rm. Seats 8
(See advertisement on p. 42)

Quick Test, Inc.
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
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

Quick Test, Inc.
2009 Westminster Mall
Westminster, CA 92683
Ph. 714-891-2111
Fax 714-891-8985
Contact: Linda Green
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

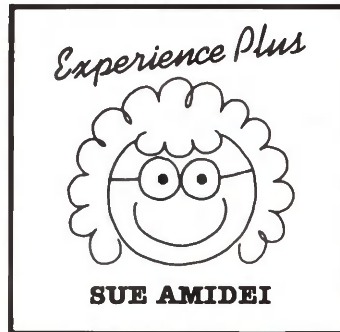
Spanish Business Services
220 E. Fourth St., #208
Santa Ana, CA 92701-4604
Ph. 714-568-0450
Fax 714-568-0454
Contact: Greg May
1,3,6,7D

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
Rm. 1) 18x18 Obs. Rm. Seats 16
Rm. 2) 18x18 Obs. Rm. Seats 12
Rm. 3) 16x15 Obs. Rm. Seats 12

RIVERSIDE

Field Management Associates
3601 Riverside Plaza
Riverside, CA 92506
Ph. 909-369-0800
Fax 909-369-0957
1,3,4,6,7A,8,9(10,4)
Rm. 1) 15x15 Obs. Rm. Seats 10
Rm. 2) 12x16 Obs. Rm. Seats 4

Your Partners in Southern California Are Smiling.



Visit Our New, Expanded Facilities at The City and See Why.

Orange County's newest and largest data collection facility is ready to serve you. Conveniently located in City View Office Plaza at The City, Ask Southern California now offers you...

- Climate controlled focus group suites with spacious 28' x 27' conference rooms.
- Viewing rooms that combine tiered seating with writing tables for 20... and private client restrooms.
- Connecting lounges for closed circuit viewing.
- A mini-theatre that seats 50.
- A facility that is open seven days a week.
- National WATS lines, professional interviewers and SIGMA validation.

Send us your next data collection project so you can smile, too!

800-644-4ASK

ASK SOUTHERN CALIFORNIA, INC.
City View Office Plaza
at The City
12437 Lewis Street
Garden Grove, CA 92640
(714) 750-7566 • FAX (714) 750-7567



† denotes living room style
‡ denotes one-on-one room

When booking a focus group facility from this directory, tell 'em you saw their listing in

Quirk's
MARKETING RESEARCH
Review

**THE WINNING TEAM
FOR
CONSULTIVE MARKETING RESEARCH**



Over 47 years of combined Front Line Success

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



ANALYSIS

RESEARCH LIMITED

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

Circle No. 333 on Reader Card

Fleischman Field Research

SF's Premier Recruiting & Data Collection Service

4 Luxury Focus Group Suites

Downtown & Suburban Locations

Consistently Superior Recruiting/Interviewing

◆ **Now in Spanish, Mandarin, Cantonese and many other Asian languages**

220 Bush Street, Suite 1300
San Francisco, CA 94104
Phone: (415) 398-4140
Fax: (415) 989-4506



1655 North Main Street,
Suite 320
Walnut Creek, CA 94596

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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: Tom Green
1,3,4,6,7C
1Rm. 1) 12x22

Sacramento Research Center
2410 Fair Oaks Blvd., #170
Sacramento, CA 95825
Ph. 800-235-5028
Contact: Norman Spector
1,3,6,7B
Rm. 1) 20x20 Obs. Rm. Seats 15

SAN DIEGO

Analysis Research
4655 Ruffner St., Ste. 180
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
Contact: James Smith
1,2,3,6,7B
Rm. 1) 17x12 Obs. Rm. Seats 8
(See advertisement on p. 64)

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
5090 Shoreham Pl., Ste. 206
San Diego, CA 92122
Ph. 619-550-3878
Fax 619-550-3875
Contact: Joan Pietila
1,2,3,4,6,7B,8
Rm. 1) 20x20 Obs. Rm. Seats 15

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
 Rm. 1) 20x20 Obs. Rm. Seats 10

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

San Diego Surveys
 3689 Midway Drive, Ste. D
 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: Harriett Huntley
 1,2,3,4,6,7B,8,9
 Rm. 1) 17x20 Obs. Rm. Seats 14
 Rm. 2) 15x18 Obs. Rm. Seats 12
 Rm. 3) 15x18 Obs. Rm. Seats 12
 (See advertisement on p. 65)

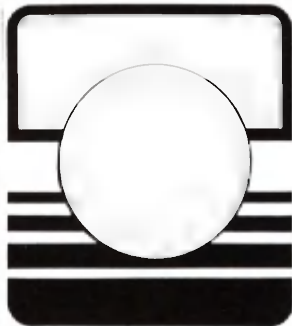
SAN FRANCISCO

ConStat, Inc.
 450 Sansome, Ste. #1100
 San Francisco, CA 94111
 Ph. 415-274-6600
 Fax 415-274-6610
 Contact: Blaine LeRoy
 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(7)
 Rm. 1) 18x22 Obs. Rm. Seats 15
 Rm. 2) 18x20 Obs. Rm. Seats 12
 Rm. 3) 17x19 Obs. Rm. Seats 10
 (See advertisement on p. 67)

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

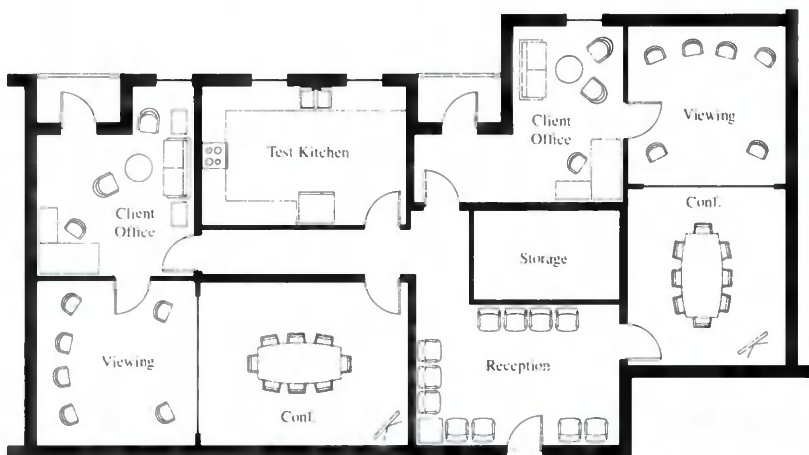
Ecker & Associates
 220 So. Spruce Ave, Ste. 100
 So. San Francisco, CA 94080
 Ph. 415-871-6800
 Fax 415-871-6815
 Contact: Betty Rosenthal
 1,2,3,4,6,7B



Here's What's Great at

TAYLOR RESEARCH

- Two Spanking-New Focus Group Suites, each having Conference, Viewing, and Client Office Rooms
- Test Kitchen, 200+ Square Feet designed and used specifically for market research
- Video feed to Permanent Monitors in Client Offices
- Viewing Space for up to Twenty-Five
- Airport Close, just Seven Minutes by Taxi or Rental-Car
- Walk to Hotels, Late-Nite Restaurants, Shops and Galleries



Each Focus Group Suite contains over 600 square feet, divided evenly between Conference, Viewing, and Client Office.

TAYLOR RESEARCH

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

PHONE: 1-800-922-1545
 (from any USA location)



† denotes living room style
 ‡ denotes one-on-one room

January issue
to feature the
first annual
directory of
research
firms
providing
ethnic
research

Quirk's
MARKETING RESEARCH
Review

Codes for the first line are:

1. Conference Style Room	7A. Located in Shopping Mall
2. Living Room Style	7B. Located in Office Building
3. Observation Room	7C. Free Standing Building
4. Test Kitchen	7D. Other
5. Test Kitchen Obsv. Rm.	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

Elrick & Lavidge Inc.
111 Maiden Lane, 6th Floor
San Francisco, CA 94108
Ph. 415-434-0536
Fax 415-391-0946
Contact: Patricia Jones
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12

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
Rm. 1) 17x17 Obs. Rm. Seats 15
Rm. 2) 15x17 Obs. Rm. Seats 15
Rm. 3) 16x15 Obs. Rm. Seats 12
Rm. 4) 18x17 Obs. Rm. Seats 12
(See advertisement on p. 64)

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
Rm. 1) 17x17 Obs. Rm. Seats 15
Rm. 2) 15x17 Obs. Rm. Seats 15
Rm. 3) 16x15 Obs. Rm. Seats 12
Rm. 4) 18x17 Obs. Rm. Seats 12
(See advertisement on p. 64)

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

Conforonoo / Focas-Groap Room



Obseervation Room



Tragon

365 Convention Way
Redwood City, CA 94063
©415 365-1833, FAX 415 365-3737

The finest marketing research services in the San Francisco Area

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

Marchione & Spero Research Ctr., Inc.
2815 Mitchell Dr., Ste. 121
Walnut Creek, CA 94598
Ph. 510-210-1525
Fax 510-210-1513
Contact: Sharon Marchione
1,3,4,6,7B
Rm. 1) 16x23 Obs. Rm. Seats 12

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
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
Rm. 1) 19x18 Obs. Rm. Seats 10
Rm. 2) 16x18 Obs. Rm. Seats 10
(See advertisement on p. 68)

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

Quality Research Associates (QRA)
383 Vintage Park Dr. #D
Foster City, CA 94404
Ph. 415-574-8825
Fax 415-574-7855
Contact: Deborah Muller
1,3,4,6,7B
Rm. 1) 21x22 Obs. Rm. Seats 10

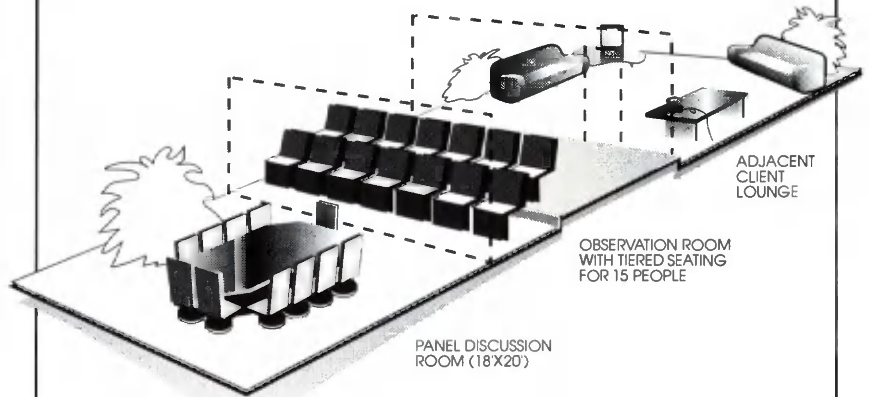
Quick Test, Inc.
203 Southland Mall
Hayward, CA 94545
Ph. 510-785-4650
Fax 510-785-0641
Contact: Sue Gomez
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

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
Rm. 1) 16x22 Obs. Rm. Seats 10
(See advertisement on p. 66)

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

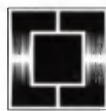
Superrooms™

THE ONLY FOCUS GROUP SUITES IN TOWN



BAY AREA'S LARGEST FACILITY

- 3 luxurious suites, plus new mini-group room.
- Floor to ceiling mirrors.
- Silent, 24-hour air conditioning system; separate temperature controls for panel and 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

† denotes living room style
‡ denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

Rm. 1) 15x17 Obs. Rm. Seats 15

Rm. 2) 17x17 Obs. Rm. Seats 8

(See advertisement on p. 69)

SAN JOSE

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

Rm. 1) 15x21 Obs. Rm. Seats 12

Rm. 2) 15x23 Obs. Rm. Seats 10

Rm. 3) 14x16 Obs. Rm. Seats 8

(See advertisement on p. 68)

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

Rm. 1) 12x26 Obs. Rm. Seats 16

San Jose Focus

3032 Bunker Hill Lane, #105

Santa Clara, CA 95054

Ph. 408-988-4800

Fax 408-988-4866

Contact: Colleen Flores

1,2,3,6,7B

Rm. 1) 16x22 Obs. Rm. Seats 17

Rm. 2) 16x20 Obs. Rm. Seats 17

Rm. 3) 16x20 Obs. Rm. Seats 17

[†]Rm. 4) 12x16

(See advertisement on the back cover)

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: Kathy Schneider

1,3,6,7D,8

Barbara Prince Associates Inc.

3949 E. Palmer Park Blvd., #D

Colorado Springs, CO 80909

Ph. 719-594-9192

Contact: Kay Jackson

1,3,4,6,7A

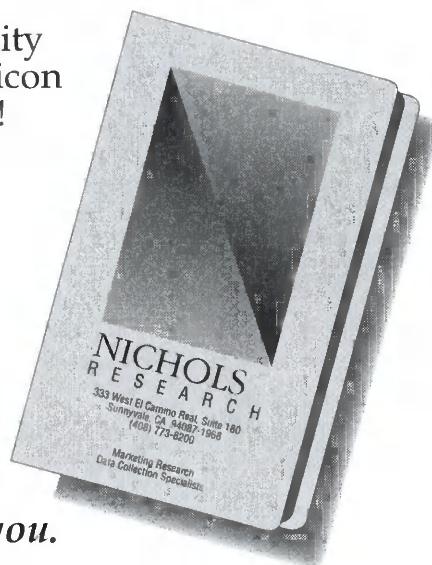
**SEE OUR FACILITY
WITHOUT LEAVING YOUR OFFICE**

Now you can see our luxurious focus facility in Sunnyvale, California – the heart of Silicon Valley – without even leaving your office! Simply call or fax a request for a free videotape and brochure of our facility.

With floor to ceiling mirrors, client lounges and separate air conditioning for each room, you'll discover why Nichols Research is your best choice for focus groups in Northern California.

Relax! Let Nichols Research come to you.

Telephone: (408) 773-8200 Fax: (408) 733-8564



DENVER

Bernett 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,8
Rm. 1) 15x16 Obs. Rm. Seats 10
(See advertisement on p. 93)

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: Dunlap Scott
1,3,4,5,6,7B,8,9

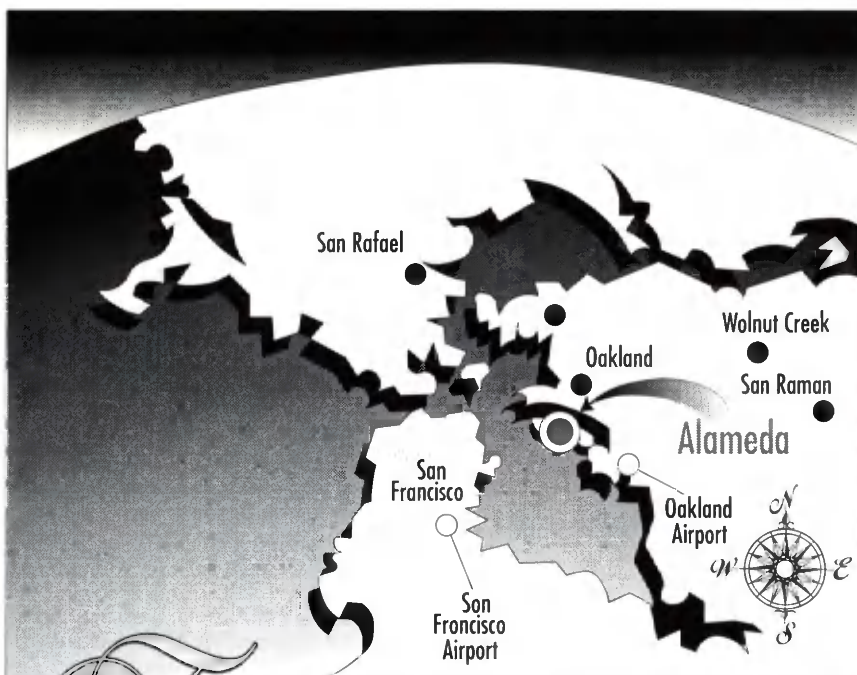
Fieldwork Denver Inc.

900 Auraria Pkwy.
Denver, CO 80204
Ph. 303-825-7788
Fax 303-623-8006
Contact: Ann McIntyre
1,3,6,7B,8,9
Rm. 1) 16x23 Obs. Rm. Seats 16
Rm. 2) 12x16 Obs. Rm. Seats 16
Rm. 3) 15x15 Obs. Rm. Seats 12
Rm. 4) 10x15 Obs. Rm. Seats 8
(See advertisement on p. 85)

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

Information Research Inc.
10650 E. Bethany Drive
Aurora, CO 80014
Ph. 303-751-0190
Fax 303-751-8075
Contact: Norman Pettit
1,2,3,4,5,6,7B,8,9
Rm. 1) 16x20 Obs. Rm. Seats 25
Rm. 2) 20x15 Obs. Rm. Seats 25
Rm. 3) 21x16 Obs. Rm. Seats 8

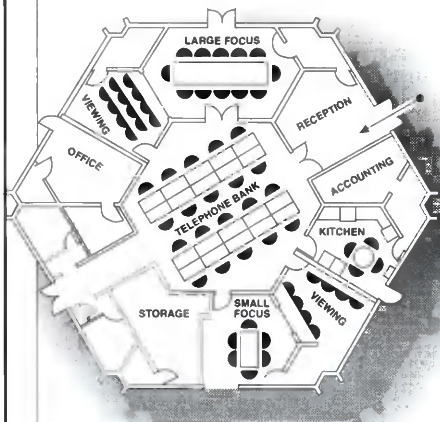


FOCUS BY THE BAY

The Bay Area's Premier Focus Group Facility.
Over 18 years of marketing research experience.

Indepth interviews and quality recruiting
in a spacious country club setting.

- Executive/Medical/Professional recruiting & interviewing
- Product Placement
- Mall Intercepts
- Store Audits/Mystery Shopping
- Jury/Trial Simulation
- Demographic & Community Attitude Surveys
- Multi-Cultural recruiting & interviewing
- Central location recruiting & testing
- Complete test kitchen
- Gourmet food provided



Main facility includes
spacious viewing rooms
and one-way mirrors with
state of the art audio and
video capabilities. Second
permanent intercept facility
with complete test kitchen
at South Shore Center Mall.

Phone (510) 521-6900
FAX (510) 521-2130



MARGARET YARBROUGH & ASSOC.

934 Shorepoint Court Ste.100 Alameda, CA 94501

† denotes living room style
* denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 6. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

Plaza Research

One Tabor Center
Denver, CO 80202
Ph. 303-572-6900 or 800-654-8002
Fax 303-572-6902
Contact: Katie Barker
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
†Rm. 4) 20x15
(See advertisement on p. 111)

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

Quick Test, Inc.

7200 W. Alameda, Ste. 203
Villa Italia Mall
Lakewood, CO 80226
Ph. 303-937-0144
Fax 303-937-0502
Contact: Jackie Stepanich
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

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. 71)

CONNECTICUT

BRIDGEPORT

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

J.B. Martin Interviewing Service
4695 Main Street, Ste. 4
Bridgeport, CT 06606
Ph. 203-365-4900
Fax 203-365-4912
Contact: Nancy Salk
1,2,3,4,6,7B,8,9
Rm. 1) 12x20 Obs. Rm. Seats 16
Rm. 2) 6x9 Obs. Rm. Seats 6
Rm. 3) 12x10 Obs. Rm. Seats 18
†Rm. 4) 6x9 Obs. Rm. Seats 15

Shapiro Research Services, Inc.
5085 Main Street
Trumbull, CT 06611
Ph. 203-373-9391
Fax 203-371-4257
Contact: Sandy Shapiro
1,3,6,7A

DANBURY

Performance Plus Inc.
7 Backus Avenue
Danbury, CT 06810
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7A
Rm. 1) 15x20 Obs. Rm. Seats 20

HARTFORD

Access Research, Inc.
8 Griffin Road 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
Rm. 1) 17x20 Obs. Rm. Seats 25
Rm. 2) 17x20 Obs. Rm. Seats 25

NEW HAVEN

New Haven Research Center
140 Washington Ave., #LL
North Haven, CT 06473
Ph. 800-235-5028
Contact: Nancy Neumann
1,3,6,7B
Rm. 1) 15x20 Obs. Rm. Seats 30

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

† denotes living room style
* denotes one-on-one room

**When
booking a
focus group
facility from
this
directory, tell
'em you saw
their listing
in**

Quirk's
MARKETING RESEARCH
Review

Denver's Exceptional Focus Group and Central Location Facility



THE RESEARCH CENTER

550 south wadsworth boulevard
suite 101
denver
colorado
80226
303-935-1750
fax 935-4390

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

The focus group suite is a tastefully decorated, contemporary and private facility located in an easy-to-find, high-profile building. The viewing room seats 15 comfortably. The conference room features washable writing surface, oak rolls and a bleached oak conference table. Video player and monitor are built-in and available at no additional charge.



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. Includes a built-in easel and wet bar.

All recruiting for focus groups is conducted from The Research Center's 40-line telephone 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.



Annie Sampagna-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.

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 6. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

The Focus Room-Stamford

1011 High Ridge Road
Stamford, CT 06905

Ph. 203-322-5996

Fax 203-322-0819

Contact: Kim Angione

1,3,4,5,6,7B

Rm. 1) 14x20 Obs. Rm. Seats 20

Rm. 2) 13x24 Obs. Rm. Seats 15

Focus First America

969 High Ridge Road
Stamford, CT 06905

Ph. 203-322-1173

Fax 203-968-0421

Contact: Susan Weiss

1,2,3,4,5,6,7B,8,9

Rm. 1) 20x22 Obs. Rm. Seats 20

Rm. 2) 18x20 Obs. Rm. Seats 20

*3) 10x10 Obs. Rm. Seats 8

Rm. 4) 16x20 Obs. Rm. Seats 20

(See advertisement on p. 72)

Strategic Focus, Inc.

274 Riverside Avenue

Westport, CT 06880

Ph. 203-221-0789

Fax 203-221-0783

Contact: Yanawan Saguansataya

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

DELAWARE

WILMINGTON

The Bartlett Group

Society Hill Office Complex, 1003 Society Dr.

Wilmington, DE 19703

Ph. 302-798-4333

Fax 717-540-9338

Contact: Jeff Bartlett

1,3,6,7B

Rm. 1) 11.5x24 Obs. Rm. Seats 8

WASHINGTON, D.C.

Area Wide Market Research

16017 Comprint Circle

Gaithersburg, MD 20877

Ph. 301-590-1160

Fax 301-990-6690

Contact: Ann Weinstein

1,3,4,6,7B

Cameron Mills Research Svce.

2414 Cameron Mills Road

Alexandria, VA 22302

Ph. 703-549-4925

Fax 703-549-4926

Contact: Fern Shewmaker

1,2,3,4,6,7C

Consumer Pulse of Washington

8310 C Old Court House Rd.

Vienna, VA 22182

Ph. 703-442-0960

Fax 703-442-0967

Contact: Jeff Davis

1,3,4,5,6,7A,8,9

Covington-Burgess Focus Suite

666 Eleventh St. NW, Ste. 730

Washington, DC 20001

Ph. 202-628-4640

Fax 202-628-3840

Contact: E. Burgess

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

The Dominion Group

8229 Boone Blvd., Ste. 710

Vienna, VA 22182

Ph. 703-848-4233

Fax 703-848-8823

Contact: Barbara Roland

1,3,6,7B

Rm. 1) 20x16 Obs. Rm. Seats 12

Rm. 2) 15x20 Obs. Rm. Seats 14

Facts In Focus, Inc.

5000 Rte. 301, #2006

Waldorf, MD 20603

Ph. 301-870-7799

Contact: Ann O'Connor

1,3,6,7A

* denotes living room style

† denotes one-on-one room



Word of Mouth says it all.

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

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

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



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

A FULL SERVICE QUALITATIVE RESEARCH FACILITY

**Now, when you demand the very best in
Baltimore, MD or the Washington, DC Metro area,
turn to us.....**

HMR

HOUSE MARKET RESEARCH, INC.

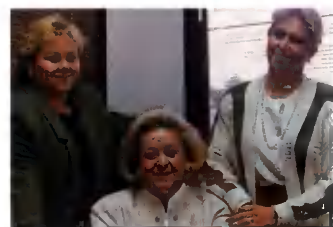
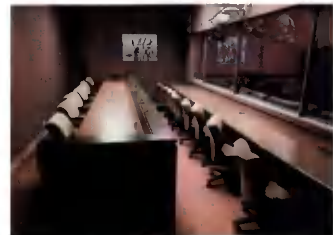
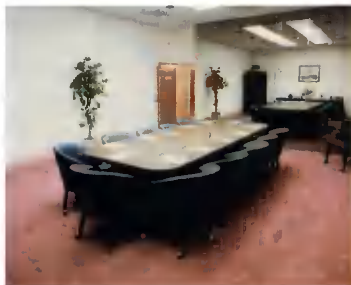
~ Est. 1968 ~

Our new Baltimore, Maryland location offers all of the amenities you have come to expect from the leading field service in the Mid-Atlantic region. This location offers three(3) Conference Suites featuring:

- *Illuminated writing ledges and tiered seating
- *Remote-controlled audio/video taping
- *Full wall one-way mirrors
- *Private client lounges
- *Viewing for 12-25
- *Free Parking



Our headquarters in Potomac, MD serves the Washington, DC Metropolitan area. It provides four (4) Conference Suites with all of the features above, designed with you in mind.



Pauline E. House, hcr daughters and their staffs guarantee exceptional recruiting, a sincere commitment to cater to your every need and two of the best facilities anywhere.

For Further Information, please contact us today:

HOUSE MARKET RESEARCH, INC.

1201 Seven Locks Road, Suite 200, Potomac, MD 20854, (301)424-1930, Fax (301)424-3128
1829 Reisterstown Road, Suite 200, Baltimore, MD 21208, (410)602-2800, Fax (410)602-2806

Codes for the first line are:

- 1. Conference Style Room 7A. Located in Shopping Mall
- 2. Living Room Style 7B. Located in Office Building
- 3. Observation Room 7C. Free Standing Building
- 4. Test Kitchen 7D. Other
- 5. Test Kitchen Obsv. Rm. 8. 1-on-1 Room
- 6. Video Equipment Available 9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

G.M.K. Market Focus
 1700 Wisconsin Ave. N.W.
 Washington, DC 20007
 Ph. 202-337-0700
 Fax 202-298-3400
 Contact: Susan Bitwell
 1,3,6,7C
 Rm. 1) 15x25 Obs. Rm. Seats 10

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

**EXECUTIVE
 FOCUS
 GROUP
 FACILITY**

At Metro stop minutes from downtown Washington, DC

Close to major hotels, shopping malls & theatres

A division of a full service marketing company

Professional audio/video systems

Electronic blackboard

Nancy Low & Associates, Inc.

Market Research, Marketing & Communications
 5454 Wisconsin Avenue, Suite 1300
 Chevy Chase, Maryland 20815

301/951-9200

House Market Research Inc.
 1201 Seven Locks Rd., Ste. #200
 Potomac, MD 20854
 Ph. 301-424-1930
 Fax 301-424-3128
 Contact: Elaine House
 1,3,4,6,7B
 (See advertisement on p. 73)

Nancy Low & Associates, Inc.
 5454 Wisconsin Ave., #1300
 Chevy Chase, MD 20815
 Ph. 301-951-9200
 Fax 301-986-1641
 Contact: Stephanie Roth
 1,3,6,7B,8,9
 Rm. 1) 21x21 Obs. Rm. Seats 20, 6
 (See advertisement on p. 74)

Metro Research Services, Inc.
 9990 Lee Hwy., Ste. 110
 Fairfax, VA 22030
 Ph. 703-385-1108
 Fax 703-385-8620
 Contact: Nancy Jacobs
 1,3,4,6,7A,8,9
 Rm. 1) 15x20 Obs. Rm. Seats 18

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
 Rm. 1) 15x20 Obs. Rm. Seats 18

OMR-Olchak Market Research
 7255-A Hanover Pkwy.
 Greenbelt, MD 20770
 Ph. 301-441-4660
 Fax 301-474-4307
 Contact: Jill Siegel
 1,3,4,6,7B,8
 Rm. 1) 14x19 Obs. Rm. Seats 14

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
 Rm. 1) 12x16 Obs. Rm. Seats 11
 (See advertisement on p. 57)

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,8

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

FLORIDA

DAYTONA BEACH

Cunningham Field Services
 770 W. Granada, #101
 Daytona Beach, FL 32174
 Ph. 904-677-5644
 1,3,4,5,6,7B

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
 Rm. 1) 14x16 Obs. Rm. Seats 20
 Rm. 2) 14x16 Obs. Rm. Seats 8

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
 Rm. 1) 15x20

Mar's Surveys, Inc.
 4300 No. University Drive, Ste. C202
 Ft. Lauderdale, FL 33351
 Ph. 305-755-2805
 Fax 305-755-3061
 Contact: Eric Lipson
 1,3,4,6,7B,8,9
 Rm. 1) 15x18

FORT MYERS

Bernett Research Services
 Edison Mall
 4125 Cleveland Ave.
 Ft. Myers, FL 33901
 Ph. 813-939-1200
 Fax 813-939-1413
 Contact: Carolyn Kulik
 1,3,4,6,7,8(10)
 Rm. 1) 14x16 Obs. Rm. Seats 8
 (See advertisement on p. 93)

T.I.M.E. Market Research
 1441 Tamianie Tr., #505
 Port Charlotte, FL 33948
 Ph. 813-625-5111
 Fax 813-625-6416
 Contact: Sharon Peoples
 1,3,4,6,7A,8
 Rm. 1) 12x16 Obs. Rm. Seats 10

GAINESVILLE

Perceptive Market Research, Inc.
 2306 SW 13th St., #806
 Gainesville, FL 32608
 Ph. 904-336-6760 or 800-749-6760
 Fax 904-336-6763
 Contact: Elaine Lyons-Lepke, Ph.D.
 1,2,3,6,7D,8,9
 Rm. 1) 18x30 Obs. Rm. Seats 15

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
 1,3,4,6,7B
 (See advertisement on p. 44)

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
 Rm. 1) 14x20 Obs. Rm. Seats 10

MIAMI

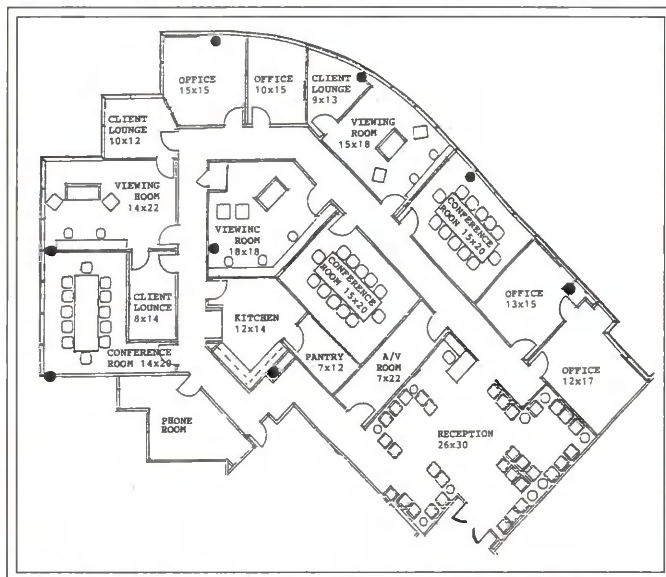
BSR Field Services
 2121 Ponce De Leon Blvd., #1250
 Coral Gables, FL 33134
 Ph. 305-443-2000
 Fax 305-448-6825
 Contact: Ethel Owery
 1,2,3,6,7B

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

† denotes living room style
 ‡ denotes one-on-one room

ANOTHER REASON TO CHOOSE . . .

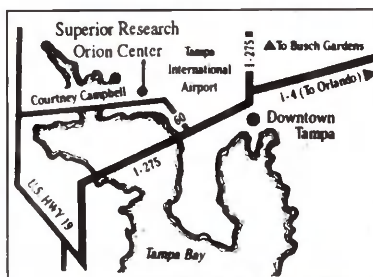


SUPERIOR RESEARCH

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

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

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
Rm. 1) 18x22

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
Rm. 1) 15x15 Obs. Rm. Seats 14
Rm. 2) 15x15 Obs. Rm. Seats 12
(See advertisement on p. 77)

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. 77)

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

Weitzman & Philip, Inc.
850 Ives Dairy Road
Miami, FL 33179
Ph. 305-653-6323
Fax 305-653-4016
Contact: Daniel Philip
1,3,4,5,6,7A
Rm. 1) 15x24 Obs. Rm. Seats 10
Rm. 2) 14x20 Obs. Rm. Seats 10

ORLANDO

Accudata/Pilar Ellis
500 N. Orlando Ave., Ste. #1398
Winter Park, FL 32789
Ph. 407-628-1835
Fax 407-628-0571
1,2,3,4,6,7D
Contact: Suzanne Cattell
Rm. 1) 15x18 Obs. Rm. Seats 15
Rm. 2) 14x15 Obs. Rm. Seats 8
Rm. 3) 15x19 Obs. Rm. Seats 12

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
Rm. 1) 13x19 Obs. Rm. Seats 12

Hancock Information Group, Inc.
2180 W. State Rd.434, Ste. 3170
Longwood, FL 32779
Ph. 407-682-1556
Fax 407-682-0025
Contact: Lori Sprague
1,3,6,7B,8,9
Rm. 1) 16x25 Obs. Rm. Seats 10

Quick Test, Inc.
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
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

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

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

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

PENSACOLA

Sand Dollar Research, Inc.
5100 North 9th Ave. M-1209
Pensacola, FL 32504
Ph. 904-478-9274
Fax 904-476-4450
Contact: Charles Graham
1,3,4,6,7A,8,9
Rm. 1) 18x21 Obs. Rm. Seats 15

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
Rm. 1) 15x21 Obs. Rm. Seats 10

TALLAHASSEE

Friedman Marketing/Florida
Tallahassee Mall
2415 N. Monroe St., #563
Tallahassee, FL 32303
Ph. 904-385-4399
Fax 904-385-3481
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
Rm. 1) 18x20 Obs. Rm. Seats 14
Rm. 2) 18x18 Obs. Rm. Seats 10
Rm. 3) 13x16 Obs. Rm. Seats 8

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
Rm. 1) 8x12 Obs. Rm. Seats 4

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
Rm. 1) 16x21 Obs. Rm. Seats 15

Bordner Research, Inc.
2535 Landmark Dr., Ste. 109
Clearwater, FL 34621
Ph. 813-797-6552
Contact: Diane Bordner
1,3,4,7B,8,9
Rm. 1) 14x19 Obs. Rm. Seats 18
Rm. 2) 11x13 Obs. Rm. Seats 8

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
1,2,3,4,6,7C,8,9
Rm. 1) 15x24 Obs. Rm. Seats 12
Rm. 2) 11x12

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
Rm. 1) 14x19 Obs. Rm. Seats 16
Rm. 2) 9x13 Obs. Rm. Seats 8

[†] denotes living room style
[‡] denotes one-on-one room

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
5811 Memorial Hwy. #103
Tampa, FL 33615
Ph. 813-884-0088
Contact: Isabel Dunn
1,3,4,6,7B

Mid-America Research
303 US 301 Blvd. W., Ste. 811
Bradenton, FL 34205
Ph. 813-746-1849
Fax 813-746-6157
Contact: Margaret Wilders
1,3,4,6,7A,8
Rm. 1) 10x16 Obs. Rm. Seats 10
Rm. 2) 10x9 Obs. Rm. Seats 5

Premack and Associates, Inc.
8130 66th Street No., #10
Pinellas Park, FL 34665
Ph. 813-544-3191
Fax 813-544-2777
Contact: Irwin J. Premack
1,3,6,7B
Rm. 1) 12x15 Obs. Rm. Seats 6

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
Rm. 1) 15x20 Obs. Rm. Seats 12
Rm. 2) 15x20 Obs. Rm. Seats 12
Rm. 3) 15x20 Obs. Rm. Seats 12
Rm. 4) 14x22 Obs. Rm. Seats 12
(See advertisement on pp. 75, 78)

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

WEST PALM BEACH

Besselaar Research
900 Osceola Drive, #208A
West Palm Beach, FL 33409
Ph. 407-471-5310
Fax 407-471-5295
Contact: Laura Horne
1,3,6,7B

Field & Focus
4020 So. 57th Avenue
Lake Worth, FL 33463
Ph. 407-965-4720
Fax 407-965-6925
Contact: Lois Stermer
1,3,6,7C,8
Rm. 1) 15x18 Obs. Rm. Seats 12
(See advertisement on p. 77)

Profile Marketing Research
4020 So. 57th Avenue
Lake Worth, FL 33463
Ph. 407-965-8300
Fax 407-965-6925
Contact: Judy Hoffman
1,3,6,7C,8
Rm. 1) 15x18 Obs. Rm. Seats 12

LUXURIOUS NEW FACILITIES

- Focus Groups
- Quality Recruiting
- All Phases Market Research
- Emphasis on Client Comfort



RIFE MARKET RESEARCH, INC.

1111 Park Center Blvd., Suite 111, Miami, FL 305-620-4244
Since 1957

FIELD & FOCUS

THE MARKETING RESEARCH CENTER OF PALM BEACH COUNTY

4020 South 57th Ave. Lake Worth, FL 33463

TELEPHONE: 407-965-4720
FAX: 407-965-6925

■ FOCUS GROUP FACILITY

Free-standing office building
Large, comfortable respondent conference room
Floor to ceiling mirror
Oversized tiered viewing room
Complete audio-visual services
Quality recruiting, to your specifications
Consumers/Business to business/Blacks/Hispanics

*Gourmet catering, friendly staff.
Your comfort is important to us!*

■ TELEPHONE CENTER

35 stations, CATI
Monitoring, on-site and remote
Local, regional, national WATS
Bilingual/English, Spanish
Professional, experienced interviewers and supervisory staff

WEST PALM BEACH MARKET AREA
BEST CHOICE FOR RESEARCH IN SOUTH FLORIDA

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Lois Weinstein Associates
 1655 Palm Beach Lakes Blvd., Ste. 203
 W. Palm Beach, FL 33401
 Ph. 407-640-3242
 Fax 407-640-3780
 Contact: Lois Weinstein
 1,3,4,6,7B,8,9
 Rm. 1) 17x17 Obs. Rm. Seats 18
 Rm. 2) 12x14 Obs. Rm. Seats 8

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
 Rm. 1) 14x20 Obs. Rm. Seats 18
 Rm. 2) 14x20 Obs. Rm. Seats 12

Atlanta Marketing Research Center
 Ten Lenox Pointe
 Atlanta, GA 30324
 Ph. 404-239-0001
 Fax 404-237-1235
 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
 Rm. 1) 16x24 Obs. Rm. Seats 12
 Rm. 2) 16x20 Obs. Rm. Seats 12

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

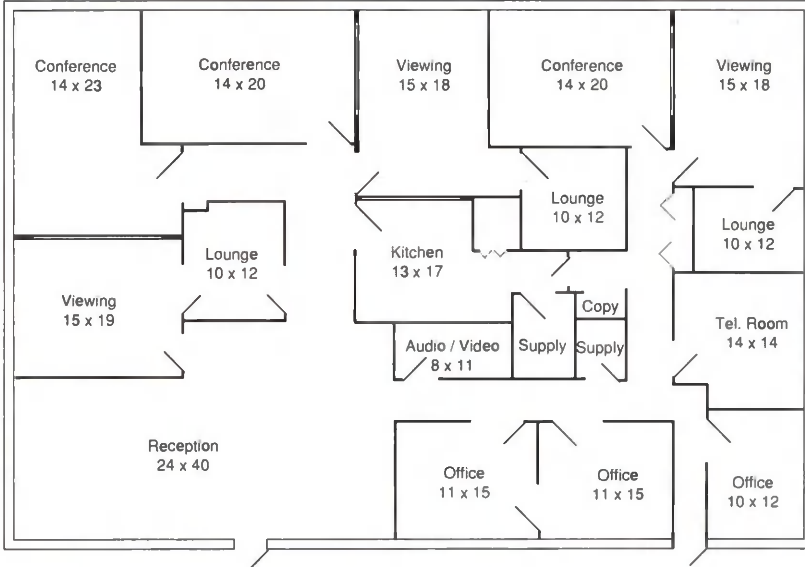
Consumer Search
 2801 Cadler Rd.
 Atlanta, GA 30035
 Ph. 404-321-1770
 Fax 404-636-3037
 Contact: Scott Tannenbaum
 1,3,4,6,7A,8,9(15)
 Rm. 1) 20x20 Obs. Rm. Seats 15

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
 Rm. 1) 25x15 Obs. Rm. Seats 8
 Rm. 2) 25x15 Obs. Rm. Seats 6

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
 Rm. 1) 19x17 Obs. Rm. Seats 25
 Rm. 2) 35x16 Obs. Rm. Seats 20
 Rm. 3) 17x14 Obs. Rm. Seats 20
 (See advertisement on p. 85)

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.
 Gwinett Plaza Mall
 2100 Pleasant Hill Road
 Duluth, GA 30136
 Ph. 404-476-0714
 Contact: Teri Williams
 1,3,6,7A

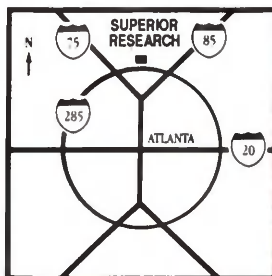


SUPERIOR RESEARCH

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

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

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



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

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
 Rm. 1) 24x16 Obs. Rm. Seats 20
 Rm. 2) 22x22 Obs. Rm. Seats 15
 Rm. 3) 22x29 Obs. Rm. Seats 15
 Rm. 4) 12x16 Obs. Rm. Seats 7
 (See advertisement on p. 79)

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
 Rm. 1) 14x16 Obs. Rm. Seats 8
 Rm. 2) 14x16 Obs. Rm. Seats 8

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

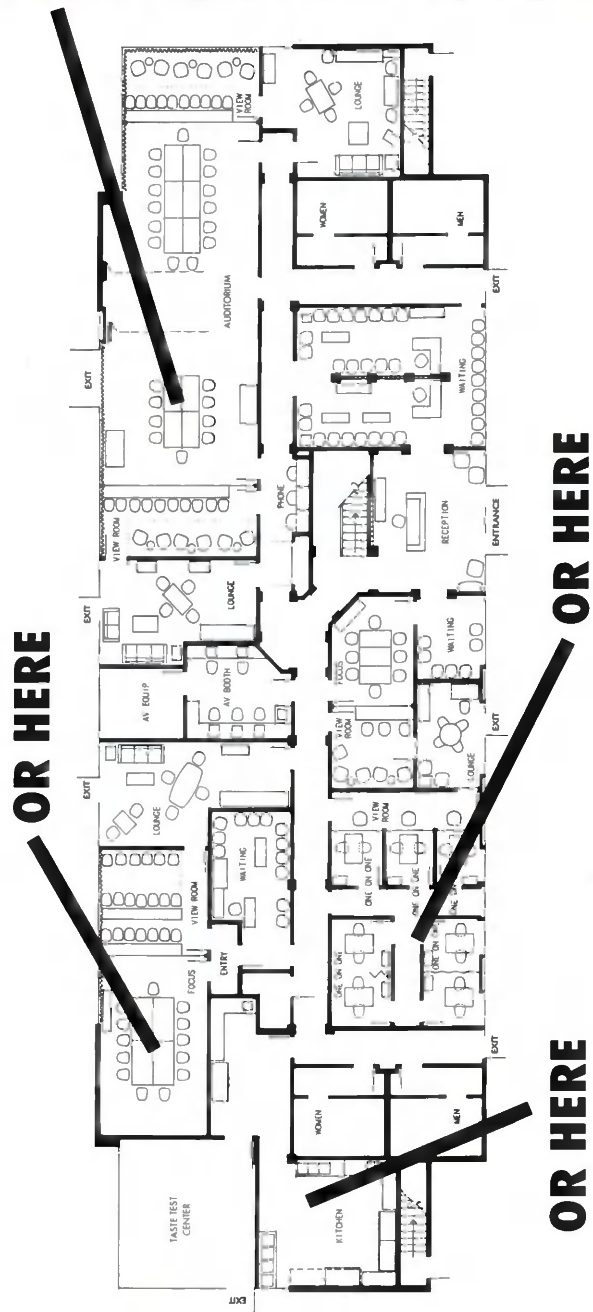
Market Views Research
 1215 Hightower Trail, Ste. D-150
 Atlanta, GA 30350
 Ph. 404-992-1289
 Fax 404-992-6770
 Contact: Dan Brown
 1,3,4,6,7B

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
 Rm. 1) 17x14 Obs. Rm. Seats 10
 Rm. 2) 19x12 Obs. Rm. Seats 22

* denotes living room style
 * denotes one-on-one room

YOUR NEXT PROJECT HERE



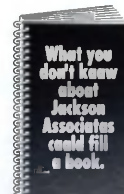
Jackson Associates Inc.

When it comes to choosing a field service, Jackson Associates has just what you're looking for.

Take our state-of-the-art Atlanta focus facility. It features four spacious focus suites, a large auditorium with viewing, a one-on-one center and a fully equipped test kitchen. Not to mention a forty-line monitored telephone room for recruiting and CRT interviewing.

But why stop there? We also have focus facilities in Charlotte and Nashville. Perfect for a fresh perspective.

See for yourself in our new field service handbook. It's yours free by calling 800-359-7060.



Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Nordhaus Research, Inc.

3405 Piedmont Rd. NE, Ste. 175
Atlanta, GA 30305
Ph. 800-860-9996
Fax 404-848-8199
Contact: Dianne Flock
1,3,4,5,7B,8,9
Rm. 1) 16x17 Obs. Rm. Seats 15
Rm. 2) 16x27 Obs. Rm. Seats 15
(See advertisement on p. 96)

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
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
†Rm. 4) 20x15
(See advertisement on p. 111)

P.V.R.

655 Village Square Dr.
Stone Mountain, GA 30083
Ph. 404-294-4433
Fax 404-297-3223
Contact: Glenda Fears
1,3,4,6,7B

Quality Controlled Services

2635 Century Pkwy., #100
Atlanta, GA 30345
Ph. 800-227-2974
Fax 404-636-3276
Contact: Susan Lipsitz
1,3,4,6,7B
Rm. 1) 15x22 Obs. Rm. Seats 10
Rm. 2) 15x20 Obs. Rm. Seats 10
Rm. 3) 15x20 Obs. Rm. Seats 10
(See advertisement on p. 57)

Quick Test, Inc.

4205 Roswell Rd.
Atlanta, GA 30342
Ph. 404-843-3807
Fax 404-843-9733
Contact: Towne Saltik
1,3,4,6,7B
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

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
Rm. 1) 21x18 Obs. Rm. Seats 15
Rm. 2) 19x17 Obs. Rm. Seats 15
Rm. 3) 20x12 Obs. Rm. Seats 10

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
Rm. 1) 14x23 Obs. Rm. Seats 12
Rm. 2) 14x20 Obs. Rm. Seats 12
Rm. 3) 14x20 Obs. Rm. Seats 12
†Rm. 4) 15x19 Obs. Rm. Seats 12
(See advertisement on pp. 75, 78)

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,8,9
Rm. 1) 21x18 Obs. Rm. Seats 12
Rm. 2) 22x14 Obs. Rm. Seats 8
Rm. 3) 15x9 Obs. Rm. Seats 10

Whaley Research & Associates, Inc.
5001 Riverdale Court
College Park, GA 30337
Ph. 800-283-4701
Fax 800-283-4733
Contact: Marilyn Whaley
1,3,4,6,7D
Rm. 1) 16x24 Obs. Rm. Seats 16

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
Rm. 1) 15x14 Obs. Rm. Seats 4
(See advertisement on p. 79)

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
Rm. 1) 18x20 Obs. Rm. Seats 10

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
Rm. 1) 14x22 Obs. Rm. Seats 8

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

† denotes living room style
* denotes one-on-one room

C/J IN FOCUS

Another answer
to your marketing research questions.



recording capabilities) affords the best view into focus group interaction.

- Facility and equipment rental
- Recruiting
- Moderating
- Complete project capabilities

C/J, a full-service research organization. Data collection and interpretation.

- Focus groups
- Telephone (CRT-assisted)
- Central location pre-recruited interviews
- Mall Intercepts—nationwide
- Personal door-to-door interviewing
- Professional occupation interviews
- Exit interviews
- Continuous tracking

You are cordially invited to discuss your research requirements with the C/J professionals.

The new C/J Focus Group Room.

Here you will find every resource and a staff that is fully capable of supporting your exact requirements.

Our large and comfortable client viewing room (with both audio and video



C/J RESEARCH, INC.

3150 Salt Creek Lane • Arlington Heights, IL 60005

708/253-1100

Codes for the first line are:

- 1. Conference Style Room 7A. Located in Shopping Mall
- 2. Living Room Style 7B. Located in Office Building
- 3. Observation Room 7C. Free Standing Building
- 4. Test Kitchen 7D. Other
- 5. Test Kitchen Obsv. Rm. 6. 1-on-1 Room
- 6. Video Equipment Available 9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

ILLINOIS

CHICAGO

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

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

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

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
 Rm. 1) 21x21 Obs. Rm. Seats 15
 Rm. 2) 16x17 Obs. Rm. Seats 14
 †Rm. 3) 20x21 Obs. Rm. Seats 14

Assistance In Marketing
 1650 N. Arlington Heights Rd.
 Arlington Heights, IL 60004
 Ph. 708-392-5500
 Fax 708-392-5841
 Contact: Laura Shulman
 1,3,4,5,6,7B,8,9
 Rm. 1) 20x12 Obs. Rm. Seats 8
 Rm. 2) 17x13 Obs. Rm. Seats 8

Assistance In Marketing
 1140 Spring Hill Mall
 Dundee, IL 60118
 Ph. 708-428-0885
 Fax 708-428-4554
 Contact: Kara Kunkel
 1,3,4,6,7A,8,9
 Rm. 1) 13x13 Obs. Rm. Seats 8

Baxter Research Interviewing
 270 W. North Avenue
 Villa Park, IL 60181
 Ph. 312-545-4752
 Fax 708-832-6154
 Contact: Alice Baxter
 1,3,4,6,7A,8,9

The Blackstone Group
 360 N. Michigan Ave., Ste. 1501
 Chicago, IL 60601
 Ph. 312-419-0400
 Fax 312-419-8419
 Contact: Gene Topper
 1,3,4,6,7B,8,9
 Rm. 1) 14x26 Obs. Rm. Seats 15
 Rm. 2) 15x20 Obs. Rm. Seats 10
 Rm. 3) 13x20 Obs. Rm. Seats 10
 (See advertisement on p. 82)

Bruskin Goldring Research
 820 No. Orleans, Ste. #210
 Chicago, IL 60610
 Ph. 312-440-5252
 Fax 312-266-1742
 Contact: Jeff Kay
 1,2,3,4,6,7B,8,9
 (See advertisement on p. 2)

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

Bryles Survey Service
 Northfield Shopping Mall
 1600 N. State Rte. 50
 Bradley, IL 60915
 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. 800-323-0266
 Fax 708-253-1587
 Contact: Sherrie Binke
 1,3,6,7B
 Rm. 1) 24x24 Obs. Rm. Seats 15
 †Rm. 2) 24x11
 (See advertisement on p. 81)

† denotes living room style
 ‡ denotes one-on-one room

**At the Blackstone Group,
 95%
 is very significant...**

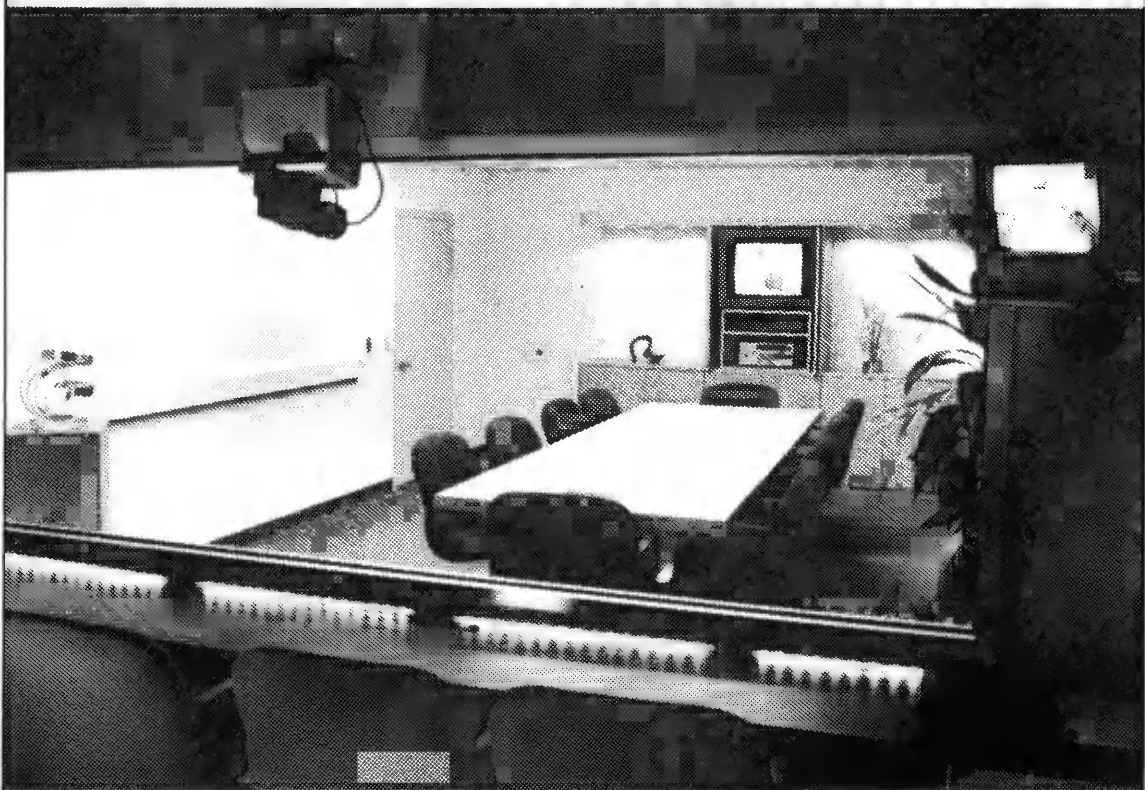
**Over 95% of our clients
 return to us for more research.**

**For a free consultation or proposal,
 call us at 1-800-666-9847**

FULL-SERVICE RESEARCH
 STATE-OF-THE-ART DESIGN
 ADVANCED ANALYTICAL
 CAPABILITIES
 FOCUS GROUP FACILITIES
 40 CATI STATIONS
 NEW PRODUCTS
 NAME GENERATION
 CUSTOMER SATISFACTION

The Blackstone Group
 360 North Michigan Avenue
 Chicago, Illinois 60601

PAMPER YOUR CLIENTS



Consumer Surveys Company In Chicago, when you demand excellence

- * Communicate instantly with your moderator from the viewing room by means of a *unique computer system* visible only to your moderator.
- * Use a *remote controlled videotaping system* located in the rear of the room.... not in front, blocking your view.
- * View the group in our *client lounge* or in our *tiered observation room* that *comfortably seats fifteen* of your agency and corporate traveling companions.
- * Watch your group through a *sound insulated window*.
- * Feel refreshed by our *separate air/heating system*.

IF IT'S WORTH DOING, IT'S WORTH DOING WELL

CS Consumer Surveys Company

Northpoint Shopping Center 304 E. Rand Rd., Arlington Heights, IL 60004
Tel. 708/394-9411 Fax 708/394-0001

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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 the back cover)

Comiskey Research
205 W. Grand Ave., Ste. #108
Bensenville, IL 60106
Ph. 708-860-2255
Contact: Sig Saltz
1,3,4,6,7B
Rm. 1) 12x16 Obs. Rm. Seats 8

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more
information
from any of the
advertisers in
this issue, use
the convenient
reader
response card**

Quirk's
MARKETING RESEARCH
Review

Communications Workshop, Inc.
168 N. Michigan Ave.
Chicago, IL 60601
Ph. 312-263-7551
Fax 312-332-6115
Contact: Lisa Hougsted
1,2,3,4,6,7B
Rm. 1) 16x21 Obs. Rm. Seats 18
Rm. 2) 20x24 Obs. Rm. Seats 10

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

Consumer Surveys Company

Northpoint Shopping Center
304 E. Rand Road
Arlington Heights, IL 60004
Ph. 708-394-9411
Fax 708-394-0001
Contact: Floyd Berlant
1,3,4,6,7A,8,9
Rm. 1) 15x20 Obs. Rm. Seats 12
Rm. 2) 15x11 Obs. Rm. Seats 15
(See advertisement on p. 83)

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,8
Rm. 1) 21x18 Obs. Rm. Seats 15

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

Dimensional Marketing, Inc.
211 E. Ontario St., 16th Flr.
Chicago, IL 60611
Ph. 312-280-0700
Contact: Dan Williams
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: Kathy Donaldson
1,3,4,6,7B
Rm. 1) 15x24 Obs. Rm. Seats 10

Facts In Focus, Inc.
2260 Fox Valley Center
Aurora, IL 60505
Ph. 708-898-2166
Fax 708-898-2172
Contact: Matt Johnson
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
Rm. 1) 16x16 Obs. Rm. Seats 12
Rm. 2) 18x18 Obs. Rm. Seats 15
Rm. 3) 16x21 Obs. Rm. Seats 20
Rm. 4) 12x20 Obs. Rm. Seats 10
*Rm. 5) 16x16 Obs. Rm. Seats 15
(See advertisement on p. 85)

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
Rm. 1) 21x21 Obs. Rm. Seats 35
Rm. 2) 21x15 Obs. Rm. Seats 20
Rm. 3) 20x20 Obs. Rm. Seats 30
(See advertisement on p. 85)

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
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 13x16 Obs. Rm. Seats 7
Rm. 4) 14x24 Obs. Rm. Seats 6
(See advertisement on p. 86)

Focuscope, Inc.

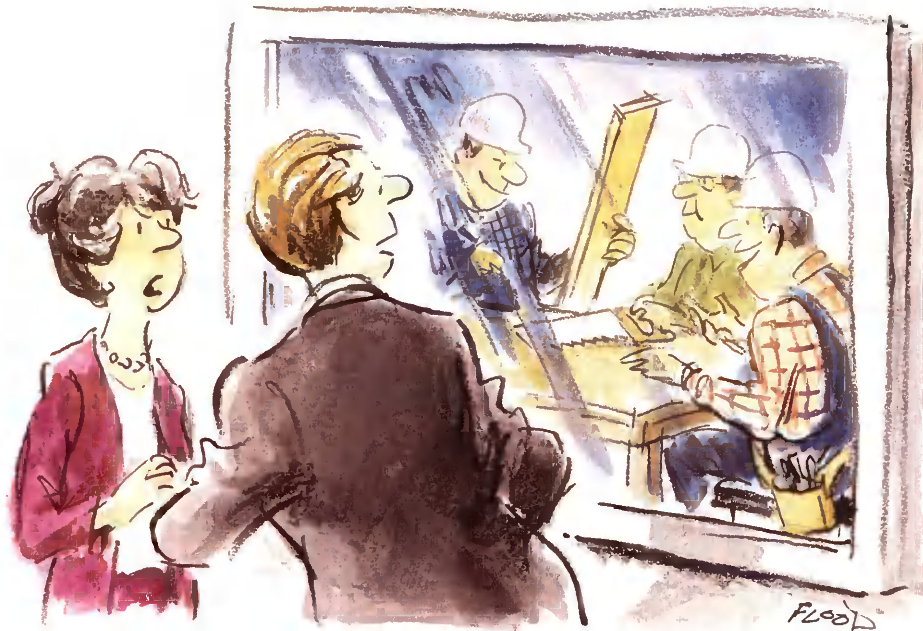
1 East Erie, Ste. 305
Chicago, IL 60611
Ph. 312-587-1893
Contact: Kevin Rooney
1,3,6,7B,8,9
Rm. 1) 23x20 Obs. Rm. Seats 15
Rm. 2) 16x23 Obs. Rm. Seats 15
(See advertisement on p. 86)

Heakin Research, Inc.
3615 Park Drive, Ste. #101
Olympia Fields, IL 60461
Ph. 708-503-0100
Contact: Sue Schmidt
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
Rm. 1) 14x30 Obs. Rm. Seats 20
Rm. 2) 15x20 Obs. Rm. Seats 12
Rm. 3) 13x19 Obs. Rm. Seats 15
Rm. 4) 14x19 Obs. Rm. Seats 11
*5) 14x14 Obs. Rm. Seats 15
(See advertisement on p. 87)

* denotes living room style
* denotes one-on-one room



"Well, you said you wanted middle-aged homemakers."

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 the best database 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 BOSTON
617 899-3660

fieldwork DENVER
303 825-7788

fieldwork CHICAGO
(O'Hare)
312 714-8700

fieldwork CHICAGO
(North)
312 282-2911

fieldwork EAST
(Fort Lee)
201 585-8200

fieldwork EAST
(Westchester)
914 347-2145

fieldwork PHOENIX
(South Mountain)
602 438-2800

fieldwork PHOENIX
(Scottsdale)
602 438-2800



It takes *fieldwork*!

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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
Rm. 1) 17x16
Rm. 2) 23x13

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

Marketing Services
2525 Gross Point Road
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
Rm. 1) 14x13 Obs. Rm. Seats 10
Rm. 2) 14x8 Obs. Rm. Seats 4

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
Rm. 1) 15x23 Obs. Rm. Seats 10
Rm. 2) 15x17 Obs. Rm. Seats 12

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
Rm. 1) 16x19
Rm. 2) 18x21
Rm. 3) 21x18
Rm. 4) 21x17

National Qualitative Centers
625 N. Michigan Ave., Ste. 200
Chicago, IL 60611
Ph. 312-642-1001/800-335-1222
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: Dorothy Polzin
1,3,4,5,6,7B,8,9
Rm. 1) 16x20 Obs. Rm. Seats 13
Rm. 2) 16x22 Obs. Rm. Seats 11
Rm. 3) 14x9 Obs. Rm. Seats 10

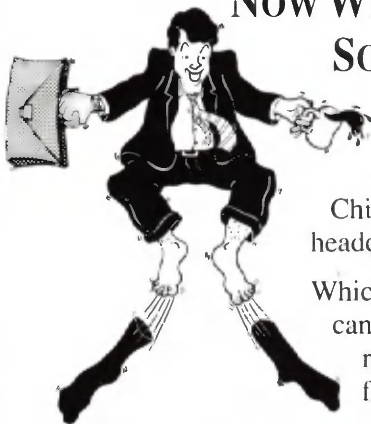
Q'Hare in Focus
1011 E. Touhy Ave., Ste. #440
Des Plaines, IL 60018
Ph. 708-299-6636
Fax 708-824-3259
Contact: Renie Vitellaro
1,3,4,5,6,7B
Rm. 1) 18x20 Obs. Rm. Seats 10
Rm. 2) 17x19 Obs. Rm. Seats 20
Rm. 3) 15x18 Obs. Rm. Seats 15
(See advertisement on p. 89)

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
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
*Rm. 4) 20x15
(See advertisement on p. 111)

Precision Field Services
O'Hare Corporate Tower
10600 W. Higgins Rd., Ste. 100
Rosemont, IL 60018
Ph. 708-390-8666
Fax 708-390-8885
Contact: Scott Adelman
1,3,4,6,7B,8,9
Rm. 1) 16x24 Obs. Rm. Seats 18
Rm. 2) 17x17 Obs. Rm. Seats 18
Rm. 3) 23x24 Obs. Rm. Seats 10

Quality Controlled Services
2000 Spring Road, Ste. 100
Oak Brook, IL 60521
Ph. 800-322-2376
Fax 708-990-8188
Contact: Andrea Wilk
1,3,4,6,7B,8,9
Rm. 1) 17x18 Obs. Rm. Seats 14
Rm. 2) 17x18 Obs. Rm. Seats 14
Rm. 3) 10x10 Obs. Rm. Seats 5
*Rm. 4) 18x18 Obs. Rm. Seats 20
(See advertisement on p. 57)

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



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.

Focuscope's recruiting, facilities, service, and the location of your choice . . . HANG ON TO YOUR SOCKS!



focuscope
708-386-5086

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

1 East Erie
Suite 305
Chicago, IL 60611

Quick Test, Inc.

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

Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

Quick Test, Inc.

429 Hawthorn Center
Vernon Hills, IL 60061
Ph. 800-759-9967
Fax 708-367-4863
Contact: Sandy Lewis
1,3,4,6,7A

Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

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

Rm. 1) 16x20 Obs. Rm. Seats 14

Rm. 2) 21x20 Obs. Rm. Seats 14

Rm. 3) 10x10

Bernadette Schleis & Associates, Inc.

1740 Ridge Ave., Ste. 201
Evanston, IL 60201-3616
Ph. 708-869-5999
Fax 708-869-6644

Contact: Bernadette Schleis
1,3,4,6,7B,8

Rm. 1) 17x20 Obs. Rm. Seats 10

Smith Research

1121-P Lake Cook Road
Deerfield, IL 60015
Ph. 708-948-0440

Fax 708-948-8350

Contact: Kevin Smith

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

Smith Research

150 E. Huron, Ste. #720
Chicago, IL 60611
Ph. 708-948-0440

Fax 708-948-8350

Contact: Kevin Smith

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

CHICAGO'S "NEWEST" FACILITY IS 66 YEARS OLD!

The first central location testing center in the world started in 1927 at the daily luncheons of the Home Arts Guild. Women came with their clubs as guests of the Guild's sponsors to learn the "home arts" of cooking and homemaking.



When companies learned that 500 housewives a week were available in one place in Chicago they seized the opportunity and soon a steady stream of products, packages and ads from all over the country were paraded before the women for their opinions.

Since then we have continued to help shape our industry. Some of our contributions include:

- **First Central Location Respondent Pool**
- **First One-Way Mirrors**
- **First Computerized Database**

AND NOW A MAJOR EXPANSION AND REMODELING

- **New One-on-one/mini-group Suite**

We now have a 1,000 s.f. suite especially designed for 1-on-1s, and mini-groups. It has a private client entrance, 3-tier viewing room, large client lounge and a large but intimate interview room.

- **Newly Expanded Suite**

It has a 3-tier viewing room that seats 20 clients, an elegant client lounge overlooking the river and lake, and the 30' focus group room has a sliding wall that can close off one third of the room.

- **New Colors...New Furniture...New Artwork...New Equipment**

Now the oldest facility is also the newest. We think you will like the pleasant ambience created by our color expert. Each of our five focus group suites has its own distinctive character.

What has not changed:

- Our reliable on-site recruiting of consumers, doctors and business people from the entire Chicago area, city and suburbs.
- Our excellent client cuisine
- Our friendly, accommodating service.

We hope to have the opportunity of showing you why clients have kept coming back here for their research projects...since 1927.

HOME ARTS GUILD RESEARCH CENTER
35 East Wacker Drive, Chicago, IL 60601 • (312) 726-7406



Our first one-way mirrors were 2' x 2'. Two per room. Only two clients could observe. The rest had to sit in the dark and listen.

[†] denotes living room style
[‡] denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Survey Center, Inc.

455 E., Illinois
Chicago, IL 60611
Ph. 312-321-8100
Fax 312-321-8110
Contact: Susan Stanacek

1,2,3,4,5,6,7D,8,9

Rm. 1) 22x16	Obs. Rm. Seats 10
Rm. 2) 22x16	Obs. Rm. Seats 10
Rm. 3) 30x17	Obs. Rm. Seats 20
†Rm. 4) 40x17	Obs. Rm. Seats

TAI-Chicago, Inc.

Two Prudential Plaza, Ste. 4450
Chicago, IL 60601-6710
Ph. 312-565-4343
Fax 312-565-4450

Contact: Mark DiVito/Susan Meier
1,3,4,6,7B

Rm. 1) 18x20	Obs. Rm. Seats 15
Rm. 2) 20x20	Obs. Rm. Seats 25
Rm. 3) 19x18	Obs. Rm. Seats 15

(See advertisement on p. 11)

**If you want
more
information
from any of the
advertisers in
this issue, use
the convenient
reader
response card**

Quirk's
MARKETING RESEARCH
Review

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
Rm. 1) 20x30 Obs. Rm. Seats 14

INDIANA

EVANSVILLE

Gore Research and Associates
800 Green River Rd., #428
Evansville, IN 47715
Ph. 812-473-7112
Contact: Cathy Raider
1,3,4,6,7A

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

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

FORT WAYNE

Dennis Research Services, Inc.
3502 Stelhorn 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 317-577-5438
Contact: Barb Miller
1,3,4,6,7B
Rm. 1) 17x21 Obs. Rm. Seats 12
Rm. 2) 12x14 Obs. Rm. Seats 10
(See advertisement on p. 29)

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

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

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

Strategic Marketing & Research
303 No. Alabama, #210
Indianapolis, IN 46204
Ph. 317-262-4680 or 800-424-6270
Fax 317-262-4513
Contact: Susan Wood
1,3,6,7B

SOUTH BEND

Focal Pointe/Memorial Hosp. of So. Bend
615 No. Michigan Street
South Bend, IN 46601
Ph. 219-284-7332
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 219-287-11165
Contact: Sharon Boveri
1,3,4,6,7B
Rm. 1) 15x17 Obs. Rm. Seats 6
Rm. 2) 20x50

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
Rm. 1) 20x30 Obs. Rm. Seats 12
Rm. 2) 25x30 Obs. Rm. Seats 12

IOWA

CEDAR RAPIDS/ WATERLOO

Frank N. Magid Associates
One Research Center
Marion, IA 52302
Ph. 319-377-7345
Contact: Jane Cook
1,3,6,7B
Rm. 1) 15x15 Obs. Rm. Seats 6
Rm. 2) 19x52 Obs. Rm. Seats 0

DAVENPORT

Personal Marketing & Research, Inc.
322 Brady Street
Davenport, IA 52801
Ph. 319-322-1960
Fax 319-322-1370
Contact: Patricia Duffy Stegmaier
1,3,6,7C

DES MOINES

T.L. Grantham & Associates
100 E. Euclid
Des Moines, IA 50313
Ph. 515-288-7156
Fax 515-288-0661
Contact: Vada Grantham
1,3,4,6,7A,8,9
Rm. 1) 12x18 Obs. Rm. Seats 6
Rm. 2) 17x20

Iowa Field Research
2302 S.W. 3rd Ave.
Ankeny, IA 50021
Ph. 515-964-1379
Fax 515-965-8270
Contact: Tont Soares
1,3,4,6,7B,8

Mid-Iowa Interviewing
1551-35th St., #157A
West Des Moines, IA 50265
Ph. 515-225-6232
Fax 515-225-1184
Contact: Debbie Gudehus
1,3,4,6,7A

Personal Marketing & Research, Inc.
423 Merle Hay Mall
3800 Merle Hay Rd.
Des Moines, IA 50310
Ph. 515-255-2218
Fax 515-255-3664
Contact: Mary Vortherms
1,3,6,7C

Pirro Research
5835 Grand Ave.
Des Moines, IA 50312
Ph. 515-255-3244
Fax 515-255-1764
Contact: Ellen Pirro
1,3,6,7B,8,9
Rm. 1) 14x21 Obs. Rm. Seats 8

[†] denotes living room style
^{*} denotes one-on-one room



Your CHICAGO Area Focus Group Center

Excellent Location

Just minutes from O'Hare International Airport.
Our location provides convenient access from middle
and upper income suburbs plus Northwest Chicago.

State-of-the-Art Focus Group Center

Three large conference rooms.
Spacious viewing rooms with wall-to-wall, one-way
mirrors.
Two client lounges.
Private client entrance.
Professional quality video and audio equipment.
Flexible areas for large displays.
Available with or without recruiting.

Test Kitchen

Fully-equipped test kitchen with freezer storage.
Direct observation of the kitchen through one-way
mirror.

Our People

Experienced staff of in-house recruiters.
Highly qualified moderators available.

O'HARE IN FOCUS

a division of Irwin Broh & Associates, Inc.
1011 East Touhy Avenue • Des Plaines, Illinois 60018
(708) 299-6636 • FAX (708) 824-3259

Codes for the first line are.

3. Observation Room	7A. Located in Shopping Mall
4. Test Kitchen	7B. Located in Office Building
5. Test Kitchen Obsv. Rm.	7C. Free Standing Building
6. Video Equipment Available	7D. Other
	8. 1-on-1 Room
	9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

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. Broadway, #220
Wichita, KS 67202
Ph. 316-263-3949
Fax 316-292-3274
Contact: Kenneth F. Smith
1,3,7B

Midwest Research Services
501 E. Pawnee, #510
Wichita, KS 67211
Ph. 316-264-1485
Fax 316-264-1812
Contact: Ruth Ann Staton
1,3,4,6,7A,8
Rm. 1) 11x14 Obs. Rm. Seats 12

Name Services Unlimited
1786 So. Seneca, #6
Wichita, KS 67213
Ph. 316-264-3670
Contact: Linda McFadden
1,3,6,7B

The Research Partnership/
Wichita Marketing Research, Inc.
224 Ohio
Wichita, KS 67214
Ph. 316-263-6433
Fax 316-263-0885
Contact: Esther Headley
1,3,7C
Rm. 1) 14x19 Obs. Rm. Seats 8

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: Suzanne Streicker
1,3,6,7B
Rm. 1) 12x17 Obs. Rm. Seats 8

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
1,3,4,6,7A,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

Internet Research Services,
Div. of Wilkerson and Associates
3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-459-3133
Fax 502-459-8392
Contact: Tom Wilkerson
1,3,4,5,6,7C

Personal Opinion, Inc.
999 Breckenridge Ln.
Louisville, KY 40207
Ph. 502-899-2400
Contact: Linda Schulz
1,2,3,4,6,7C,8,9 (31,25,21)
Rm. 1) 19x24 Obs. Rm. Seats 30
Rm. 2) 17x20 Obs. Rm. Seats 25
Rm. 3) 20x21 Obs. Rm. Seats 21
Rm. 4) 19x24 Obs. Rm. Seats 30

Southern Research Services, Inc.
1930 Bishop Lane, #918
Louisville, KY 40218
Ph. 502-454-0771
Contact: Sharron Hermanson
1,3,4,6,7B,8
Rm. 1) 24x24 Obs. Rm. Seats 16
(See advertisement on p. 80)

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. 800-848-2555
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
Rm. 1) 14x14 Obs. Rm. Seats 8

NEW ORLEANS

Analytical Studies, Inc.
708 Rosa Avenue
Metairie, LA 70005
Ph. 504-835-3508
Contact: Myrtle Grosskopf
1,3,6,7B
Rm. 1) 16x16 Obs. Rm. Seats 10

Data Collection Research Co.
1683 No. Claiborne Ave.
New Orleans, LA 70116
Ph. 504-947-7075
Fax 504-943-0407
Contact: Linda DeCuir
1,3,6,7B,8
Rm. 1) 16x24

Friedman Marketing/New Orleans
Belle Promenade Mall
1701 Barataria Blvd., Ste. 666
Marrero, LA 70072
Ph. 504-340-0972 or 914-698-9591
Fax 504-340-7965
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 H. Landsberger
1,3,4,6,7A

[†] denotes living room style

[‡] denotes one-on-one room

Heakin Research, Inc.
Esplanade Mall
1401 W. Esplanade, Ste. 118
Kenner, LA 70065
Ph. 504-464-9188
Contact: Ben Leighton
1,3,4,6,7A

Linden Research Services Corp.
197-36 Westbank Exp.
Gretna, LA 70053
Ph. 504-368-9825
Fax 504-368-9866
Contact: Marty Olson
1,3,4,6,7A,8,9
Rm. 1) 16x20 Obs. Rm. Seats 14
Rm. 2) 8x12 Obs. Rm. Seats 5

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
Rm. 1) 16x20 Obs. Rm. Seats 18

N G 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 Associates
257 Bonnabel Blvd.
Metairie, LA 70005
Ph. 504-834-2005
Fax 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
Rm. 1) 15x25 Obs. Rm. Seats 8
Rm. 2) 16x18

MARYLAND

BALTIMORE

A-H Interviewing
3610 Milford Mill Rd.
Baltimore, MD 21207
Ph. 410-922-9186
Contact: Alma Honkofsky
1,3,4,6,7B

AIM/Baltimore
6901 Security Blvd.
Baltimore, MD 21207
Ph. 410-597-9904
Fax 410-597-9908
Contact: Sylvia Yaeger
1,3,4,6,7A

BALTIMORE. A FRESH MARKET FOR YOUR NEXT FOCUS GROUP.

People come to Baltimore to sample the city's world-famous seafood.

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

- Centralized location - Baltimore is close to Washington D.C., New Jersey, Philadelphia and New York.
- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house. Computerized database of more than 4,000 households and growing all the time.
- All specs are met to your qualifications and re-screened prior to the group.

- Telephone interviewing is completely supervised at all times.
- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 45 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth interviewing with 30,000 doctors & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

For more information on your next focus group or telephone survey, call Carolyn Hilton at (410) 356-3566.



Chesapeake Surveys • 4 Park Center Court • Suite 100 • Owings Mills, MD 21117 • (410) 356-3566

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

AIM/Baltimore

101 E. Chesapeake Ave.
Towson, MD 21204
PH. 410-337-5000
Fax 410-337-5089
Contact: Carl Iseman
1,3,4,6,7C
Rm. 1) 20x28 Obs. Rm. Seats 15
Rm. 2) 16x20 Obs. Rm. Seats 15
Rm. 3) 16x20 Obs. Rm. Seats 15

AIM/Baltimore

6400 Rossville Blvd.
Baltimore, MD 21237
Ph. 410-391-7750
Fax 410-391-7850
Contact: Sylvia Yaeger
1,3,4,6,7A

**FOCUS
ON
BOSTON**

"Prepare To Be Pampered"

**Professionally designed focus
group facilities in downtown
Boston next to the Boston Harbor
Hotel on Rows Wharf.**

**Two Large Viewing and
Conference Areas**

- Financial • Professional
- Health Care • Technical

**Paul L. Bolden
Managing Partner**

**Terri-Lyn Hawley
Client Services Manager**

**400 Atlantic Avenue
Boston, MA 02110
Phone (617) 338-9636
Fax (617) 338-9236**

Baltimore Research Agency
8320 Bellona Ave., Ste. 40
Baltimore, MD 21204
Ph. 410-484-2177
Fax 410-484-0252
1,3,6,7B,8,9
Rm. 1) 14x22 Obs. Rm. Seats 12
Rm. 2) 14x11 Obs. Rm. Seats 6

Bay Area Research
9936 Liberty Road
Randallstown, MD 21133
Ph. 410-922-6600
Fax 410-922-6675
Contact: Tamara Zwingelberg
1,3,4,6,7D,8,9

Chesapeake Surveys

4 Park Center Court, Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
Contact: Elizabeth S. Beirne
1,3,4,6,7B,8,9
Rm. 1) 16x18 Obs. Rm. Seats 9
Rm. 2) 16x18 Obs. Rm. Seats 9
Rm. 3) 16x20 Obs. Rm. Seats 9
(See advertisement on p. 91)

Consumer Pulse of Baltimore
1232 Race Rd.
Baltimore, MD 21237
Ph. 410-687-3400
Fax 410-687-7015
Contact: Alice Matheny
1,3,4,5,6,7A

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
Rm. 1) 15x13 Obs. Rm. Seats 10

Heakin Research, Inc.
7839 Eastpoint Mall, Ste. 3
Baltimore, MD 21224
Ph. 410-282-3133
Contact: Lorraine Church
1,3,4,6,7A

House Market Research, Inc.
1829 Reisterstown Rd., Ste. 200
Baltimore, MD 21208
Ph. 410-602-2800
Fax 410-602-2806
Contact: Karen House Sapp
1,3,6,7B
Rm. 1) 26x22 Obs. Rm. Seats 26
Rm. 2) 24x22 Obs. Rm. Seats 15
Rm. 3) 24x20 Obs. Rm. Seats 12
(See advertisement on p. 73)

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
Rm. 1) 12x18 Obs. Rm. Seats 12

MASSACHUSETTS

BOSTON

Bernett Research Services, Inc.

230 Western Ave., Ste. 201
Boston, MA 02134
Ph. 617-254-1314
Fax 617-254-1857
Contact: Stacey Black/Trish Herman
1,3,4,5,6,7B,8
Rm. 1) 18x14 Obs. Rm. Seats 20
Rm. 2) 18x13 Obs. Rm. Seats 10
Rm. 3) 18x20 Obs. Rm. Seats 20
Rm. 4) 19x15 Obs. Rm. Seats 20
(See advertisement on p. 93)

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
Rm. 1) 12x27 Obs. Rm. Seats 25
Rm. 2) 12x27 Obs. Rm. Seats 25

Dorr & Sheff, Inc.
190 North Main St.
Natick, MA 01760
Ph. 508-650-1292
Fax 508-650-4722
Contact: Garry Sheff
1,3,4,6,7B,8,9
Rm. 1) 20x21 Obs. Rm. Seats 15
Rm. 2) 19x15 Obs. Rm. Seats 12

Fieldwork Boston, Inc.
800 South Street
Waltham, MA 02154
Ph. 617-899-3660
Fax 617-893-5574
Contact: Vincent Stolo
1,3,4,6,7B,8,9
Rm. 1) 17x16 Obs. Rm. Seats 18
Rm. 2) 19x17 Obs. Rm. Seats 12
Rm. 3) 19x19 Obs. Rm. Seats 15
(See advertisement on p. 85)

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/Jack Reynolds
1,3,6,7B
Rm. 1) 9x15 Obs. Rm. Seats 12
(See advertisement on p. 94)

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
Rm. 1) 19x20 Obs. Rm. Seats 14
Rm. 2) 13x19 Obs. Rm. Seats 10
(See advertisement on p. 92)

* denotes living room style
* denotes one-on-one room

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.

Massachusetts • New York • Colorado
Boston Headquarters • 230 Western Avenue • Boston,



New Jersey • Tennessee • South Carolina
MA 02134 • Tel. (617) 254-1314 • FAX (617) 254-1857

FIRST, MARKET RESEARCH.

First Market Research helps its clients "get the facts" with:

- Focus-group rooms in downtown Boston and downtown Austin
- Notional telephone interviewing -paper & pencil or computer aided with remote monitoring
- Special expertise in: business-to-business high technology consumer research health care
- Multivariote analysis & affordable conjoint designs

The common-sense comma. It turns our name into an agenda.

1-800-FIRST-1-1
1-800-FIRST-TX



**First
Market
Research**

121 Beach Street, Boston, MA 02111
(617) 482-9080
2301 Hancack Drive, Austin, TX 75756
(512) 451-4000

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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. 617-424-8800/800-335-1222
Fax 617-262-2156
Contact: Christine Riley
1,3,4,5,6,7B

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

Rm. 1) 20x23	Obs. Rm. Seats 15
Rm. 2) 16x18	Obs. Rm. Seats 12
Rm. 3) 13x18	Obs. Rm. Seats 12
Rm. 4) 12x12	Obs. Rm. Seats 6

Pathfinder Research Group
179 Great Rd.
Boxborough, 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

Rm. 1) 15x20	Obs. Rm. Seats 25
Rm. 2) 15x20	Obs. Rm. Seats 25
Rm. 3) 10x10	Obs. Rm. Seats 12

Qualitative Focus
(Div. of Research Data, Inc.)
624 Worcester Rd.
Framingham, MA 01701
Ph. 508-875-1300
Fax 508-872-2001
1,3,4,6,7B

Quick Test, Inc.
Watertown Mall
550 Arsenal St.
Watertown, MA 02172
Ph. 617-924-8486
Fax 617-923-0261
Contact: Bonnie MacDonald
1,3,4,6,7A

Rm. 1) 13x15	Obs. Rm. Seats 8
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(See advertisement on p. 95)

Quick Test, Inc.
Dedham Mall, Route 1
Dedham, MA 02026
Ph. 617-326-0865
Fax 617-320-0049
Contact: Dolly Rooney
1,3,4,5,6,7B

Rm. 1) 13x15	Obs. Rm. Seats 8
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(See advertisement on p. 95)

Quick Test, Inc.
Hamilton Plaza
680 Worcester Rd.
Framingham, MA 01701
Ph. 508-872-1800
Fax 508-875-4719
Contact: Chris Rigopoulos
1,3,4,6,7B

Rm. 1) 13x15	Obs. Rm. Seats 8
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(See advertisement on p. 95)

Survey and Research Service, 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 (7)
(See advertisements on p. 57)

Trends of Springfield
Performance Plus, Inc.
591 Memorial Drive
Chicopee, MA 01020
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
1,3,4,6,7A

Rm. 1) 15x15	Obs. Rm. Seats 12
--------------	-------------------

MICHIGAN

BATTLE CREEK

Midwest Marketing Research
660 Country Club Dr.
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

† denotes living room style

‡ denotes one-on-one room



**Not to
toot our
own horn
but...**

Custom Research Inc., our customer, recently named us a winner of the 1993 CRI Partnering Award. The honor means even more coming from a 1993 Malcolm Baldrige Award finalist who appreciates quality and excellent service.

We're as proud to be a recipient of CRI's Partnering Award as they are to be a Baldrige Award finalist. Why? Because it's nice to have a customer "toot our horn." We at Quick Test know that our reliable, first-class service makes our clients look good. If they look good, so do we. And that's music to our ears.

Make a note to call us at **800-523-1288**. You'll like how we perform.

QUICK TEST

EQUIFAX

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 6. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Consumer Pulse of Detroit
725 S. Adams, Ste. 265
Birmingham, MI 48009
Ph. 313-540-5330
Fax 313-645-5685
Contact: Leslie Fontaine
1,3,4,5,6,7A

Crimmins-Forman Market Research
26237 Southfield Rd.
Lathrup Village, MI 48076
Ph. 313-569-7095
Fax 313-569-2211
Contact: Paula Crimmins
1,2,3,4,5,6,7C
Rm. 1) 20x20 Obs. Rm. Seats 10

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
Rm. 1) 12x15 Obs. Rm. Seats 5

Crimmins-Forman Market Research
29955 Southfield Rd.
Southfield, MI 48076
Ph. 313-569-8927
Fax 313-569-7095
Contact: Paula Crimmins
1,2,3,4,6,7C,8,9
Rm. 1) 27x24 Obs. Rm. Seats 15
Rm. 2) 16x15
†Rm. 3) 15x15 Obs. Rm. Seats 8

Friedman Marketing/Detroit
Oakland Mall
350B W 14 Mile Road
Troy, MI 48083
Ph. 313-589-0950 or 914-698-9591
Fax 313-589-0271
1,3,4,6,7A

Friedman Marketing/Detroit
French-Town Square Mall
2121 N. Monroe Street, Unit 105
Monroe, MI 48161
Ph. 313-241-1610 or 914-698-9591
Fax 313-241-6804
1,3,4,6,7A

Friedman Marketing of Detroit
25130 Southfield Rd., #102
Southfield, MI 48075
Ph. 313-569-0444 or 914-698-9591
Fax 313-569-2813
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
Rm. 1) 15x25 Obs. Rm. Seats 10
Rm. 2) 13x12

Heakin Research-Detroit
Macomb Mall, Ste. 440
32441 Gratiot
Roseville, MI 48066
Ph. 313-294-3232
Contact: Carol Hayden
1,3,4,6,7A

Heakin Research-Detroit
Eastland Mall #731
1800 Bernier Rd.
Harper Woods, MI 48225
Ph. 313-521-8811
Fax 313-521-9052
Contact: Carol Hayden
1,3,4,6,7A,8

M.O.R.-PACE
31700 Middlebelt Rd.
Farmington Hills, MI 48334
Ph. 800-878-PACE or 313-737-5300
Fax 313-737-5326
Contact: Lisa Sherwood
1,3,4,6,7B,8,9
Rm. 1) 28x38 Obs. Rm. Seats 50
Rm. 2) 20x28 Obs. Rm. Seats 16
Rm. 3) 18x22 Obs. Rm. Seats 12
Rm. 4) 10x18 Obs. Rm. Seats 4
(See advertisement on p. 97)

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 and Atlanta, GA.

20300 W. Twelve Mile Rd., Southfield, MI 48076, Tel 313 827-2400, Fax 313 827-1380

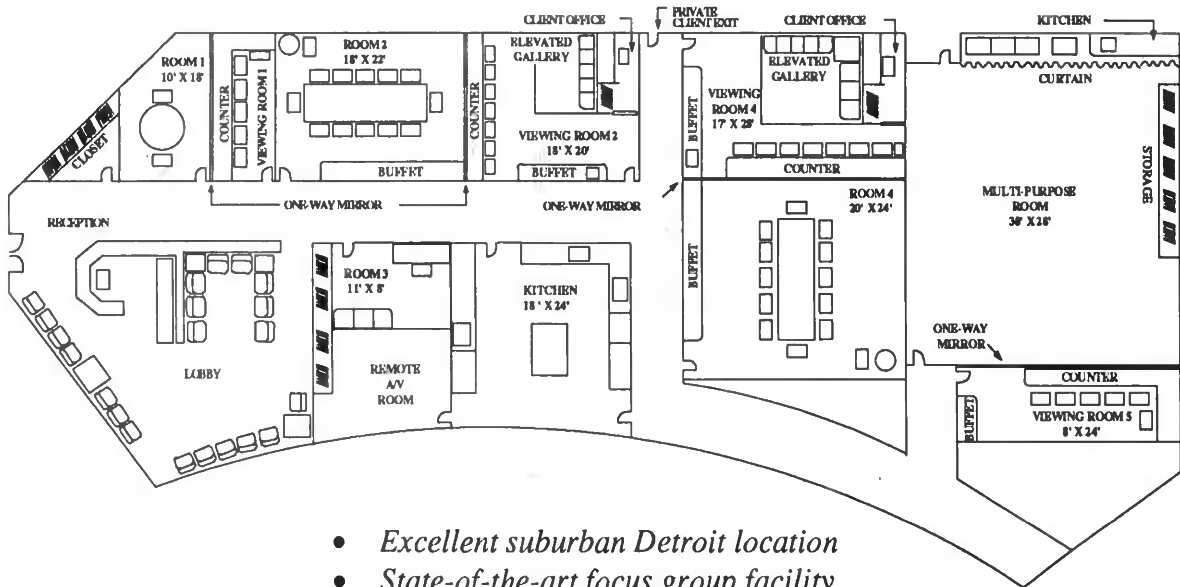
† denotes living room style
* denotes one-on-one room

M.O.R.-PACE FOCUS GROUP STUDIOS

"BEST IN THE MIDWEST"



"American Demographics" ranks the Detroit metropolitan area the closest to overall U.S. demographics.



- *Excellent suburban Detroit location*
- *State-of-the-art focus group facility*
- *Quality recruiting, Sigma validation*
- *Multiple city project coordination*
- *Professional staff*

M.O.R.-PACE, Inc.

31700 Middlebelt Road, Farmington Hills, Michigan 48334

For more information, call Lisa Witherspoon at: 313-737-5300 or Fax: 313-737-5326

Codes for the first line are:

- 1. Conference Style Room 7A. Located in Shopping Mall
- 2. Living Room Style 7B. Located in Office Building
- 3. Observation Room 7C. Free Standing Building
- 4. Test Kitchen 7D. Other
- 5. Test Kitchen Obsv. Rm. 8. 1-on-1 Room
- 6. Video Equipment Available 9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Nordhaus Research, Inc.

20300 W. 12 Mile Rd.

Southfield, MI 48076

Ph. 800-860-9996

Fax 313-827-1380

Contact: Dianne Flock

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

Rm. 1) 15x16 Obs. Rm. Seats 20

Rm. 2) 19x24 Obs. Rm. Seats 12

(See advertisement on p. 96)

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

1,3,4,5,6,7B,8,9

Rm. 1) 28x38 Obs. Rm. Seats 50

Rm. 2) 20x28 Obs. Rm. Seats 16

Rm. 3) 18x22 Obs. Rm. Seats 12

Rm. 4) 10x18 Obs. Rm. Seats 4

Quick Test, Inc.

Southland Center Mall

23000 Eureka Road

Taylor, MI 48180

Ph. 313-287-3600

Fax 313-287-3840

Contact: Donna Wizinsky

1,3,4,6,7A

Rm. 1) 13x15 Obs. Rm. Seats 8

(See advertisement on p. 95)

Research Data Analysis

450 Enterprise Ct.

Bloomfield Hills, MI 48302

Ph. 313-332-5000

Fax 313-332-4168

Contact: Terry Reed

1,3,6,7b

Rm. 1) 20x21 Obs. Rm. Seats 20

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

Rm. 1) 18x17

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

1,3,6,7B8,9

Rm. 1) 16x20 Obs. Rm. Seats 20

Rm. 2) 18x18 Obs. Rm. Seats 10

GRAND RAPIDS

Breakthru Surveys, Inc.

535 Greenwood SE

Grand Rapids, MI 49506

Ph. 616-451-9219

Fax 616-451-3833

Contact: Pamela Schichtel

1,3,6,7B

Rm. 1) 12x21 Obs. Rm. Seats 6

Datatrack, Inc.

2401 Camelot Dr. S.E.

Grand Rapids, MI 49546

Ph. 616-954-0303

Fax 616-954-0001

Contact: Mike Tourangeau

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

Rm. 1) 16x19 Obs. Rm. Seats 12

Rm. 2) 7x19 Obs. Rm. Seats 16

*Rm. 3) 16x19 Obs. Rm. Seats 16

Datatrack, Inc.

Eastbrook Mall

Grand Rapids, MI 49508

Ph. 616-776-7230

Fax 616-776-7212

Contact: Pamela Schichtel

1,2,3,4,6,7A

Rm. 1) 9x16 Obs. Rm. Seats 8

Rm. 2) 10x10 Obs. Rm. Seats 6

*Rm. 3) 10x14

Nordhaus Research, Inc.

2449 Camelot Court

Grand Rapids, MI 49506

Ph. 800-860-9996

Fax 616-942-1325

Contact: Dianne Flock

1,3,6,7B

Rm. 1) 16x17 Obs. Rm. Seats 12

(See advertisement on p. 96)

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: Rachele Souser

1,3,6,7B

Rm. 1) 18x20 Obs. Rm. Seats 14

MINNESOTA

DULUTH

Bryles Survey Service

Miller Hill Mall

1600 Miller Trunk Hwy.

Duluth, MN 55811

Ph. 218-722-9274

Fax 218-722-9327

Contact: Ann Hendrick

1,3,4,6,7A,8

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CAN SEE
THE FOREST
FOR THE TREES!**



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NO TRICK
TO THE
SUCCESS
OF A
PRODUCT
OR SERVICE
JUST PLAIN
HARD
WORK**



**Comprehensive
Research Group, Inc.**

2100 North Snelling Avenue
St. Paul, Minnesota 55113

**QUALITATIVE &
QUANTITATIVE RESEARCH**

**(612) 635-0204 Phono
(612) 635-9013 FAX**

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
Rm. 1) 22x18 Obs. Rm. Seats 10

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
Rm. 1) 17x18 Obs. Rm. Seats 15

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,8,9
Rm. 1) 21x22 Obs. Rm. Seats 15
Rm. 2) 15x13 Obs. Rm. Seats 10
Rm. 3) 9x14 Obs. Rm. Seats 6
†Rm. 4) 18x22 Obs. Rm. Seats 20
(See advertisement on p. 98)

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. 99)

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. 99)

N.K. Friedrichs & Associates

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
Rm. 1) 16x21 Obs. Rm. Seats 20

Heakin Research, Inc.
Knollwood Mall, 8332 Hwy. 7
St. Louis Park, MN 55426
Ph. 612-936-0940
Contact: Elena Johnson
1,3,4,6,7A

Ideas To Go, Inc

One Main at Riverplace, #504
Minneapolis, MN 55414
Ph. 612-331-1570
Contact: Fred S. Meyer
1,2,3,6,7D
Rm. 1) 18x24 Obs. Rm. Seats 9
Rm. 2) 18x15 Obs. Rm. Seats 9
(See advertisement on p. 100)

Lakewood Research
50 South 9th Street
Minneapolis, MN 55402
Ph. 612-333-0471
Fax 612-333-6526
Contact: Eileen Collard
1,3,6,7B
Rm. 1) 14x30 Obs. Rm. Seats 4

Minnesota Opinion Research
Three Paramount Plaza
7831 Glenroy Rd., Ste. 100
Bloomington, MN 55439
Ph. 612-835-3050
Fax 612-835-3385
Contact: James McCarthy
1,3,6,7B

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 × 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

Ph. 612/881-3635

Fax 612/881-1880

† denotes living room style

‡ denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 8. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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
Rm. 1) 15x22 Obs. Rm. Seats 10

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
Rm. 1) 17x16 Obs. Rm. Seats 18
Rm. 2) 17x16 Obs. Rm. Seats 18
Rm. 3) 17x16 Obs. Rm. Seats 18
†Rm. 4) 17x16
(See advertisement on p. 101)

Project Research, Inc.
10000 State Hwy. 55
Plymouth, MN 55441
Ph. 612-542-9442
Fax 612-542-9240
Contact: Nancy Robinson
1,3,6,7B
(See advertisement on p. 5)

Quality Controlled Services

2622 W. Lake St.
Minneapolis, MN 55416
Ph. 800-526-5718
Fax 612-926-6281
Contact: Kathryn Riemer
1,3,4,6,7B
Rm. 1) 20x27 Obs. Rm. Seats 20
Rm. 2) 20x16 Obs. Rm. Seats 18
(See advertisement on p. 57)

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
Rm. 1) 14x21 Obs. Rm. Seats 10
†Rm. 2) 10x14 Obs. Rm. Seats 5

Rockwood Research
1751 W. County Rd. B
St. Paul, MN 55113
Ph. 612-631-1977
Fax 612-631-8198
Contact: Karen Schmidt
1,3,6,7B
Rm. 1) 12x24 Obs. Rm. Seats 9
(See advertisement on p. 38)

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
Fax 601-829-1958
Contact: Linda Harmon
1,2,3,6,7B

Friedman Marketing/Jackson
1275 Metro Center Mall
Jackson, MS 39209
Ph. 601-352-9340 or 914-698-9591
Fax 601-355-3530
1,3,4,6,7A

MISSOURI

JEFFERSON CITY

Klein Market Test, Inc.
226 East Dunklin
Jefferson City, MO 65101
Ph. 314-635-9600
Fax 913-338-3039
Contact: Ann Klein
1,3,6,7B

KANSAS CITY

Decision Insight
2600 Grand Ave.
Kansas City, MO 64108-4620
Ph. 816-221-0445
Contact: Betsy Sears
1,3,4,6,7B
Rm. 1) 14x17 Obs. Rm. Seats 10

The Field House, Inc.
7220 W. 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
Fax 913-341-1462
Contact: Tina Benz
1,2,3,4,5,6,7C
Rm. 1) 16x20 Obs. Rm. Seats 15
Rm. 2) 16x20 Obs. Rm. Seats 9
†Rm. 3) 16x20 Obs. Rm. Seats 9

† denotes living room style
‡ denotes one-on-one room

For Groups in Minneapolis
THE FOCUS GROUP
FACILITY CLIENTS
AND RESPONDENTS
LOVE TO VISIT

- **Attractive, Convenient Riverplace Location** is a big plus for recruiting and for client down time.
- **Big, Flexible Rooms** can be set living-room or conference style, or for kids on the carpeting.
- **Designed-for-Clients Observation Rooms** – Two tiers. 15' mirrors. Private phone areas.
- **Professionalism and TLC** – a commitment to providing a comfortable and problem-free project to meet your needs.

Call Virginia Morse
(612) 331-1570



One Main at Riverplace, Suite 504 • Minneapolis, MN 55414

The Field House, Inc.
Oak Park Mall
11319 W. 95th St.
Overland Park, KS 66214
Ph. 913-492-1506
Fax 913-492-1654
Contact: Tina Benz
1,3,4,6,7A

Rm. 1) 18x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 4

Flaspohler-Rose Market Research, Inc.
4330 Shawnee Mission Pkwy., #222
Shawnee Mission, KS 66205
Ph. 913-384-1337
Fax 913-831-0671
Contact: Angela Murray
1,3,6,7B
Rm. 1) 20x25 Obs. Rm. Seats 15

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,8,9
Rm. 1) 20x26 Obs. Rm. Seats 20

Heakin Research, Inc.
Bannister Mall
Kansas City, MO 64119
Ph. 816-767-8300
Contact: Pat Stoeckman
1,3,4,6,7A

Heakin Research, Inc.
Blue Ridge Mall
4200 Blue Ridge Blvd.
Kansas City, MO 64133
Ph. 816-737-1130
Contact: Debbie Culver
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
Rm. 1) 18x20 Obs. Rm. Seats 10

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
Rm. 1) 20x20 Obs. Rm. Seats 10
Rm. 2) 20x20 Obs. Rm. Seats 10
†Rm. 3) 20x16 Obs. Rm. Seats 10

Quality Controlled Services
Corporate Woods Office Park
10875 Grandview St., Ste. 2230
Overland Park, KS 66210
Ph. 800-525-1952
Fax 913-345-8050
Contact: Shirley Musgrave
1,3,4,5,6,7B
Rm. 1) 20x25 Obs. Rm. Seats 20
Rm. 2) 16x19 Obs. Rm. Seats 15
Rm. 3) 16x14 Obs. Rm. Seats 5
(See advertisement on p. 57)

Quality Controlled Services
8600 Ward Parkway
Kansas City, MO 64114
Ph. 800-628-3428
Fax 816-361-3580
Contact: Iva Schlatter
1,3,4,6,7A
Rm. 1) 18x19 Obs. Rm. Seats 18
Rm. 2) 12x19 Obs. Rm. Seats 8
Rm. 3) 12x14 Obs. Rm. Seats 6
(See advertisement on p. 57)

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
Rm. 1) 19x17
†Rm. 2) 19x9
(See advertisement on p. 102)

Minneapolis/St. Paul

ORMAN GUIDANCE RESEARCH® INCORPORATED

FOCUS GROUP FACILITY
Viewing rooms seat 18

FULL SERVICE RENTAL

Convenient to airport, hotels
and Mall of America

Meticulous on-site recruiting

Taste test expertise
Kitchen and testing booths

Let Us Send You Our Brochure

Rosemary Sundin, Vice President
Allan D. Orman, Ph.D., President

715 Southgate Office Plaza
Minneapolis, Minnesota 55437
612-831-4911
Fax: 612-831-4913

Our Credo

*Competent staff dedicated to the provision of quality research services.
An outstanding facility designed for professional marketing researchers.
An understanding of and concern for fulfillment of your requirements.*

Codes for the first line are:

- 1. Conference Style Room 7A. Located in Shopping Mall
- 2. Living Room Style 7B. Located in Office Building
- 3. Observation Room 7C. Free Standing Building
- 4. Test Kitchen 7D. Other
- 5. Test Kitchen Obsv. Rm. 8. 1-on-1 Room
- 6. Video Equipment Available 9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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

Consumer Opinion Search
 1279 Mid Rivers Mall
 St. Louis, MO 63376
 Ph. 314-926-0247
 Fax 314-965-8042
 Contact: Carol McGill
 1,3,4,6,7A

Consumer Opinion Council Research Ctr.
 222 So. Meramec Ave., #301-02
 St. Louis, MO 63105
 Ph. 314-863-3780
 Fax 314-863-2880
 Contact: Keith Voss
 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
 Rm. 1) 13x20
 Rm. 2) 12x18
 (See advertisement on p. 31)

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. 102)

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
 1,3,4,6,7B
 Rm. 1) 12x22 Obs. Rm. Seats 14
 Rm. 2) 17x18 Obs. Rm. Seats 18

Quality Controlled Services

FocusVision Network
 1655 Des Peres Rd., Ste. 110
 Des Peres, MO 63131
 Ph. 800-992-2139
 Fax 314-822-4294
 Contact: Yvonne Filla
 1,3,4,6,7B
 Rm. 1) 18x21 Obs. Rm. Seats 12
 Rm. 2) 18x21 Obs. Rm. Seats 12
 Rm. 3) 20x19 Obs. Rm. Seats 15
 (See advertisement on p. 57)

Quick Test, Inc.

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
 Rm. 1) 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 95)

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

**REDUCE THE RISK
 In Selecting Your
 St. Louis Focus Group Service**

- ◆ Modern 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 Renec Fredman
(314) 432-1957

Convenient To Airport, Hotels, And Restaurants

Circle No. 370 on Reader Card

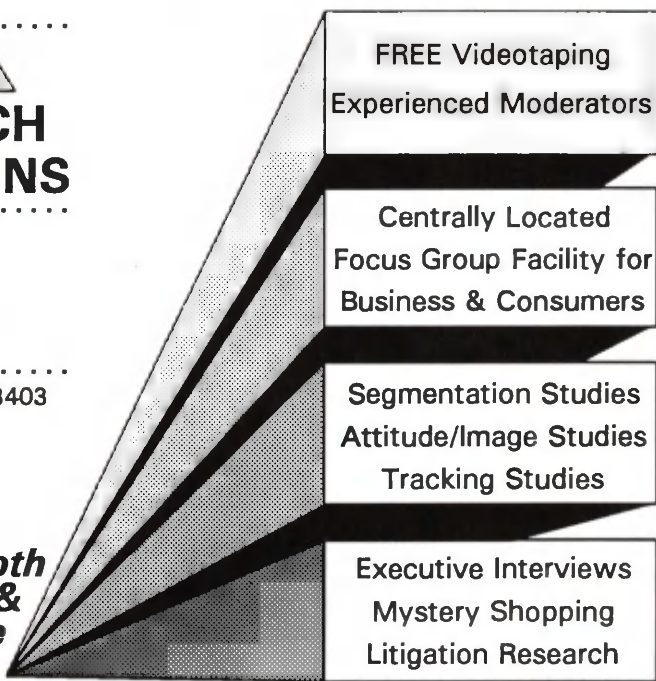
ACG RESEARCH SOLUTIONS

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. 371 on Reader Card

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

U. S. Research Corp.
338 Jamestown Mall
Florissant, MO 63034
Ph. 314-741-0284
Contact: Jackie Weise
1,3,4,6,7A

Westgate Research, Inc.
650 Office Parkway
Creve Coeur, MO 63141
Ph. 314-567-3333
Contact: 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

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
Rm. 1) 12x14 Obs. Rm. Seats 10

Three Cedars Research Services

533 N. 86th Street
Omaha, NE 68114
Ph. 402-393-6729
Fax 402-393-1330
Contact: John Lee
1,3,4,6,7C,8,9
Rm. 1) 20x28 Obs. Rm. Seats 10
(See advertisement on p. 103)

* denotes living room style

* denotes one-on-one room

Omaha's Premier Focus Group Facility With Full Service Capability

- Executive meeting space (20' X 28') with fully mirrored wall connecting observation room, respondent reception/holding area and private office
- Group Response Measurement System (RMS)
- Full kitchen and catering
- Respondent recruitment and experienced moderators
- Dual audio and dual 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
- Fine hotels and restaurants just minutes away

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.

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 for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: **Subsequent lines show room dimensions and observation room capacities**

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
Rm. 1) 16x22 Obs. Rm. Seats 12
†Rm. 2) 10x16 Obs. Rm. Seats 4

NEVADA**LAS VEGAS**

Consumer Research Center
1370 E. Flamingo., Ste. J
Las Vegas, NV 89119
Ph. 702-737-3272
Fax 702-737-1023
1,3,4,5,6,7A,8(4),9(15,8)
Rm. 1) 20x22 Obs. Rm. Seats 15

Las Vegas Surveys
1516 S. Eastern
Las Vegas, NV 89104
Ph. 702-796-6451
Fax 702-598-0883
Contact: Carlos Kelley
1,3,4,6,7C,8,9

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
Rm. 1) 11x16 Obs. Rm. Seats 6

Granite State Mktg. Research, 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.
1270 W. 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
Rm. 1) 12x22 Obs. Rm. Seats 12

Response Analysis
377 Wall Street
Princeton, NJ 08540
Ph. 609-921-3333
Fax 609-921-2611
Contact: Linda Kirkpatrick
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
1,2,3,4,5,6,7A,8,9

SANTA FE

Quick Test, Inc.
1124 Villa Linda Mall
Santa Fe, NM 87505
Ph. 505-471-1699
Fax 505-471-4336
Contact: Susan Valdez
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

NEW YORK**ALBANY**

Albany Field Research Center
7 Hudson St.
Kinderhook, NY 12106
Ph. 518-758-6400
Fax 518-758-6451
Contact: Diane Montes
1,3,6,7C
Rm. 1) 12x20 Obs. Rm. Seats 6

J.L. Whalen Markette Research
521 Dwaaskill Pk. Prof. Bldg.
Clifton Park, NY 12065
Ph. 518-383-1661
Fax 518-371-0791
Contact: Joyce Whalen
1,3,6,7B

Quick Test, Inc.
Crossgates Mall
1 Crossgates Mall Rd.
Albany, NY 12203
Ph. 518-456-8641
Fax 518-456-8642
Contact: Pat Figler
1,3,4,6,7A,8
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

BUFFALO

Buffalo Survey & Research, Inc.
1249 Eggert Rd.
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-0372
Contact: Jeanette Levin
1,3,4,6,7C

Ruth Diamond Market Research
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110
Fax 716-836-1114
Contact: Harvey Podolsky
1,3,4,6,7A,8,9

Goldhaber Research Associates
One NFA Park
Amherst, NY 14228
Ph. 716-689-3311
Fax 716-689-3342
Contact: Fred Cohen
1,4,6,7B

Marketing Decisions Group, Inc.
9141 Main Street
Buffalo, NY 14031
Ph. 716-634-2045
Fax 716-634-9560
Contact: Arup K. Sen
1,3,4,6,7C,8

† denotes living room style

* denotes one-on-one room

Behind the mirror at the AHF Conference Center.



Maximum comfort for our clients...

An ideal environment for behind-the-mirror research sessions.

Luxurious and spacious surroundings.

Delicious food from SoHo's finest kitchens.

State-of-the-art facilities for every research need...

Choice of conference rooms to accommodate focus groups, one-on-one interviewing, taste testing, training, presentations.

The most modern video and audio equipment available in the industry.

Complete kitchen for food preparation, taste-testing, refreshment service.

Experienced moderators in all areas of expertise.

We service one client at a time—private and confidential.

100 CATI WATS stations for recruiting and full-service quantitative research.

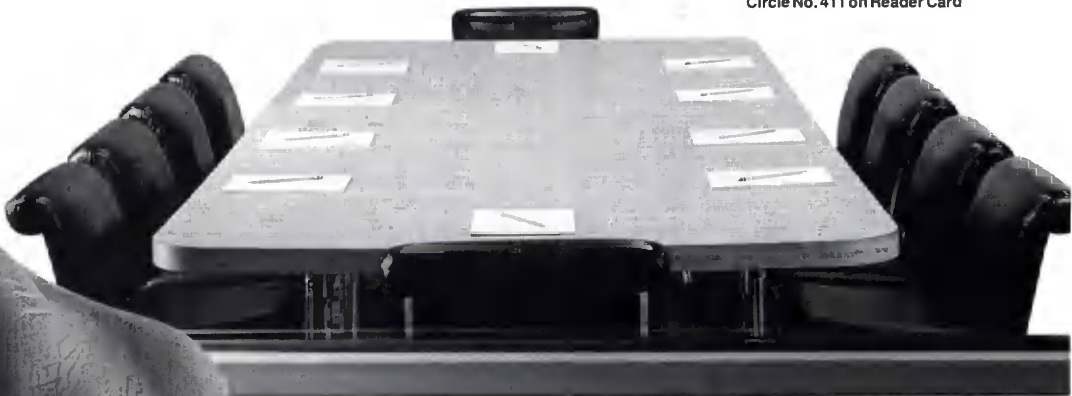
For a free color brochure, contact AHF VP Mindy Rhindress at 800-825-3243.

AHF

CONFERENCE CENTER

100 Avenue of the Americas • New York, New York 10013 • 212-941-5555 or 800-TAKE AHF

Circle No. 411 on Reader Card



Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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 Services 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
Rm. 1) 17x18 Obs. Rm. Seats 12
Rm. 2) 17x15 Obs. Rm. Seats 6

Survey Services 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
Rm. 1) 14x16 Obs. Rm. Seats 8

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

AHF Conference Center
100 Avenue of the Americas
New York, NY 10013
Ph. 800-825-3243
Fax 212-941-7031
Contact: Mindy Rhindress
1,3,6,7B,8,9
(See advertisement on p. 105)

A La Carte Research
6800 Jericho Tpke., Ste. 113E
Syosset, NY 11791
Ph. 516-364-4004
Fax 516-364-4683
Contact: Phyllis Gorin
1,3,6,7B,8,9
Rm. 1) 19x20 Obs. Rm. Seats 20
Rm. 2) 17x19 Obs. Rm. Seats 16
Rm. 3) 12x9 Obs. Rm. Seats 6
(See advertisement on p. 106)

Beta Research Corp.
6400 Jericho Turnpike
Syosset, NY 11791
Ph. 516-935-3800
Fax 516-935-4092
1,3,6,7B
Rm. 1) 12x16
Rm. 2) 12x14

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,8
Rm. 1) 9x15 Obs. Rm. Seats 8
(See advertisement on p. 93)

The Conference Center
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

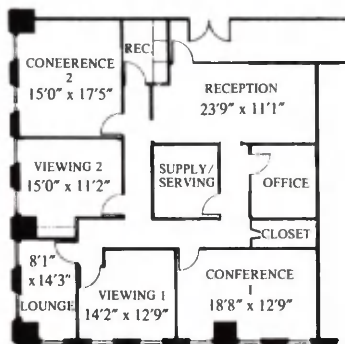
CSI Qualitative Research Ctr.
Wayne Towne Center
Intersections of Rts. 23, 46 & 80
Wayne, NJ 07470
Ph. 203-785-4449
Fax 203-748-1735
Contact: Dr. Les Harris
1,2,3,4,5,6,7A,8
Rm. 1) 14x16 Obs. Rm. Seats 12

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

* denotes living room style
* denotes one-on-one room

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

Circle No. 373 on Reader Card

**LET
A LA CARTE
RESEARCH**

**CATER TO YOU
AT YOUR NEXT
FOCUS GROUP
WITH ...**



Features

- **2 oversized** conference room/viewing room/client lounge **suites**
- **20+ viewers** fit comfortably
- **Separate central A/C** for each suite
- **Modern office building**
- **Theater seating 85** available
- **In-house recruiting**
- **Conference table flexibility:** rectangle, inverted V, horseshoe, etc.

A La Carte Research, Inc.

North Share Atrium
6800 Jericho Turnpike
Syosset, New York 11791
(516) 364-4004
Fax (516) 364-4683

We'll show you ethnic markets from the insight out.



Ebony Marketing Research will give you an inside look at New York's thriving black, hispanic and asian markets.

Evaluating the preferences and buying patterns of ethnic respondents demands a special kind of skill. Skill that probes beneath surface perceptions to uncover valuable insights.

The kind of skill that has made Ebony Marketing Research, New York's foremost specialist in reaching ethnic markets.

Experienced and professional, we've got the facilities, the staff and the know-how to explore the market segments you want to study. And to deliver the data you need.

Our focus group facility in Northern New York City provides an ideal environment for respondents and clients alike.

Our spacious conference rooms and fully equipped test kitchen are designed to put respondents at ease. Here, working with our bi-lingual moderators, they can relax and devote their full attention to your products and services.

And, to meet your business and personal needs, we offer discreet viewing rooms, state-of-the-art recording facilities, a comfortable client lounge and a full range of food services.

Set in the heart of the Nation's No. 1 market, EMR's facility is just 30

minutes away from any of the region's five major airports. We're within easy reach of the area's major highways, and there's always plenty of parking space.

This ideal location enables you to take full advantage of the unparalleled resources of New York without the congestion - or the prices - of Manhattan.

Whatever your research requirements, from focus groups to quantitative sampling, call **Ebony Marketing Research.**

Because when you need to reach ethnic markets...

We've got the insight track.



Ebony Marketing Research, Inc.

Phone: (718) 217-0842 FAX: (718) 320-3996

Focus Group Facility: 2100 Barstow Ave., Baychester, NY 10475

Jamaica Mall: 162-10 Jamaica Ave., Jamaica, NY 11432

Newport Center Mall: 30 Mall Drive West, Jersey City, NJ 07310



Your key to ethnic marketing.

Moving forward in the '90's.

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Downtown Focus Center

Two World Trade Center, 27th Fl.
New York, NY 10048
Ph. 212-837-7160
Fax 212-837-7079
Contact: Marcia Holland
1,3,6,7B
(See advertisement on p. 108)

**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
c/o The Journal of Commerce
Two World Trade Center
27th Floor
New York, NY 10048
(212) 837-7160
FAX (212) 837-7079

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
(See advertisement on p. 107)

Elrick & Lavidge, Inc.
Mack Centre II,
1 Mack Centre Dr.
Paramus, NJ 07652
Ph. 201-599-0755
Fax 201-599-9896
Contact: Tom Eiden
1,3,4,6,7B
Rm. 1) 15x18 Obs. Rm. Seats 8

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
Rm. 1) 18x18 Obs. Rm. Seats 20
Rm. 2) 14x17 Obs. Rm. Seats 20
Rm. 3) 16x16 Obs. Rm. Seats 20
Rm. 4) 18x14 Obs. Rm. Seats 18
(See advertisement on p. 85)

Fieldwork East at Westchester, Inc.

555 Taxter Road
Elmsford, NY 10523
Ph. 914-347-2145
Fax 914-347-2298
Contact: Maria Garcia
1,2,3,4,5,6,7B,8,9
Rm. 1) 22x15 Obs. Rm. Seats 20
Rm. 2) 22x17 Obs. Rm. Seats 20
Rm. 3) 17x16 Obs. Rm. Seats 12
Rm. 4) 14x15 Obs. Rm. Seats 10
(See advertisement on p. 85)

Focus Plus, Inc.

79 Fifth Avenue
New York, NY 10003
Ph. 212-807-9393
Fax 212-645-3171
Contact: Liz Lobrano
1,3,4,6,7B
Rm. 1) 19x22 Obs. Rm. Seats 18
(See advertisement on p. 109)

Focus Plus, Inc.

141 Fifth Avenue
New York, NY 10010
Ph. 212-807-9393
Fax 212-645-3171
Contact: Liz Lobrano
1,3,4,6,7B
Rm. 1) 20x16 Obs. Rm. Seats 20
(See advertisement on p. 109)

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
Rm. 1) 14x19 Obs. Rm. Seats 25
Rm. 2) 14x19 Obs. Rm. Seats 25
Rm. 3) 14x16 Obs. Rm. Seats 15

Focus Room of New Jersey

285 Grand Avenue
5 Patriot Center
Englewood, NJ 07631
Ph. 201-569-1919
Fax 201-569-8128
Contact: Donna Weinberg
1,3,4,6,7B
Rm. 1) 17x16 Obs. Rm. Seats 24
Rm. 2) 19x15 Obs. Rm. Seats 14

Friedman Marketing/New York
Jefferson Valley Mall
650 Lee Blvd., E-1
Yorktown Heights, NY 10598
Ph. 914-962-9400 or 914-698-9591
Fax 914-962-1067
1,3,4,6,7A

GRA Focus Center
160 Paris Avenue
Northvale, NJ 07647
Ph. 201-767-8888
Fax 201-767-6933
Contact: Linda Broer
1,3,6,7B
Rm. 1) 14x18 Obs. Rm. Seats 15

Group Dynamics/Cherry Hill, Inc.

Plaza 100 @ Main St., Ste. 406
Voorhees, NJ 08043
Ph. 609-424-1011
Fax 609-424-2538
Contact: Debra Rosenthal
1,3,4,6,7B,8,9
Rm. 1) 16x24 Obs. Rm. Seats 22
Rm. 2) 17x22 Obs. Rm. Seats 18
(See advertisement on p. 118)

Ideal Field Services, Inc.

1063 Green Acres Mall
Valley Stream, NY 11581
Ph. 516-561-1723
Contact: Barbara Prince
1,3,4,6,7A

Interviewers For Research/Suburban Accts.

517 Route 1 South
Iselin, NJ 08830
Ph. 201-855-8900
Fax 201-855-9291
Contact: Rosellyn Gorman
1,2,3,4,6,7B

Long Island Groups In Focus LTD

1185 Northern Blvd.
Manhasset, NY 11030
Ph. 516-365-8630
Fax 516-365-4913
Contact: Mary Garofalo
1,2,3,4,5,6,7C

Manhattan Opinion Center

369 Lexington Ave., 2nd Fl.
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
(See advertisement on p. 110)

MetroMarket Research Center

855 Valley Road
Clifton, NJ 07013
Ph. 201-470-0044
Fax 201-470-0397
Contact: Kathleen Rosenberg
1,2,3,4,5,6,7B,8,9
Rm. 1) 22x14 Obs. Rm. Seats 15
Rm. 2) 17x17 Obs. Rm. Seats 10
†Rm. 3) 22x14 Obs. Rm. Seats 15

Mid-America Research

131 Livingston Mall
Livingston, NJ 07039
Ph. 201-740-1566
Fax 201-740-0569
Contact: Rhoda Whetstein
1,3,4,6,7A,8,9
Rm. 1) 17x11 Obs. Rm. Seats 10
Rm. 2) 17x11 Obs. Rm. Seats 12

T. A. Miller Company, Inc.

1060 Clifton Ave.
Clifton, NJ 07015
Ph. 201-778-6011
Fax 201-778-5975
Contact: Thomas Miller
1,3,4,6,7B,8,9

Murray Hill Center

205 Lexington Avenue, 9th Fl.
New York, NY 10016
Ph. 212-889-4777
Fax 212-683-2282
Contact: Sue Winer
1,3,4,6,7B

National Quality Interviewers (NQI)

Ocean County Mall, 1202 Hooper Ave., #238
Toms River, NJ 08753
Ph. 908-244-71
Fax 908-244-6011
Contact: Elisse Koster
1,3,6,7A,8
Rm. 1) 12x15 Obs. Rm. Seats 8
Rm. 2) 15x22 Obs. Rm. Seats 12

New York Conference Center, Inc.

240 Madison Avenue, 5th Fl.
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 Street
New York, NY 10017
Ph. 212-481-3780
Fax 212-779-8623
Contact: Nancy Opoczynski
1,3,6,7B

Rm. 1) 17x20 Obs. Rm. Seats 12
Rm. 2) 16x21 Obs. Rm. Seats 10
Rm. 3) 16x20 Obs. Rm. Seats 10
Rm. 4) 15x20 Obs. Rm. Seats 10
(See advertisement on the back cover)

† denotes living room style
‡ denotes one-on-one room

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 for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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
Rm. 1) 20x20 Obs. Rm. Seats 18
Rm. 2) 20x16 Obs. Rm. Seats 14

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
Rm. 1) 15x25 Obs. Rm. Seats 15
Rm. 2) 15x25 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
†Rm. 4) 20x15
(See advertisement on p. 111)

The Product Development Workshop
195 Columbia Turnpike
Florham Park, NJ 07932
Ph. 201-765-0077
Fax 201-765-9087
Contact: Irene Bing
1,3,4,5,6,7B
Rm. 1) 18x13 Obs. Rm. Seats 15
Rm. 2) 17x14 Obs. Rm. Seats 20

Quick Test, Inc.
11 Rye Ridge Plaza
Rye Brook, NY 10573
Ph. 914-937-0220
Fax 914-937-0561
Contact: Ruth Suhr
1,3,4,6,7B
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

Quick Test, Inc.
855 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
Fax 516-541-1099
Contact: Sina Ehrenfreund
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

RDJ Market Research
2 Kavey Place
Armonk, NY 10504
Ph. 914-273-8470/914-273-8470
Fax 914-273-8473
Contact: Steve Genovese
1,3,4,6,7A

Recruiting Resources Unlimited
131 Beverley Road
Brooklyn, NY 11218
Ph. 218-435-4444
Fax 718-972-3926
Contact: Connie Livia
1,3,6,7B
Rm. 1) 16x12 Obs. Rm. Seats 4

A. Rudman & Associates, Inc.
151-17 82 St.
Howard Beach, NY 11414
Ph. 718-835-3100
Fax 718-641-6310
1,3,6,7C,8,9

Sachs Communication Group, Inc.
200 Varick St., Ste. 910
New York, NY 10014
Ph. 212-924-1600
Fax 212-924-1638
Contact: Kathleen Torrey
1,2,3,6,7B,8,9
(See advertisement on p. 112)

† denotes living room style
* denotes one-on-one room

We've Put All The Pieces Together—So You Don't Have To!



Meadowlands Consumer Center

THE PLAZA AT THE MEADOWS • SECAUCUS, NEW JERSEY

The qualitative research center designed with your professional needs in mind.

Call Janis M. Wagman at 201-865-4900 NJ
800-998-4777 Outside NJ
201-865-0408 Fax

Conveniently located to Newark and LaGuardia Airports and Mid-town Manhattan

Circle No. 377 on Reader Card

PLAZA RESEARCH

Precise recruiting and the most comfortable,
practical, well-appointed facilities in the country.



Focus Group Facilities

New York • Los Angeles • Chicago
Dallas • Denver • Atlanta • Philadelphia



PLAZA RESEARCH

Toll free for all locations: 1-800-654-8002
Please call Barbara Murphy or Pam Rakow in our Metro New York office
for more information or bids.

* Welcome to New York City's newest focus group facility.

We offer:

- * a comfortable respondent room adaptable for groups & in-depths
- * superior videotaping capabilities — at our facility or "on location"
- * a special method for conducting and videotaping high technology product research, e.g. usability and software/interface design studies
- * on-premise screening and editing of summary research videos
- * Saha location convenient to the financial district, Greenwich Village, Chinatown and Little Italy, at the Houston St. #1 & #9 Subway station

SACHS COMMUNICATIONS GROUP, INC.

200 Varick Street, Suite 910, New York NY 10014

Phone 212 924-1600, Fax 212 924-1638

Please contact Kathleen Torrey for more information.

Circle No. 378 on Reader Card

SEAPORT SURVEYS

is proud to announce the opening of
New York's Finest Focus Facility



FINANCIAL FOCUS

Serving the Business Community with...

Expert Executive/Consumer Recruiting
8' X 5' One-way Mirror
Full Kitchen/On-Staff Catering
In-house Video & Audio

34 Cliff Street, New York 10038 212/608-3100 800/347-2662

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Seaport Surveys, Inc.

34 Cliff Street
New York, NY 10038
Ph. 212-608-3100
Fax 212-608-4966
Contact: Andrea Waller
1,3,4,6,7C
(See advertisement on p. 112)

Schlesinger Associates, Inc.

Levinson Plaza, Ste. 302
2 Lincoln Highway
Edison, NJ 08820
Ph. 201-906-1122
Fax 201-906-8792
Contact: Steven Schlesinger
1,2,3,4,6,7B,8,9
Rm. 1) 14x26 Obs. Rm. Seats
Rm. 2) 14x20
Rm. 3) 16x18
†Rm. 4) 16x10
(See advertisement on p. 113)

Audrey Schiller Market Research
3601 Hempstead Turnpike
Levittown, NY 11756
Ph. 516-731-1500
Contact: Audrey Schiller
1,3,4,6,7B

Shapiro Research Services, Inc.

Trumbull Shopping Park, 5065 Main St.
Trumbull, CT 06611
Ph. 203-373-9391
Fax 203-372-4257
Contact: Sandy Shapiro
1,3,4,5,7A,9
Rm. 1) 12x19 Obs. Rm. Seats 10

Suburban Associates

579 Franklin Turnpike
Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
1,2,3,4,6,7C

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
Rm. 1) 15x20 Obs. Rm. Seats 10

Technical Analysis, Inc.

20 E. Oakdene Ave.
Teaneck, NJ 07666
Ph. 201-836-1500
Fax 201-836-1959
Contact: Pat Herman
1,2,3,4,6,7B
Rm. 1) 18x18 Obs. Rm. Seats 15
Rm. 2) 16x18 Obs. Rm. Seats 12
Rm. 3) 18x21 Obs. Rm. Seats 12
(See advertisement on p. 11)

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
Rm. 1) 18x30 Obs. Rm. Seats 18

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
Rm. 1) 13x20 Obs. Rm. Seats 15
(See advertisement on p. 114)

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 716-566-5664
Contact: John Stensrud
1,3,6,7B
Rm. 1) 20x23 Obs. Rm. Seats 15

SUFFOLK COUNTY

J & R Mall Research
800 Montauk Hwy.
Shirley, NY 11967
Ph. 516-399-0200
Fax 516-791-5033
Contact: Patricia Bryant
1,3,4,6,7A

[†] denotes living room style
[‡] denotes one-on-one room

DATA
COLLECTION

EXPERTS

FOR

THE

NY

TRI-

STATE

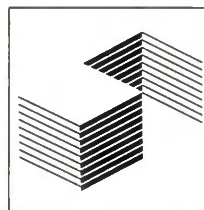
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We offer total data collection services encompassing all aspects of quantitative and qualitative research.

•
Complete focus groups facilities

One-on-one's

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Mall intercepts

Door-to-door interviewing

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Central location taste tests

Telephone interviewing

Mystery shoppers

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Levinson Plaza, Suite 302, 2 Lincoln Hwy., Edison, NJ 08820
908-906-1122 FAX 908-906-8792

Codes for the first line are:	
1. Conference Style Room	7A. Located in Shopping Mall
2. Living Room Style	7B. Located in Office Building
3. Observation Room	7C. Free Standing Building
4. Test Kitchen	7D. Other
5. Test Kitchen Obsv. Rm.	6. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

SYRACUSE

KS&R Consumer Testing Center
 Shoppingtown Mall
 DeWitt, NY 13214
 Ph. 800-289-8028
 Fax 315-471-0115
 Contact: Lynnette S. VanDyke
 1,2,3,4,6,7A,8,9
 Rm. 1) 14x19 Obs. Rm. Seats 10

LaValle Research Service
 9763 Carousel Center Dr.
 Syracuse, NY 13290
 Ph. 315-466-1609
 Fax 315-466-7101
 Contact: Doreen Hart
 1,2,3,6,7A

McCarthy Associates
 Penn Can Mall
 5775 South Bay Road
 Syracuse, NY 13039
 Ph. 315-458-9320
 Fax 315-458-1810
 Contact: Teresa McCarthy
 1,2,3,4,6,7A,8,9
 Rm. 1) 14x19 Obs. Rm. Seats 14
 1Rm. 2) 11x19 Obs. Rm. Seats 8

Marion Simon Research Services
 Northern Lights Mall
 Syracuse, NY 13212
 Ph. 315-455-5952
 Fax 315-455-1826
 Contact: Angie 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
 Rm. 1) 16x20 Obs. Rm. Seats 20
 Rm. 2) 18x24 Obs. Rm. Seats 20
 Rm. 3) 20x24 Obs. Rm. Seats 20
 1Rm. 4) 16x24 Obs. Rm. Seats 20

CHARLOTTE

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: Hoke S. Carlan, Jr.
 1,3,4,5,6,7A

FacFind, Inc.
 2101 E. Rexford Rd., Ste. 123
 Charlotte, NC 28211
 Ph. 704-365-8474
 Fax 704-365-8741
 Contact: Shaela Ingham
 1,3,4,6,7B,8,9

Homer 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
 Rm. 1) 14x18 Obs. Rm. Seats 8
 (See advertisement on p. 79)

KPC Research
 908 S. Tryon Street
 Charlotte, NC 28202
 Ph. 704-358-5754 or 800-852-2794
 Fax 704-358-5745
 Contact: Helen Mason
 1,3,6,7B

Leibowitz Market Research Ascts.
 One Parkway Plaza, Ste. 110
 Charlotte, NC 28217-1968
 Ph. 704-357-1961
 Fax 704-357-1965
 Contact: Teri Leibowitz
 1,3,4,6,7B,8,9
 Rm. 1) 18x24 Obs. Rm. Seats 12
 Rm. 2) 18x24 Obs. Rm. Seats 12
 Rm. 3) 18x21 Obs. Rm. Seats 8
 Rm. 4) 18x25 Obs. Rm. Seats 24

W.H. Long Marketing, Inc.
 Golden Gate Shopping Center
 2240 Golden Gate Dr.
 Greensboro, NC 27408
 Ph. 910-292-4146
 Fax 910-299-6165
 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
 Rm. 1) 16x23 Obs. Rm. Seats 12
 Rm. 2) 14x15 Obs. Rm. Seats 10

BRX/GLOBAL, INC.

We Focus on Your Interests

IN UPSTATE NEW YORK

- 3 minutes from airport and center of city
- Ample, free parking adjacent to building
- 13' x 20' conference room
- Bi-level viewing room, comfortably seats 15
- Uniquely styled V-shaped table
- Separate moderator's station
- State-of-the-art audiovisual equipment
- Compact, fully equipped test kitchen

109 Rue de Ville • Rochester, New York 14019
 Telephone: (710) 442-0500 FAX: (710) 442-0040

RALEIGH

FGL, Inc.
206 West Franklin
Chapel Hill, NC 27514
Ph. 919-929-7759
Fax 919-932-8829
Contact: Lenny Lind
1,3,4,6,7B,8,9
Rm. 1) 17x15 Obs. Rm. Seats 10

Internet Research Services,
Div. of Wilkerson & Associates
4208 Six Forks Rd.
Bldg. 2, Ste. 333
Raleigh, NC 27609
Ph. 919-781-0555
Fax 919-783-7810
1,3,6,7B

Johnston, Zabor & Associates
2222 Chapel Hill/Nelson Hwy.
Headquarters Park, #300
Durham, NC 27713
Ph. 919-544-5448
Contact: Jeffrey M. Johnston
1,3,4,5,6,7B,8,9
Rm. 1) 20x22 Obs. Rm. Seats 18
Rm. 2) 9x9 Obs. Rm. Seats 6

L and E Research
4009 Barrett Dr., Ste. 101
Raleigh, NC 27609
Ph. 919-782-3860
Fax 919-787-3428
Contact: Lynne Eggers
1,3,4,6,7B

Management Rsch. & Plng. Corp.
601 St. Mary St.
Raleigh, NC 27605
Ph. 800-347-5608
Fax 919-856-0020
Contact: Ken Smith
1,3,6,7B,8,9

Nor-Tex Research Group.

7330 Chapel Hill Rd., Ste. 107
Raleigh, NC 27607
Ph. 800-279-3478
Fax 919-848-2465
Contact: Brian Gossett
1,3,6,7B,8,9(8)
Rm. 1) 12x16 Obs. Rm. Seats 14
Rm. 2) 10x12 Obs. Rm. Seats 8
(See advertisement on p. 115)

Quick Test, Inc.

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
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

† denotes living room style
‡ denotes one-on-one room

WINSTON-SALEM

Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winston-Salem, NC 27104
Ph. 910-765-7676 or 800-443-7344
Fax 910-765-8084
Contact: Pat Rierson
1,3,4,5,6,7C
Rm. 1) 15x15 Obs. Rm. Seats 8

Catherine Bryant & Associates
6000 Market Square, Ste. 22
Winston-Salem, NC 27012
Ph. 919-766-8966
Fax 919-766-0786
Contact: Robin Cravens
1,3,6,7B
Rm. 1) 14x22 Obs. Rm. Seats 10



*Cincinnati's Premiere Focus Group
Facilities*

THE ANSWER GROUP

- Two outstanding focus group facilities, our Downtown facility and our Blue Ash Facility on Cincinnati's northeast side.
- Large focus group interview rooms with contemporary styling for relaxed conversation.
- Spacious viewing rooms which seats at least 12 comfortably.
- Recruitment of qualified consumers and professionals according to exact specifications.
- Emphasis on client service and prompt, expert attention to your market research needs.

Call Lynn Grome at
(513) 489-9000

THE ANSWER GROUP
4665 Cornell Road, Suite 150
Cincinnati, OH 45241

Circle No. 382 on Reader Card

Nor-Tex Research Group

Nor-Tex Research Group is pleased to announce the opening of the Southeast's newest focus group facilities, in Raleigh, North Carolina:

- A modern facility, with two focus group rooms, minutes from Research Triangle Park, and close to major universities, medical centers, hotels and Raleigh-Durham International Airport, an American Airlines hub.
- Experienced recruiters with easy access to consumers, business professionals, physicians and medical personnel, college students and others.
- The Raleigh-Durham Research Triangle Park area offers one of the largest concentrations of Ph.D.'s, college students, business, scientific, medical and engineering professionals in the United States.
- Trained interviewers and an experienced moderator on staff to meet all of your qualitative research needs, from focus groups to one-on-one interviewing, and always free video!

As a way of introducing you to our new facilities, call Brian Gossett for a bid on your next project, mention this ad, and receive 50% off the cost of room rental. *(First time clients only.)*
Call today! 1-800-279-3478.

Nor-Tex Research Group, 7330 Chapel Hill Rd., Suite 107, Raleigh, NC 27607

When booking a focus group facility from this directory, tell 'em you saw their listing in

Quirk's
MARKETING RESEARCH
Review

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- ◆ 2 fully-equipped suites with luxury tiered seating
- ◆ remote controlled video

CONSUMER CENTER

- ◆ high tech test kitchen
- ◆ two viewing rooms
- ◆ newest and finest facility in Cincinnati



MarketVision Research

The MarketVision Building
4500 Cooper Road
Cincinnati, Ohio 45242
(513) 791-3100

An Inc. 500® Company

Codes for the first line are:

1. Conference Style Room	7A. Located in Shopping M
2. Living Room Style	7B. Located in Office Buildin
3. Observation Room	7C. Free Standing Building
4. Test Kitchen	7D. Other
5. Test Kitchen Obsv. Rm.	8. 1-on-1 Room
6. Video Equipment Available	9. 1-on-1 Viewing

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

OHIO

AKRON

Opinion Centers Akron
2872 West Market St., Ste. D
Akron, OH 44333
Ph. 216-867-0885
Fax 216-864-2233
Contact: Suzann Davis
1,3,4,6,7B
Rm. 1) 15x17 Obs. Rm. Seats 15

CINCINNATI

Advanced Research In Marketing
10133 Springfield Pike
Cincinnati, OH 45215
Ph. 513-772-2929
Fax 513-7832-4153
Contact: Judy Christman
1,3,4,6,7C

Alliance Research, Inc.
538 Centre View Blvd.
Crestview Hills, KY 41017
Ph. 606-344-0077
Fax 606-344-0078
Contact: Molly Moreland
1,3,6,7B

The Answer Group
11161 Kenwood Rd.
Cincinnati, OH 45242
Ph. 513-247-2207 x230
Fax 513-489-9130
Contact: Lynn Grome
1,3,6,7B
Rm. 1) 18x23 Obs. Rm. Seats 18
Rm. 2) 18x20 Obs. Rm. Seats 12
(See advertisement on p. 115)

The Answer Group
Downtown Cincinnati
Cincinnati, OH 45202
Ph. 513-247-2207 x230
Fax 513-489-9130
Contact: Lynn Grome
1,3,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12
(See advertisement on p. 115)

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
Rm. 1) 24x14 Obs. Rm. Seats 20
Rm. 2) 24x14 Obs. Rm. Seats 20
Rm. 3) 35x25 Obs. Rm. Seats 20

Assistance In Marketing
9663A Colerain Avenue
Cincinnati, OH 45251
Ph. 513-385-8228
Fax 513-385-2140
Contact: Susan Odom
1,4,6,7A,8,9

Assistance In Marketing, Inc.
Florence Mall
Florence, KY 41042
Ph. 606-283-1232
Fax 606-283-1247
Contact: Karen Geeding
1,3,4,6,7A

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
Contact: Lynn Caudill
1,3,4,6,7B,8
Rm. 1) 12x20 Obs. Rm. Seats 8

Calo Research Services, Inc.
10250 Alliance Road, #230
Cincinnati, OH 45242
Ph. 513-984-9708
Contact: Cindi Johnson
1,3,6,7B

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: Ethel Galzerano
1,3,6,7B
Rm. 1) 28x44 Obs. Rm. Seats 20

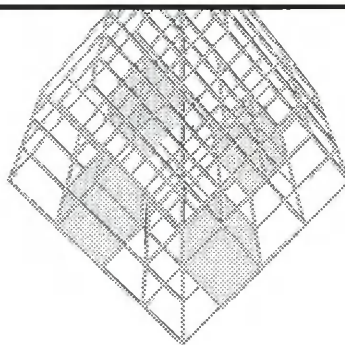
Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
Ph. 513-821-6266
Fax 513-679-5300
Contact: Ken A. Fields
1,2,3,6,7B,8,9
Rm. 1) 23x19 Obs. Rm. Seats 14
†Rm. 2) 26x14 Obs. Rm. Seats 15

MarketVision Research, Inc.
4500 Cooper Rd.
Cincinnati, OH 45242
Ph. 513-791-3100
Fax 513-791-3103
Contact: Ellen Benner
1,3,4,5,6,7B,8,9
Rm. 1) 16x24 Obs. Rm. Seats 20
Rm. 2) 13x18 Obs. Rm. Seats 6
(See advertisement on p. 116)

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
Rm. 1) 20x25 Obs. Rm. Seats 20
Rm. 2) 20x29 Obs. Rm. Seats 8
Rm. 3) 16x25 Obs. Rm. Seats 10
†Rm. 4) 16x25 Obs. Rm. Seats 10
(See advertisement on p. 117)




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. 32)

Research and Results, Inc.
4941 Paddock Rd.
Cincinnati, OH 45237
Ph. 513-242-6700
Contact: Barbara Newman
1,3,6,7B



MATRIXX MARKETING RESEARCH

#1 Focus Group Facility In Cincinnati
(1993 Impulse Survey)

-  **3 Ultra-Modern Focus Group Rooms**
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-  **Convenient Location**
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MATRIXX MARKETING inc.
a Cincinnati Bell company
MATRIXX Center
4600 Montgomery Road Cincinnati, Ohio 45212

† denotes living room style
‡ denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

CLEVELAND

Business Research Services

23825 Commerce Park

Cleveland, OH 44122

Ph. 216-831-5200

Fax 216-292-3048

Contact: Tony Ramacciatti

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

Rm. 1) 14x21 Obs. Rm. Seats 12

†Rm. 2) 14x20 Obs. Rm. Seats 12

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 Road

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. 118)

Heakin Research, Inc.
Severance Center
3542 Mayfield Road
Cleveland Heights, OH 44118
Ph. 216-381-6115
Contact: Laurel Taichnar
1,3,4,6,7A

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
1,2,3,4,6,7A,8(2),9(2)
Rm. 1) 12x20 Obs. Rm. Seats 10

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
Rm. 1) 13x19
(See advertisement on p. 31)

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
Rm. 1) 15x18 Obs. Rm. Seats 15
†Rm. 2) 14x15

National Market Measures, Inc.
25109 Detroit Rd.
Mayfield Village, OH 44145
Ph. 216-473-7766
Fax 216-892-0002
1,2,3,6,7B
Rm. 1) 14x19 Obs. Rm. Seats 15
†Rm. 2) 14x15

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
Rm. 1) 22x14 Obs. Rm. Seats 20
Rm. 2) 22x14 Obs. Rm. Seats 20

Opinion Centers America
Great Northern Mall, Rm. 924
North Olmsted, OH 44070
Ph. 216-779-3050
Fax 216-779-3060
Contact: Traci Hayner
1,3,4,6,7A
Rm. 1) 17x14 Obs. Rm. Seats 10

Rosen Research
25906 Emery Road
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
Rm. 1) 10x18 Obs. Rm. Seats 12

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

FOCUS GROUPS OF CLEVELAND

Yes... Cleveland!

This demographically desirable area has a new state-of-the-art consumer research facility designed to serve today's marketing needs. Over 2,000 sq. ft. of comfort and technology in which to conduct focus groups, one-on-one interviews and on-going business in a private office environment. Only minutes from Cleveland Hopkins Airport, with excellent hotels, dining and other amenities right next door. We invite you to call...

FOCUS GROUPS OF CLEVELAND

2 Summit Park Drive — Suite 225 • (216) 642-8883
at the Rockside Road exit of I-77 • Cleveland, Ohio 44131

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. 800-242-4118
Fax 614-436-7040
Contact: Judy Golas
1,3,4,6,7B
Rm. 1) 16x17 Obs. Rm. Seats 12
Rm. 2) 16x17 Obs. Rm. Seats 12
Rm. 3) 21x24 Obs. Rm. Seats 15
(See advertisement on p. 57)

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

T.I.M.E. Market Research
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
Contact: Anita Ingalls
1,3,4,6,7A,8,9

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
Rm. 1) 21x24 Obs. Rm. Seats 10
Rm. 2) 18x18 Obs. Rm. Seats 6

Ruth Elliott Research Services
3077 Kettering Blvd., Ste. 300
Dayton, OH 45439
Ph. 513-294-5959
Fax 513-294-8518
Contact: Dianne Howell
1,3,4,5,6,7B

QFact Marketing Research, Inc.
8163 Old Yankee St.
Dayton, OH 45459
Ph. 513-891-2271
Fax 513-435-3457
Contact: Nan Moore or Mary Swart
1,3,6,7B,8

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: Clara 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
Contact: Jonathan Augustine
1,2,3,6,7D,8,9

Market Research of Toledo
3103 Executive Pkwy., Ste. 106
Toledo, OH 43606
Ph. 419-534-4705
Fax 419-531-8950
Contact: Jim Kretzinger
1,3,6,7B
Rm. 1) 12x22 Obs. Rm. Seats 7,15

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. 405-752-4710
Fax 405-752-2344
Contact: Cathy Lyle
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

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
Contact: Tim Jarrett
1,3,4,6,7B

OREGON

EUGENE

MarStat Market Research
71 E. 28 Avenue
Eugene, OR 97405
Ph. 503-484-6176
Fax 503-485-3810
Contact: LaDeane Pryor
1,3,4,6,7B,8,9
Rm. 1) 11x15 Obs. Rm. Seats 12
Rm. 2) 11x15 Obs. Rm. Seats 10
Rm. 3) 8x9 Obs. Rm. Seats 5
†Rm. 4) 6x9 Obs. Rm. Seats 4

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

Consumer Opinion Services

1991 Lloyd Center
Portland, OR 97232
Ph. 503-281-1278
Fax 503-281-1017
Contact: Jerry Carter
1,3,4,6,7A,8
Rm. 1) 15x19 Obs. Rm. Seats 8
(See advertisement on p. 131)

Gargan Research
2705 E. Burnside, Ste. 200
Portland, OR 97214
Ph. 503-234-7111
Fax 503-233-3865
Contact: Mina Monroe
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: Vikki Murphy
1,3,6,7B
Rm. 1) 12x18 Obs. Rm. Seats 12

Management/Marketing Associates
Bank of California Tower
707 SW. Washington St., Ste. 1460
Portland, OR 97205
Ph. 503-228-9327
Fax 503-228-9479
Contact: Donald T. Jacobson
1,2,6,7B
Rm. 1) 30x40 Obs. Rm. Seats 10
Rm. 2) 16x24 Obs. Rm. Seats 6
†Rm. 3) 16x24 Obs. Rm. Seats 6

† denotes living room style
* denotes one-on-one room

Codes for the first line are:

- 1. Conference Style Room
- 2. Living Room Style
- 3. Observation Room
- 4. Test Kitchen
- 5. Test Kitchen Obsv. Rm.
- 6. Video Equipment Available

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Market Decisions Corporation
 8959 SW. Barbur Blvd., Ste. 204
 Portland, OR 97219
 Ph. 503-245-4479
 Fax 503-245-9677

Contact: Sue Ellen Christensen
 1,3,6,7B,8,9

- Rm. 1) 18x19 Obs. Rm. Seats 12
- Rm. 2) 11x18 Obs. Rm. Seats 7
- Rm. 3) 10x18 Obs. Rm. Seats 7

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

Market Trends, Inc.

2130 SW. Jefferson, Ste. 200
 Portland, OR 97201
 Ph. 503-224-4900
 Fax 503-224-0633

Contact: Chari Anang
 1,3,4,6,7B

Omni Research
 7689 SW Capitol Hwy.
 Portland, OR 97219-2745
 Ph. 503-245-4014
 Fax 503-245-9065
 Contact: Chris Robinson
 1,3,6,7C,8
 Rm. 1) 21x20
 Rm. 2) 16x20

PENNSYLVANIA

ALLENTOWN

Parkwood Research Associate
 4635 Crackersport Rd.
 Allentown, PA 18104
 Ph. 215-481-0102
 Fax 215-395-8027
 Contact: Ron Moxey
 1,3,4,6,7B

Telephone Concepts Unlimited
 P.O. Box E, 3724 Crescent Court W.
 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
 1,3,4,6,7D

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
 Rm. 1) 12x22 Obs. Rm. Seats 7

PHILADELPHIA

Consumer Pulse of Philadelphia
 Plymouth Meeting Mall #2203
 Plymouth Meeting, PA 19462
 Ph. 215-825-6636
 Fax 215-825-6805
 Contact: Elanor Yates
 1,3,4,5,6,7A,8,9



GROUP DYNAMICS

WHICH LOCATION IS IDEAL FOR YOUR NEXT QUALITATIVE PROJECT?

BALA CYNWYD, PA

- "City" Consumers
- Expertise in Medical/Health Care Recruiting
- All Purpose Room With Observation
- 4 Focus Group Rooms/Client Suites providing privacy and comfort
- Founded In 1981
- Brand New Audio Visual System

VOORHEES, NJ

- "Suburban" Consumers
- On-Site Phone Room Recruiting
- Commercial Test Kitchen
- 2 Multi Level Observation Rooms Seating 25 In Comfort
- 20 minutes To Downtown Philadelphia
- Designed By Qualitative Consultants (Opened 1992)

*Same Location-New Facility
 Opening Fall of "93"*

BOTH FACILITIES:

**OWNER/OPERATED FOR PERSONAL SERVICE • 35 MINUTES FROM PHILADELPHIA AIRPORT • FREE PARKING
 CALL (800) 220-1011 FOR BROCHURES AND INFORMATION**

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MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, MN 55423

The Data Group
 Meetinghouse Business Center
 2260 Butler Pike, Ste. 150
 Plymouth Meeting, PA 19462
 Ph. 215-834-2080
 Fax 215-834-3035
 Contact: Sherry Hood
 1,3,6,7B

Davis and Company
 3901 Market Street, Ste. 12
 Philadelphia, PA 19104
 Ph. 215-222-3000
 Fax 215-222-3480
 Contact: Morris R. Davis
 1,3,6,7B

Focus Suites of Philadelphia

One Bala Plaza, Ste. 622
 Bala Cynwyd, PA 19004
 Ph. 215-667-1110
 Fax 215-667-4858
 Contact: Kathy Jonik
 1,3,4,6,7B,8,9(6)
 Rm. 1) 18x22 Obs. Rm. Seats 20
 Rm. 2) 16X20 Obs. Rm. Seats 18
 Rm. 3) 16x20 Obs. Rm. Seats 18
 (See advertisement on p. 139)

Group Dynamics In Focus, Inc.

555 City Line Ave., 6th Flr.
 Bala Cynwyd, PA 19004
 Ph. 215-668-8535
 Fax 215-668-2072
 Contact: Merle Holman
 1,3,4,6,7B,8,9
 Rm. 1) 28x20 Obs. Rm. Seats 18
 Rm. 2) 16x24 Obs. Rm. Seats 12
 Rm. 3) 16x24 Obs. Rm. Seats 12
 Rm. 4) 14x18 Obs. Rm. Seats 10
 (See advertisement on p. 120)

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
 Rm. 1) 20x20 Obs. Rm. Seats 18
 Rm. 2) 24x20 Obs. Rm. Seats 15
 (See advertisement on p. 123)

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
 Rm. 1) 11x20 Obs. Rm. Seats 6
 (See advertisement on p. 123)

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
 Rm. 1) 15x23
 Rm. 2) 10x10

[†] denotes living room style
^{*} denotes one-on-one room

JRP
Qualitative Research

RECRUITING
FACILITIES
MODERATING

All the Right Ingredients for a Successful Focus Group

- **Quality Recruiting**
 We deliver the panelists that you require, no matter how hard they may be to find, using traditional sources plus our own malls and computerized bank of 15,000 households.
- **Experienced Moderators**
 Our moderators focus on your objectives with insight and sensitivity and deliver reports that are clear, complete and actionable.
- **Superb Facilities**
 Second to none in the Delaware Valley, our two focus group rooms are the centerpiece of our new Research Center in Media, Pennsylvania.
 Viewing rooms accommodate 20 observers comfortably. A fully equipped Test Kitchen and three one-on-one rooms complete this state-of-the-art facility.

CALL US AT 215-565-8840. IT'S THE FIRST STEP TOWARDS A SUCCESSFUL FOCUS GROUP.
JRP—Focus Group Research with Confidence

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

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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
Rm. 1) 10x15

Philadelphia Focus, Inc.
100 No. 17th St.
Philadelphia, PA 19103
Ph. 215-561-5500
Fax 215-561-6525
1,3,6,7B
Rm. 1) 19x22 Obs. Rm. Seats 15
Rm. 2) 17x24 Obs. Rm. Seats 15
Rm. 3) 14x24 Obs. Rm. Seats 15

**When
booking a
focus group
facility from
this
directory, tell
'em you saw
their listing
in**

Quirk's
MARKETING RESEARCH
Review

Philadelphia Focus, Inc.
555 North Lane #6038
Conshockson, PA 19428
Ph. 215-397-0300
Fax 215-397-0308
1,3,4,6,7B
Rm. 1) 14x22 Obs. Rm. Seats 12
Rm. 2) 14x22 Obs. Rm. Seats 12
Rm. 3) 14x22 Obs. Rm. Seats 12

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
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
Rm. 4) 20x15
(See advertisement on p. 111)

Quality Controlled Services
KOR Ctr. A, 2577 Interplex Dr., Ste. 101
Trevose, PA 19053
Ph. 800-752-2027
Fax 215-639-8224
Contact: Mitzi Keller
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12
Rm. 2) 16x22 Obs. Rm. Seats 10
Rm. 3) 12x14 Obs. Rm. Seats 6
(See advertisement on p. 57)

Quality In Field
308 Lakeside Drive
Southampton, PA 18066
Ph. 215-698-0606
Fax 215-676-4055
Contact: Arlene Frieze
1,3,4,6,7B

Quick Test, Inc.
Neshaminy Mall #109
Bensalem, PA 19020
Ph. 215-322-0400
Fax 215-322-5412
Contact: Alice Osborne
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

Quick Test, Inc.
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
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

J. Reckner Associates, Inc.
587 Bethlehem Pike
Montgomeryville, PA 18936
Ph. 215-822-6220
Fax 215-822-2238
Contact: Frances Grubb
1,3,4,5,6,7B,8(2),9(3)
Rm. 1) 12x16 Obs. Rm. Seats 8
(See advertisement on p. 125)

The Reich Group
1635 Market St.
Philadelphia, PA 19103
Ph. 215-972-1777
Fax 215-972-1788
Contact: M. Reich
1,3,4,6,7B

Savitz Research Center, Inc.
3007 Willow Grove Park Mall
2500 Moreland Road
Willow Grove, PA 19090
Ph. 215-657-6660
Fax 215-657-1915
Contact: Pat Roberts
1,3,4,6,7A,8,9
Rm. 1) 10x9 Obs. Rm. Seats 8
(See advertisement on p. 129)

Strategic Marketing Corp.
GSB Bldg., Ste. 802
City Line & Belmont Aves.
Bala Cynwyd, PA 19004
Ph. 215-667-1649
Fax 215-667-0628
Contact: Julia Goodfriend Zimmerman
1,3,6,7B
Rm. 1) 20x20 Obs. Rm. Seats 10

T.I.M.E. Market Research
366 Beaver Valley
Monaca, PA 15061
Ph. 412-728-8463
Fax 412-728-9806
Contact: Shawn Bishop
1,3,4,6,7A,8,9
Rm. 1) 14x18 Obs. Rm. Seats 10

U. S. Research Corp.
224 Echelon Mall
Voorhees, NJ 08043
Ph. 609-772-2220
Contact: Jackie Weise
1,3,4,6,7A

The Vanderveer Group
520 Virginia Drive
Fort Washington, PA 19034
Ph. 215-646-7200
Contact: Gina Cassel
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. 144
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
3075 Clairton Rd.
W. Mifflin, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
Contact: Nancy Palyo
1,3,4,6,7A,8(5),9(10)
Rm. 1) 12x20 Obs. Rm. Seats 10

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
1,3,4,6,7A

Santell Phone & Focus, Inc.
300 Mt. Lebanon Blvd., Ste. 2204
Pittsburgh, PA 15234
Ph. 412-341-8770
Fax 412-341-8774
Contact: Barbara K. Womack
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

† denotes living room style
* denotes one-on-one room

RHODE ISLAND

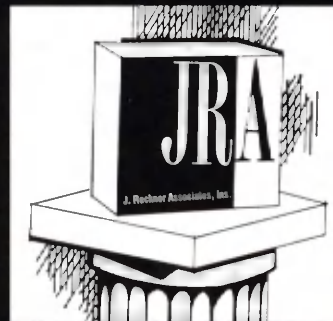
PROVIDENCE

MacIntosh Survey Center
450 Veterans Memorial Pkwy.
East Providence, RI 02914
Ph. 401-438-8330
Fax 401-434-9219
Contact: Ann MacIntosh
1,3,4,5,6,7B
Rm. 1) 18x20 Obs. Rm. Seats 15

Performance Research
25 Mill Street
Newport, RI 02840
Ph. 401-848-0111
Fax 401-848-0110
Contact: Bill Doyle
1,3,6,7C
Rm. 1) 13x30

Quick Test, Inc.
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
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

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COMPLETE DATA COLLECTION SERVICES

- Focus Group Facility
- Permanent Regional Mall
- Field Management
- 30 WATS Lines
- 10 CRT Stations
- Medical, Business, Consumer
- Pre-Recruits, CLT

Test Kitchen, Sensory Evaluation

PHILADELPHIA MSA



587 Bethlehem Pike, Suite 800
Montgomeryville, PA 18936
(215) 822-6220 FAX: (215) 822-2238

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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,8
Rm. 1) 12x15 Obs. Rm. Seats 8
(See advertisement on p. 93)

COLUMBIA

Marketsearch Corporation
2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
1,3,4,6,7C,8,9
Rm. 1) 16x20 Obs. Rm. Seats 14

Metromark Market Research, Inc.

3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-254-3798
Contact: Emerson Smith
1,3,6,7C

GREENVILLE

Carolina Market Research
88 Villa Road
Greenville, SC 29615
Ph. 803-233-5775
Contact: Elizabeth Buchanan
1,3,4,6,7C

Market Insight
530 Howell Rd. #205
Greenville, SC 29615
Ph. 803-292-5187
Contact: Michael Shuck
1,3,4,5,6,7B

ProGen Research
712 No. Main St.
Greenville, SC 29609
Ph. 803-271-0643
Contact: Maxie Freeman
1,3,6,7C

SOUTH DAKOTA

SIOUX FALLS

American Public Opinion Survey
and Market Research
1320 So. Minnesota Ave.
Sioux Falls, SD 57105-0625
Ph. 605-338-3918
Fax 605-334-7473
Contact: Warren R. Johnson
1,2,3,4,5,6,7C,8,9
Rm. 1) 16x24 Obs. Rm. Seats 15
Rm. 2) 20x22 Obs. Rm. Seats 20
Rm. 3) 20x25 Obs. Rm. Seats 25
†Rm. 4) 30x36 Obs. Rm. Seats 50

TENNESSEE

CHATTANOOGA

Wilkins Research Services
1921 Morris Hill Road
Chattanooga, TN 37421
Ph. 615-894-9478
Fax 615-894-0942
Contact: Lisa Wilkins
1,3,4,5,6,7C

KNOXVILLE

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
Rm. 1) 14x18 Obs. Rm. Seats 12
Rm. 2) 14x18 Obs. Rm. Seats 12

Friedman Marketing/Memphis
Century Plaza Bldg., Ste. 1 & 2
5830 Mt. Moriah
Memphis, TN 38115
Ph. 901-795-0073 or 914-698-9591
Fax 901-360-1268
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

PWI Research
1755 Lynnfield, Ste. 249
Memphis, TN 38119
Ph. 901-682-2444
Fax 901-682-2471
Contact: Jo Ann Hughes
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: Alex Klein
1,2,3,4,5,6,7B,8,9
Rm. 1) 11x22 Obs. Rm. Seats 8
†Rm. 2) 12x15 Obs. Rm. Seats 8



* We do not have to shout about our excellent recruiting; superior, functional facility, conveniences (central to airport, hotels, residential and business centers) and that 20/20 Research is remarkably professional. Enough said.

2303 21st Avenue South Nashville, Tennessee 37212
1-800-737-2020 Fax (615) 385-0925
(check listing for details)

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
Rm. 1) 14x22 Obs. Rm. Seats 10
(See advertisement on p. 79)

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, #150
Brentwood, TN 37027
Ph. 800-637-0137
Fax 615-661-4035
Contact: Nancy Proctor
1,3,4,6,7B
Rm. 1) 14x17 Obs. Rm. Seats 10
Rm. 2) 13x16 Obs. Rm. Seats 12
(See advertisement on p. 57)

Quick Test, Inc.

Hickory Hollow Mall #1123
Nashville, TN 37013
Ph. 615-731-0900
Fax 615-731-2022
Contact: Kathleen Love
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

20/20 Research, Inc.

2303 21st Ave. S. 2nd Flr.
Nashville, TN 37212
Ph. 800-737-2020
Fax 615-385-0925
Contact: Julia Gaffney
1,2,3,6,7B
Rm. 1) 22x16 Obs. Rm. Seats 12
Rm. 2) 16x22 Obs. Rm. Seats 12
†Rm. 3) 10x20 Obs. Rm. Seats 8
(See advertisement on p. 126)

TEXAS

AMARILLO

Opinions Unlimited, Inc.

8201 SW 34th.
Amarillo, TX 79121
Ph. 806-353-4444
Fax 806-353-4718
Contact: Anndel Hodges-Martin
1,3,4,6,7C,8,9
Rm. 1) 22x23 Obs. Rm. Seats 12
(See advertisement on p.123)

† denotes living room style
‡ denotes one-on-one room

AUSTIN

First Market Research Corp.

2301 Hancock Drive
Austin, TX 78756
Ph. 512-451-4000
Fax 512-451-5700
Contact: Kelleve Hutchinson
1,3,6,7C
Rm. 1) 23x13 Obs. Rm. Seats 10
(See advertisement on p. 94)

NuStats, Inc.

901 W. MLK
Austin, TX 78701
Ph. 512-469-6400
Fax 512-469-6408
Contact: Johanna Zmud
1,3,6,7B

Quick Test, Inc.

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
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

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
Rm. 1) 18x20 Obs. Rm. Seats 10

CORPUS CHRISTI

Quick Test, Inc.

Sunrise Mall
5858 S. Padre Island Dr., #376
Corpus Christi, TX 78412
Ph. 512-993-6200
Fax 512-991-7380
Contact: Lorna Turner
1,3,4,5,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

DALLAS/FT. WORTH

Accurate Research, Inc.
2214 Paddock Way Dr. #100
Grand Prairie, TX 75050
Ph. 214-647-4277
Fax 214-641-1549
Contact: Charlotte Remkus
1,3,4,6,7C

Dallas Focus

511 E. Carpenter Frwy., Ste.100
Irving, TX 75062
Ph. 800-336-1417/214-869-2366
Fax 214-869-9174
Contact: Robin McClure
1,3,4,6,7B
Rm. 1) 15x20 Obs. Rm. Seats 12
Rm. 2) 15x22 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
(See advertisement on pp. 128, back cover)

OPINIONS / unlimited



What Makes Us Different, Makes Us Better

- Moderator-Designed •
- Spacious Facility
- True Southwestern •
- Representation
- Systematic Tracking of •
- Past Participation
- Exceptional Client Service •
- Tough Recruits Our Specialty •

**Opinions Unlimited:
Different and Proud of It!**

50 Station WATS • Moderator-Designed Focus
High Traffic Regional Mall/CRT

For a two hour bid or more information,
contact: Anndel Hodges or Neil Norwood

1-800-658-2656

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Facts in Focus, Inc.
15340 Dallas Parkway
Dallas, TX 75248
Ph. 214-386-7744
Contact: Jeanne Kurzny
1,3,6,7B

Fenton Swanger Consumer Research
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 214-934-0707
Fax 214-490-3919
Contact: Nancy Ashmore
1,3,4,6,7B

Focus On Dallas
12240 Inwood Rd., #400
Dallas, TX 75244
Ph. 214-960-5850
Contact: Kelly Lynn Ireland
1,3,4,6,7B
Rm. 1) 20x18 Obs. Rm. Seats 12
Rm. 2) 21x34 Obs. Rm. Seats 16
Rm. 3) 18x17 Obs. Rm. Seats 7

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
Rm. 1) 16x20 Obs. Rm. Seats 9

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
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15

†Rm. 4) 20x15
(See advertisement on p. 111)

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 Road., Ste. 102
Dallas, TX 75244
Ph. 800-421-2167
Fax 214-490-3065
Contact: Joyce Clifton
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12
Rm. 2) 20x15 Obs. Rm. Seats 12
Rm. 3) 19x16 Obs. Rm. Seats 10
(See advertisement on p. 57)

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
Rm. 1) 30x23 Obs. Rm. Seats 25
Rm. 2) 16x21 Obs. Rm. Seats 20
Rm. 3) 10x8 Obs. Rm. Seats 6
Rm. 4) 10x8 Obs. Rm. Seats 6
(See advertisement on p. 129)

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
Rm. 1) 15x17 Obs. Rm. Seats 10
(See advertisement on p. 129)

EL PASO

Aim Research
10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
Contact: Linda Adams
1,3,4,6,7C

HOUSTON

CQS Research
5851 San Felipe #650
Houston, TX 77057
Ph. 713-783-9111
Fax 713-954-1520
Contact: Noel Roulin
1,3,4,6,7B,8,9
Rm. 1) 24x30 Obs. Rm. Seats 20
Rm. 2) 15x25 Obs. Rm. Seats 12
Rm. 3) 10x15 Obs. Rm. Seats 8

DOES YOUR MARKET RESEARCH SEEM FUZZY?

WE'RE HERE TO CLEAR IT UP!

DALLAS FOCUS

FULL-SERVICE CONSUMER RESEARCH CONDUCTED WITH INTEGRITY, ACCURACY, EFFICIENCY & COST EFFECTIVENESS.

Our friendly, professional staff manages your research in our state-of-the-art facility... centrally located in the Dallas-Fort Worth Metroplex (and the Nation), minutes from DFW Airport and convenient hotels. We're proud to be a part of the Focus Network.

Please contact us for more information about our services.

511 Carpenter Freeway, Suite 100, Irving, Texas 75062
Telephone (214) 869-2366, Fax (214) 669-9174

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: Laurie DeRoberts
1,3,4,6,7A

Heakin Research
San Jacinto Mall #1670
Baytown, TX 77521
Ph. 713-421-2584
Contact: Maggie Franek
1,3,4,6,7A

Heakin Research, Inc.
247 Greenspoint Shopping Mall
Houston, TX 77060
Ph. 713-872-4164
Contact: Valerie Owens
1,3,4,6,7A

Houston Consumer Research
730 Alameda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
Contact: Adreanne Goldbaum
1,3,4,6,7A8(3),9(18)
Rm. 1) 16x18 Obs. Rm. Seats 18

In-Touch Research, Inc.
5855 Sovereign Dr., #200
Houston, TX 77036
Ph. 713-773-8300
Fax 713-773-8306
Contact: Debbie L. Thigpen
1,3,4,6,7B
Rm. 1) 19x22 Obs. Rm. Seats 25
Rm. 2) 14x22 Obs. Rm. Seats 10

In-Touch Research, Inc.
307 Northwest Mall
Houston, TX 77092
Ph. 713-682-1682
Fax 713-682-1686
Contact: Debbie L. Thigpen
1,3,4,5,6,7A

MVA Research
5851 San Felipe #600
Houston, TX 77057
Ph. 713-783-9109
Fax 713-783-4238
Contact: Michael Pope
1,2,3,4,6,7B
Rm. 1) 24x30 Obs. Rm. Seats 25
Rm. 2) 15x25 Obs. Rm. Seats 14
Rm. 3) 10x15 Obs. Rm. Seats 9

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Dallas ♦ Houston
Philadelphia

Major Market Malls

- ♦ Highly Trained Interviewers
- ♦ Full Test Kitchens
- ♦ In-Depth Interviewing Rooms
- ♦ Professional Quality Audio and Video Systems
- ♦ Competitive Prices

Focus Group Facilities

- ♦ Large Comfortable Focus Group Rooms
- ♦ Private Ante Rooms
- ♦ Experienced Recruiters
- ♦ Large Viewing Rooms
- ♦ Professional Quality Audio and Video Systems

Savitz
RESEARCH CENTER INC

(214) 386-4050

FAX (214) 450-2507

Dallas ♦ Houston ♦ Philadelphia

[†] denotes living room style
^{*} denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 8. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

Opinions Unlimited, Inc.

4801 Woodway
Houston, TX 77056
Ph. 800-658-2656
Contact: Anndel Hodges-Martin
1,3,6,7B,8,9

Rm. 1) 20x22 Obs. Rm. Seats 15
Rm. 2) 20x22 Obs. Rm. Seats 15
Rm. 3) 12x14 Obs. Rm. Seats 10
(See advertisement on p. 127)

Quality Controlled Services

1560 W. Bay Area Blvd., Ste. 130
Friendswood, TX 77546
Ph. 800-522-2385
Fax 713-486-3831
Contact: Diana Reid

1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12
Rm. 2) 19x20 Obs. Rm. Seats 8
(See advertisement on p. 57)

Savitz Research Center, Inc.

5177 Richmond, Suite 1290
Houston, TX 77056
Ph. 713-612-4084
Fax 713-621-4223
Contact: Harriet Silverman

1,3,4,6,7B,8,9(6)
Rm. 1) 22x30 Obs. Rm. Seats 20
Rm. 2) 18x20 Obs. Rm. Seats 20
(See advertisement on p. 129)

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

United Marketing Research
1516 53rd Street
Lubbock, TX 79412
Ph. 806-744-6740
Fax 806-744-0327
Contact: Jeff Raymond
1,3,4,6,7C

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 210-520-7025
Fax 210-680-9906
1,3,6,7B

Galloway Research Service
4346 NW Loop 410
San Antonio, TX 78229
Ph. 210-734-4346
Fax 210-732-4500
Contact: Patrick Galloway
1,2,3,4,6,7C

Quick Test, Inc.

Windsor Park Mall, Ste. 14B
San Antonio, TX 78218
Ph. 210-657-9424
Fax 210-657-9432
Contact: Ernestene Suhler
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

UTAH

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
Fax 801-321-4904
Contact: Cheri Ingram
1,3,4,6,7A

Valley Research & Survey
1104 East Ashton Ave. #106
Salt Lake City, UT 84106
Ph. 801-467-4476
Fax 801-487-5820
Contact: Sally Christensen
1,3,4,6,7B

Your Opinion Counts
Gay Hill Field Service
4835 Highland Drive
Salt Lake City, UT 84117
Ph. 801-261-4117
Fax 801-268-0247
Contact: Gay Hill
1,3,6,7A

VIRGINIA

NORFOLK/VIRGINIA BEACH

Continental Research
4500 Colley Ave.
Norfolk, VA 23508
Ph. 804-489-4887
Contact: Nanci Glassman
1,3,6,7B
Rm. 1) 11x21 Obs. Rm. Seats 9

iNFOCUS Group Services
5101 Cleveland St., Ste. 304
Virginia Beach, VA 23462
Ph. 804-490-1351
Fax 804-490-2273
Contact: Grace Fuller
1,3,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 10

FOCUS GROUPS IN VIRGINIA?

NORFOLK FOCUS GROUP CENTRE

Norfolk, VA
(Diane Sadler-Diaz)
(804) 455-8463

ROANOKE FOCUS GROUP CENTRE

Roanoke, VA
(Marjorie Jeskey)
(703) 342-5364

CAPITOL FOCUS GROUP CENTRE

Richmond, VA
(Kathryn McGuire)
(804) 285-3165

Each Facility Provides:

- large conference room
- large one-way mirror
- large client viewing room
- full audio/video capabilities
- quality recruiting
- dedicated staff



Martin Research, Inc.

2122 Carolina Ave. S.W. P.O. Box 8595 Roanoke, VA 24014 (703) 342-1970 FAX (703) 982-8101

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
 Rm. 1) 12x20 Obs. Rm. Seats 8
 (See advertisement on p. 130)

Quick Test, Inc.

816 Greenbrier Cir., Ste. 208
 Chesapeake, VA 23320
 Ph. 804-523-2505
 Fax 804-523-0463
 Contact: Gerri Kennedy
 1,3,4,6,7B
 Rm. 1) 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 95)

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
 Rm. 1) 12x20 Obs. Rm. Seats 8
 (See advertisement on p. 130)

Alan Newman Research
 6802 Paragon Place, Ste. 210
 Richmond, VA 23230
 Ph. 804-288-0590
 Fax 804-288-3234
 Contact: Terry Brisbane
 1,3,6,7B
 Rm. 1) 20x24 Obs. Rm. Seats 10

Southeastern Institute of Research
 2325 W. Broad St.
 Richmond, VA 23220
 Ph. 804-358-8981
 Fax 804-358-9761
 Contact: Lois Abernathy
 1,3,6,7C,8
 Rm. 1) 15x15 Obs. Rm. Seats 10

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
 Rm. 1) 12x16 Obs. Rm. Seats 6
 (See advertisement on p. 130)

WASHINGTON

SEATTLE/TACOMA

Consumer Opinion Services

12825 1st Ave. So.
 Seattle, WA 98168
 Ph. 206-241-6050
 Fax 206-241-5213
 Contact: Jerry Carter
 1,3,4,6,7C
 Rm. 1) 15x20 Obs. Rm. Seats 8
 (See advertisement on p. 131)

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
 Rm. 1) 15x20 Obs. Rm. Seats 8
 (See advertisement on p. 131)

Decision Data, Inc.

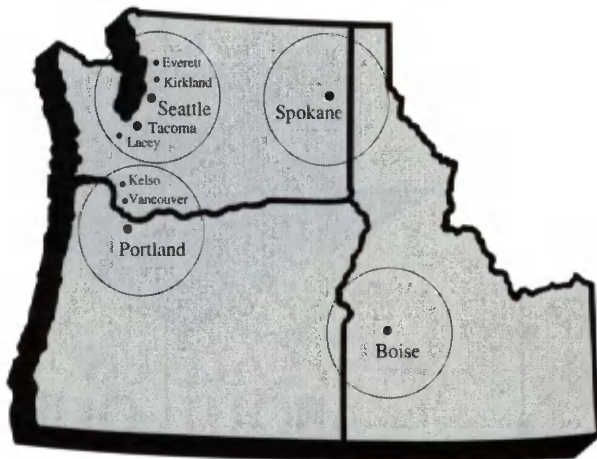
200 Kirkland Ave., Ste. C
 Kirkland, WA 98033
 Ph. 206-827-3234
 Fax 206-827-2212
 Contact: Russ Riddle
 1,3,6,7B
 (See advertisement on p.132)

Evans/McDonough Co., Inc.
 111 Queen Anne Ave. N., Ste. 500
 Seattle, WA 98109
 Ph. 206-282-2454
 Fax 206-285-2644
 Contact: Tom Quillin
 1,3,6,7B
 Rm. 1) 15x21 Obs. Rm. Seats 14
 Rm. 2) 8x9 Obs. Rm. Seats 4

Friedman Marketing/Seattle
 South Hill Mall
 3500 Meridian South
 Puyallup, WA 98373
 Ph. 206-840-0112 or 914-698-9591
 Fax 206-840-0517
 1,3,4,6,7A

Seattle
 Portland
 Spokane
 Boise

We Cover The Northwest



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

We've been collecting data and keeping clients happy in the Northwest for over 30 years. Call us.

Consumer Opinion Services

We answer to you

12825 1st Ave. South · Seattle, WA 98168
 206/241-6050 ask for Jerry, Dorothy or Greg Carter

† denotes living room style
 ‡ denotes one-on-one room

Codes for the first line are:

- | | |
|------------------------------|--------------------------------|
| 1. Conference Style Room | 7A. Located in Shopping Mall |
| 2. Living Room Style | 7B. Located in Office Building |
| 3. Observation Room | 7C. Free Standing Building |
| 4. Test Kitchen | 7D. Other |
| 5. Test Kitchen Obsv. Rm. | 6. 1-on-1 Room |
| 6. Video Equipment Available | 9. 1-on-1 Viewing |

NEW THIS YEAR: Subsequent lines show room dimensions and observation room capacities

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
Rm. 1) 14x20 Obs. Rm. Seats 12
Rm. 2) 14x19 Obs. Rm. Seats 8

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

Northwest Research Group
400 108th Ave. NE, Ste. 201
Bellevue, WA 98004
Ph. 206-635-7481
Fax 206-635-7482
Contact: Stephanie Bendel
1,3,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 15

Market Data Research Company
1111 Fawcett Avenue, Ste. 105
Tacoma, WA 98402
Ph. 206-383-1100 or 800-488-DATA
Contact: Gene Starr
1,3,4,6,7B

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, Inc.
Tacoma Mall Shopping Center, #699
Tacoma, WA 98409
Ph. 206-474-9980
Fax 206-473-1931
Contact: David Kubista
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

SPOKANE

Robinson Research, Inc.
East 130 Indiana, #B
Spokane, WA 99207
Ph. 509-325-8080
Fax 509-325-8068
Contact: William D. Robinson
1,3,6,7C
Rm. 1) 11x18 Obs. Rm. Seats 6

YAKIMA

Gargan Research
32 Galleria Yakima Mall
Yakima, WA 98901
Ph. 509-453-7974
Contact: Cheryl Morgan
1,3,6,7A

WEST VIRGINIA

CHARLESTON

Ryan/Samples Research, Inc.
1012 Kanawha Blvd.
Charleston, WV 25301
Ph. 304-343-7655
Fax 304-342-1941
Contact: Sandy McMillion
1,3,4,6,7A

HUNTINGTON

McMillion Research
Huntington Mall
Rte. 60 at I-64
Huntington, WV 25501
Ph. 304-755-5889
Fax 304-755-9889
Contact: Sandy McMillion
1,3,4,6,7A

PARKERSBURG

Lockney & Associates
1 Wildwood Drive
Parkersburg, WV 26101
Ph. 304-863-8004
Fax 304-863-8007
Contact: Betsy C. McElfresh
1,6,7C

WISCONSIN

APPLETON

Friedman Marketing/Green Bay/Appleton
Fox River Mall, #712
4301 W. Wisconsin Ave.
Appleton, WI 54913
Ph. 414-730-2240 or 914-698-9591
Fax 414-730-2247
1,3,4,6,7A

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1. Quality, focused, quantitative research & telephone field service.
2. Spacious focus group room with superb sound insulation and noise-free audio recording capability.

DECISION DATA INC
Seattle (206) 827-3234

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,8
Rm. 1) 22x16 Obs. Rm. Seats 12

MADISON

Gene Kroupa & Associates
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., Ste. 101
Madison, WI 53704
Ph. 608-246-3000
Fax 608-246-3019
Contact: John Vanderhoof
1,3,4,6,7B

MILWAUKEE

Consumer Pulse of Milwaukee
The Grand Ave. Mall, #2004
275 West Wisconsin Avenue
Milwaukee, WI 53203
Ph. 414-274-6060
Fax 414-274-6068
Contact: Kathy Jorsch
1,3,4,5,6,7A,8,9

Dieringer Research Associates
3064 No. 78th Street
Milwaukee, WI 53222
Ph. 800-489-4540
Fax 414-449-4540
Contact: Nancy Nichols
1,3,6,7B
Rm. 1) 12x24 Obs. Rm. Seats 10

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
Rm. 1) 15x22 Obs. Rm. Seats 10
Rm. 2) 15x16
Rm. 3) 12x17 Obs. Rm. Seats 10

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
Rm. 1) 16x18 Obs. Rm. Seats 9
Rm. 2) 14x18 Obs. Rm. Seats 8

Milwaukee Market Research, Inc.
2835 No. Mayfair Road
Milwaukee, WI 53222
Ph. 414-475-6656
Fax 414-475-0842
Contact: Susan Lehmann
1,3,4,6,7B
Rm. 1) 19x22 Obs. Rm. Seats 14
Rm. 2) 19x20 Obs. Rm. Seats 14

Zigman • Joseph • Stephenson
100 East Wisconsin Ave., #1000
Milwaukee, WI 53202
Ph. 414-273-4680
Fax 414-273-3158
Contact: George Shiras
1,3,6,7B
Rm. 1) 15x22

CANADA

ALBERTA

Criterion Research Corp.
10155-114 Street, Ste. 101
Edmonton, AB T5K 1R8
Ph. 403-423-0708
Fax 408-425-0400
Contact: Tony Hilhorst
1,2,3,4,6,7B,8

BRITISH COLUMBIA

Research House, Inc.
Metrotown Centre, 468-4800 Kingsway
Burnaby, BC V5H 4J2
Ph. 604-433-2696
Fax 604-433-1640
Contact: Marlene Hann
1,2,3,4,6,7A

MANITOBA

Opinion Place
66 L-1485 Portage Avenue
Polo Park Shopping Centre
Winnipeg, MB R3G 0W4
Ph. 204-987-1960
Fax 204-783-9748
Contact: Kathy Heffernan
1,3,4,6,7A,8,9
Rm. 1) 12x19 Obs. Rm. Seats 12

ONTARIO

ABM Research Ltd.
17 Madison Avenue
Toronto, ON M5R 2S2
Ph. 416-961-5511
Fax 416-961-5341
Contact: Judi Rosen
1,2,3,4,6,7C

Butler Research Associates, Inc.
20 Holly St., Ste. 301
Toronto, ON M4S 3B1
Ph. 416-487-4144
Fax 416-487-4213
Contact: Madeline Allicock
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

Decision Marketing Research Ltd.
661 Queen Street East
Toronto, ON M4M 1G4
Ph. 416-469-5282
Fax 416-469-2488
Contact: John Gonder
1,2,3,4,6,7C,8,9
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Group difference

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interview settings. At least according to self-reports, group interview members were neither more nor less uncomfortable with the interview than individual interviewees; nor did they feel more withdrawn from the interview.

This finding suggests that either focus groups do not diffuse "interview anxiety" or that anxiety about individual interviews is not as high as expected. Because this research was not designed to measure absolute levels of anxiety, it is difficult to say which of these hypotheses is true. Observation suggests that the one-

on-one setting was not as anxiety-provoking as anticipated, at least for the topics under discussion. In this case, it appears that concerns over respondent discomfort in individual interviews are unfounded.

This research does not directly address the issue of greater talkativeness. The opportunity to talk varied with number of participants: Individual interviewees had at least 20 minutes to talk, while group participants averaged 7.5 minutes (60 minutes divided by 8 respondents). However, while each group participant may have had less time to talk, the amount of information overall was similar between groups and individual interviews. This similarity was largely

due to a reduction in redundancy in the group discussion. While the redundancy in the individual interviews can be reduced during the analysis, selective discussion of repetitive information during the group session is a more immediate and less time-consuming process.

However, the advantage of greater talkativeness in groups may also relate to specific types of topics. The topics under discussion weren't particularly sensitive; it may be that the impact of the group would have been more evident discussing a more personal issue, like an illness, a personal problem or a financial concern.

Overall, we set out to understand the validity of the assumptions that guide the decision to use focus groups instead of individual interviews. We found that both interview settings provide a comfortable environment in which to discuss attitudes and behaviors. We could not reach conclusions about enhanced talkativeness. But we did find evidence that focus groups are superior to individual interviews in providing immediate observation of attitudes and behaviors that are

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common within a given population.

Ultimately, the decision to use group or individual interviews rests on a combination of practical and theoretical considerations. Issues like the sensitivity of the topic or proprietary information, type of respondents, geographic dispersion of respondents, sample size, timing and cost all have an impact. This data suggests that when the research objectives are to examine what "most consumers" think, and when peer influence is an issue, focus groups are the best means to observe and understand responses.

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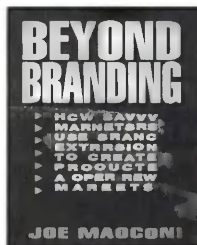
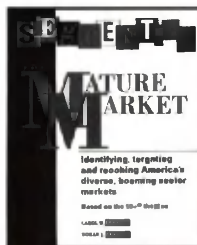
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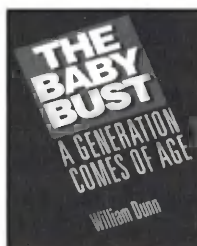
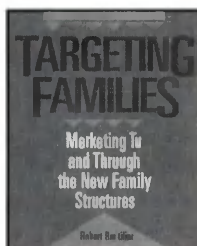
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Trade Talk

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room, they're able to peel the onion, so to speak, and get the answer they need. The point is, we want to have people in the room from the client organization who will be impacted by the information."

Berlin Wall

In any qualitative research the goal is to get directional information — trends, issues, problems — from the respondents that will help the researchers take action later. But, Terwilliger says, the glass "Berlin Wall" separating respondents from observers gets in the way. "In the focus groups we participated in in the past, we felt that there was too much distance between the conversation going on in the focus group room and the people who had the most interest in it."

People in the backroom are not intimately involved in the conversation, so they can be distracted. However, when you're in the room, participating, it's harder to tune out. The value of the client presence, says Terwilliger, is that it allows them to ask questions in real time and throw out the process plan, if necessary, and talk about new ideas that arise. (Something, by the way, I think any good moderator should be able to help you do anyway.)

The co-labs also avoid notes sent in from the back room, which can disrupt the proceedings if the group has moved on to a new subject. If there is a nuance that needs clarification, the client can ask those follow-up questions.

Act sooner

Terwilliger says that co-labs also have an advantage over classic focus groups because clients can act sooner on the information they obtain. With focus groups, it can take up to three weeks for the moderator reports to arrive, and the client company must wait until they arrive before taking that next step.

Not so with co-labs, says Terwilliger. "We have the clients in the room, so they're learning in real time. After each series of co-labs, we debrief the attendees and develop a list of implications, lessons learned, and an action plan. They discuss what they thought they heard, and if there is any confusion we try to clarify it in the next meeting. We're not going to send them a moderator's report. The learning is their learning, which we facilitated."

Your company can get quick information turnaround from plain-old focus groups, too, if observers are willing to sit down afterwards and talk about what they saw and heard. Instead of simply waiting, you can begin plotting your strategy in the days that you normally would wait for

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the moderator's report to show up. (By the way, see Reyn Kinzey's article "Faster is Better" on page 12 for an interesting discussion of speedy moderator reports.)

Another plus for co-labs is their added length, Terwilliger says. Because they last longer (usually around three hours, compared to the 90-minute to two-hour focus group) more discussion occurs. Despite the length of co-labs, Creative Realities reports no difficulty holding respondents' attention.

A moderator's perspective

While he's not familiar with Creative Realities' technique, I called Bill Weylock to get a moderator's perspective on having clients in the room. Weylock is president of Weylock Associates, Inc., a New York City qualitative research firm and a past president of the Qualitative Research Consultants Association (QRCA).

He's certainly seen instances where it's helpful to have clients participate in the group, but he feels that overall it's best to keep them in the observation room.

"One of the things that the group does is encourage respondents to participate," Weylock says. "Clients are not necessarily good at asking questions or at understanding what the emotional temperature of the group is. Those are all things they are paying a professional to assess moment by moment. With the client in there, pitching in a question whenever it occurs to them, it suggests, one, that the moderator doesn't know when to probe; and, two, that timing isn't a relevant consideration. I submit that the timing of the question is critical to getting the most learning out of the process."

Weylock believes that it's not impossible for clients to know how to talk to respondents in a way that isn't disruptive, but it's not easy. "It's very likely that the respondents will make some kind of assumptions about the client's attitude toward their comments. Respondents may assume they're being boring, too critical, or that they don't understand something they should understand. An atmosphere of blame and anxiety can emerge."

Clients also may lack the moderator's sense of timing, born of experience. "During a group, I may hear things that call for a question and I don't ask that question at that moment because I can sense that a couple of other people have important things to add to the issue before we begin to probe it."

Group atmosphere

In Weylock's view, one of the main things the client is buying when they hire a qualitative consultant is a carefully fostered and nurtured group atmosphere. "The rapport between the moderator and the respondents is a subtle thing," says Weylock. "Ideally the moderator needs to be in charge but shouldn't constrain. That's a delicate balance. Even the most sensitive marketers may not have the skills that would let them understand when they're disrupting that chemistry."

The standard moderator-respondent interaction also gives the proceedings an objectivity that the clients' presence might corrupt. "As a moderator, I take pains to distance myself from the concepts and the products that are the subject of the research. I feel free to play advocate or devil's advocate," says Weylock.

What about the glass "Berlin Wall?"

Weylock doesn't buy it. The concept is that the mirror and the moderator interpose themselves — unhelpfully — between the client and the respondent. But, says Weylock, the moderator and the mirror aren't obstacles. "The mirror is there to let the clients observe the process that goes on independent of them. It's not there to keep them out of the room, it's there to give them as much access to the process as they should have. It's a window into the process that I am professionally dedicated to making happen in the best possible way."

"Clients can talk to customers as a group anytime they want to, and if they're dedicated to doing that I'll sit in the room and help them do it. But I still would recommend that they talk to me about what they want to learn and then let me go find out for them — that's my skill."

Wisecracks and M&Ms

Co-labs seem to be a success for Creative Realities; Terwilliger says that after a co-lab, some clients vow they'll "never go back behind the glass again."

But I worry that clients are sacrificing objectivity. And part of the appeal of co-labs, it seems, is that they force clients to really get involved in the process, not just observe it. Being a participant — instead of making wisecracks about some respondent's appearance or hurling M&Ms at each other — means they get more out of it.

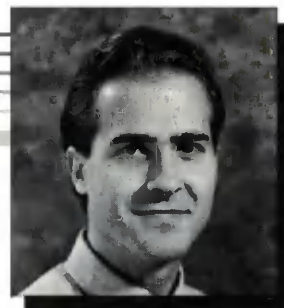
Well, if you need to be forced to pay attention during your focus groups, why the heck are you there in the first place? As with most endeavors, you get out of it what you put in. If you have the discipline to listen to the respondents (that is, after all, what you're paying for) you'll get the full benefit of the technique. If, however, you'd rather sit there twiddling your thumbs until the session is over, that's fine. But don't go wondering why you didn't learn more and complaining about the technique if you didn't give it a chance to work. □

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By Joseph Rydholm
editor



Should clients sit in on focus groups?

This being our annual qualitative research issue, I thought it apropos to write about a consulting firm that's putting a different spin on the classic focus group. Boston-based Creative Realities is stretching the boundaries of focus group procedures — some might even say it's committing research heresy.

Creative Realities is a consulting firm that specializes in helping firms with process management, innovation and brainstorming. As part of that work the firm does a kind of qualitative research it calls "customer co-labs." Customer co-labs are similar to focus groups except they're longer and — here's the heretical part — the clients sit in the room with the respondents and moderator.

Now it's not unheard of for clients to sit in on focus groups, either as passive observers or active questioners. When researching hi-tech products, for example, sometimes a company engineer or product rep has to sit in to help the moderator handle extremely technical questions.

But in most cases, having clients in the room is considered a no-no, mainly because their presence might influence respondent answers or otherwise taint the process.

Jim Terwilliger, senior consultant with Creative Realities, insists these fears have proven groundless. If — for any reason — the Creative Realities staff detects that respondents are being too generous in their answers or are bothered by the company in some way, they will probe further — "We will deal with it," Terwilliger asserts. They also try to simply eliminate the problem before it starts. When they introduce the clients and respondents, they tell the respondents to pretend they are part of a consulting team. "We tell them that some of the best learning comes from negatives, so don't be afraid to give us the negatives. We need that," says Terwilliger.

Respondents are recruited just as they would be for a focus group. Meetings are held in hotel suites or meeting rooms and occasionally focus group rooms. Terwilliger says the company tries to assemble client group members into an interdisciplinary team, which includes brand managers, research, marketing and sales people, or R&D folks.

"They each may have a different need in terms of clarification for action," Terwilliger says. "Being in the

continued on p. 135

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