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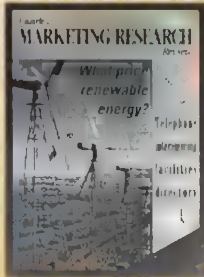
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Volume VIII, Number 5

May 1994

Cover

How much extra are consumers willing to pay for renewable energy sources? Public Service Co. of Colorado used research to find out. Photo courtesy of Electric Power Research Institute.

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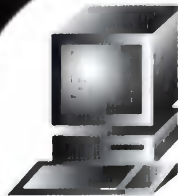
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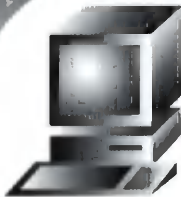
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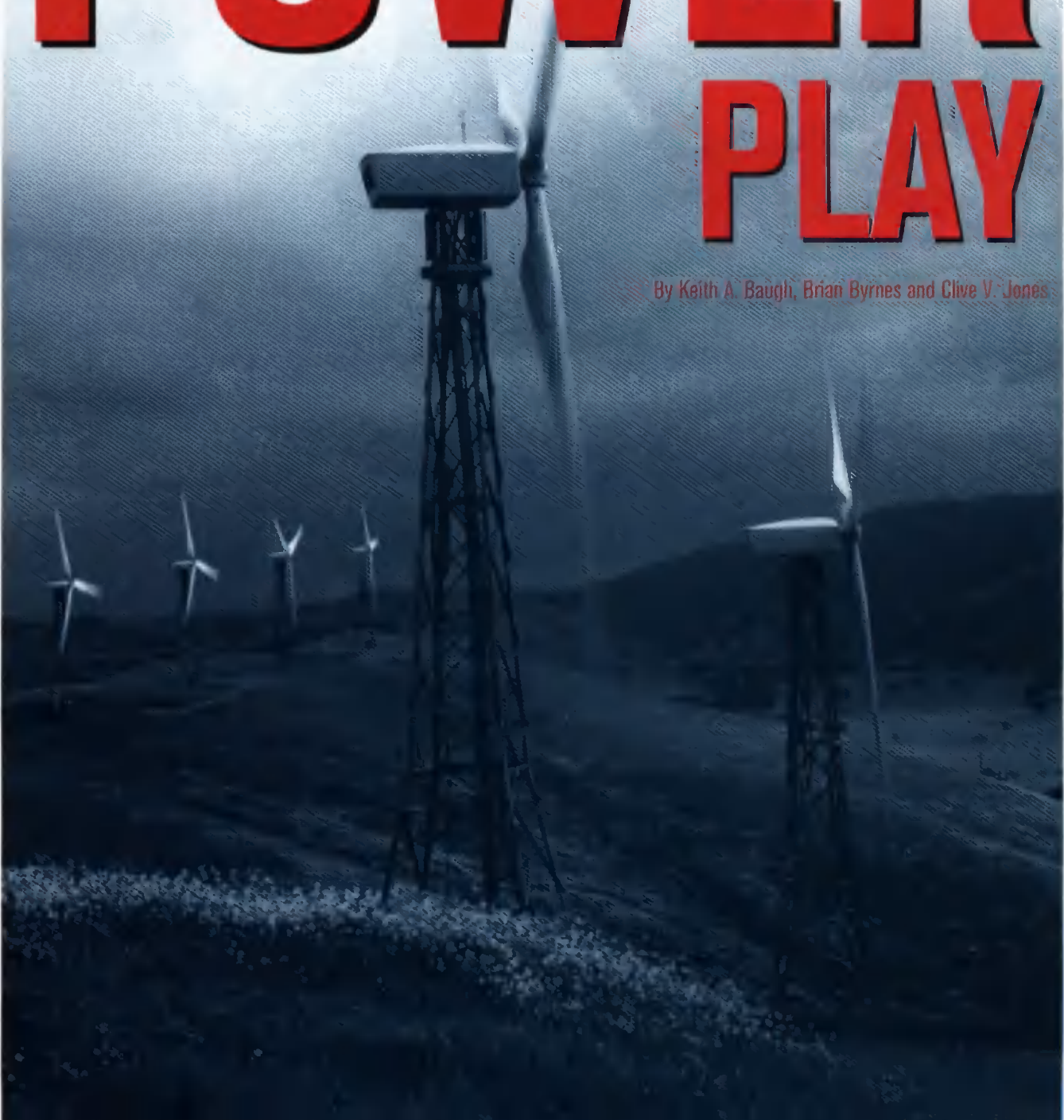
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POWER PLAY

By Keith A. Baugh, Brian Byrnes and Clive V. Jones



Research fuels Public Service Co. of Colorado's development of a customer-driven renewable energy program

Editor's note: Keith Baugh is senior analyst, market research, with Public Service Company of Colorado. Brian Byrnes is president, and Clive Jones is senior associate, at Insight Research, Boulder, Colo.

Consumer product manufacturers have a keen desire to know whether consumer attitudes about the environment translate into consumer action. The question is so intriguing that the term "green marketing" has become part of the industry vernacular. The answer is important to electric utilities, and it became extremely significant to Public Service Co. of Colorado when the company faced a resource planning docket that included a renewable energy component.

PSCo is Colorado's largest electric utility, serving about 80% of the state's population and 20% of the state's geography. The system has just over a million meters and has been growing at a rate of about 1.2% a year.

The company wanted to resolve contradicting opinions among customer and special interest groups about the necessity and cost of renewables. In researching renewable resource issues, PSCo has answered a number of questions for the electric utility industry. And by heeding the advice offered by its customers, PSCo was able to develop a strategy for introducing renewable energy that promises to meet the needs of regulators, shareholders and customers alike.

To navigate its way through largely uncharted waters, PSCo's marketing division first recapped past research about consumers' environmental attitudes, then conducted what may be the nation's most comprehensive utility-sponsored study of so-called green pricing. The study, which was completed in December 1992, produced reliable pricing estimates and market-penetration projections of customers' willingness to voluntarily fund accelerated development of renewable resources.

Customers can now consider PSCo's proposal for a small-scale renewable en-

ergy program that would be funded through voluntary contributions — one that can be enacted without an overall rate increase. This unhurried, grassroots approach has the potential to make renewable energy a legitimate option in the minds of increasing numbers of customers, and the process has established a solid foundation for the expansion of renewable energy's role in PSCo's production mix. What's more, segmentation analysis of survey responses has given PSCo the ability to market renewable energy to those customers who most strongly support emerging technologies. All of this was achieved simply because the company was willing to listen.

Historical perspective

Colorado's growing commitment to demand-side management, abundant natural gas and coal and a wealth of available knowledge about mining and the environment have provided PSCo with flexibility in designing energy programs to meet customer needs. PSCo's supply of clean, well-priced coal and inexpensive purchased power has resulted in some resistance to independent and renewable resources. Some believe renewables will raise the relatively low energy costs enjoyed by PSCo customers.

With the resource docket approaching, three PSCo vice presidents — James H. Ranniger of rates and regulations, Earl E. McLaughlin Jr. of marketing, customer services and support services, and William J. Martin of electric engineering and planning — requested the recap of environmental research. Coincidentally, PSCo's market research unit, along with Insight Research Inc., Boulder, Colo., had just completed a successful experimental study that estimated consumer willingness to pay for the environmental benefits of demand-side management.

These estimates were made using an econometric modeling method known as contingent valuation, a research tool originally developed to assess the economic value of air quality and other public environmental issues. As a result of their

demand-side study, PSCo researchers knew they could use the same technique to describe customer willingness to pay for renewable energy programs. This was exactly what PSCo executives wanted, so the market research unit launched a comprehensive contingent valuation analysis of customer support for renewable energy in Colorado.

Renewables accelerate

David Moskovitz, one of the originators of the green pricing concept, has described green pricing as "an optional electric service being offered to customers who want to increase their utility's reliance on renewable resources over and above what would occur with least-cost planning." Since renewable energy is currently more expensive to produce, customers who choose this service option pay a premium rate — the program can get complicated when it comes time to determine how much the premium should be and how much renewable energy it finances.

PSCo's preliminary research showed that while some specific market research had been done, many utility pricing estimates and projections of customer participation in green pricing programs have relied on information drawn from consumer product research: studies dealing with recycled paper products, environmentally safe trash bags, hair sprays, and the like, or studies of environmental issues that didn't explore the issues as they related to utilities.

Both consumer product research and environmental research consistently suggest that between 40% and 70% of the population is willing to pay premiums of 6% to 10% for products they believe are manufactured using environmentally friendly methods and resources. Revenue estimates for many utility green pricing efforts appear to have used similar general data without validation specific to a utility.

The greening of an industry

Early attempts by some utilities to
continued on p. 30

Call result codes: *A proposed universal system*

By R. Christopher Horak

Editor's Note: R. Christopher Horak is director of the Elm Tree Alliance, a non-profit research group in San Francisco.

Call result codes show an amazing lack of consistency across different research organizations. To an extent, this is predictable, given that these codes have been independently developed to meet varying needs, and subsequently copied and re-copied by other firms with still other needs. Most of these codes were initially designed by researchers and theoreticians. Rarely if ever have the interviewers who use these codes been asked for their input.

For instance, an interviewer needs to know if the respondent has been briefed on the purpose of the call. If the respondent has been briefed, then the interviewer and the operations management end up sounding like idiots when the interviewer starts with "Hi! I'm Christopher Horak with Ajax Research. We're conducting a brief study..." instead of "Hi Mr. Jones! Do you have time to do that survey with me now?" Yet in 20 years of research, I've seen no set of call result codes that made this difference clear.

It would be wise to implement a universal coding system. Many interviewers work for several different firms, frequently nationwide,

even worldwide (one of the reasons that those who like to travel gravitate to the trade is that it reliably offers a usable, if not lucrative, trade wherever you go). Having so many systems decreases productivity and increases the potential for miscommunication (especially because many are similar, but different in small ways) since the interviewer has to learn a new system with each firm and avoid confusing that system with any others previously used.

Given the common use of CATI (computer-assisted telephone interviewing) systems, and the fact that many companies keypunch final call results summaries and tallies from paper-form surveys into the data system, it would be best if

this universal system of call result codes were numerical. Numbers are also universal across most languages. With this as a start, having spoken to literally hundreds of interviewers over the years about these problems, and with the great creative assistance of Daryl Bunting, we have developed the proposed system below.

The rest of this article will be an abbreviated form of that which we give to the interviewers.

Call result code categories

The first 20 codes (0 through 19) are listed individually, and pertain to call results that are for the most part universal to any telephone study. Code categories in the 20s, 30s and 40s are "study specific," and pertain to respondent qualifications unique to that particular study. Codes in the 50s and 60s generally are used with CATI and data entry systems, and while they are not usually the interviewer's concern, it is necessary to be at least familiar with how they are used.

The first 20 codes are divided into "call backs" and "non-calls." The first 10 "call back" codes refer to call results that permit an interviewer to call that number or individual again to complete an interview. These constitute "live" sample after the initial call. The second 10



continued on p. 26

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Kitty Conlin is Director of Data Collection at Conway/Milliken & Associates in Chicago.

Interviewing: The impact of predictive dialing

By Jodi Meryl Wallace

Editor's note: Jodi Meryl Wallace is senior vice president of marketing at Stamford, Conn.-based EIS International, a provider of outbound call center technology.



The technology revolution is not just affecting the way market research information is being tabulated and analyzed — it's transforming the very nature of how telephone calls are being made. Today, the telephone interviewing industry faces such formidable obstacles as rising refusal rates, leaner client budgets and a dwindling number of hours that most consumers can be found at home. That's why telephone interviewing companies are on the lookout for time-saving measures that can increase productivity and control costs.

Armed with systems that combine computerized call management with automated dialing, telephone interviewers are eluding the natural enemies of telephone interviews — busy signals,

answering machines and no answers — to make more contacts, complete more surveys in less time and become more competitive.

Predictive dialing systems, as they are known, automatically dial numbers from lists, deliver answered calls to waiting interviewers, and provide online access to market surveys. Unanswered calls and "busies" are detected and re-scheduled for future callback.

Market research companies that use predictive dialers report double- or even triple-digit productivity gains, and say that the systems often pay for themselves in productivity in less than a year.

In fact, they are so efficient that users are sometimes challenged to provide a telephone sample list large enough to keep up with the system.

Such problems are a blessing to Valley Forge Information Service, a telephone interviewing service in Langhorne, Pa.

As a division of the ICT Group, a pioneer in the use of computer technology in telephone marketing services, VFIS was no stranger to the benefits of predictive dialing, even before it purchased its first system about two years ago. In 1988, ICT's telemarketing division had installed one of the first predictive dialing systems developed by EIS International Inc. of Stamford, Conn. Today, ICT uses EIS systems at 550 of its 750 agent workstations, and in seven of its nine calling centers. Each month, ICT agents use predictive dialing to make about 9 million calls. VFIS, which operates as a separate division of ICT, makes half a million of those calls.

"Predictive dialing is a win-win

proposition," says Bob King, VFIS's director of sales. "With manual calling, we didn't have the capability to bid aggressively enough on large projects with tight deadlines. Now we're more competitive — and more profitable — and our customers are paying less for better work with a faster turnaround."

Productivity gains vary from one survey to the next, but King estimates that the move from manual to predictive dialing has increased the number of surveys completed per hour by as much as 200%, reduced the cost per interview by 20% to 25%, and boosted overall productivity by an average of 30% to 40%. Economies of this magnitude have enabled VFIS to pass the savings on to its clients and remain profitable.

"Predictive dialing is particularly suited to low-incidence surveys, where it can take 1,000 calls to reach 50 people who meet the survey criteria, and then only 35 of them will agree to be interviewed," King says. "With odds like that, who can afford to waste time on unproductive calls?"

According to King, his company's track record in the computer industry and the productivity of its predictive dialing system caused it to be hired last year by a marketing research consultant doing a survey of mobile workers who use PCs. The consultant, Link Resources, was impressed with results that exceeded expectations — and costs that didn't.

King credits the system with bringing in business from a Chicago market research firm that hired VFIS to survey fishermen from a random sample. "It would have taken our competitors 1,400 hours to collect the data manually," King says. "Instead, it took us 900 hours and the client saved about \$10,000."

In some cases, the savings from predictive dialing have allowed clients to

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By: George Silverman
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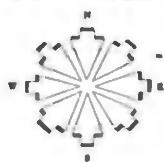
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Discrete choice modeling comes to the PC

A review of CBC from Sawtooth Software and Ntelogit from Intelligent Marketing Systems

By Steven Struhl

Editor's note: Steven Struhl is vice president and senior methodologist in the Chicago office of Total Research Inc. This installment of Data Use is the first of Struhl's two-part series on discrete choice modeling. Next issue's Data Use will explain the technique and its uses.

Consumers' responses to products and services can be analyzed in a variety of sophisticated ways using a relatively new technique called discrete choice modeling. Two recently released programs, CBC (Choice-Based Conjoint) from Sawtooth Software and Ntelogit from Intelligent Marketing Systems, make it more feasible than ever to perform your own DCM analyses on an IBM-compatible PC. These programs provide real advances in the automation of many of the more difficult aspects of DCM analyses. Each has strengths and some areas that could use fine tuning. Each also has its own personality, and likely will appeal to a different type of user.

A few other programs that have been available for years allow more analytically advanced users (or perhaps more audacious ones) to do many of the tasks required to analyze a discrete choice problem. The two most fully developed programs are the stand-alone LOGIT module from Systat and the logistic regression module in SAS. The logistic regression module in SPSS also has some capabilities for analyzing this type of problem. These alternatives, however, are generalized logistic regression programs and do not provide features explicitly designed to ease DCM analyses. If you can use any of these products to fully analyze discrete choice problems, you probably should be writing this review instead of reading it.

Ntelogit from Intelligent Marketing Systems

Most striking about Ntelogit is its analytical power. The program was specifically designed to handle large DCM problems, and you can test up to 200 alternatives (products/services) with it. It does not force unrealistic limits on the number of attributes or levels you can test. It is flexible in terms of both the analyses you can perform and the kinds of experiments you can run. And it provides a wealth of diagnostic information useful for formulating sound models.

But the program requires extensive data setup, to the extent that you must manually create product "scenarios" (or "cards"). While Ntelogit runs from a clear, straightforward menu-based system, its use requires some expertise in analysis. The manual provides plenty of excellent pointers on analyzing and interpreting discrete choice models, but the average reader will need to wade patiently through some fairly technical discussions to reach the more useful material.

The program has one particularly bothersome feature. It requires that you use a hardware lock, a small device that fits on the computer's parallel printer port. The program refuses to run without the lock. The lock is designed to protect the work of industrious, impoverished programmers, who otherwise would slowly starve as pirated copies of their program went into nearly universal use. At least, that's how certain software manufacturers explain it.

These locks are a nuisance, though. If you install the program on your lap-top computer and forget to bring the lock, you're out of business. If you put the program on a desktop unit, you have to squeeze behind the PC and insert the

device between the printer cable and the computer. If many software manufacturers used these locks, you would need to put your computer six feet from the wall. The lock will work properly only if some other lock does not interfere with it. The locks are vulnerable to static electricity, which causes them to malfunction, and may interfere with utility programs that speed printing. Besides, the numerous companies that do not use locks, Microsoft for example, do not seem to be starving.

Choice-Based Conjoint from Sawtooth Software

This is the most approachable commercial software for DCM. Users who are familiar with any of Sawtooth's other products (Sawtooth's ACA conjoint program in particular) will feel at home with CBC. While it is easy to operate, it has its limitations. Perhaps most restrictive is that each choice (or alternative) tested can have no more than six attributes (although the program does allow each attribute to have up to nine different levels). Also, you cannot simultaneously test more than nine alternatives.

The program has some ingenious features. It generates scenarios for the user that are not necessarily based on standard experimental designs. Rather, CBC can employ random designs, which allow the user to model many types of interactions among product attributes without creating a special experimental design in advance.

Random designs involve mixing up various attribute levels in a random fashion. For this approach to work well, each respondent should get a different set of randomly mixed attributes, and the sample should be large. If too few respon-

dents are used in a study based on a random design, then too many combinations of attributes may never appear together. This can cause problems in trying to estimate interactions or develop even relatively straightforward models.

Since each respondent should get a different set of randomly mixed features in the scenarios he or she sees, this approach also requires PC-based interviewing to work efficiently.

The program runs simulations more easily than does Nitelogit, which requires that you enter either zero values for all choices or create dummy (fictional) data for the scenarios you want to simulate. CBC makes simulation quick and easy by asking only for simple changes in the attribute levels you want to test.

CBC has one other limitation. While it tests designs for correlations, it does not have any direct means of testing for the so-called independence of irrelevant alternative that could cause DCM estimates to be inaccurate. Not testing for the IIA in a DCM analysis is something like running a linear regression with no way to test whether regression errors are related to estimates. While IIA is not usually a problem in practice, CBC would be a stronger product if it allowed users to explicitly test for it.

Finally, CBC takes a somewhat roundabout approach to handling conditional variables (attributes that appear in connection with some alternative or alternatives and not with others). You must use a special "prohibitions file." While this is not hard to do, it is not as direct as simply identifying which variables go with which alternatives being tested.

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While both CBC and Ntelogit will do the job, their output is very plain, something like a printout from an old line printer. Neither provides charts or graphs, nor do they work well with the proportional fonts available on most printers. They are limited to basic typewriter-style (nonproportional) text.

How the program works

We tried the two products with test data. Since Ntelogit can accept aggregate-level data, we used it with data from a modified real-world survey. The study includes a story that might enliven this review somewhat — assuming such a thing is possible.

In the study, the client company, Quiet Financial Services (motto, "You Never Heard of Us"), has decided to test responses to their Big Debit card among 150 members of a specific consumer segment. An earlier conjoint analysis revealed that this segment cared most about the interest rate charged for the proposed debit card. The segment was also by far the most profitable, since people who care about the interest rate for a credit or debit card usually maintain account balances and pay plenty of interest charges.

Incidentally, a debit card is like a credit card, but it taps directly into whatever small savings you might have. You pay no interest as long as you do not overdraw your account.

Quiet Financial Services has some details about a proposed debit card from American Express (the project code name for this card, Amex Cash Lamprey). With not atypical modesty, Amex plans to introduce this card with a high interest rate and a fee.

QFS also fears that Citibank will offer a competitive card (project code name, Citibank Invader). QFS has some market intelligence that this move is part of a suspected Citibank plan to take over the visible universe by the year 2006. QFS does not know details of the card, but fears it could be offered at a very low interest rate, with a high credit limit.

The attributes and alternative levels that QFS has decided to test for each card are:

QFS Big Debit

Interest: 11%, 13%, 15%
Annual fee: none, free with checking
Credit limits: \$4,000; \$10,000

Amex Cash Lamprey

Interest: 14%, 18%
Annual fee: \$25, free with checking
Credit limit: \$8,000; \$10,000; \$15,000

Citibank Invader

Interest: 10%, 13%, 15%
Annual fee: always none
Credit limit: \$2,000; \$12,000

Because the Citibank annual fee is "always none," this attribute will appear on the scenarios, but will not be part of the design.

The analysis using Ntelogit

The attributes and levels to be tested were put into a conjoint-type fractional factorial design. Ntelogit does not require this type of design to run, but since the fractional factorial-type design is both efficient and simple to generate,

we used it. Ntelogit cannot, in fact, produce such designs for the user. Instead, you must use another program that does, such as Conjoint Designer from Bretton-Clark software, the conjoint program included in the SPSS Categories option, or ConSurv from the makers of Ntelogit, Intelligent Marketing Systems.

To model this competitive situation, 16 "cards" were generated, each showing a specific combination of attribute levels for each provider's debit card. These cards then had to be rearranged into scenarios. With Ntelogit, the contents of these cards also are needed to generate the DCM command file. Two sample scenarios appear in Figure 1:

Figure 1

DCM Scenarios

Scenario 11
Which one would you choose?

	QFS BIG DEBIT	AMEX CASH LAMPREY	CITI BANK INVADER	NONE OF THESE
INTEREST RATE	11%	14%	10%	I would choose none, if these were the only choices
ANNUAL FEE	None	\$25	None	
CREDIT LIMIT	\$4,000	\$8,000	\$2,000	
✓ the one that you would choose				

Scenario 12
Which one would you choose?

	QFS BIG DEBIT	AMEX CASH LAMPREY	CITI BANK INVADER	NONE OF THESE
INTEREST RATE	13%	18%	10%	I would choose none if these were the only choices
ANNUAL FEE	Free with checking	\$25	None	
CREDIT LIMIT	\$10,000	\$10,000	\$12,000	
✓ the one that you would choose				

The Ntelogit data file

With Ntelogit, you must construct a DCM data file that contains several key elements. You have to construct the file because Ntelogit will not allow you simply to collect the data, fitting responses into a data file that it has built for you. You must set up everything, knowing where all the pieces go. These are the principal components you must specify:

- A variable identifying the alternatives. (In this example, the code for the QFS Big Debit Card is 1; for the Amex Cash Lamprey, 2; and for the Citicorp Invader, 3.)
- A variable showing which alternative was chosen, or one giving a count of how many chose each.
- The design variables associated with that alternative.
- A variable identifying the scenario in which an alternative appears.

Since we also like to include a choice of "none of these" among the scenarios, the minimum setup for four choices (including "none") in 16 scenarios is 64 lines of data. Analysis on an individual-by-individual level therefore would require 64 lines of data per respondent.

continued on p.36



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Survey Monitor

Americans remain safety-conscious but heavy

Safety is more popular with Americans than ever, but the struggle to lose weight remains a source of significant frustration for many. *Prevention* magazine's 11th annual Prevention Index indicates that the two seemingly incompatible trends — one relatively new, the other a frustratingly intractable aspect of the culture — dominate the current picture of health and well-being in the United States.

Frequently reported safe practices included having a smoke detector installed at home (92%), and exercising on a regular basis (78%). Wearing seat belts while riding in the front seat of a car (73%) and not driving after drinking (only 17% of adults reported that they do drive after drinking) reached the highest levels ever

recorded by the report. But the report also found that 68% of adults 25 and older are over their recommended weight range. In fact, only 19% fall within range, while nearly two out of five adults (38%) exceed it by at least 10%.

Overall, the nation scored a 66.8 out of 100 on the 1994 Prevention Index, slightly lower than the 67.3 registered in 1993. The overall score is based on 21 health-promoting behaviors, and includes ratings of nutrition, exercise, weight control, frequency of medical examinations, smoking and other tobacco use, alcohol use, and home and auto safety. Each behavior is weighted for its impact, and the total values are adjusted to a scale of 100. A Prevention Index score of 100 would mean that all Americans were doing all 21 preventive acts; zero would mean that no one was doing any of them.

Other key findings reported in the 1994 Prevention Index include:

- One-quarter (25%) of adults smoke cigarettes, compared to 30% one year ago. The latest finding is, however, in line with levels seen in 1991 (25%) and 1992 (26%), indicating that last year's increase was a statistical aberration, and that there has been no real decline in the number of smokers since 1990. Smoking declined steadily throughout the '80s but seems to have stalled at its current level. Tobacco products, including cigarettes, cigars, pipes and chewing tobacco, are used by 32% of all adults.

- Women appear to be exercising less, with only a third (33%) now reporting that they get frequent strenuous exercise, a decrease of five points from last year's report.

- Over half of adults (52%) are working to reduce the amount of fat in their diets. This represents a decline from the two previous surveys (58% and 57%, respectively).

- More than four-fifths of women (81%) have screenings for cervical cancer at least once every two years, while only 50% do breast self-examinations at least once a month as recommended.

- Six in ten adults (61%) experience great stress at least once a week — a level that has remained fairly consistent over the past three years.

- Almost half of the adults surveyed (44%) never drink alcoholic beverages.

- Less than half of drivers (45%) always obey the speed limit.

- Four in 10 adults believe there is some likelihood that they will be afflicted with heart disease (42%) or cancer (41%) during their lifetimes.

The Prevention Index is based on a nationwide Princeton Survey Research Associates survey of 1,250 randomly selected adults aged 18 and older. The survey was conducted by telephone in November 1993. The margin of error was

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plus or minus three percentage points. *Prevention* is published by Rodale Press Inc., Emmaus, Pa. For more information, call Louise Moyer at 215-967-7617 or Thomas Dybdahl at 215-967-8124.

Health consciousness drives fresh produce market

One manifestation of America's growing interest in health and wellness is consumers' increasing desire to buy food that is good for them. "Fresh Trends 1994," a study of consumer perceptions of and attitudes about fresh produce, reveals that more than 80% of Americans buy fresh produce for specific health reasons. The 10th annual Fresh Trends study — published by *The Packer*, a business newspaper for the fresh produce industry, and Vance Research Services — is based on a telephone survey of 1,000 nationally representative households, which were culled from the 280,000-household consumer panel of Market Facts Inc., Chicago. Both *The Packer* and Vance Research are part of Vance Publishing Inc., Lincolnshire, Ill.

The survey revealed that people buy produce for specific health reasons. A vast majority (80%) of orange buyers get the fruit for the vitamin C it contains. When in search of fiber, 60% of consumers say they purchase fruit: apples (39%) and bananas (15%) proved most popular. Significant portions of carrot fans buy the vegetable to get beta carotene (48%) and vitamin A (19%). People also buy carrots (15%) for their role in cancer-prevention, while many seek out broccoli (27%) for the same reason. People buy potatoes (24%) for complex carbohydrates.

The numbers denote that Americans are aware of the health benefits of eating fresh produce. According to "Fresh Trends 1994," four out of 10 consumers have changed their eating habits, and 31% have increased their consumption of fruits and vegetables, since learning about the National Cancer Institute's 5 a Day for Better Health program, which is designed to encourage people to consume five servings of fruits and vegetables each day. The program has caught the attention of 29% of U.S. households, according to government-sponsored research.

Food safety remains an issue. Some 65% of the "Fresh Trends 1994" respondents said they remembered a National

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Academy of Sciences report on the impact of pesticides on children. About half the respondents said they have changed the way they handle produce — through washing or peeling.

A 108-page magazine containing highlights of the study is available, as is a 350-page full report. For more information, call 913-451-2200. Or write *The Packer*, 7950 College Boulevard, Overland Park, KS 66210.

Consumers want personal lane on info superhighway

Upscale consumer households need, and are willing to pay for, information and features that can be delivered by new interactive information products and services, according to focus group research done by FIND/SVP, New York. The research showed that home consumers exhibit a wide variety of personalized information access and retrieval styles based on both individual lifestyle characteristics and the types of information sought. The finding indicates that there won't be a traditional mass market for consumer information, so the flexibility of digital media — its ability to be personalized — will be key to its success.

Almost 60% of the focus group participants, who were identified as intensive users of information services, agreed that they often don't know where to look for consumer information they need. A similar share (56%) said that not having enough information is a problem. Many participants believe that an electronically interactive Yellow Pages could overcome the problems associated with printed information sources, such as confusing listings and a lack geographic specificity.

Others focus group participants were interested in services that would give them more control over when and where they receive news, as well as the types of news they receive. Some were interested in filtering out TV violence, though others believed that would white-wash their view of the world. Basically, the research showed that people want to be able get what they want, when they want it.

Other services that appealed to focus group participants ranged from services that could provide knowledge access and homework help, to home box office seat selection, to specialized shopping and consumer report services, and "electronic

community" services. Interactive billing and financial information access also appealed to certain types of consumers.

The information-intensive consumer households represented in the focus groups said they paid an average of \$75 per month to obtain information via TV, newspapers and magazines. Some households easily spent twice this much or more. It was harder for consumers to say how much time they spend searching for information — 20 to 25 hours per week seemed to be the average.

The majority of participants in the focus groups were willing to pay at least \$20-\$30 for a selection of services offering different information retrieval benefits. They also indicated that interactive products and services will be welcome in many American households provided the systems are easy to learn.

FIND/SVP's research is designed to discover what exactly people want from electronic information sources, and to establish benchmark data on the size and characteristics of information consumer market segments. The research will conclude in a study titled "The American Information User Survey: Consumer & Home Office Information Use & Demand," which will be produced in association with Thomas E. Miller Associates. For more information, call Dana Simmons at 800-965-4636.

Kids call the shoe shots

A new survey by the New York-based Simmons Market Research Bureau shows that children ages 6 to 14 have a strong influence on their parents when it comes to the brands of clothes they wear. The "1993 Simmons Kids Study" reports on the amount of clout kids exert on their parents in the marketplace.

The parents of the 2,000-plus youngsters surveyed for the study said that their kids often have the last word on the brand when selecting certain articles of clothing. The kids' influence was strongest when it came to the brand of sneakers (45.2%), jeans (38.6%) were a close second, followed by shirts and blouses (38.2%), casual pants (34%), and sweats (32.8%). The survey also found that for all these items, girls have more to say about brands purchased than boys do. For more information, call Jerry Ohlsten at 212-916-8952.

READER SERVICE CARD  05/94

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Private-label products growing slowly

Retail sales of private-label products in supermarkets grew only 4.4% last year to reach sales of \$33.9 billion, according to a new study by Packaged Facts, a New York-based research company. Private-label food and beverage products performed even more poorly, gaining only 2.6% on sales of \$24 billion. The firm predicts 4% to 5% annual growth rates through 1998, when the market should hit \$40.9 billion in sales. While the growth, both detected and predicted, is solid, it seems to indicate that the increasingly sophisticated approach retailers, distributors and wholesalers have taken to advertising, packaging and promotion of private-label brands has had limited effectiveness. Name brands have proven resilient, even as private-label products have improved in quality. For more information, call David Weiss at 212-627-3228.

VCRs don't slow moviegoers

Despite the rapid growth of VCRs, basic and pay cable, pay-per-view and sophisticated home entertainment systems, Americans still go to the movies. According to a telephone survey conducted by Edison, N.J.-based Bruskin/Goldring, one-half of adults have gone to the movies one or more times in the past six months. Young adults go to the movies more frequently than older ones. Nearly one-half (48%) of all moviegoers are 18 to 34 years old and two-thirds of these young adults have gone to the movies one or more times during the past six months.

Americans go to the movies less often as they get older. In the survey, 62% of 25 to 34 year olds, 53% of 35 to 49 year olds, 34% of 50 to 64 year olds and 27% of respondents 65 and older reported having been to the movies in the previous six months.

Moviegoers use film reviews more than any other source to decide what to see. Reviews influence the picks of 38%; 25% cite newspaper reviews while 19% follow the advice of TV movie critics. About three in 10 moviegoers say advertising influences their selections. Some 20% choose movies based on television advertising and 12% say their choices are based on newspaper advertising.

continued on p. 47

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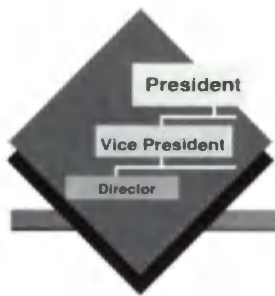


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Names of Note

Marilyn Mitchell has joined *Hispanic Market Connections, Inc.*, Los Altos, Calif., as vice president. Previously she was a corporate manager at Nissan North America and a project director at Geneva Companies.

Jennifer Simmons has been promoted to vice president and director of research and strategic planning for *Laughlin/Constable Advertising and Public Relations*, Milwaukee. She succeeds Norman E. Ross, who has retired. Simmons joined L/C in 1991 as a research supervisor and was later promoted to senior research supervisor.

Scott Biegel has joined the staff of

Ask Southern California Inc., Garden Grove, Calif., as satellite TV project director responsible for on-line television program and commercial testing, along with court TV simulated jury panels.

Sylvia Yeager has been added to the staff of directors at *Consumer Pulse* of Baltimore. Tony Soares has joined Consumer Pulse of Denver as director of Denver mall, field and focus group facilities. Consumer Pulse Inc.'s corporate office is in Birmingham, Mich.

Peter Schmitz has been named sales manager in the Chicago office of the *Polk Direct Group*, a division

of R.L. Polk & Co., Detroit. In his new position, Schmitz is responsible for all direct marketing sales activity for the membership/travel and entertainment industry markets.

Jisoon Barton has been made a vice president in *Market Facts Inc.*'s Arlington Heights, Ill., office — the company's headquarters — while Virginia Weil has been promoted to vice president in the company's New York City office. Barton formerly held the position of information center manager. Weil was an account group manager in the packaged goods area.



Barton

Rutman

Andrew Rutman has joined *Pragmatic Research Inc.*, St. Louis. Rutman will manage the company's marketing research and analytical services. He will also be responsible for information services and is expected to help expand the research models currently employed by Pragmatic Research.

Lisa Herwers has been promoted to senior account executive at *Minne-*

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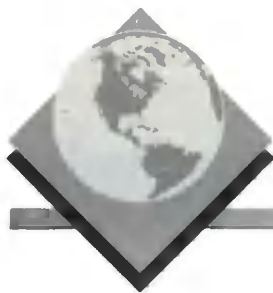
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Research Company News

Total Research Corp. has terminated its letter of intent to acquire certain assets of **Kapuler Marketing Research Inc.** of Arlington Hts., Ill. After a preliminary due diligence review of Kapuler, Total Research management felt the investment required to complete the transaction would exceed the one encompassed in the letter of intent. Consequently it informed Kapuler of its intent to terminate further negotiations.

Siri Lynn, a former executive vice president with Sun Research, Norwalk, Conn., has founded **Idea Exchange Inc.** in Fairfield, Conn. A qualitative market research firm, Idea Exchange specializes in consumer and business-to-business market research, including focus groups, in-depth interviews, and creative and ideation sessions.

Chicago-based **Information Resources Inc.** and Venezuelan marketing research firm **Datos C.A.** have completed the formation of a previously announced joint venture ("Research Company News," March *QMR*). The company, **Datos Information Resources**, will provide syndicated market tracking and other research services in Venezuela. Terms of the deal were not disclosed.

Todd C. Jones has formed **Phone Base Research**, a telephone data collection company in Ft. Collins, Colo. Jones left Western Wats Center, where he was director of client services, to start Phone Base Research, which has 24 telephones with full remote monitoring and employs a number of students from nearby Colorado State University. The company's address and telephone number are: 115 S. College Ave., Suite 2, Ft. Collins, CO 80521, 303-224-1152.

Friedman Marketing has opened a

second mall facility in the Denver area. Bevo Beavins manages the new facility, which is located in the Westminister Mall. The facility features conference and viewing rooms, a taste test kitchen, and private interviewing areas.

Cardiff Software Inc., Solana Beach, Calif., developer of Teleprint automated registration software and Teleforms for Windows forms processing software, has signed an OEM agreement with IntelliQuest Inc., an Austin, Texas-based technology marketing information firm. Under the terms of the agreement, IntelliQuest will integrate Cardiff's Teleprint with its own ReplyDisk electronic customer registration system to make fax- and scanner-based registrations available to IntelliQuest customers. IntelliQuest is already using Teleforms for Windows with IQinteractive, a new survey response service.

Market Facts Inc. has announced significantly improved earnings and record revenue for 1993. Revenue for the fourth quarter was \$12,652,000, an increase of 20% over the same period last year. The company reported earnings of \$342,000 for the quarter compared to \$45,000 for the fourth quarter last year. For the 12 months of 1993, the company's revenue of \$45,609,000 was 12% greater than 1992 revenue and an all-time record. Year-to-date net income was \$1,074,000 — compared to a loss of \$437,000 for the previous year. Market Facts credits expanded client acceptance of its proprietary research products with keying the 1993 revenue gain.

Atlanta Focus has opened a focus group facility. The office has three focus rooms with viewing rooms that have floor-

continued on p. 92

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Product & Service Update

GENESYS-PRIZM now available

GENESYS Sampling Systems introduces GENESYS-PRIZM, which makes it possible to develop telephone samples pre-coded with Claritas' PRIZM Cluster System. Whether RDD or listed household, GENESYS can provide samples pre-coded with PRIZM clusters, select samples using PRIZM-defined targets, PRIZM-code survey re-

sults, or code historical survey databases and customer files. For more information call Dale Kulp at 215-521-6747.

Service provides one-stop research project coordination

Chicago-based Fieldwork Inc. now offers a new service, 1-800-TO-FIELD.

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The Video Conferencing Alliance Network (VCAN), an alliance of 12 independently owned research firms, presents GroupNet, an interactive video conferencing service. Through GroupNet, clients in metro areas across the U.S. can view focus groups without leaving town and without investing in video equipment. For more information call 800-288-VCAN.

New portable scanner from NCS

National Computer Systems Inc., Minneapolis, has unveiled the OpScan 4 Scanner. The device is a quiet, full-featured, portable scanner that uses optical mark recognition technology, weighs 17 pounds and is contained in a slim-line chassis. The OpScan 4 compiles data generated by pen or pencil responses on custom or standard forms. The scanner directs data into a stand-alone PC, Macintosh or network system for further manipulation by off-the-shelf or custom applications. Scanning al-

lows increased speed of data capture, virtual elimination of manual key entry and error tracking, decreased data processing costs, and improved accuracy. The OpScan 4 system can process up to 2,000 sheets per hour. The automatic feed hopper holds up to 100 sheets, and 16-level gray-scale discrimination capability differentiates erasures and smudges from valid marks.

Optional features that enhance the operation of the OpScan 4 include: bar code identification; a read head that scans both pen and pencil marks; a dual-side reflective read head that processes both sides of a document in a single pass; and a transport printer that provides appropriate feedback during scanning, with no loss of scanning speed. Ideal applications for the OpScan 4 include payroll processing, pre-employment testing, training and development surveys, customer satisfaction surveys, product and customer registration forms, and conference evaluation forms. For more information, call 800-347-7226, ext. 3300.

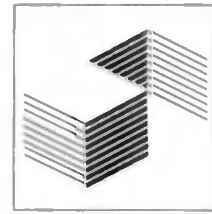
Computer system monitor debuts

Contemporary Computer Services Inc., Lionville, Pa., has introduced Service Tracker, a system integrity monitor. The software system was designed for early detection of potential peripheral system problems. Service Tracker resides on a PC provided by CCSI and locally connected to a customer's host processor. It analyzes the system's error data on a real-time basis. When specific error conditions occur, or potentially harmful trends develop on a user's tape or DASD devices, Service Tracker triggers an alert to CCSI's Technical Support Center and forwards pertinent data regard the device in question for analysis by CCSI's technical support staff. CCSI can take appropriate action to prevent downtime.

The CCSI Service Tracker is currently designed to support IBM 3380 and 3390 DASD, IBM 3880 and 3990 Storage Controllers, and IBM 3420, 3480 and 3490 Tape Subsystems. For more information, call Jim Bruno at 215-741-1533.

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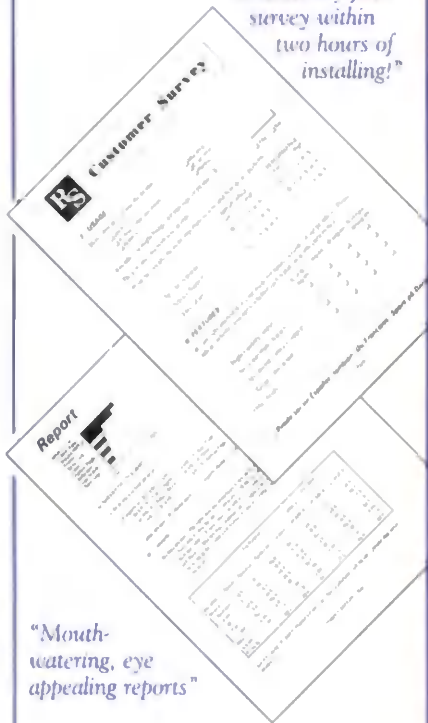
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Call result codes

continued from p. 8

codes are "non-call back" categories, and consist of situations in which no further contacts are warranted ("dead" sample). The 20s, 30s, and 40s are usually "dead" but may be called back under certain circumstances or on another study. Here is a summary of codes commonly used by an interviewer.

CALL BACK	DO NOT CALL BACK
00. Call Back, Partial	10. Communications Barrier
01. Busy (Specify Type)	11. Not Avail. During Study/Int. Hours (Specify CB time)
02. No Answer	12. Terminate
03. Answering Machine/Service/Voicemail	13. Refuse
04. Call Back (Specify when if possible)	14. Disconnect/Not Working
05. Call Back (Specify when, respondent briefed)	15. Wrong Number
06. Left Message (May call back)	16. Phone Location Not Qualified
07. Will Call (Specify when CB if no call)	17. Fax/Modem/Pager
08. Referral Number (Call back)	18. Referral Number (Non-call back)
09. Other Call Back (Specify)	19. Other Non-Call Back (Specify)
YY Complete	XX Directory Assistance
20s Not qualified	30s Over Quota
40s Study Specific Codes	Example: Over Quota, Question 9a, Coded as 39a

Call back codes

0 PARTIAL CALL BACK: This code refers to a situation in which a qualified respondent answers a portion of the main questionnaire, but for some reason cannot continue at that time. Importantly, the respondent in this case agrees to be called back so that the interview can be completed. In such a case, please transfer all pertinent information to the written survey form, including page and/or sample number, so that the sample can be tracked down after completion, and so that final call results can be brought current. If you are working on a CATI system, this will be done automatically.

1 BUSY (Specify type*): Both short (major trunk line) and long (individual telephone line) busy signals are coded a 1. In the first case, call back after lunch in that time zone or when whatever-is-keeping-the-call-volume-high-in-that-area is over. In the second case call back in 20 to 40 minutes.

2 NO ANSWER: If you are calling a residential number and no one answers the phone after four to six rings, it is coded a 2. You should not allow more rings unless you are calling a business or contacting a respondent at a prearranged time. For businesses, up to 10 rings are allowed to give time for the harried receptionist to answer the phone.

3 ANSWERING MACHINE/SER-

VICE/VOICEMAIL: Most answering machines kick in within six rings. Whether an answering machine or an answering service, do not leave a message unless the study specifications authorize it. However, on the first call, you should listen to the message or talk to the operator to obtain any information which may help reach the respondent at another time and hopefully avoid the answering machine/operator again. This

code also includes getting lost in impossibly complex voice mail structures or being put on eternal hold.

4 CALL BACK (Specify when,* if possible): If it is a CATI system, be sure to know what the parameters are for an unspecified call back — usually four hours. A good system will allow you to specify the parameters [i.e., call back frequently between 4 p.m. and 5 p.m.] in case you have been able to determine them from talking to a secretary, assistant, family member, friend, or colleague. In all cases, someone has answered the phone, but a qualified respondent has not yet been briefed on the purpose of the interview, and no telephone number is left. Always indicate the call back in local time. If it is a CATI system you may have a choice of specifying whether you are recording the callback in either the respondent's time zone or in your time zone. It's best though to get in the habit of converting the respondent's time into your own.

5 CALL BACK (Specify when:* respondent briefed): When a qualified respondent has been identified, briefed on the study purpose and agrees to participate at another time, determine a specific date and time using code 5 for the call result. The key difference between codes 4 and 5 is that with a 4, the prospective respondent has not been briefed on the purpose of the call, while with a 5, the prospective respondent has

been briefed on the purpose of the call.

6 LEFT MESSAGE (May call back): This code is seldom used for consumer surveys. In focus group recruiting and business surveys it is occasionally desirable to leave a phone number with a secretary or on voicemail. State your name, the purpose of your call, and ask the potential respondent to return the call. Leave the page or record number (call it an extension number if you must), so that you will be able to find the appropriate sample without difficulty (a good CATI system should make it possible to call up a particular record at any time,* but failing that, you can still do the survey on paper, and find the appropriate sample point later).

7 WILL CALL (Specify when to call back if no call*): Here, the potential respondent has been reached, cannot be interviewed at the time of the call, and has volunteered to (insisted on) calling back at another time. It is suggested that the interviewer establish an agreed upon time to recontact the respondent, should they be unable to call back by the time scheduled. Again, like code 6, this is rarely a permissible code for consumer surveys. Here, too, remember to leave a

record or sample page number.

8 REFERRAL NUMBER (Call back): There are two basic types of code 8. The first is a telephone number change announced by an automated operator. The second is a receptionist or any person who gives a number where a qualified respondent can be reached. Be sure to record the new number and draw a line through the old.* When you attempt the new number, the call result will receive its own appropriate result code. If the new number is out of the area acceptable to study specifications, the call is coded an 18 (non-call back).

9 OTHER CALL BACK (Specify*): This code is used to cover special situations particular to study requirements. For example, if a respondent is supposed to have received or used some item prior to the interview and has not yet done so, the call is coded a 9 and the respondent is not called back for an appropriate amount of time to allow receipt or use of the item. In all cases, record all circumstances on both the sample and the daily tally sheet.*

Non-call back codes

10 COMMUNICATIONS BAR-

RIER: In general, this category includes all instances where the interviewer can't adequately communicate with a respondent to complete an interview. Most commonly this code is used when the respondent does not speak the language in which the interview is to be conducted. If an interviewer is bilingual, it is permissible to communicate with a respondent in a different language about the purpose of the call, but the interview itself must be conducted in the original language. Examples of other occasions when a code 10 is used are when a respondent is sufficiently hard of hearing, has Parkinson's or Alzheimer's disease, is mentally unstable, under the influence of drugs, or not intelligent enough to negotiate the questions. Please note that under no circumstance are you to give evidence of disapproval or judgment of any kind, whatever your personal opinion might be.

11 NOT AVAILABLE DURING STUDY/INTERVIEWING HOURS (Specify CB time*): This code is used when a respondent cannot be reached for an interview, either during the hours of the interviewing shift or during the time period scheduled for the study. It is

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important to specify the time/date/hours of availability in case interviewing hours are changed or extended to incorporate these respondents.* This code also applies when a qualified focus group respondent is unable to attend a focus group discussion because of a schedule conflict.

12 TERMINATE: When a respondent fulfills all qualifying (screener) questions, but quits because of boredom or irritation before the interview is completed, it is coded 12, terminated. Here, the respondent does not agree to be called back for interview completion. On rare occasions, an interviewer may choose to terminate an interview if the respondent is excessively abusive on the phone, falsifies answers, or makes the interviewer's job of completing the interview too difficult.

13 REFUSE: A 13 is used when a respondent hangs up or refuses to participate prior to answering all qualifying (screener) questions on the main questionnaire (if a respondent has answered all qualifiers before refusing to answer any more questions, that is classified as a "terminate," not a refusal [see above]).

14 DISCONNECT/ NOT WORKING: This code refers to operator announcements that the sample telephone number has been disconnected or is no longer in working order. Occasionally a recording will say that the number is temporarily out of order. Code this as a 14 also. Experience has shown that less than ten percent of these phones will be dialable before the end of the study. Do not confuse this with an 18, particularly a referral to an unpublished number.

15 WRONG NUMBER: Occasionally, the dialing sample will give a listed number that is incorrect for a specified individual, business or household. The

key to using 15 is that the business or person reached is not what the sample said it would be (obviously, you have to be using a type of sample that specifies this information). Do not confuse this with a 50, a number which the interviewer has dialed incorrectly.

16 PHONE LOCATION NOT QUALIFIED: In consumer surveys, sample numbers connecting to businesses, government offices, telephone booths, etc., — in short, locations other than residences — are coded 16. In business surveys, an unqualified phone location might be a residence, phone booth, or an office where corporate decisions are not handled and no referral number is available.

17 FAX/MODEM/PAGER: If, after dialing, you hear a piercing tone or series of tones/beeps, and no human voice, you have connected with one of the above pesky devices. However, should someone answer a fax number and identify it as such, it is still coded 17, unless you are able to get a referral to another number, in which case it will be coded an 8 or an 18. If the number serves as both a voice and data line, you may do the survey or list the call result as a call back if you can reasonably expect to speak to the respondent. Otherwise code it as a 17. When a prompt asks you for an access or security code it is most often a preliminary to modem communications. While occasionally these are also voice lines to secure installations, code these a 17 as well.

18 REFERRAL NUMBER (Non-call back): This code is used when you are referred to a number for a qualified respondent and that number is beyond the geography of the study. This is especially true in focus groups when the decision maker may have to drive three hours to get to a meeting, or when a survey is

specific to a region and you are referred to a national headquarters outside of the area. Be sure to write down the referral number on the sample since it may be useful at a later date.* If you hear a recording that tells you that the number has been changed to an unpublished number, code this an 18 as well.

19 OTHER NON-CALLBACKS: These tend to be unusual or extreme circumstances, such as a respondent in the process of moving, in the midst of a calamity, or recently deceased. Record all circumstances on both the sample and the daily tally sheet.* If these occur often enough, usually more than three percent of the time, they may be included in the final call result tally given to the client.

Other codes

20s NOT QUALIFIED: These codes are used for specific qualifier (screening) questions asked either prior to or at the beginning of the main questionnaire, designed to determine respondent eligibility. If a respondent doesn't qualify for the interview the code 20 is added to the number of the question which disqualifies the respondent. The following is an example:

Question 5a. How old are you?

Under 21 1 (THANK AND TERMINATE)
21-30 2 (CONTINUE)
31-40 3 (CONTINUE)
41 and over 4 (THANK AND TERMINATE)

If the respondent is 47, then the sample is coded 25a4. The two (25a4) conveys the respondent was not qualified, the five a (25a4) tells at what question number the interview was terminated, and the four (25a4) indicates the category of the question in which the disqualified respondent fell. For some reason the basic procedure has proved somewhat confusing in prac-

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tice to the interviewers. Simply put, just take the question number, and place a 2 in front of it, then append the response number if this is necessary to indicate separate categories within the same question.

30s OVER QUOTA: Some studies are structured to obtain a specific number or proportion (quota) of respondents with particular eligibility requirements, e.g., age groups, income level, use frequency, job functions, etc. As these quotas are filled, subsequent respondents with those qualifications are coded 30 plus the question number. Using the above example, if we have too many 21- to 30-year-old completes, and the only respondent in the house is 26, s/he will be coded as 35a2.

40s STUDY SPECIFIC CODES: These codes are reserved for unique situations that occur often enough to warrant analysis but are not covered by the screener, main questionnaire or any other codes. Management will always specify what circumstances will be coded with 40s.

50s: These are for call results that are not intrinsic to the sample or potential respondents, such as a phone company equipment malfunction. 50 itself is always reserved for a (interviewer error) misdialed number. This is generally used only with CATI systems, but sometimes the principle may require an exact number of calls for a study done on paper. A CATI system, after entry of a call result of 50, should return to the same record number.* Management will specify if/when you are to record a call result in the 50s.

60s: The number of callbacks allowed to obtain a complete interview varies from study to study, but is generally three to five. 60s are only used for data entry purposes. Numbers that are still "live" after the total number of permitted calls are now "dead" because the numbers have been called the maximum number of times. For data entry purposes a "busy" that has been called the maximum number of times is converted from D1 to 61, while a "busy" that has been called less than the maximum number of times remains an 01 (a good CATI system will allow call backs [04 and 05] to be conserved should a potential respondent, finally contacted on the fifth call, agree to do the survey at another time*).

XX DIRECTORY ASSISTANCE: On rare occasions, usually in business surveys or focus group recruiting, you may wish to track down a phone number by calling directory assistance. This call will be coded as XX. Keep in mind that direc-

tory assistance costs money so try to wait until you can ask for at least two numbers (three on the West Coast).*

YY COMPLETE: A completed interview. For some reason, this is the call result that is most often left unrecorded by interviewers. Do not make this mistake.

Having used this system now for over four years, the results thus far have been most satisfactory. However, we do not consider the system to be carved in stone. It is my hope that many groups will institute its use, and then inform me of any problems so that the system may be

perfected. Please write me in care of *Quirk's Marketing Research Review*, or leave a message on my voicemail at 415-824-6986. After a suitable period for comments it is my intention to submit this system to appropriate organizations for consideration as a standard. □

**It can be hoped that anyone who is developing a new CATI system or is reprogramming an old system will include memoranda boxes and decision trees to allow the inclusion and use of the appropriate information at these points.*

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Customer Survey

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1. For each statement listed below, please evaluate the level of service received

	Strongly Agree					Strongly Disagree				
Employees give prompt service.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DCS Bank looks for better ways to serve me.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees are willing to help me.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The bank keeps me informed about new services.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees give me personal attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notices I receive are easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees do not make errors with my accounts.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please indicate the 3-digit branch number of the Dallour County State Bank that you frequent.

Number to call during the day: 222-1222-4058

3. What can Dallour County State Bank do to improve?

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Bob Davidson
Signature: (for entry, use number to call)

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Power Play

continued from p. 7

fund renewables using green pricing have encountered difficulties. Among other things, the collaborative process among environmental and public interest groups and the utilities has slowed not only the implementation but even the design of green pricing programs.

Given that the available information was based on consumer product research, "We thought it wise to learn directly from our customers if and how they wanted us to go about developing this resource," says Rodney McLenon, PSCo's manager of market analysis. "From what we could see in other green pricing efforts, limited customer input had been used in program design, especially when it came to pricing and program sizing.

"We chose to allow program design to be driven by customer input. Our research is far more extensive than anything we were able to document in discussions with other utilities. The need to involve public interest groups in the design of programs may eventually stall our process as well, but for the time

being we believe we have accurately represented the public's interests in the program we have developed."

In essence, PSCo has redefined the ground rules for designing renewable energy programs by asking customers, through research, what their preferences are for these technologies.

Insight Research Inc. helped PSCo get an accurate representation of its customers' wishes. Insight Research's familiarity with contingent valuation, coupled with its solid understanding of PSCo's customers, resulted in a valid custom design for the research.

Many market analysts agree that even in consumer product research, substantial discrepancies exist between consumers' stated interest in environmentally friendly products and their ultimate behavior with regard to them. It was obvious that PSCo's customer-driven renewables research would have to tackle a problem that has plagued researchers for years: the process of predicting what people do based on research that shows what they say they will do.

In an article titled "Using Segmentation to Improve Sales Forecasts Based

on Purchase Intent: Which 'Intenders' Actually Buy?" in the November 1992 *Journal of Marketing Research*, Vicki G. Morwitz and David Schmittlein succinctly outline crucial questions in intentions research that often go unanswered in predicting behavior:

- How accurate is a respondent's stated intent to purchase at some point in the future?
- What questions will best measure intent?
- Do all individuals convert intent to behavior in the same way?
- What factors affect the conversion of stated intent to behavior?

Research explores the unknown

PSCo wanted answers to many of the pricing questions Morwitz and Schmittlein posed. PSCo also wanted to predict how many of their customers would actually volunteer to pay for the accelerated development of renewable energy, not merely measure customer interest. After reviewing industry information on consumer opinions regarding renewable energy, the environment, natural resources, and green markets in general, PSCo accumulated a substan-

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tial list of unanswered questions specific to utility green pricing programs:

- Are Colorado electric customers willing to pay for emerging renewable technologies, and if so, how much are they willing to pay?
- What is the expected voluntary participation at different price levels?
- Should all customers pay for emerging renewable technologies?
- Are there "free rider" concerns with the program?
- Is green pricing the best "market pull" approach?
- Should rate premiums be flat amounts or a percentage of the customer's bill?
- Does green pricing, as proposed, overload an already burdened Public Utilities Commission policy system?
- What mix of renewable technologies is best from the customer's perspective?
- What kind of commitment periods should be required for program participation?
- What is the best name for a voluntary renewable energy program?

To answer these and the many other questions posed prior to study design, it was obvious an exhaustive process would be required.

The best way to answer pricing questions was through a simulated test market. At the same time, a carefully designed set of attitude questions was used to provide more insight on the reasons customers behave the way they do. More specifically, research design focused on detailed descriptions of renewable energy program scenarios to be used in the contingent valuation modeling process. Each of these scenarios was carefully structured using input taken from customer focus groups.

The research design used by PSCO and Insight Research analysts broke new ground in the use of contingent valuation and market simulation to establish accurate estimates of customer willingness to pay for renewable programs. But PSCO and Insight Research also wanted to explore new methods of relating expressed customer interest to actual behavior. Consequently, the research became a vehicle for not only answering questions about green pricing but also redefining elements of the contingent valuation process itself.

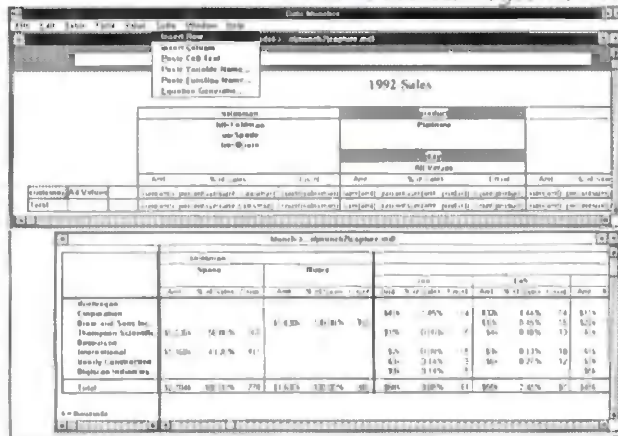
After extensive secondary research and consultation with utilities that had already conducted research about green

pricing, PSCO began its primary research process by designing focus groups to explore customer perceptions of and interest in renewable energy, and methods customers might find appealing for funding these resources. PSCO learned from these groups that its customers have strong feelings about the

environment and the nation's natural resources. Focus group results also helped outline a number of features customers would be most comfortable with in actual program design. Many of these were tested during telephone interviews with a representative sample of residential customers.

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It was obvious that customers wanted renewable energy resource development. On the other hand, customers indicated that they would not voluntarily fund elaborate, experimental approaches to developing renewable resources. Focus group participants quickly became frustrated with complex pricing schemes and methods for determining the amount of future renewable production. "Keep it simple" was the common customer suggestion.

During the focus group process, customers showed dislike for the term green

pricing. They believed the name aligned renewable energy — which they considered a respectable power option — too closely with less reputable consumer product green marketing programs. Following this revelation, PSCo executives directed the company's communications and marketing staff to develop a new name for green pricing at PSCo. The name ECO-Option was coined, then discarded in favor of Voluntary Renewable Energy Program. The company envisioned customers playing a role in the final selection of a name for the

program.

Focus groups were used to test several contingent valuation scenarios designed to refine not only the basis of the research, but such mundane elements as wording and terminology as well. For example, customers seemed to understand "pounds" of particulates more easily than "tons" of particulates, and they wanted to know exactly how many customers 10 megawatts of energy would serve. Results from contingent valuation focus group concept tests resulted in more understandable scenarios for the actual telephone interviews.

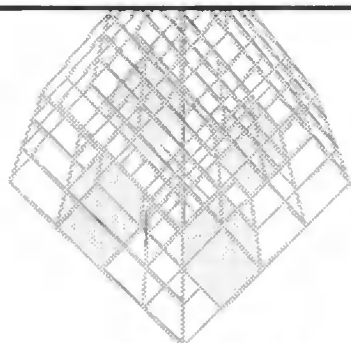
Contingent valuation

PSCo chose contingent valuation as the analytic method for determining voluntary renewable program revenues. The design of any contingent valuation process is crucial. Precise specifications must be followed to assure the accuracy of the model. But the company made the choice after reviewing past efforts that demonstrated contingent valuation's appropriateness (as opposed to other statistical procedures such as choice modeling and conjoint analysis) for use in regulatory proceedings. Insight Research had demonstrated how contingent valuation results are accepted by regulatory and environmental economists. Contingent valuation seems to enjoy great respect as a resource in litigation and environmental research, and though it remains somewhat new to the utility industry, it is being used to value quasi-public services such as energy programs that have environmental significance.

"Contingent valuation represents a new way to share information between the utility, its customers, and regulatory commissions about the value of programs having environmental implications," says Renee de Alba, vice president with Insight Research.

The contingent valuation method provides a direct estimate of how much customers are willing to pay for environmental and resource conservation benefits. Recent computational breakthroughs, such as neural networks, have made estimates of customer willingness to pay much more accessible. In essence, the technique has come of age.

All survey and polling methods are susceptible to potential discrepancies between customers' good intentions and their actual behavior. Many utilities can remember environmental or energy con-



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servation programs that received high marks from customers during market research, but were less than successful when introduced into the marketplace.

No matter how positive customers' feelings about renewable energy are, PSCo needed to predict customer participation at specified pricing levels before seriously considering introducing a voluntary renewable program to the public. Accordingly, a simulated test market component was designed into the research. Survey respondents were offered the opportunity to return a registration card committing them to an agreed-on amount to be added to their monthly electric bill when the voluntary renewable program was formally introduced. To increase PSCo's understanding of customer motivations, random interviews with those who did not return registration cards were conducted. The interviews explored reasons those customers had chosen not to participate.

Research results

Customer support for the voluntary renewable program scenarios was quite high when survey respondents were presented with monthly rate premiums of between \$1 and \$4 (about 2% to 8% of the average monthly PSCo residential electric bill). Almost 82% of those surveyed reported they would be willing to pay this initial amount to voluntarily support development of renewable energy. About 75% of the study participants said they would like to receive additional information and a program registration card.

Other green pricing programs and other industries' environment-friendly products have garnered similar levels of declared interest. The interest expressed in the voluntary renewable program also parallels a 1992 review of public perceptions and preferences on energy policy. The review, published by the National Renewable Energy Laboratory, highlighted studies in which 78% of survey respondents expressed an interest in paying more than \$6 per month to receive electricity from sources less harmful to the environment.

Insight Research's tally of the results of the returned registration cards required a dramatic and fundamental shift in projected customer participation in a voluntary renewable program. While 75% of survey respondents requested registration cards, with an approximate

\$2 per month pledge, only 10% of survey respondents took the next step, signing and returning the self-addressed, stamped registration to PSCo. Based on returned registrations, the contingent valuation model estimated an average per customer participation of slightly less than \$2 per month, or approxi-

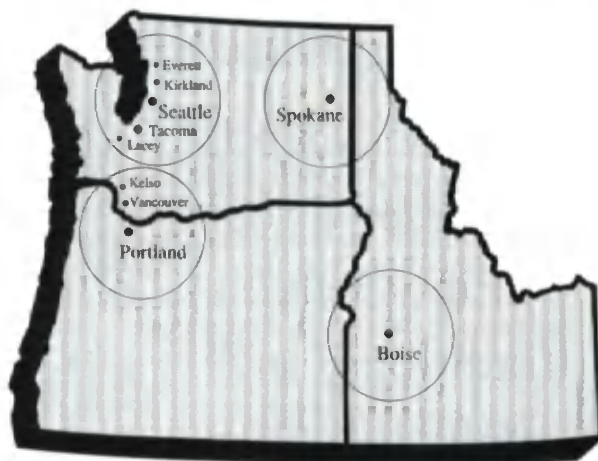
mately 5% of an average customer's monthly electric bill.

Insight Research contacted those who had not returned a registration card and asked if there was any particular reason for their hesitation. The overwhelming response was that no problem existed other than remembering to return the

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card. The customers were then given additional time to return the card, and most indicated they would. Yet few did, emphasizing this group's inability to follow through on their commitment, whatever the reason.

This recognized shift in customer behavior has allowed PSCo to accurately estimate initial program pledges and participation, rather than accepting market penetration (40% to 70%) and pricing premiums (6% to 10%) based on previous consumer product and environmental research. In a nutshell, PSCo's re-

search was designed to validate or deny these generally accepted estimates of participation and pricing. The value of these results is that PSCo's program, which is designed to seek voluntary financial assistance for the development of renewable energy, will be viewed positively by over 80% of all residential customers, regardless of actual participation. This is an enviable position for any new utility program.

Bonus benefits

PSCo will also be able to use customer

information from its analysis in the design of a communications plan for the voluntary renewable program. Issues of primary importance to customers can be addressed as PSCo's entry into renewable energy evolves. Segmentation results reveal clear differences in customer attitudes about the environment, renewable energy and conservation programs. Three distinct market segments, based on these measures of attitude, showed large differences in customer willingness to financially support the voluntary renewable program. To more effectively market the program, PSCo will use information from the segmentation analysis to target communications to those customers already inclined to support the voluntary renewable program.

Customer preferences for a number of renewable technologies were also measured. Interest in retrofit hydro-electric projects was strong, but support for new dam construction was weak. Photovoltaic solar and wind technology projects were also well accepted. When asked in telephone interviews if they would like to see PSCo develop the renewable source they selected as their primary preference, or if they would rather PSCo be the one to choose a mix of renewables for development, customers supported, at a rate of nearly 3-to-1, the idea of PSCo determining a power mix of renewable resources.

Survey respondents were also sensitive to PSCo's need to profit from activities it might undertake. Focus groups told researchers they understood that PSCo had to earn a profit from renewable programs, especially to get the ball rolling. A strong majority of customers interviewed by phone agreed that it would be appropriate for the utility to profit from the voluntary renewable programs described in the research.

The focus group findings also revealed that customers believe it would be better for PSCo to develop renewable resources than to have government agencies involved. When asked about this in telephone interviews, more than half of those surveyed strongly agreed that these programs would be better developed by PSCo than by the state or federal government.

A program evolves

Details of this comprehensive research process have allowed PSCo officials to answer many of their questions about program penetration and pricing. The same details have been used to design communications and an implementation

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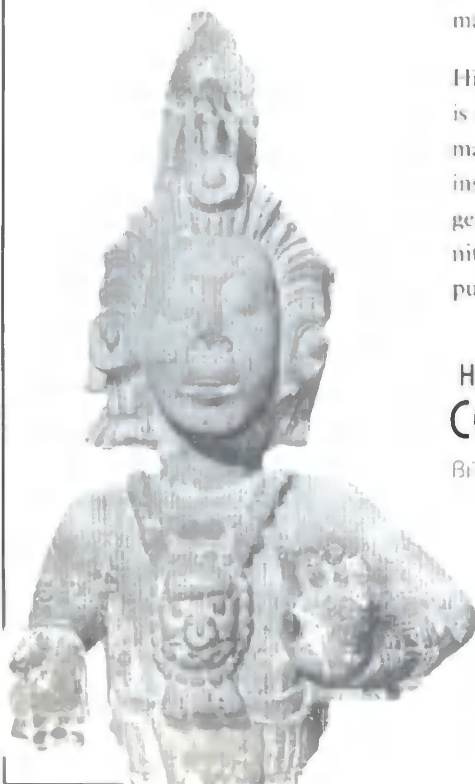
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strategy for renewable energy at PSCo.

One research finding that interested PSCo executives was the unsolicited input from customers requesting a customer board of some kind to provide direction to PSCo regarding the development of renewable resources. Participants in the research indicated that if residential customers were volunteering funds, they should have a say in how those funds were spent. PSCo officials agreed.

It was decided the Renewable Energy Customer Advisory Panel, a randomly selected group of residential customers, could be the key to creating and maintaining customer interest and involvement in the program well into the future. CAP members will be educated in the workings of an electric utility, in the costs and benefits of renewable resources, and in the many facets of the decision-making process regarding the growth of renewable energy in supplying PSCo electric customers. The CAP will offer direction to PSCo officials regarding future renewable energy opportunities at PSCo that fall within the budget established through the Voluntary Renewable Energy Program.

Another primary role for the CAP will be to provide insight into how best to encourage voluntary funding of renewable energy by Colorado residents through the limited promotional efforts prescribed for the program. Focus group participants were not interested in glossy brochures and promotions. Instead, they insisted on accurate, factual information about PSCo's efforts to develop renewable energy resources. Given this conservative approach to advertising and the media, the CAP will be called upon to creatively expand customer involvement in the Voluntary Renewable Energy Program as it matures.

Contingent valuation modeling combined with conventional segmentation procedures and market simulation have instilled confidence that research predictions of customer participation in such a voluntary renewable program are accurate. "The key is to implement programs based on market research results," says McLaughlin, PSCo's vice president of marketing, customer services and support services. "The program concepts that were tested came from the customers themselves. They are prudent and pragmatic, and it would be to our advantage to implement based on those findings. If we choose to alter the design of our renewable program and still want accurate pen-

etration estimates, we should perform additional research to measure consumer response to those changes. Market Research has provided a roll-out plan for renewables that is customer driven. We need to listen long and hard to that input before we proceed."

"Many in our industry seem to be go-

ing in the same direction." PSCo's McLenon says. "From our observations, no one had specifically defined how the customer wanted us to go about introducing renewable energy. Our research has provided that added component, and aids us in designing truly customer-driven programs." □

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Data Use

continued from p. 15

Figure 2 corresponds to a few lines from an Ntelogit DCM data file, with added variable labels. The data shown corresponds to the two scenarios in Figure 1. Ntelogit's actual data file would not include the boxes — which have been added here for the sake of clarity — nor would the variable names appear in the file. You would simply type the data in columns in ASCII format and specify the variable names using Ntelogit's menu system.

Figure 2: Sample Ntelogit Data

card	choice	count	qfs int.	qfs fee	qfs lim	amex int.	amex fee	amex lim	cit int.	cit lim
1	1	50	11	-1	4,000	0	0	0	0	0
1	2	25	0	0	0	14	-1	8,000	0	0
1	3	35	0	0	0	0	0	0	10	2,000
1	4	40	0	0	0	0	0	0	0	0
2	1	40	13	1	10,000	0	0	0	0	0
2	2	15	0	0	0	18	-1	10,000	0	0
2	3	60	0	0	0	0	0	0	10	12,000
2	4	25	0	0	0	0	0	0	0	0

A few points are worth noting about the data. The "count" column refers to the number of respondents selecting each alternative. Choice 1 is the QFS card, choice 2 is Amex, choice 3 is Citibank, and choice 4 is none. Also, this file shows

data at the aggregate level only. Of course, you also can aggregate the data for various subgroups, not just the total sample.

Note also that all variables are conditional. That is, each variable exists only for one of the alternatives. Those variables that require "dummy coding" use a 1/-1 scheme, rather than the usual 1/0 scheme (which uses a 1 when the attribute level is present and a 0 when it is not). Here, -1 means "absent," while 1 means "present."

In the coding scheme here, zero values are reserved for the variables that do not exist for an alternative. The "none of these" alternative (choice 4 in the table) is always represented by a string of zeros.

Dummy codes can coexist nicely with actual values for continuous variables in the data file, as they do here. You probably will get better results by standardizing all the variables (converting them to a common scale with a mean of zero and a standard deviation of 1) when scaled variables and dummy codes are mixed like this.

Key NTELOGIT output

Model Coefficients and Significance Values

We first ran a model with all the attributes present in it. These first figures reflect that model:

	Deviance	40	43.698778	1.0924694		
	Parameter Estimate	SE of Parameter	Asymptotic t-Stat	Pr(> t)	Gradient	
qfsint	.21330173E-01	.10384126E-01	2.054	.0400	.0000000	
qfsann	-.14277501E-01	.46053751E-01	-.310	.7565	.0000000	
qfslim	-.58023103E-05	.15656577E-04	-.371	.7109	.0000052	
amexint	.41016151E-01	.14768415E-01	-2.777	.0055	.0000000	
amexann	.58094623E-01	.57648518E-01	1.008	.3136	.0000000	
amexlim	.20226475E-04	.21948813E-04	.922	.3568	.0000192	
citint	-.18262593E-01	.64448951E-02	-2.834	.0046	.0000000	
citlim	.62026133E-04	.89946865E-05	6.896	.0000	.0000069	

Note that only four variables are significant. This information appears in the column labeled "Pr(>|t|)," which indicates the probability values.

There is a problem with this chart. The sign on "qfsint" (QFS interest) points the wrong way — the worth of an interest rate should go down as the interest rate increases. We used Ntelogit to try to rectify the problem, as Ntelogit allows great flexibility in reshaping the model.

Using Ntelogit's simple menu-based system, we tried several steps that we thought would improve the model. We dropped all nonsignificant variables. This didn't help. We exported the ASCII data file to a spreadsheet, added squared, cubed and square root terms for the offending variable, and reimported the data in ASCII form. The new variables didn't help.

Finally, we began dropping the significant variables that seemed less important. Doing this revealed that no model with more than two significant variables behaved sensibly. The sole surviving variables were QFS interest and Citibank interest.

We hope you haven't been holding your breath for this, but the story does have a clear resolution: The two remaining variables are the only ones that truly matter to this segment. Amex interest is too high to matter. Everything else is window dressing.

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Let's look at the coefficients for the two remaining attributes:

	Parameter Estimate	SE of Parameter	Asymptotic t-Stat	Pr(> t)	Gradient
qfsint	32561386E-01	.37577870E-02	8.665	0000	0180364
ctint	28247941E-01	38514106E-02	7.334	0000	-.1275508

There is some good news here, but not much: Both attributes are highly significant; QFS interest is more important to customers than Citibank interest. This is shown by the relative sizes of the parameter estimates.

We also encounter some bad news: Nothing about the Amex Cash Lamprey appears to enter into the choice process significantly.

Ntlogit also produces an iteration report, which can be useful in diagnosing the goodness of the model. This report shows how many runs (or iterations) it takes to achieve convergence — or what it takes for the model to settle into a stable pattern.

Most well-behaved models will converge in eight iterations or less. A model that requires 15 or more iterations probably has data problems. It could have, for example, errors in model specification (wrongly identified variables, data in the wrong locations). Other possible causes of nonconvergence include having very infrequently chosen alternatives in the model, or having variables that occur very infrequently.

An iteration report from Ntlogit:

Iteration	Log Likelihood	Convergence Criterion		
0	232.34668	UNDEFINED	00000000	00000000
1	185.88695	11169636E-03	.32735911E-01	27559463E-01
2	185.86207	24025683E-05	.32561386E-01	28247941E-01

The report shows that the model converged on the second step, so at least it behaved well in this regard.

Ntlogit also provides one of the more common means of diagnosing the goodness of the model, namely the Rho Squared (RhoSq) measure, which is similar to the R2 in linear regression. Like the R2, it varies from 0 to 1.

Incidentally, the RhoSq for the final model was 0.21 (a poor value). However, the earlier model that made no sense had a value of 0.40. Having more parameters in the model usually tends to boost the test values, even if these parameters do not work sensibly together.

The number of respondents that chose each alternative was, nonetheless, reasonably close in each case to the prediction for the final model. This emerged in the prediction report produced by Ntlogit:

Figure 3. Ntlogit Prediction Report (excerpt)

Group	Alternate	Observed Freq.	Predicted Freq.	Lower 95%	Upper 95%
1.	1	50 00	45 11	43 50	46 71
1.	2	25 00	31 53	30 11	32 97
1.	3	35 00	41 82	40 55	43 07
1.	4	40 00	31 53	30 11	32 97
2.	1	40 00	44 05	42 07	46 03
2.	2	15 00	28 85	27 39	30 32
2.	3	60 00	38 28	37 29	39 18
2.	4	25 00	28 85	27 39	30 32

Ntlogit also produces prediction success tables and classification tables. These are similar to the correct classification tables produced by discriminant analysis. The classifica-

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tion table is considered a more extreme test, but sometimes the results it produces are slightly better. Ntelogit shows only the observed frequencies (counts), and not percentages in the table body. The last line in the table shows the percentages correctly classified (or predicted) overall.

The prediction success for our example follows. These results are scarcely better than chance.

Prediction success table

Altern	1	2	3	4	TOTAL
1	226 887	149 330	214 453	149 330	740 000
2	116 565	76 5808	110 274	76 5608	380 000
3	215 175	141 268	202 289	141 268	700 000
4	176 675	116 065	166 196	116 065	575 000
TOTAL	735 301	483 244	693 211	483 244	2395 00
% Correct	30 6604	20 1529	28 8985	20 1852	25 9633

In the classification table that follows, we see that levels of correct prediction are better for the QFS card and for Citibank, but abysmal for Amex and for those who wouldn't choose any of the three.

Classification table

Observed Altern	Predicted Alternative				TOTAL
	1	2	3	4	
1	495 000	.000000	245 000	.000000	740 000
2	260 000	.000000	120 000	.000000	380 000
3	490 000	.000000	210 000	.000000	700 000
4	405 000	.000000	170 000	.000000	575 000
TOTAL	1650 00	.000000	745 000	.000000	2395 00
% correct	66.8919	.000000	30 0000	.000000	29 4363

Interpreting the output

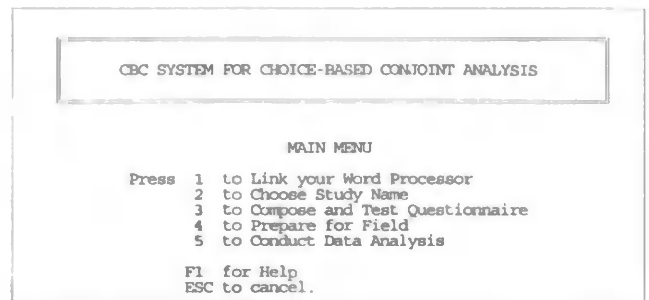
Knowing interest rates for the QFS card and the Citibank card, we can correctly predict that the QFS card will be

chosen about two-thirds of the time. We can correctly predict that the Citibank card will be chosen about one-third of the time. Unfortunately, we have no idea why anybody would choose the Amex Cash Lamprey, or none of the three.

CBC

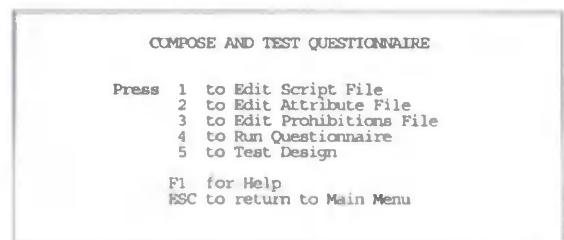
CBC operates differently than Ntelogit, and consequently, it takes less space to describe its analysis of the DCM problem. CBC is a complete survey system in which you do all of the operations needed to develop the necessary experimental design: you generate the survey instruments and get them out into the field; and you ultimately collect, aggregate and analyze the data. Also, CBC does not provide quite the level of analytical detail that Ntelogit does. It does not, for instance, produce the prediction report or correct classification tables. The main menu from CBC (Figure 4) offers some sense of the scope of its activities.

Figure 4: The CBC Main Menu Screen



CBC is strictly a PC-based system. You create and send disks out to the various field locations, respondents use them on PCs, and then you aggregate the data collected. As Figure 5 shows, you must edit several files to get the questionnaire ready to run. These operations are fairly straightforward. The prohibitions file is used to create the conditional variables — those that appear only in combination with certain choices in the scenarios.

Figure 5: CBC Compose Questionnaires Menu



We used the sample data file provided by CBC. The example was a relatively simple one that involved choosing among four notebook PCs. We updated the example to make the PCs more similar to today's choices, and substituted a few foolish company names for Sawtooth's more benign "Brand A" through "Brand D."



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Perhaps the most time-consuming (but not difficult) thing about using this program is getting the computer screens, the ones that respondents will see, to your liking. The program requires you to specify coordinates for any boxes you want to appear on the screen, and to follow a fairly strict text format when specifying what goes where. Sawtooth characteristically values ease of use, so we hope they will be moving to a format that employs a more intuitive screen-painting process (one in which you can draw what you would like to see), or perhaps even to a Windows interface.

Figure 6 shows a screen shot of a CBC scenario. Note that all the alternatives being tested do not need to appear in each scenario with CBC. (The screen shot shows only three brands

Figure 6: Sample CBC Scenario

WHICH COMPUTER WOULD YOU PREFER?
Type the number in that box

1	2	3	4
Midnorth Cow	Giant Blue	Texas Tough	
486 DX	486 SX	486 4X	
7 lbs	5 lbs	3 lbs	
Passive color	Active color	64 gray scale	
200 Meg hard disk	145 Meg hard disk	330 Meg hard disk	
\$1,900	\$3,100	\$2,400	

Press a key between 1 and 4

of PCs, not all four tested.) This is somewhat surprising. Although this will simplify each task the respondent does, it seems contrary to the spirit of DCM, in which respondents ideally should see a "marketplace" consisting of all alternatives. The set of choices arguably should remain constant for the sake of realism, unless you have reason to believe some products will move into or out of the marketplace, or that product availability could be a problem.

What CBC will produce

Once you have gathered all of the information, CBC continues with procedures to aggregate and analyze the data. The scope of its activities is shown in CBC's data analysis menus:

Figure 7: CBC Analysis Menu

CONDUCT DATA ANALYSIS	
Press	1 to Cumulate Data Files
	2 to Merge Data Files
	3 to Set Respondent Conditions
	4 to Analyze by Counting Choices
	5 to Choose Effects for Logit Analysis
	6 to Build Files for Logit Analysis
	7 to Run Logit Analysis
	8 to Simulate Choices
	9 to Make a Data File for Export
F1 for Help	
ESC to return to the Main Menu	

Let's take a look at the analysis and output possible with CBC. Like Ntlogit, CBC will provide an iteration report and details on the worth and significance of each level of each attribute. This is the output from the "Run Logit Analysis" choice. (The option labeled "Analyze by Counting Choices"



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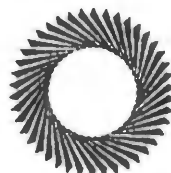
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also produces a wealth of intuitively approachable output.)

Iter 1	log-likelihood =	103.23058	rth =	0.29260
Iter 2	log-likelihood =	102.86158	rth =	0.29389
Iter 3	log-likelihood =	102.86040	rth =	0.29390
Iter 4	log-likelihood =	102.86040	rth =	0.29390
Iter 5	log-likelihood =	102.86040	rth =	0.29390
Converged				
Log likelihood for this model =		102.86040		
Log likelihood for null model =		116.44873		
Difference =		13.58833	Chi Square =	27.177

Effect	Std Err	t Ratio	Attribute Level
1 0.06456	0.30190	0.21386	1 1 Giant Blue
2 0.01519	0.30874	-0.04919	1 2 Midnorth Cow
3 0.16469	0.29739	0.55379	1 3 Texas Tough
4 -0.21407	0.31607	0.67727	1 4 Occidental Traveler
5 0.34191	0.20578	-1.66154	2 1 486 DX
6 0.10014	0.19552	-0.51218	2 2 486 SX
7 0.44205	0.17896	2.47015	2 3 486 4X
8 0.14634	0.19792	-0.73941	3 1 3 lbs
9 0.01454	0.18919	-0.07688	3 2 5 lbs
10 0.16089	0.18349	0.87682	3 3 7 lbs
11 0.08326	0.19563	-0.42561	4 1 Active color
12 0.42397	0.17866	2.37301	4 2 Passive color
13 0.34071	0.20569	-1.65645	4 3 64 gray scale
14 -0.57176	0.22568	2.53352	5 1 330 Meg hard disk
15 0.37182	0.18304	2.03139	5 2 200 Meg hard disk
16 0.19995	0.18773	1.06507	5 3 145 Meg hard disk
17 0.57345	0.28230	2.03138	6 1 \$1,900
18 0.00452	0.30294	-0.01492	6 2 \$2,400
19 0.56893	0.32019	1.77684	6 3 \$3,100
20 0.06776	0.28428	0.23838	NONE

The CBC manual provides some guidance in interpreting the output. Suffice it to say that the model based on the small sample data file (like the Ntelogit example) did not do too well. Most levels of most attributes would not influence the decision. The table provided by CBC would be stronger if it provided significance levels like those in the Ntelogit report.

CBC shows strength in its simulations. You simply type in the attribute levels you would like to appear, and run the simulation. CBC even allows you to interpolate between attribute levels that have numerical values (such as prices).

The CBC simulation reports, like the report from the analysis menu, are quite basic, but they get the job done.

	Product specifications						ExtEff
	Att1	Att2	Att3	Att4	Att5	Att6	
1 Giant Blue	1.000	3.000	3.000	1.000	2.000	3.000	1.000
2 Midnorth Cow	2.000	1.000	2.000	2.000	2.000	2.000	1.000
3 Texas Tough	3.000	1.000	3.000	1.000	1.000	2.000	1.000
4 Occidental Traveler	4.000	1.000	2.000	3.000	3.000	1.000	1.000

	Shares of choice
1 Giant Blue	27.95
2 Midnorth Cow	26.70
3 Texas Tough	8.93
4 Occidental Traveler	16.50
5 None	19.92

A correction for product similarity was used

Where else can DCM go?

Dissatisfaction with the alternatives available for DCM analysis several years ago led some companies to write their own DCM software. My experience with a custom package that captured many elements on the DCM "wish list" has led to a perhaps biased view of what DCM analyses can and should do.

For instance, neither of these packages can create a series of "base case" scenarios, consisting of the alternatives in specific configurations, and then show the market share effects of varying attributes from that base case. Is a feature like that necessary to run DCM? Of course not,

but once you have access to it, you may find it so useful that it becomes difficult to forego.

CBC has made an interesting advance in its capabilities for generating and using random, as well as standard (fixed), designs. This is a very ingenious approach to the design limitations that DCM sometimes suffers. But random designs are relatively new, and their properties are less well known than standard experimental designs. In particular, sample size requirements necessary for such designs to work properly are not that clear. CBC provides a brief appendix talking about the issue of sample size. But it seems that much more guidance on acceptable minimum sample sizes is needed for the effective use of these designs by CBC users. I hope Sawtooth will provide that guidance in upcoming releases of CBC.

The output of both programs is quite plain. It is restricted to simple, character-based ASCII files. Neither Ntelogit nor CBC puts data into spreadsheet form, nor do they create charts or graphs. DCM analysis leads to a wealth of information that can and should be displayed graphically. These programs' output is far less sophisticated than that of some conjoint analysis programs. In particular, they lag behind the conjoint module of SPSS for Windows, which produces near publication-quality charts of the attributes' importance and attribute-level utilities. As DCM gets more established and as migration from the old character-based DOS interface to Windows continues, polished presentation likely will become the norm. Both programs have their work cut out for them in this area.

Conclusions

Each of these programs will bring you closer than you've ever been before to complete, in-depth DCM analysis. Ntelogit does all that you are likely ever to want in terms of investigating a model. It has complete diagnostics, including largely automated testing for H1A. The depth of its analytical capabilities is excellent. You will probably not encounter any real-world problem that is too big for Ntelogit to handle. You can look at up to 200 alternatives and use huge designs.

But Ntelogit makes you do some of the hard work yourself. It does not, for instance, create the scenarios that you will need to administer the DCM task — you must create these by hand, and you have to have some understanding of how to get a design into scenario form.

Ntelogit is most seriously limited in its handling of simulations. You must set up simulations as if you were developing respondent data, so that the simulation file looks like a data file, filled with zeros or fictional values. This is more work than CBC's straightforward procedure, which requires simple changes to a specification file. The makers of Ntelogit are at work now on a revision to their manual that should make the simulation process in this package more accessible.

CBC keeps much of its inner workings discretely out of

sight. You can view the data and the design files, but you do not need to do so. Also, CBC takes care of collecting and aggregating the data with a minimum of help. But to use CBC effectively, you still need to know something about specifying discrete choice models, such as the meaning of interactions between attributes. And as always with discrete choice, you will need to be alert to the possibility that a model can run, and can appear significant, but still will not make any sense. DCM almost always requires more attention to the final model than other analyses, such as conjoint.

CBC represents an enormous stride in making DCM analysis more accessible, just as Ntelogit represents a huge step in bringing analytical power specifically to DCM. For all its relative ease, CBC still has a few areas which I hope will get some attention. Most significant, it does not allow direct testing for the independence of irrelevant alternatives.

While HA has not often proved to be a problem in the DCM analyses I have seen, you probably should have some means to know when a failure of this condition is present. The CBC program not having this feature is something like a linear regression program not having the ability to check for correlations between residual and predicted values. Even if you rarely use a test statistic like this, or choose to ignore a problem when it is present, it seems prudent to have access to the diagnostic tool.

Perhaps the salient limitation of CBC is that you cannot test more than nine alternatives simultaneously, and more important, each alternative can only have six attributes or features that you can vary. I hope that Sawtooth will work to lift the restriction on the number of attributes in particular.

If you do not mind the limitations that CBC places on the size of the problem you work on, and want a complete system for DCM that works smoothly and simply, this is the choice for you. If you want the most in analytical and diagnostic power, and can tolerate doing some extra work to set up a DCM study (and particularly simulations), you will find plenty to like in Ntelogit. □

The programs

The CBC System (Choice-Based Conjoint)
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Evanston, IL 60201
Phone: 708-866-0870/Fax: 708-866-0876

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Predictive dialing

continued from p. 11

conduct surveys that would not have been cost effective in a manual environment. "The system lets us access respondents in the consumer marketplace who are difficult to identify and even harder to reach," King says.

Although predictive dialing is used in telemarketing, collections and other fields, its benefits are still being considered by some market research firms. Recently, VFIS did its own market research test by conducting three surveys of varying lengths and incidence using manual and predictive dialing methods. The results? Productivity gains for predictive dialing ranged from 74% for a five-minute survey of convention attendees with 70% incidence, to 86% for a seven-minute survey of 401k-plan holders with 43% incidence, to 122% for a 15-minute study of whiskey drinkers with only 5% incidence.

Increased productivity is the most compelling reason to use predictive dialing, especially in an industry where

time really is money. But there's more to market research than simply dialing calls. King believes that the key to a productive data collection center is finding ways to bring out the best in interviewers.

To this end, King says predictive dialing has helped reduce caller burnout, boost morale and improve personnel management. Interviewers make more contacts with less frustration. They have less paperwork, and they need only simple training to learn the system.

"Predictive dialing and computerized call management free supervisors to concentrate on coaching and motivating instead of worrying about keeping the project moving," King says. Supervisors monitor activity and real-time statistics to see how the research project is going. The success of the study can be analyzed every step of the way and, if necessary, adjustments can be made within minutes instead of hours.

According to King, the EIS system paid for itself in less than a year. "But the benefits far exceed the return on invest-

ment. Predictive dialing has made telephone interviewing more cost effective at a time when the cost of mail and face-to-face interviews keeps going up," he says.

For Jack Kerins, ICT's vice president of systems and technology, another strong selling point was that the predictive dialing system could be linked to existing computer-assisted telephone interviewing software. "It took about a month to work out the kinks in the CATI software, but ... the predictive dialing system worked the first time we tried it," Kerins says.

Last month, VFIS added eight more workstations to the EIS system. The company plans to expand even further as additional VFIS personnel are hired. As Kerins explains, "Manual dialing is about as effective in market research as hand typing thousands of letters for a direct-mail campaign. Frankly, I don't understand how market research firms can operate effectively without the benefits of predictive dialing. It's definitely made VFIS more competitive." □

Names of Note

continued from p. 22

sota Survey Research, a division of Meyer Associates Inc., St. Cloud, Minn. She is responsible for the design and implementation of telephone research studies. **Sheila De Vine** has joined the firm as director of national sales and is responsible for new business development.

Citing the need to recover from a health problem, **Magid Abraham** has stepped down as president and chief operating officer of *Information Resources Inc.*, Chicago. Abraham will continue with the company as a director and vice chairman. He will focus his efforts on IRI's applications development and data processing

reengineering efforts, and on accelerating the returns from these investments in new technology. **James G. Andress**, vice chairman and co-chief executive officer, replaces Abraham as president and COO. Andress will continue to share CEO duties with **Gian Fulgoni**, IRI's chairman, who will focus his efforts on the company's long-term strategic plans, with particular emphasis on the expansion of its international information businesses. Reporting to Andress will be **Thomas Walker**, president, Finance and Administration Division; **Jeffrey Stamen**, president, IRI Software; **George Garrick**, president and CEO, IRI North America; and **Randall Smith**, president, International Operations. In addition, Walker and Stamen have been elected to IRI's board

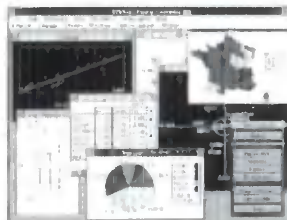
of directors. Further, Walker has been promoted to executive vice president of the corporation and is a member of corporate executive committee.

Gene Grasso, **Andrea P. Hochman** and **Steve F. Simon** have been appointed to new positions at *Capstone Research Inc.*, Lyndhurst, N.J. Grasso has assumed the role of executive vice president, while Hochman and Simon both have become vice presidents.

Joe Antognazzi has relocated to become the assistant manager at *Friedman Marketing Organization's* Northgate Mall facility in San Rafael, Calif. He worked previously at the company's Tallahassee, Fla., offices.

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B Y S L P

Survey Monitor

continued from p. 21

Despite the influence of media, word of mouth can make or break a release, with 25% of respondents saying they rely on recommendations from friends. Other factors cited include the actors and actresses in the film (12%) and theater "coming attractions" previews (7%).

Not all moviegoers follow the same path to the theater. Almost half of adults 50 to 64 (47%) say newspaper reviews are their first source of movie informa-

tion, followed by word-of-mouth recommendations (34%). Moviegoers ages 18 to 24 cite TV reviews (22%), TV advertising (21%) and word of mouth (21%) as their top three ways to get movie information.

When looking for show times, there is virtually no substitute for the newspaper as 81% of moviegoers consult newspaper directories for locations and show times. Few respondents (13%) call theaters directly and only 3% call an electronic movie directory.

More than seven in 10 movie fans stop at the snack bar before the lights dim. More women (75%) than men (69%) snack at the movies. Moviegoers ages 25 to 49 are the most likely (81%) to buy refreshments, compared to 66% of 18 to 24 year olds and only 37% of those 65 and over. Popcorn is the most popular snack (89%), followed closely by soft drinks (87%). Of all moviegoers, 22% admit they purchase candy. For more information, call 908-572-7300 or 312-440-5252.



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Managed health care expected to continue growing

Whether or not the Clinton administration is able to get its health care reform legislation approved by Congress, the growth of managed health care will continue in the years ahead, industry analysts say. After reviewing a number of industry studies, analysts with the Managed Care Information Center, Wall Township, N.J., concluded that the healthcare market will continue its trend toward managed care through the rest of this decade. Their conclusion is based on the fact that managed care emerged as a result of excessive health care costs — not as a result of health care reform.

Rising health care expenditures drove health care providers and payers to search for ways to control costs. They found that the best way to do so without giving up quality or accessibility is through managed care — HMOs, PPOs, utilization review and cost containment.

For example, nearly 62% of the human resources and benefits officers that participated in an Ernst & Young survey said their companies will not wait to see what reform accomplish, but instead will take aggressive action to control health care

costs in the next few years.

Another study predicted that nine out of 10 companies will include managed care components in their benefit plans by 1996.

In addition, health care recipients are beginning to accept managed care as a reasonably priced alternative to traditional indemnity plans.

An estimated 45 million Americans received their care through a health maintenance organization in 1993, an increase of 3.5 million from the previous year and an increase of 20 million from the number of HMO members in 1986, according to the Group Health Association of America, the HMO industry trade group. The GHAA estimates that the number of Americans that receive their care through an HMO will increase by another 5 million by the end of 1994.

Other types of managed care plans have also gained popularity in recent years. Enrollment in preferred provider organizations and point-of-service plans has increased steadily and will continue to increase in the years ahead — regardless of health care reform.

Health care providers and payers have put additional pressure on employers and their employees to accept some of the responsibility for rising health care costs by promoting and practicing responsible, healthy behavior — as illustrated by the increased number of corporate wellness programs.

Other managed care trends that will continue regardless of health care reform include the further development of point-of-service plans, increased self-funding and direct contracting by employers, the continued development of managed care workers' compensation programs, the formation of new purchasing arrangements and the expansion of electronic claims administration.

The Managed Care Information Center, which publishes *Competitive Healthcare Market Report* and *Healthcare System Reform*, has prepared a free report, "The 1994 Healthcare Marketplace: Transitions and Opportunities." To obtain a copy, send a 9-inch by 12-inch self-addressed envelope with 75 cents postage to: "The 1994 Healthcare Marketplace: Transitions and Opportunities," American Business Publishing, Brinley Professional Plaza, 3100 Highway 138, Wall Township, N.J. 07719-1442. Call Edward Miles at 908-681-1133 for more information.

1994

Directory



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Birmingham, AL 35244
Ph. 205-985-3099
Contact: Jim Jager
20-0-20-0

New South Research, Inc.
700 S. 28th St.
Birmingham, AL 35233
Ph. 205-322-9988
Contact: Amy June Wilhite
20-0-20-20

Scotti Research, Inc.
612A Brookwood Village
Birmingham, AL 35209
Ph. 205-879-0268
Fax 205-879-1058
Contact: Nell Cain
8-0-0-0

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ANCHORAGE

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Anchorage, AK 99502
Ph. 907-243-3345
Fax 907-243-7172
Contact: Terry O'Leary
16-0-16-0

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Executive Park Offices
10220 North 31st Ave., #122
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Fax 602-944-0130
15-0-15-0

Ask Arizona/Bergo & Ascts.
1948 W. Main
Mesa, AZ 85201
Ph. 602-464-5885
Fax 602-464-9284
Contact: Beth Aguirre
10-10-10-0

Behavior Research Center, Inc.
1117 N. 3rd St.
Phoenix, AZ 85004
Ph. 800-279-1212
Fax 602-252-2729
Contact: Earl de Berge
19-0-12-12

DataSource

4515 S. McClintock Dr., Ste. 101
Tempe, AZ 85282
Ph. 602-831-2971
Fax 602-838-8856
Contact: Bev Neidert
70-70-70-70
(See advertisement on p. 63)

Innovative Query, Inc.
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Fax 602-922-0302
Contact: Clare Stewart
48-36-48-48

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Scottsdale, AZ 85251
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Contact: John McCullough
10-0-10-0
(See advertisement on p. 51)

Response Research
6868 N. 7th Ave., Ste. 110
Phoenix, AZ 85013
Ph. 602-277-2526
Fax 602-247-4477
Contact: Martha Spears
20-20-20-0

Strictly Medical
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Scottsdale, AZ 85250
Ph. 602-423-0200
Fax 602-423-1548
Contact: Wendy Walker
8-0-8-0

Target Marketing Research
6868 N. 7th Ave., Ste. 110
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Fax 602-247-4477
Contact: Michael Engelhart
17-0-17-0

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Fax 602-423-1548
Contact: Wendy Walker
8-0-8-0

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Fax 602-631-6844
Contact: Don Collier
25-25-25-25

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8800 North 22nd Avenue
Phoenix, AZ 85021-4258
Ph. 602-371-8800
Fax 602-943-3554
Contact: John Muller
256-220-256-256
(See advertisement on p. 53)

TUCSON

FMR Ascts.
6045 E. Grant Road
Tucson, AZ 85712
Ph. 602-886-5548
Fax 602-886-0245
Contact: Jess De Vaney
50-22-37-0

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(See advertisement on p. 51)

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Contact: Craig Cunningham
19-8-19-19

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Contact: Sandy Gourley
19-19-19-19

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Fax 501-661-7099
Contact: Bob McNeice
50-0-50-31

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Ph. 805-272-4888
Fax 805-272-5676
Contact: Tammy Tallant
12-6-1-0

Marketing Works
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Bakersfield, CA 93301
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Fax 805-326-0903
Contact: Dee Simpson
12-0-3-0

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Contact: Kimberly Rudolf
20-20-20-0

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Contact: Joellen Bartels
25-0-18-0

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Fax 310-981-2705
Contact: David Weinberg
10-6-6-0

Barna Research Group
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Contact: George Barna
30-30-30-0

California Survey Research
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Van Nuys, CA 91401
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Fax 818-986-1353
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40-20-40-40

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Redondo Beach, CA 90278
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Fax 310-542-2669
Contact: Angie Abell
20-12-20-20

Creative Data, Inc.
7136 Haskell Ave., Ste. 100
Van Nuys, CA 91406-4198
Ph. 818-988-5411
Fax 818-988-4057
Contact: Jennifer Von Schneidau
22-0-10-0

Davis Market Research Services
23801 Calabasas Road, Ste. 1036
Calabasas, CA 91302
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Fax 818-591-2488
Contact: Carol Davis
70-52-70-70

Field Dynamics Marketing Research
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Encino, CA 91316
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Fax 818-905-3216
Contact: Tony Blass
12-0-10-0

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8-4-1-0

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Fax 818-887-2750
Contact: Ted Heiman
19-10-19-19
(See advertisement on p. 55)

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Contact: Kevin Howe
41-0-41-0

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Fax 714-241-7933
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100-100-100-100
(See advertisement on p. 41)

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45-45-45-45

PKM Marketing Research
1240 West La Habra Blvd., #A
La Habra, CA 90601
Ph. 310-694-5634
Fax 310-697-8964
Contact: Patt Koerner
35-0-35-0

Plog Research
18631 Sherman Way
Reseda, CA 91335
Ph. 818-345-7363
Fax 818-345-9265
Contact: Shelly Sasson
16-0-10-0

Quality Controlled Services (QCS)

17100 Pioneer Blvd., Ste. 400
Artesia, CA 90701
Ph. 310-402-6640 or 800-325-3338
Fax 310-809-0422
Contact: Mel Gerber
50-50-50-50
(See advertisement on p. 51)

Quality Controlled Services (QCS)

3528 Torrance Blvd., Ste. M120
Torrance, CA 90503
Ph. 310-316-0626 or 800-325-3338
Fax 310-316-4815
Contact: Carol Balcom Amundson
8-0-0-0
(See advertisement on p. 51)

The Question Shop, Inc.
2860 N. Santiago Blvd., #100
Orange, CA 92667
Ph. 714-974-8020
Fax 714-974-6968
Contact: Ryan Reasor
20-0-20-0

The Research Line
11631 Victory Blvd., Ste. 207
N. Hollywood, CA 91606
Ph. 818-766-1246
Fax 818-766-3033
Contact: Samuel Weinstein
80-60-80-80

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

Southern California Interviewing Svce.
17277 Ventura Blvd., #200
Encino, CA 91316
Ph. 800-872-4022
Fax 818-783-8626
Contact: Ethel Brook
10-0-10-0

The Verity Group, Inc.
680 Langsdorf Dr., #102
Fullerton, CA 92631
Ph. 714-680-9611
Fax 714-680-9676
Contact: Scott Kincer
70-60-70-0

C.A. Walker & Ascts., Inc.
11631 Victory Blvd., Ste. 207
N. Hollywood, CA 91606
Ph. 818-766-1246
Fax 818-766-3033
Contact: Sam Weinstein
70-50-70-70

Western International Research
8544 Sunset Blvd.
Los Angeles, CA 90069
Ph. 310-854-4869
Fax 310-652-4703
Contact: Joan Delisio
23-0-13-0

SACRAMENTO

Ask America Marketing Research
1932 Stockton Blvd.
Sacramento, CA 95816
Ph. 916-452-3300
Fax 916-452-3547
Contact: Michael Pettengill
39-0-25-0

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

Research Unlimited
1012 Second St.
Sacramento, CA 95814
Ph. 916-446-6064
Fax 916-448-2355
Contact: Tom Green
18-0-18-0

SAN DIEGO

Analysis Research Ltd.
4655 Ruffner St., Ste. 180
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
Contact: Jim Smith
11-2-6-0

CIC Research, Inc.
8361 Vickers St.
San Diego, CA 92111-2112
Ph. 619-637-4000
Fax 619-637-4040
Contact: Joyce Revlett
35-8-35-35

Directions In Research, Inc.
5353 Mission Center Rd., Ste. 310
San Diego, CA 92108
Ph. 619-299-5883
Fax 619-299-5888
Contact: Pat Funes
80-50-80-80

Fogerty Research
5090 Shoreham Pl., #206
San Diego, CA 92122
Ph. 619-550-3878
Fax 619-550-3875
Contact: Patty Fogerty
25-25-25-25

Luth Research, Inc.
2365 Northside Drive, #100
San Diego, CA 92108
Ph. 619-283-7333
Fax 619-283-1251
Contact: Charles T. Rosen
44-44-44-44
(See advertisement on p. 22)

Market Development, Inc.
Hispanic Interviewing Services
1441 Sixth Avenue
San Diego, CA 92101-2706
Ph. 619-685-8356
Fax 619-685-8387
Contact: Jose Suarez
50-30-29-29

San Diego Surveys, Inc.
4616 Mission Gorge Pl.
San Diego, CA 92120
Ph. 619-265-2361
Fax 619-582-1562
Contact: Dan Safreno
28-0-28-0

Taylor Research
1545 Hotel Circle S., Ste. 350
San Diego, CA 92108
Ph. 619-299-6368
Fax 619-299-6370
Contact: Harriet Huntley
30-0-30-4

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

SAN FRANCISCO

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

ConStat
450 Sansome St., Ste. 1100
San Francisco, CA 94111
Ph. 415-274-6600
Fax 415-274-6610
Contact: Blaine Leroy
110-80-110-110

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

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

Elrick & Lavidge
111 Maiden Ln. at Union Sq.
San Francisco, CA 94108
Ph. 415-434-0536
Fax 415-391-0946
Contact: John Glazier
23-23-23-23

Richard Evans & Associates, Inc.
120 Howard St., Ste. 660
San Francisco, CA 94105
Ph. 415-777-9888
Fax 415-777-9281
Contact: Lucinda Gonion
28-20-20-0

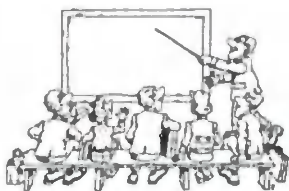
Field Management Associates
400 El Cerrito Plaza
El Cerrito, CA 94530
Ph. 510-527-8030
Fax 510-524-2077
Contact: Hal Berke
20-0-20-0

Field Research Corporation
550 Kearny St., Ste. 900
San Francisco, CA 94108
Ph. 415-392-5763
Fax 415-434-2541
Contact: Bob Friel
45-45-45-45

Fleischman Field Research
220 Bush St., Ste. 1300
San Francisco, CA 94104
Ph. 415-398-4140
Fax 415-989-4506
Contact: Molly Fleischman
80-0-80-80
(See advertisement on p. 36)

Freeman, Sullivan & Co.
131 Steuart St., Ste. 500
San Francisco, CA 94105
Ph. 415-777-0707
Fax 415-777-2420
Contact: Patrice Souders
28-28-28-0

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20350 Ventura Boulevard Suite 140
Woodland Hills, CA. 91364

1-800-283-2133

FAX 818-887-2750

Phono Bank



CODES - (e.g., 25-10-25-10)

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

MR&A Field & Tab

1650 S. Amphlett Blvd., #202
San Mateo, CA 94102
Ph. 415-358-1480
Fax 415-574-8055
Contact: Sarah Fraser
30-25-30-30

Nichols Research, Inc.

1155 Newpark
Newark, CA 94560
Ph. 510-794-2990
Fax 510-794-3471
Contact: Jane Rosen
20-8-15-0

Nichols Research, Inc.

2300 Clayton Rd., Ste. 1370
Concord, CA 94520
Ph. 510-687-9755
Fax 510-686-1384
15-8-9-0

Parallax Marketing Research

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

The Research Spectrum

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

Tragon Corporation

365 Convention Way
Redwood City, CA 94063
Ph. 415-365-1833
Fax 415-365-1833
Contact: Brian McDermott
24-0-24-0

(See advertisement on p. 14)

Margaret Yarbrough & Ascts.

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

SAN JOSE

Nichols Research, Inc.
333 W. El Camino Real, Ste. 180
Sunnyvale, CA 94087
Ph. 408-773-8200
Fax 408-773-8564
Contact: Mimi Nichols
40-8-30-0

Phase III Market Research

1150 N. 1st St., Ste. 211
San Jose, CA 95112
Ph. 408-947-8661
Fax 408-293-9909
Contact: Nancy Pitta
15-0-15-0

San Jose Focus

3032 Bunker Hill Ln., #105
San Jose, CA 95054
Ph. 408-988-4800
Fax 408-988-4866
Contact: Colleen Flores
50-0-50-0

COLORADO

COLORADO SPRINGS

Consumer Pulse of Colorado Springs

750 Citadel Drive East
Citadel Mall #1084
Colorado Springs, CO 80909-5341
Ph. 719-596-6933 or 800-336-0159
Fax 719-596-6935
Contact: Mary Schneider
8-4-8-8

DENVER

Colorado Market Research

Ruth Nelson Research Svcs.
2149 S. Grape St.
Denver, CO 80222
Ph. 303-758-6424
Fax 303-756-6467
Contact: Cristy Reid
70-0-70-8

Consumer Pulse of Denver

Thornton Town Ctr., #105
10001 Grant St.
Thornton, CO 80229
Ph. 303-280-9747 or 800-336-0159
Fax 303-280-9744
Contact: Tony Soares
16-12-16-16

Eagle Research

12157 W. Cedar Drive
Denver, CO 80228
Ph. 303-980-1909
Fax 303-980-2270
Contact: Christine Balthaser
70-0-70-70

Insight Research, Inc.

2450 Central Ave., Ste. P-4
Boulder, CO 80301
Ph. 303-447-9059
Fax 303-447-2414
Contact: Renee de Alba
8-8-8-8
(See advertisement on p. 28)

Information Research Inc.

10650 E. Bethany Dr.
Denver, CO 80014
Ph. 303-751-0190
Fax 303-751-8075
Contact: Norm Petit
15-0-15-0

Phone Survey Inc.

195 Emerald St.
Broomfield, CO 80020
Ph. 303-466-4056
Fax 303-469-0852
Contact: Cathy Wahl
5-1-5-5

The Research Center

550 S. Wadsworth Blvd., Ste. 101
Denver, CO 80226
Ph. 303-935-1750
Fax 303-935-4390
Contact: Annie Reid/Annette Loucks
30-10-30-30
(See advertisement on p. 57)

Talmey-Drake Research & Strategy

Box 1070
Boulder, CO 80306
Ph. 303-443-5300
Fax 303-447-9386
Contact: Mark Miller
54-54-54-54

FORT COLLINS

Phone Base Research

113 South College Ave., Ste. 2
Fort Collins, CO 80521
Ph. 303-224-2202
Fax 303-224-1152
Contact: Todd Jones
24-0-24-24

CONNECTICUT

HARTFORD

Beta One

270 Farmington Ave., Ste. 126
Farmington, CT 06032
Ph. 800-447-2382
Fax 203-677-4967
Contact: Mike Sahnou
25-0-25-25

NORWALK

J. B. Martin Research Svcs., Inc.

4695 Main St.
Bridgeport, CT 06606
Ph. 203-365-4900
Fax 203-365-4912
Contact: Nancy Salk
9-0-9-9

Smith & Co.

755 Main St., Bldg. 8
Monroe, CT 06468
Ph. 203-268-0200
Fax 203-261-4545
Contact: Steve Smith
18-0-18-0



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Fax : 935-4390



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- In-house 40-line telephone bank equipped with CRT & ACS Query interviewing software.
- Duplicate number tracking system using Paradox interactive software.
- Quality Assurance Dept. guarantees validation on 100% of all qualitative projects and ensures a quality editing process on quantitative work.



Facilities

The Focus Group Suite is a contemporary, tastefully decorated, private facility centrally located with easy accessibility.

- **Conference Room** includes washable writing surfaces, movable easel, oak rails, 20" monitor & 1/2" video players. Conference table seats 13. Wired to provide audio & video feeds to Focus Group.
- **Viewing Room** 2 tiered, seating 15 people comfortably. Writing surface, muted lighting & state-of-the-art sound system. Snack & beverage bar also in room. Catering service provides Denver's best cuisine.
- **Central Location Facility** 500 sq. ft provides multiple configurations of seating, holding 40-50 respondents. Can be used for multipurposes, including client work area, de-briefing facility, for mock jury tests, store simulations, or taste tests.
- **Secured Storage Room** Adjacent to central location facility for product materials.



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STAMFORD

Coast To Coast Telephone Center
1351 Washington Blvd.
Stamford, CT 06902
Ph. 203-325-2335
Fax 203-325-4995
Contact: Lorraine Kweskin/Ellen Guion
30-28-30-30

Consumer Dialogue Center
25 Third St.
Stamford, CT 06905
Ph. 203-356-1678
Fax 203-327-9061
Contact: Susan Baines
40-0-40-40

DISTRICT OF COLUMBIA

Consumer Pulse of Washington
8310C Old Courthouse Road
Vienna, VA 22182-3809
Ph. 703-442-0960 or 800-336-0159
Fax 703-442-0967
Contact: Jeff Davis
15-8-15-15

Decision Data Collection (Decision DC)
1489 Chain Bridge Rd., #100
McLean, VA 22102
Ph. 703-556-7748
Fax 703-356-1680
Contact: Gary Brown
16-0-16-0

Peter D. Hart Research Ascts., Inc.
1724 Connecticut Ave. N.W.
Washington, DC 20009
Ph. 202-234-5570
Fax 202-232-8134
Contact: Linda Rosenberg
84-0-84-0

HTI Custom Rsch./Div. of NPD Grp.
6525 Belcrest Rd., #50
Hyattsville, MD 20782
Ph. 301-779-7950
Fax 301-779-4210
Contact: Richard Ackah
45-45-45-45

KCA Research/Div. of David C. Cox & Ascts.
5501 Cherokee Ave. #111
Alexandria, VA 22312
Ph. 703-642-5220
Fax 703-256-1061
Contact: Arnie Greenland
20-20-20-0

Metro Research Services, Inc.
9990 Lee Hwy., #110
Fairfax, VA 22030
Ph. 703-385-1108
Fax 703-385-8620
Contact: Nancy Jacobs
16-0-16-0

National Research, Inc.
5335 Wisconsin Ave., #710
Washington, DC 20015
Ph. 202-686-9350
Fax 202-686-7163
Contact: Rebecca Craig
50-0-40-7

National Telecommunications Services, Inc.
236 Massachusetts Ave. NE, #610
Washington, DC 20002
Ph. 202-675-4500
Fax 202-546-0984
Contact: Ginger King
25-0-20-20

OMR (Olchak Market Research)
7255-A Hanover Pkwy.
Greenbelt, MD 20770
Ph. 301-441-4660
Fax 301-474-4307
Contact: Jill L. Siegel
18-0-18-13

Shugoll Research
7475 Wisconsin Ave., Ste. 200
Bethesda, MD 20814
Ph. 301-656-0310
Fax 301-657-9051
Contact: Joan Shugoll/Rick Seale
20-0-20-0

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

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

Woelfel Research, Inc.
2222 Gallows Road, #200
Vienna, VA 22182
Ph. 703-560-8400
Fax 703-560-0365
Contact: Jeffrey Adler
49-31-49-49

FLORIDA

FORT LAUDERDALE

Mar's Surveys
1700 University Drive, #205
Coral Springs, FL 33071
Ph. 305-755-2805
Fax 305-755-3061
Contact: Eric Lipson
40-28-40-40

Mar's Surveys
4300 University Drive, #205
Fort Lauderdale, FL 33351
Ph. 305-755-2805
Fax 305-755-3061
Contact: Micki Dwozkin
18-0-18-18

VNU Operations Center
12350 N.W. 39th St.
Coral Springs, FL 33065
Ph. 305-753-6043
Fax 305-344-7687
Contact: David Lustig
40-40-40-40

GAINESVILLE

Perceptive Market Research
2306 S.W. 13th St., Ste. 806
Gainesville, FL 32608
Ph. 800-749-6760 or 904-336-6761
Fax 904-336-6763
Contact: Dr. Elaine Lyons-Lepke
10-10-10-0

JACKSONVILLE

A T & T American Transtech
8000 Baymeadows Way
Jacksonville, FL 32256
Ph. 904-636-1203
Fax 904-636-2369
Contact: Leslie Pecci
30-30-30-30

Irwin Research Services, Inc.
900 University Blvd. N., #606
Jacksonville, FL 32211
Ph. 904-744-7000
Fax 904-744-2090
Contact: Clarice Irwin
85-85-85-85
(See advertisement on pp. 15, 22)

Kirk Research Services, Inc.
4525 Roosevelt Blvd.
Jacksonville, FL 32210
Ph. 904-387-0883
Fax 904-387-0268
Contact: Hazel or Rebecca Kirk
15-0-15-0

Ulrich Research Services, Inc.
1734 Kingsley Ave.
Orange Park, FL 32073
Ph. 904-264-3282
Fax 904-264-5582
Contact: Nancy Ulrich/Jeanette Brown
19-0-19-0

MIAMI

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

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

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

National Opinion Research Services
760 NW 107th Ave., #106
Miami, FL 33172
Ph. 800-940-9410
Fax 305-553-8586
Contact: Daniel Clapp
38-25-38-38

Profile Marketing Research, Inc.
4020 S. 57th Avenue, #101
Lake Worth, FL 33463
Ph. 407-965-8300
Fax 407-965-6925
Contact: Judy A. Hoffman
20-0-20-20

Rife Market Research
1111 ParkCentre Blvd., #111
Miami, FL 33169
Ph. 305-620-4244
Fax 305-621-3533
Contact: Sandy Palmer
28-4-28-28

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

ORLANDO

Central Florida Market Research, Inc.
1065 Maitland Ctr. Commons, #204
Maitland, FL 32751
Ph. 407-660-1808
Fax 407-660-9674
Contact: Vicky Stevens
16-8-12-0

Hancock Information Group
2180 West S.R. 434, Ste. 3170
Longwood, FL 32779
Ph. 407-682-1556
Fax 407-682-0025
Contact: Rhonda Hughes
30-30-30-30

Barbara Nolan Research
United States Research Co.
445 Osceola St.
Altamonte Springs, FL 32701
Ph. 407-830-4542
Contact: Ruth Kent
30-0-30-30

PENSACOLA

Sand Dollar Research, Inc.
5100 N. 9th Ave., #M-1209
Pensacola, FL 32504
Ph. 904-478-9274
Fax 904-476-4450
Contact: Charles Graham
10-10-10-10

SARASOTA

VNU Operations Center
1751 Mound St., #205
Sarasota, FL 34236
Ph. 305-753-6043
Contact: David Lustig
60-60-60-60

TALLAHASSEE

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

TAMPA

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

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

Schwartz Field Svce., Inc.
8902 N. Dale Mabry Hwy.
Tampa, FL 33614
Ph. 813-933-8060
Fax 813-935-3496
Contact: Bonita Schwartz
9-0-9-0

Suburban Associates
Tampa Conference Center
4350 W. Cypress, #535
Tampa, FL 33607
Ph. 813-874-3423
Fax 813-875-6789
Contact: Mandy Murphy-O'Neil
24-8-24-0

Total Research Corporation
5130 Eisenhower Blvd., Ste. 210
Tampa, FL 33634
Ph. 813-887-5544
Fax 813-882-0293
Contact: Cindy Lau
80-50-80-80

WEST PALM BEACH

Field & Focus
4020 South 57th Ave.
Lake Worth, FL 33463
Ph. 407-965-8300
Fax 407-965-6925
Contact: Lois Stermer
35-30-30-25

GEORGIA

ATLANTA

Atlanta Marketing Research Ctr.
2660 Lenox Rd., Bldg. 10, Lenox Pte.
Atlanta, GA 30324
Ph. 404-239-0001
Fax 404-237-1235
Contact: John Lockler
20-0-20-20

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

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Compass Marketing Research
3294 Medlock Bridge Rd., Ste.100
Norcross, GA 30092
Ph. 404-448-0754
Fax 404-416-7586
Contact: Anne Rast
80-80-80-8
(See advertisement on p. 61)

Elrick & Lavidge, Inc.
1990 Lakeside Pkwy.
Tucker, GA 30084
Ph. 404-938-3233
Fax 404-621-7666
Contact: Roger Bacik
57-57-57-57

The Gallup Organization - Atlanta
3333 Peachtree Rd., S. Twr. M-10
Atlanta, GA 30326
Ph. 404-816-4115
Fax 404-816-5322
Contact: Jacques Murphy
32-32-32-0

Jackson Associates, Inc.
1140 Hammond Dr., Bldg. H
Atlanta, GA 30328
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
40-20-40-40
(See advertisement on p. 22)

Joyner Hutcheson Research, Inc.
1900 Century Place
Atlanta, GA 30345
Ph. 404-321-0953
Fax 404-634-8131
Contact: Glenda McMahon
12-0-12-0

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

Mid-America Research, Inc.
3393 Peachtree Road N.E.
Atlanta, GA 30326
Ph. 404-261-8011
Fax 404-261-5576
Contact: Joan Ferdinands
8-4-8-0

Nordhaus Research, Inc.
3405 Piedmont Rd., #175
Atlanta, GA 30305
Ph. 404-848-8188
Fax 404-848-8199
Contact: Bob VanDam
10-0-10-0
(See advertisement on p. 69)

Quality Controlled Services (QCS)
2635 Century Pkwy., Ste. 100
Atlanta, GA 30345
Ph. 800-227-2974 or 800-325-3338
Fax 404-636-3276
Contact: Susan Lipsitz
14-0-14-0
(See advertisement on p. 51)

John Stolzberg Market Research
1800 Century Blvd. N.E., #1000
Atlanta, GA 30345
Ph. 404-329-0954
Fax 404-329-1596
Contact: John Stolzberg
15-1-0-0

Whaley Research, Inc.
500 Riverdale Ct.
College Park, GA 30337
Ph. 800-283-4701
Fax 800-283-4733
Contact: Marilyn Whaley
50-50-50-50

HAWAII

HONOLULU

Omnitrak Group, Inc.
220 S. King St., #975
Honolulu, HI 96813
Ph. 808-528-4050
Fax 808-538-6227
Contact: Barbara Ankersmit
22-12-16-16

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

Ward Research, Inc.
126 Queen St., #212
Honolulu, HI 96813
Ph. 808-522-5123
Fax 808-522-5127
Contact: Rebecca S. Ward
10-0-10-0

IDAHO

BOISE

Clearwater Research, Inc.
1111 S. Orchard, #150
Boise, ID 83705
Ph. 208-343-9556
Fax 208-343-0648
Contact: Steve Swann
24-24-24-24

ILLINOIS

CHICAGO

Adler Weiner Research Co.
6500 N. Lincoln Ave.
Lincolnwood, IL 60645
Ph. 708-675-5011
Fax 708-675-5698
Contact: Eileen Dorfman
25-0-10-0

Assistance In Marketing/Chicago
1650 N. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 708-392-5500
Fax 708-392-5841
Contact: Laura Shulman
8-0-8-8

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

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

C/J Research, Inc.
3150 Salt Creek Lane
Arlington Heights, IL 60005-8760
Ph. 800-323-0266
Fax 708-253-1587
Contact: Sherrie Binke/Terri Cotter
100-80-100-0

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

Communications Workshop, Inc.
168 N. Michigan Avenue
Chicago, IL 60601
Ph. 312-263-7551
Fax 312-332-6115
Contact: Paula King
30-0-30-30

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

Consumer & Professional Research, Inc.
3612 Lake Ave.
Wilmette, IL 60091
Ph. 708-256-7744
Fax 708-251-7662
Contact: Peter Morich
14-12-14-14

Conway/Milliken & Associates
875 N. Michigan, Ste. 2511
Chicago, IL 60611
Ph. 312-787-4060
Fax 312-787-4156
Contact: Rose Randle
36-36-36-36

Data Research, Inc.
1319 Butterfield Rd., #510
Downers Grove, IL 60004
Ph. 708-971-2880
Fax 708-971-2267
Contact: Ken Jennrich
50-17-20-20

Elrick & Lavidge
3 Westbrook Ctr., Ste. 600
Westchester, IL 60154
Ph. 708-449-5300
Fax 708-449-4498
Contact: Rudy Rau
60-43-43-43

Field Response Company
855 E. Golf Rd., Ste. 2135
Arlington Heights, IL 60005
Ph. 708-439-8990
Fax 708-439-8992
Contact: Linda Hunt
13-0-0-0

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

Heakin Research, Inc.
3615 Park Drive
Olympia, IL 60461
Ph. 708-503-1011
Fax 708-503-0101 or 708-503-0216
45-31-45-45

Ingram Research, Inc.
OS 125 Church St.
Winfield, IL 60190
Ph. 708-462-0402
Fax 708-462-7153
Contact: Roland G. Ingram
25-0-20-20

Kapuler Survey Center
3436 N. Kennicott
Arlington Heights, IL 60035
Ph. 708-870-6700
Fax 708-392-2122
Contact: Rose Graziano
140-100-100-100

Maritz Marketing Research
Performance Measurement Group
1415 W. 22nd St.
Oak Brook, IL 60521
Ph. 708-368-3800
Fax 708-368-3801
Contact: Michael Brereton
796-644-780-688 (nationwide)

Market Facts, Inc.
National Telephone Center
1560 Sherman Ave., Ste. 210
Evanston, IL 60201
Ph. 708-864-5100
Fax 708-864-5100 ext 107
Contact: Judy Kemp
68-68-68-68

Market Facts, Inc.
National Telephone Center
1010 Lake St.
Oak Park, IL 60301
Ph. 708-524-2001
Fax 708-524-2351
Contact: Kevin Coughlin
65-65-65-65

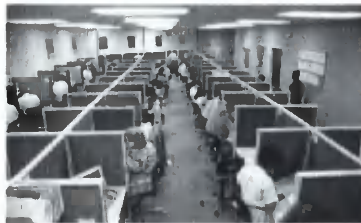
Market Facts, Inc.
National Telephone Center
4260 Westbrook Drive
Aurora, IL 60504
Ph. 708-851-6823
Fax 708-851-9213
Contact: Donna Barnes
42-42-42-42

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- One-on-Ones
- Taste Tests
- Intercepts
- Mystery Shopper Studies
- Executive Interviewing
- Tabulation Services

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3294 Medlock Bridge Road Suite 100
Norcross, Georgia 30092
(Voice) 404-448-0754 (Fax) 404-416-7586

For Information Contact: Anne Rast Chris Ruff Joe Ferris

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

Mid-America Research, Inc.
999 N. Elmhurst Rd.
Mt. Prospect, IL 60056
Ph. 708-392-0800
Fax 708-870-6236
Contact: Nancy Lindholm
22-16-16-0

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

Precision Field Services
10600 W. Higgins Rd., #100
Rosemont, IL 60018
Ph. 708-390-8666
Fax 708-390-8885
Contact: Scott Adleman
30-10-30-30

Quality Controlled Services (QCS)

Oak Brook East
2000 Spring Road, Ste. 100
Oak Brook, IL 60521
Ph. 800-322-2376 or 800-325-3338
Fax 708-990-8188
Contact: Andrea Wilk
10-10-10-0
(See advertisement on p. 51)

Quality Controlled Services (QCS)

400 N. Schmidt Road
Bolingbrook, IL 60440
Ph. 708-759-0700 or 800-325-3338
Fax 708-759-9611
Contact: Jean Grant
48-48-48-48
(See advertisement on p. 51)

Questions & Marketing Research Svcs.

19211 Henry Drive
Mokena, IL 60448
Ph. 708-479-3200
Fax 708-479-4038
Contact: Marge Weber
24-0-24-0

The Research Group

8289 Golf Road
Niles, IL 60714
Ph. 708-966-8900
Fax 708-966-8871
Contact: Bill Smith
25-0-25-25

Research House, Inc.
6901 N. Lincoln Ave.
Lincolnwood, IL 60646
Ph. 708-677-4747
Fax 708-677-7990
Contact: Darlene Piell/Jane Zimble
24-0-0-0

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

Strictly Medical
Edens Office Plaza
4801 W. Peterson Ave., Ste. 608
Chicago, IL 60646
Ph. 312-202-3500
Fax 312-202-3511
Contact: Myra Balaban
6-2-6-0

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

TeleBusiness USA
1945 Techny Rd., Ste. 3
Northbrook, IL 60002
Ph. 708-480-1560
Fax 708-480-6055
Contact: Larry Kaplan
70-40-70-0

Time N Talent, Inc.
Edens Office Plaza
4801 W. Peterson Ave., Ste. 608
Chicago, IL 60646
Ph. 312-202-3500
Fax 312-202-3511
Contact: Myra Balaban
6-2-6-0

U.S. Research Co.
300 Marquardt
Wheeling, IL 60090
Ph. 708-520-3600
Fax 708-520-3621
Contact: Larry Clark
100-25-100-100

PEORIA

Scotti Marketing Research, Inc.
1118 N. Sheridan Road
Peoria, IL 61606
Ph. 309-673-6194
Fax 309-673-5942
Contact: Nancy Matheis
16-0-10-0

ROCKFORD

Millward Brown, Inc.
7115 Windsor Lake Pkwy.
Loves Park, IL 61111
Ph. 815-654-6300
Fax 815-654-6317
140-140-140-140

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

INDIANA

EVANSVILLE

Product Acceptance & Research
P.O. Box 3126
Evansville, IN 47731
Ph. 812-425-3533
Fax 812-421-6806
Contact: Woody Youngs
60-40-60-60

FORT WAYNE

DataSource

3400 Coliseum Blvd E., #300
Fort Wayne, IN 46805
Ph. 219-484-9025
Fax 219-482-1875
Contact: Cathy Huff
56-56-56-56
(See advertisement on p. 63)

Dennis Research Services, Inc.
3502 Stellhorn Rd.
Fort Wayne, IN 46815
Ph. 219-485-2442
Fax 219-485-1476
Contact: Pat Slater
25-0-25-25

INDIANAPOLIS

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

DataSource

3939 Priority Way S. Drive
P.O. Box 80432
Indianapolis, IN 46280
Ph. 317-843-8500
Fax 317-843-8629
Contact: Bev Neidert
80-80-80-80
(See advertisement on p. 63)

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

Strategic Marketing & Research, Inc.
9200 Keystone Crossing, #400
Indianapolis, IN 46240
Ph. 317-574-7700 or 800-424-6270
Fax 317-574-7777
Contact: Lynell Newell
33-33-33-33

IOWA

CEDAR RAPIDS

Epley Marketing Services, Inc.
One Quail Creek Circle
North Liberty, IA 52317
Ph. 319-626-2567
Fax 319-626-8035
Contact: Mike Halverson
95-47-24-24

Frank N. Magid Associates
One Research Center
Marion, IA 52302
Ph. 319-377-7345
Fax 319-377-5861
Contact: Jane Cook
115-88-115-95
(See advertisement on p. 68)

DAVENPORT

Personal Marketing & Research (PMR)
(formerly Per Mar Research)
322 Brady St.
Davenport, IA 52801
Ph. 319-322-1960
Fax 319-322-1370
Contact: Patricia Duffy Stegmaier
15-15-15-15

Millward Brown, Inc.
100 E. Kimberly Rd., #801
Davenport, IA 52806
Ph. 319-388-2920
Fax 319-388-2922
85-85-85-85

DES MOINES

Iowa Field Research
2302 S.W. 3rd St.
Ankeny, IA 50021
Ph. 515-964-1379
Fax 515-964-7246
Contact: Paula Hinkel
30-10-30-30

Personal Marketing & Research (PMR)
(formerly Per Mar Research)
3800 Meryle Hayes Rd., Ste. 200
Des Moines, IA 50310
Ph. 515-270-1703
Fax 515-270-9070
Contact: Mary Vortherms
10-4-10-4

MASON CITY

Directions In Research
P.O. Box 1731
Mason City, IA 50402-1731
Ph. 515-423-0275
Fax 515-423-8494
Contact: Tom Thul/Dave McLinn
30-0-30-0

KANSAS

KANSAS CITY

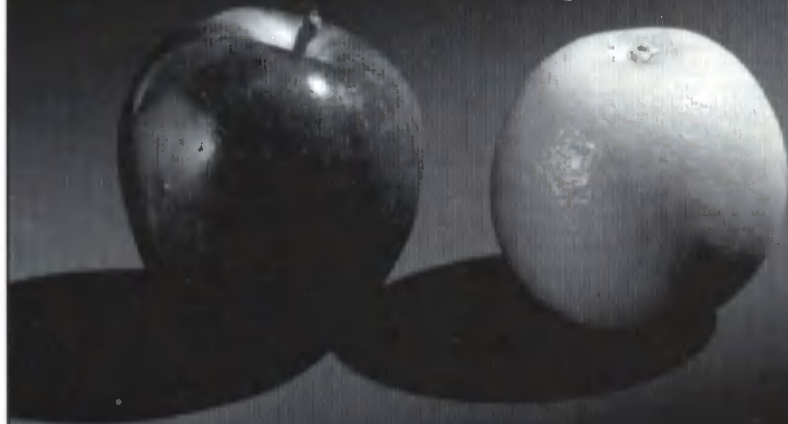
(See Kansas City, MO)

WICHITA

Data Net-Wichita
7700 E. Kellogg, #231
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6644
Contact: Clyde Nitta
7-3-7-0

The Research Partnership
Wichita Marketing Research
224 N. Ohio
Wichita, KS 67208
Ph. 316-263-6433
Fax 316-263-0885
Contact: Esther Headley
10-0-0-0

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

KENTUCKY

LOUISVILLE

Communications Center, Inc. (CCI)
4400 Breckenridge Ln. 3rd Fl.
Louisville, KY 40218
Ph. 502-491-4161
Fax 502-495-1391
Contact: Hollen Brown
72-72-72-72

Davis Research Services, Inc.
4229 Bardstown Rd., Ste. 120
Louisville, KY 40258
Ph. 502-499-0607
Fax 502-499-0122
Contact: Leslie Poore
16-12-16-16

Fangman Stevens Research Svcs., Inc.
1941 Bishop Lane, Ste. 806
Louisville, KY 40218
Ph. 502-456-5300
Fax 502-456-2404
Contact: Allen Fangman
13-4-10-0

Personal Opinion, Inc.
999 Breckenridge Lane
Louisville, KY 40207
Ph. 502-899-2400
Fax 502-899-2404
Contact: Rebecca Davis
25-22-22-5

Southern Research Services, Inc.
1930 Bishop Lane, #918
Louisville, KY 40218
Ph. 502-454-0771
Fax 502-458-5773
Contact: Sharron Hermanson
40-0-40-40

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

LOUISIANA

BATON ROUGE

Gulf States Research Center
7361 Florida Blvd.
Baton Rouge, LA 70806
Ph. 800-848-2555
Fax 504-925-9990
Contact: Robert H. Landsberger
30-6-30-0

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

Market Research & Issues Mgmt.
8738 Quarter Lake Rd.
Baton Rouge, LA 70809
Ph. 504-387-6766
Contact: Robert Miller
40-0-40-0

NEW ORLEANS

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

Gulf States Research Center
2615 Roosevelt Blvd.
New Orleans, LA 70062
Ph. 800-848-2555
Fax 504-925-9990
Contact: Robert Landsberger
20-4-20-0

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(512) 451-4000

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Linden Research Services
197-36 Westbank Exp.
Gretna, LA 70053
Ph. 504-368-9825
Fax 504-368-9866
Contact: Marty Olson
14-0-14-0

NGL Research Services, Inc.
4300 S. I-10 Svce. Rd., #115
Metairie, LA 70001
Ph. 504-456-9025
Fax 504-456-9072
Contact: Lena G. Webre
15-0-11-0

MAINE

BANGOR

Northeast Research
69 Main St.
P.O. Box 9
Orono, ME 04473-0009
Ph. 207-866-5593
Fax 207-866-2884
Contact: David Kovenock
14-9-12

PORTLAND

Consumer Research of Maine
672 Ocean Ave.
Portland, ME 04103
Ph. 207-773-3849
Fax 207-773-3849
Contact: Susan W. Jordan
0-0-1-20

MARYLAND

ANNAPOLIS

Widener-Burrows & Associates
130 Holiday Ct., Ste. 108
Annapolis, MD 21401
Ph. 410-266-5343
Fax 410-841-6380
28-0-28-0

BALTIMORE

Assistance In Marketing/Baltimore
1410 N. Crain Hwy., #9B
Glen Burnie, MD 21061
Ph. 410-760-0052
Fax 410-760-6744
Contact: Becky Valenta
16-0-16-0

Assistance In Marketing/Baltimore
101 E. Chesapeake Ave.
Towson, MD 21286
Ph. 410-337-5000
Fax 410-337-5089
Contact: Carl Iseman
12-0-12-0

Chesapeake Surveys

4 Park Center Dr., Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
Contact: Elizabeth S. Beirne
22-0-22-6
(See advertisement on p. 64)

Consumer Pulse of Baltimore

1232 Race Road
Baltimore, MD 21237
Ph. 410-687-3400 or 800-336-0159
Fax 410-687-7015
Contact: Sylvia Yeager/Alice Matheny
20-12-20-20

Maryland Marketing Source

817 Maiden Choice Lane, Ste. 150
Baltimore, MD 21228-3680
Ph. 301-247-3276
Fax 301-536-1858
16-13-12-12

MASSACHUSETTS

BOSTON

Atlantic Marketing Research Co., Inc.
109 State St.
Boston, MA 02109
Ph. 617-720-0174
Fax 617-589-3731
Contact: Peter F. Hooper
36-36-36-0

Bernett Research

230 Western Avenue, Ste. 201
Boston, MA 02134
Ph. 617-254-1314
Fax 617-254-1857
Contact: Bernyce Hayes
10-4-10-4
(See advertisement on p. 65)

Dorr & Sheff, Inc.

190 N. Main St.
Natick, MA 01760
Ph. 508-650-1292
Fax 508-650-4722
Contact: Gary Sheff
24-0-24-24

First Market Research Corp.

121 Beach St.
Boston, MA 02111
Ph. 800-387-7811
Fax 617-482-4017
Contact: Jack Reynolds
5-0-0-0
(See advertisement on p. 66)

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Give you fast turnaround, flexibility and accurate results?	<input type="checkbox"/>	<input type="checkbox"/>
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Provide programmed priority calling on a specific day, time or time zone based on the exchange number?	<input type="checkbox"/>	<input type="checkbox"/>
Program specific sample information directly into the text of each individual interview?	<input type="checkbox"/>	<input type="checkbox"/>
Provide computerized randomization of questions and complex skip pattern management?	<input type="checkbox"/>	<input type="checkbox"/>
Provide instant results/camera-ready report pages concurrent with interviewing?	<input type="checkbox"/>	<input type="checkbox"/>
Allow you to pull your data set into Lotus 123, Excel, SAS, or other statistical packages, to perform special tabulations or multivariate analysis with <u>all variables and values pre-labeled</u> ?	<input type="checkbox"/>	<input type="checkbox"/>
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Tel: 800-878-7223 · Fax: 810-737-5326

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Focus Data, Inc.
4 California Ave.
Framingham, MA 01701
Ph. 508-626-2556
Fax 508-626-2558
Contact: Mona Dabbon
12-8-8-0

Performance Plus, Inc.
111 Speen St., Ste. 105
Framingham, MA 01701
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
32-12-32-12
(See advertisement on p. 22)

Voicentral
624 Worcester Road
Framingham, MA 01701
Ph. 508-820-1777
Fax 508-872-2001
Contact: Joyce Meenes
55-24-55-55

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DETROIT

Amrigon
2750 S. Woodward
Bloomfield Hills, MI 48013
Ph. 313-332-2300
Fax 313-333-9710
Contact: Richard Smith
192-192-192-192

Consumer Pulse of Detroit
725 South Adams Rd.
Birmingham, MI 48009
Ph. 810-540-5330 or 800-336-0159
Fax 810-645-5685
Contact: Leslie Fontaine
70-40-70-70

Crimmins & Forman Market Research, Inc.
29955 Southfield Road
Southfield, MI 48076
Ph. 313-569-7095
Fax 313-569-8927
Contact: Paula Crimmins-Lois Forman
12-5-10-10

DataStat, Inc.
3975 Research Park Drive
Ann Arbor, MI 48108
Ph. 313-994-0540 Ext. 144
Fax 313-663-9084
Contact: Sherry Marcy
78-78-78-78

Demand Research, Inc.
3055 Plymouth Rd., Ste. 101
Ann Arbor, MI 48105
Ph. 313-747-9911
Fax 313-747-8755
Contact: MariAnn M. Apley
16-16-16-16

Electronic Survey Professionals, Inc.
33411 Schoolcraft Rd.
Livonia, MI 48150
Ph. 313-425-5551
Contact: Gary Wolak
26-26-26-26

Friedman Marketing
25130 Southfield Rd.
Southfield, MI 48075
Ph. 313-569-0444
Fax 313-443-1400
Contact: Deanna Quarters
32-0-32-0

General Interviewing Surveys
17117 W. Nine Mile Rd., #1020
Southfield, MI 48075
Ph. 810-559-7860
Fax 810-5592421
Contact: Sheila Smith
20-6-20-12

Information Transfer Systems, Inc. (ITS)
209 E. Washington St., #200
Ann Arbor, MI 48104
Ph. 313-994-0003
Fax 313-994-1228
Contact: Bruce M. Brock
50-50-50-50

Maritz Marketing Research
Automotive Research Group
1000 Town Center, Ste. 1100
Southfield, MI 48075
Ph. 313-948-4500
Fax 313-948-4647
Contact: Robert Stephenson
796-644-780-688 (nationwide)

M.O.R.-PACE, Inc.
31700 Middlebelt Rd., Ste. 200
Farmington Hill, MI 48334
Ph. 810-737-5300
Fax 810-737-5326
Contact: Sue Prieur
105-105-105-40
(See advertisement on p. 67)

M.O.R.-PACE, Inc.
38800 Ryan Rd., #105
Sterling Heights, MI 48310
Ph. 810-268-6090
Fax 810-268-0040
Contact: Sue Prieur
85-60-78-78
(See advertisement on p. 67)

Nordhaus Research, Inc.
20300 West Twelve Mile Rd., #102
Southfield, MI 48076
Ph. 800-860-9996
Fax 810-827-1380
Contact: John King
60-60-60-60
(See advertisement on p. 69)

Opinion Search
21800 Melrose, Ste. 12
Southfield, MI 48075
Ph. 313-358-9922
Fax 313-358-9914
Contact: Joanne Levin
15-0-10-10

Research Data Analysis, Inc.
450 Enterprise Ct.
Bloomfield Hills, MI 48302
Ph. 313-332-5000
Fax 313-332-4168
Contact: Jay Strassner
80-80-80-0

Yee/Minard & Associates, Inc.
27300 W. Eleven Mile Rd., Ste. 500
Southfield, MI 48034
Ph. 313-352-3300
Fax 313-352-3787
Contact: Lynne Goodman
70-32-70-70

GRAND RAPIDS

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

Breakthru Surveys, Inc.
535 Greenwood S.E.
Grand Rapids, MI 49506
Ph. 616-451-9219
Fax 616-451-3833
Contact: Pam Schichtel
38-15-38-38

Datatrack, Inc.
2401 Camelot Ct. S E.
Grand Rapids, MI 49546
Ph. 616-954-0303
Fax 616-954-0001
Contact: Mike Tourangeau
35-30-35-35

Nordhaus Research, Inc.
2449 Camelot Court
Grand Rapids, MI 49506
Ph. 800-860-9996
Fax 810-827-1380
Contact: John King
72-72-72-72
(See advertisement on p. 69)

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

KALAMAZOO

Harrington Market Research
100 W. Michigan Ave., #300
Kalamazoo, MI 49015
Ph. 616-349-4774
Fax 616-349-3051
Contact: Linda Stump
10-0-0-0

LANSING

Capitol Research Services, Inc.
401 S. Washington Sq., 2nd Fl.
Lansing, MI 48933
Ph. 517-484-5440
Fax 517-484-9280
Contact: Rachelle Souser Neal
8-0-8-0

MINNESOTA

MINNEAPOLIS/ST. PAUL

Anderson, Niebuhr & Ascts. Inc.
6 Pine Tree Dr., Ste. 200
Arden Hills, MN 55112
Ph. 612-486-8712
Fax 612-486-0536
Contact: Marsha A. Niebuhr
16-0-7-0

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

Custom Research Inc.
10301 Wayzata Blvd.
Minneapolis, MN 55426-0695
Ph. 612-542-0800
Fax 612-542-0864
Contact: Beth Rounds
105-105-105-105

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Southfield, MI 48076
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Chicago Office
2300 N. Barrington Road • Suite 400
Hoffman Estates, IL 60195
Tel: 708 • 490 • 5363 / Fax: 708 • 884 • 2878

Grand Rapids Office
2449 Camelot Court
Grand Rapids, MI 49546
Tel: 616 • 942 • 9700 / Fax: 616 • 942 • 1325

Atlanta Office
3405 Piedmont Road, N.E. • Suite 175
Atlanta, GA 30305
Tel: 800 • 860 • 9996 / Fax: 404 • 848 • 8199

CODES - (e.g., 25-10-25-10)

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

Bette Dickinson Research, Inc.
3900 36th Avenue N.
Minneapolis, MN 55422
Ph. 612-521-7635
Fax 612-521-4385
Contact: Bette Dickinson
25-25-25-25

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

Focus Market Research, Inc.
801 West 106th St.
Bloomington, MN 55372
Ph. 612-881-3635
Fax 612-881-1880
Contact: Judy Opstad
20-0-20-0

N.K. Friedrichs & Associates, Inc.
2500 Centre Village/431 S. 7th St.
Minneapolis, MN 55415
Ph. 612-333-5400
Fax 612-344-1408
Contact: Norma K. Friedrichs
28-28-28-28

**Maritz Marketing Research
Performance Measurement Group**
Southpoint Tower, 1650 W. 82nd St., #1400
Ph. 612-885-3885
Fax 612-885-3886
Contact: Lynn Newman
796-644-780-688 (nationwide)

Northstar Interviewing Svce., Inc.
4660 W. 77th St., Ste. 140
Edina, MN 55435
Ph. 612-897-3700
Fax 612-897-3878
Contact: LaRae Agar/Bob McGarry
27-27-27-27

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

Orman Guidance Research, Inc.
715 Southgate Office Plaza
Minneapolis, MN 55437
Ph. 612-831-4911
Fax 612-831-4913
Contact: Allan D. Orman
13-0-0-0

Plasman/Compass, Inc.
1301 Corporate Ctr. Dr., #113
Eagan, MN 55121
Ph. 612-454-0147
Fax 612-454-0760
Contact: John Schamber
14-14-14-0

Project Research, Inc.
10000 State Hwy. 55
Plymouth, MN 55441
Ph. 612-542-9442
Fax 612-542-9240
Contact: Kevin Menk
50-35-50-50

Quality Controlled Services (QCS)
2622 W. Lake St.
Minneapolis, MN 55416
Ph. 800-526-5718 or 800-325-3338
Fax 612-926-6281
Contact: Branch Manager
32-32-32-32
(See advertisement on p. 51)

Research Systems, Inc.
1809 S. Plymouth Rd., Ste. 325
Minnetonka, MN 55305
Ph. 612-544-6334
Fax 612-544-6764
Contact: Bill Whitney
17-0-17-0

Rockwood Research Corp.
1751 West County Road B.
St. Paul, MN 55113
Ph. 612-631-1977
Fax 612-631-8198
Contact: Kevin Macken
50-45-50-30
(See advertisement on p. 71)

Twin City Interviewing Service
3225 Hennepin Avenue S.
Minneapolis, MN 55408
Ph. 612-823-6214
Fax 612-823-6214
Contact: Beth Fischer
10-0-10-0

MISSOURI

KANSAS CITY

The Field House
7220 West 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
Fax 913-341-1462
Contact: Ellen Dimbert
21-15-21-0

The Lysis Group
7015 College Blvd., Ste. 250
Overland Park, KS 66211
Ph. 913-491-7245
Fax 913-491-7297
Contact: Gary Chronister
80-80-80-30

Market Directions, Inc.
911 Main St., #300
Kansas City, MO 64105
Ph. 816-842-0020
Fax 816-472-5177
Contact: Annie Heck
58-58-58-20

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

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Market Research Institute
7315 Frontage Rd., Ste. 200
Merriam, KS 66204
Ph. 913-236-6060
Fax 913-236-6094
Contact: Don Weston
30-24-30-24

Opinion Data Center
8301 State Line Rd., Ste. A
Kansas City, MO 64114
Ph. 816-333-1515
Fax 816-333-7117
Contact: John Claman
30-30-30-30

Quality Controlled Services (QCS)
10875 Grandview St., Ste. 2230
Corporate Woods Office Park
Overland Park, KS 66210
Ph. 800-525-1952 or 800-325-3338
Fax 913-345-2070 or 913-345-8050
Contact: Shirley Musgrave
52-52-52-52
(See advertisement on p. 51)

Quality Controlled Services (QCS)
8600 Ward Parkway
Kansas City, MO 64114
Ph. 800-628-3428 or 800-325-3338
Fax 816-361-3580
Contact: Iva Schlatter
20-0-20-20
(See advertisement on p. 51)

Quality On Time Interviewing
Customer Satisfaction Rsch. Inst.
8676 W. 96th St.
Overland Park, KS 66212
Ph. 913-341-1354
Fax 913-649-0522
Contact: Charles H. Ptacek
11-11-11-0

ST. LOUIS

ACG Research Solutions
120 South Central Ave.
St. Louis, MO 63105
Ph. 314-726-3403
Fax 314-726-2503
Contact: Vicki Savala
30-30-30-30
(See advertisement on p. 70)

Alpha Information Center
40 Old State Rd., #203
Ballin, MO 63021
Ph. 314-391-3383
Fax 314-391-3299
Contact: William Korlas
15-0-15-15

Business Response, Inc.
1974 Innerbelt Business Ctr.
St. Louis, MO 63114
Ph. 314-426-6500
Fax 314-426-6935
Contact: Jan Devine
60-60-60-60

Business Response, Inc.
1988 Innerbelt Business Ctr.
St. Louis, MO 63114
Ph. 314-426-6500
Fax 314-426-2608
Contact: Lance Bethel
32-32-32-32

Consumer Opinion
10795 Watson Road
St. Louis, MO 63127
Ph. 314-965-0053
Fax 314-965-8042
Contact: Carol McGill
12-6-12-0

Consumer Opinion Council Research Ctr.
222 S. Meramec Ave., Ste. 302
St. Louis, MO 63105
Ph. 314-863-3780 or 800-467-5959
Fax 314-863-2880
Contact: Keith Voss
12-0-12-12

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

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Every research dollar you spend should bring your company the maximum return. At Rockwood Research we bend over backwards to make sure this happens. That's the Rockwood difference. Call us today for more information.

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Fact Finders, Inc.
11960 Westline Industrial Dr., #105
St. Louis, MO 63146
Ph. 314-469-7373
Fax 314-469-0758
Contact: Betsy Leonard
36-18-36-36

Maritz Marketing Research
1297 N. Highway Dr.
Fenton, MO 63099
Ph. 800-446-1690 or 314-827-1610
Fax 314-827-3224
Contact: Phil Wiseman
796-644-780-688 (nationwide)

**Maritz Marketing Research
Performance Measurement Group**
1297 N. Highway Dr.
Fenton, MO 63099
Ph. 314-827-2417
Fax 314-827-4651
Contact: Gail Gilbert
796-644-780-688 (nationwide)

**Maritz Marketing Research
Agricultural/Industrial Division**
1297 N. Highway Dr.
Fenton, MO 63099
Ph. 314-827-2305
Fax 314-827-5433
Contact: Roy Cleveland
796-644-780-688 (nationwide)

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

Marketeam Associates
348 Brookes Drive
Hazelwood, MO 63042
Ph. 314-731-2005
Fax 314-731-1105
Contact: Kathy Sammons/Sandra Searcy
28-20-28-28

Marketing Horizons, Inc.
1001 Craig Road
St. Louis, MO 63146
Ph. 314-432-1957
Fax 314-432-7014
Contact: Patricia Heady/Barb Von Till
35-23-35-35

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

Quality Controlled Services (QCS)
1655 Des Peres Road, Ste. 110
Des Peres, MO 63131
Ph. 800-992-2139 or 800-325-3338
Fax 314-822-4294
Contact: Yvonne Filla
20-0-20-20
(See advertisement on p. 51)

Quality Controlled Services (QCS)
St. Louis Survey Center
3630 S. Geyer Road, Ste. 112
Sunset Hills, MO 63127
Ph. 314-822-4145 or 800-325-3338
Fax 314-822-9145
Contact: Shirley Plevyak
42-38-42-42
(See advertisement on p. 51)

Superior Surveys of St. Louis
10795 Watson Road
St. Louis, MO 63127
Ph. 314-325-4982 or 800-325-4982
Fax 314-965-8042
Contact: Trish Dunn
12-6-12-0

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

NEBRASKA

LINCOLN

The Gallup Organization-HQ for Processing
300 South 68th St.
Lincoln, NE 68510
Ph. 402-489-8700
Fax 402-486-6248
Contact: Ellen Hoepfner
184-184-184-184

The Gallup Organization-Lincoln Downtown
200 North 11th
Lincoln, NE 68505
Ph. 402-486-6598
Fax 402-477-3983
Contact: Charlie Colon
184-184-184-184

Wiese Research Ascts., Inc. (WRA)
1630 S. 70th St., #100
Lincoln, NE 68506
Ph. 402-483-5054
Fax 402-483-5259
Contact: Gary L. Lorenzen
60-0-60-60

OMAHA

The Gallup Organization-Omaha
10909 Mill Valley Rd., #210
Omaha, NE 68154
Ph. 402-496-1240
Fax 402-496-1062
Contact: David Hoepfner
111-108-111-111

The Gilmore Research Group
1620 Harney St.
Omaha, NE 68102
Ph. 402-346-6767
Fax 402-346-6561
Contact: Cathy Peda
16-16-16-16

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

Wiese Research Ascts., Inc. (WRA)
10707 Pacific St., Ste. 202
Omaha, NE 68114
Ph. 402-391-7734
Fax 402-391-0331
Contact: Tom Wiese
84-0-84-84

NEVADA

LAS VEGAS

I/H/R Research Group-Las Vegas
4440 S. Maryland Pkwy., #203
Las Vegas, NV 89119
Ph. 702-734-0757
Fax 702-734-1508
Contact: Lynn Stalone
75-50-75-75
(See advertisement on p. 41)

Las Vegas Surveys, Inc.
1516 S. Eastern Ave.
Las Vegas, NV 89104
Ph. 702-598-0400
Fax 702-598-0883
Contact: Carlos Kelly
12-0-12-0

RENO

C/J Research, Inc.
Executive Plaza
1005 Terminal Way, Ste. 202
Reno, NV 89502
Ph. 800-323-0266
Fax 702-688-3788
Contact: Sherrei Binke/Terri Cotter
35-0-35-0

MarkeTec, Inc.
P.O. Box 9058
Reno, NV 89507
Ph. 702-333-1221
Fax 702-333-1224
Contact: Katherine Cole
7-0-7-0

NEW HAMPSHIRE

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

NEW JERSEY

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ASBURY PARK

Centrac, Inc.
317 Brick Blvd.
Brick Town, NJ 08723
Ph. 908-920-0500
Fax 908-920-3896
Contact: Brendan P. Sammon
80-50-80-80

NORTHERN NEW JERSEY

JDR Marketing, Inc.
500 N. Franklin Turnpike
Ramsey, NJ 07446
Ph. 201-512-2600
Fax 800-510-2699
Contact: Jeff Marks
200-200-200-146

Maritz Marketing Research Performance Measurement Group

142 Central Ave.
Clark, NJ 07066
Ph. 908-388-4800
Fax 908-388-4999
Contact: Sandy Hoffman
796-644-780-688 (nationwide)

Opinion Research Corporation
100 Corporate Court
South Plainfield, NJ 07080
Ph. 908-769-8200
Fax 908-769-4842
Contact: Anthony Mayer
100-100-100-100

PARSIPPANY

TMR, Inc.
Two Sylvan Way
Parsippany, NJ 07054
Ph. 201-829-1030
Fax 201-829-1031
Contact: Joe Calvanelli
30-30-30-30
(See advertisement on p. 73)

TRENTON

Response Analysis Corp.
3635 Quaker Bridge Rd.
Trenton, NJ 08619
Ph. 609-587-1022
Fax 609-586-0149
Contact: Miriam Lowe
75-75-75-75

NEW MEXICO

ALBUQUERQUE

The Gilmore Research Group
2400 Louisiana Ave. N.E.
AFC #4, Ste. 110
Albuquerque, NM 87110
Ph. 505-888-3536
Fax 505-881-0227
Contact: Cathy Peda
19-19-19-19

Sandia Marketing Services, Inc.
2201 San Pedro NE, Bldg. 1, #230
Albuquerque, NM 87110
Ph. 800-950-4148
Fax 505-883-4776
Contact: Lana Scutt
14-14-14-0

NEW YORK

ALBANY

Fact Finders, Inc.
262 Delaware Ave.
Albany, NY 12054
Ph. 518-439-7400
Fax 518-439-7609
Contact: Stephen Ribner
30-0-0-0

BUFFALO

Buffalo Survey & Research, Inc.
1249 Eggert Road
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-0372
Contact: Jeanette Levin
8-0-8-0

Marketing Decisions Group, Inc.
9141 Main St.
Buffalo, NY 14031
Ph. 716-634-2045
Fax 716-634-9560
Contact: Arup K. Sen
15-7-15-0

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Barbara Felderman
or Joe Calvanelli
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FAX: (215) 353-5946

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

Smartline Systems, Inc.
Main Place Tower, 5th Flr.
Buffalo, NY 14202
Ph. 800-232-4484
Fax 716-842-2020
Contact: Lynn O'Connor
100-100-100-100

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

NEW YORK CITY

AHF/WATS Telephone Center
(Div. of AHF Marketing Research, Inc.)
100 Avenue of the Americas, 2nd Flr.
New York, NY 10013
Ph. 212-941-5555 or 800-TAKE AHF
Fax 212-941-7031
Contact: Bill Monsky/Tibor Weiss
102-102-102-102
(See advertisement on p. 75)

A thru Z Marketing Research
34 Cliff St.
New York, NY 10038
Ph. 212-608-4877
Fax 212-608-4966
Contact: Barbara Allsrey/Jack Matarasso
20-0-20-20

Beta Research Corporation
6400 Jericho Turnpike
Syosset, NY 11791
Ph. 516-935-3800
Fax 516-935-4092
Contact: Richard Welch
45-20-45-0

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

Brehl Ascts. Marketing Research
11 Grace Avenue
Great Neck, NY 11021
Ph. 516-466-6882
Fax 516-773-0923
Contact: Mona Nicot
18-0-18-0

Brown Koff & Fried Interviewing Network
112 Madison
New York, NY 10016
Ph. 212-779-4600
Fax 212-779-2714
Contact: Ronnee Fried
35-16-35-35

Bruskin/Goldring
100 Metroplex Drive
Edison, NJ 08817
Ph. 908-572-7300
Fax 908-572-7980
Contact: Richard Hare
140-140-140-140

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

CMR Market Research Inc.
518 Fifth Ave.
New York, NY 10036
Ph. 212-944-4545
Fax 212-944-1969
Contact: Joel Brown
20-0-20-0

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

Ebony Marketing Research, Inc.
162-10 Jamaica Avenue
New York, NY 11434
Ph. 718-526-3204
Fax 718-526-3312
Contact: Christy Campos
6-0-6-0

Ebony Marketing Research, Inc.
2100 Bartow Ave.
Bronx, NY 10475
Ph. 718-320-3220
Fax 718-320-3996
Contact: Bruce Garfield
15-0-15-15

Facts Center
205 Lexington Avenue
New York, NY 10016
Ph. 212-679-0159
Fax 212-679-0616
Contact: Andrew Snyder
94-54-94-94

Focus World, Inc.
146 Highway 34
Holmdel, NJ 07733
Ph. 908-946-0100
Fax 908-946-0107
Contact: Paulette Eichenholtz
60-0-60-60

Glickman Research Associates, Inc.
160 Paris Avenue
Northvale, NJ 07647
Ph. 201-767-8888
Fax 201-767-6933
Contact: James D. Glickman
6-0-6-0

Louis Harris & Associates
630 5th Avenue, 11th Fl.
New York, NY 10111
Ph. 212-698-9600
Fax 212-698-9669
Contact: David Krane
39-39-39-39

Harte-Hanks Market Research
65 Route 4 East
River Edge, NJ 07661
Ph. 201-342-6700
Fax 201-342-1709
Contact: Dan Martin
40-40-40-40

KRC Research
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Ph. 212-989-6060
Contact: Bob Romano
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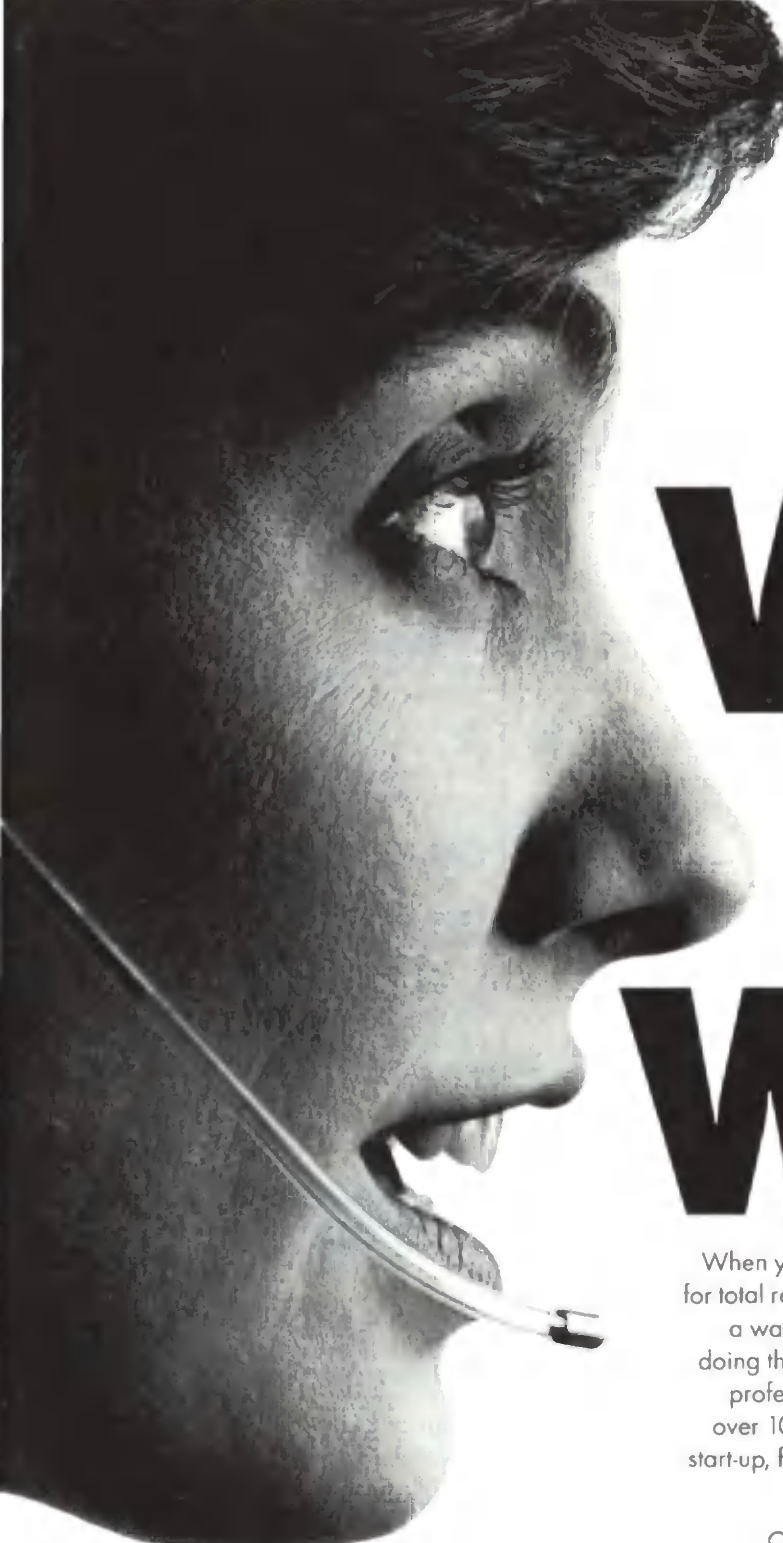
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Ph. 212-633-0490
Fax 212-366-5321
Contact: Ralph Borelli
50-50-50-50

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Performance Measurement Group**
100 Park Ave., 34th fl.
New York, NY 10017
Ph. 212-983-7575
Fax 212-983-7574
Contact: Steve Wolf
796-644-780-688 (nationwide)

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

Mktg., Inc.
200 Carleton Avenue
East Islip, NY 11730
Ph. 516-277-7000
Fax 516-277-7601
Contact: Howard Gershowitz
200-118-200-200

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Clark, NJ 07066
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Contact: Barbara MacDonald
30-30-30-30
(See advertisement on p. 51)

Roth-Harris Communications
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Bayonne, NJ 07002
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Fax 201-585-1524
Contact: Lou Roth
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2 Lincoln Highway
Edison, NJ 08820
Ph. 908-906-1122
Fax 908-906-8792
Contact: Steven A. Schlesinger
25-0-25-25
(See advertisement on p. 25)

Schulman, Ronca & Bucuvalas, Inc.

145 East 32nd St.
New York, NY 10016
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Fax 212-779-7785
Contact: Al Ronca
100-100-100-100

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Fax 212-608-4966
Contact: Barbara Allsrey
20-0-20-0

Statistical Research, Inc.

111 Prospect St.
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Fax 908-654-6498
Contact: Gale Metzger
45-45-45-45

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Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
Contact: Andrew Edwards
35-25-35-0

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Fax 212-889-0089
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Fax 201-585-1524
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100-60-100-100

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On-Line Communications, Inc.

291 Wall St.
Kingston, NY 12401
Ph. 914-331-0061
Fax 914-331-7016
Contact: Peggy O'Connor
40-40-40-40
(See advertisement on p. 79)

ROCHESTER

Gordon S. Black Corporation
135 Corporate Woods
Rochester, NY 14623-1457
Ph. 716-272-8400
Fax 716-272-8680
Contact: Joanne Burnash
70-70-70-70

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KS&R Consumer Testing Center

Shoppingtown Mall
3649 Erie Blvd. E.
Syracuse, NY 13214
Ph. 800-645-5469
Fax 315-446-6719
Contact: Lynette S. Van Dyke
40-26-40-0

McCarthy Associates, Inc.

Penn Can Mall/5775 S. Bay Rd.
Cicero, NY 13039
Ph. 315-458-9320
Contact: John McCarthy
10-10-10-0

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Fax 704-536-2238
Contact: Curtis Cates
15-8-15-15

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One Parkway Plaza, Ste. 110
4824 Parkway Plz. Blvd.
Charlotte, NC 28217-1968
Ph. 704-357-1961
Fax 704-357-1965
Contact: Teri Leibowitz
15-10-0-0

MarketWise, Inc.

1332 E. Morehead St.
Charlotte, NC 28204
Ph. 704-332-8433
Fax 704-332-0499
Contact: Beverly Kothe
15-0-15-15

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Bellomy Research, Inc.
108 Cambridge Plaza Dr.
Winston-Salem, NC 27104
Ph. 800-443-7344
Fax 910-765-8084
Contact: John Sessions
90-90-90-90

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Fax 910-812-8888
Contact: John Deuterma
40-0-40-40

The Customer Center, Inc.

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Fax 910-768-7428
Contact: Elizabeth Morton
20-20-20-0

M/A/R/C

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Greensboro, NC 27408
Ph. 910-855-6700
Fax 910-294-3253
Contact: Grace Atkins
74-74-74-74

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Ph. 919-544-5448
Fax 919-544-0954
Contact: Jeffery M. Johnston
30-0-30-30

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P.O. Box 99660
Raleigh, NC 27624
Ph. 919-870-6550
Fax 919-848-2465
Contact: George Matijow
20-20-20-20
(See advertisement on p. 16)

Wilkerson & Associates
4208 Six Forks Rd., Bldg. 2, #333
Raleigh, NC 27609
Ph. 502-459-3133
15-0-15-0

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Statistical Analysis Center
P.O. Box 1218
Tarboro, NC 27886
Ph. 919-823-0950
Fax 919-823-4621
Contact: Rawls Howard, Jr.
52-6-20-20

OHIO

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Research Interviewing Center
1 Cascade Plaza, 21st Fl.
Akron, OH 44308
Ph. 216-762-2141
Fax 216-762-3019
Contact: Jane Sheppard
36-36-36-0

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Advanced Research In Marketing
10133 Springfield Pike
Cincinnati, OH 45215
Ph. 513-772-2929
Contact: Judy Christman
22-0-22-0

Alliance Research, Inc.
2845 Chancellor Dr.
Crestview Hills, KY 41017
Ph. 606-344-0077
Fax 606-344-0078
Contact: Molly Moreland
76-76-76-76

The Answer Group
4665 Cornell Rd.
Cincinnati, OH 45241
Ph. 513-489-9000
Fax 513-489-9130
Contact: Connie McCowan
19-10-19-19

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11890 Montgomery Road
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Ph. 513-683-6600
Fax 513-683-9177
Contact: Irwin Weinberg
20-10-20-20

B & B Research Services, Inc.
8005 Plainfield Road
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Fax 513-793-9117
Contact: Lynn Caudill
20-20-20-0

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Contact: Beth Teehan
110-110-110-110

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Cincinnati, OH 45242
Ph. 513-984-9708
Contact: Patricia Calo
14-0-14-0

Consumer Pulse of Cincinnati
Forest Fair Mall
514 Forest Fair Drive
Cincinnati, OH 45240
Ph. 513-671-1211 or 800-336-0159
Fax 513-346-4244
Contact: Susan Lake
12-6-12-12

Elrick & Lavidge
11 Triangle Park
Cincinnati, OH 45246
Ph. 513-772-1990
Fax 513-772-2093
Contact: Ethel Galzeramo
29-24-24-24

Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
Ph. 513-821-6266
Fax 513-679-5300
Contact: Ken A. Fields
28-20-28-28

Marketing Research Services, Inc.
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MarketVision Research, Inc.
MarketVision Bldg.
4500 Cooper Rd.
Cincinnati, OH 45242
Ph. 513-791-3100
Fax 513-791-3103
Contact: Sharon Laukhuff
50-40-50-50

Matrixx Marketing Research
4600 Montgomery Rd., Ste. 400
Cincinnati, OH 45212
Ph. 513-841-1199 or 800-323-8369
Fax 513-841-9966/0666
65-65-65-65
(See advertisement on p. 32)

OFact Marketing Research
9908 Carver Road
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-791-7356
Contact: Mary Swart-Cahall
22-6-22-22

Service Industry Research Sys.
2330 Victory Pkwy.
Cincinnati, OH 45206
Ph. 513-751-7477
Fax 513-751-1303
Contact: Mirjana Popovich
34-34-34-34

Spar/Burgoyne Info. Svce.
30 West Third St.
Cincinnati, OH 45202
Ph. 513-621-7000
Fax 513-621-9449
23-23-23-0

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945 Windham Court
Boardman, OH 44512
Ph. 216-758-7300
Fax 216-758-7709
Contact: Joanne Burnash
46-46-46-46

Business Research Services, Inc.
23825 Commerce Park
Cleveland, OH 44122
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Fax 216-292-3048
Contact: Tony Ramacciatti
25-0-25-25

Cleveland Field Resources, Inc.
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Cleveland, OH 44145
Ph. 216-892-8555
Fax 216-892-0002
Contact: Jim Blake
21-21-21-21

Cleveland Survey Center
691 Richmond Road
Cleveland, OH 44143
Ph. 216-461-6898
Fax 216-461-9525
Contact: Joan Miller
10-1-10-0
(See advertisement on p. 81)

Consumer Pulse of Cleveland
4301 Ridge Road
Cleveland, OH 44144
Ph. 216-351-4644 or 800-336-0159
Fax 216-351-7876
Contact: Veronica Hoffman McCready
30-16-30-30

Focus Groups of Cleveland
2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 800-950-9010
Fax 216-642-8695
Contact: Harriet Fadem/Betty Perry
5-2-5-0

Pat Henry Market Research, Inc.
230 Huron Rd. N.W., Ste. 100.43
Cleveland, OH 44113
Ph. 216-621-3831
Fax 216-621-8455
Contact: Judith A. Hominy
12-5-12-0
(See advertisement on p. 22)

The Maffett Research Group
25111 Country Club Blvd.
North Olmsted, OH 44070
Ph. 216-779-1303
Fax 216-779-2718
Contact: Kent Maffett
20-10-10-0

Marketeam Associates
3645 Warrensville Ctr. Rd., #340
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552
Contact: Victoria Thies
14-0-14-14

National Market Measures
781 Beta Arcade, Ste. G
Mayfield Village, OH 44143
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Fax 216-473-0428
Contact: Dan McCafferty
21-21-21-21

Opinion Centers America, Inc.
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Fax 216-779-3040
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10-0-10-0

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Fax 614-486-9958
Contact: Judy Frederick
10-10-0-0

CJI Research Corp.
1029 Dublin Road
Columbus, OH 43215
Ph. 614-488-2466
Fax 614-488-2564
Contact: Hugh Clark
29-10-29-0

Focus and Phones, Inc.
2655 Oakstone Drive
Columbus, OH 43231
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Fax 614-895-5840
Contact: Sally Pilcher
20-0-10-15

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Fax 614-538-2444
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15-0-15-15

Quality Controlled Services (QCS)
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Columbus, OH 43235
Ph. 800-242-4118 or 800-325-3338
Fax 614-436-7040
Contact: Judy Golas
23-13-23-23
(See advertisement on p. 51)

Saperstein Associates, Inc.
4555 N. High St.
Columbus, OH 43214
Ph. 614-261-0065
Fax 614-261-0076
Contact: Martin Saperstein
36-21-36-36

Dwight Spencer & Associates, Inc.
1290 Grandview Avenue
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
Contact: Betty Spencer
35-20-14-0

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Shiloh Research Ascts., Inc.
6927 N. Main St.
Dayton, OH 45415
Ph. 513-274-9325
Fax 513-274-9536
Contact: Alan Sibila
10-0-10-10

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Fax 419-866-3478
Contact: Emily Barbour
40-20-40-40

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Fax 419-531-8950
Contact: Mark A. Iott
20-10-20-20

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Contact: Judi Jennings
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Ph. 419-841-8300 or 800-325-3338
Fax 419-841-8349
Contact: Jackie Martzke
40-35-40-40
(See advertisement on p. 51)

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Oklahoma City Research
Ruth Nelson Research Svcs.
Quail Springs Mall
2501 West Memorial Drive
Oklahoma City, OK 73134
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Fax 405-752-2344
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Oklahoma Market Research/Data Net
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Fax 405-525-3419
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20-10-20-0

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Fax 918-664-4122
Contact: Roberta Cunningham
10-4-10-0

On-Line Communications, Inc.
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Bartlesville, OK 74003
Ph. 918-338-2000
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120-120-120-120
(See advertisement on p. 79)

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Fax 503-281-1017
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7-7-6-0
(See advertisement on p. 33)

Gargan & Associates
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Portland, OR 97214
Ph. 503-234-7111
Fax 503-233-3865
Contact: Daniel Gargan
40-40-40-40

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Fax 503-731-5590
Contact: Denise Bauman
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Griggs-Anderson Field Research
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Ph. 503-241-8700
Fax 503-241-8716
Contact: Brenda Dwyer
59-59-59-59

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Fax 503-245-9677
Contact: Sue Ellen Christensen
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Fax 503-245-9065
Contact: Chris Robinson
10-0-10-10

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Fax 215-437-5212
Contact: Robert Williams
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Fax 717-295-8020
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Fax 215-741-4893
Contact: Bob Ruppe
50-50-50-50

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Fax 215-964-2904
Contact: Marjorie Michitti
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Plymouth Meeting, PA 19462
Ph. 215-825-6636 or 800-336-0159
Fax 215-825-6805
Contact: Elanor Yates
15-8-15-15

The Data Group, Inc.
2260 Butler Pike, Ste. 150
Plymouth Meeting, PA 19462
Ph. 215-834-2080
Fax 215-834-3035
Contact: Sherry Hood
115-115-115-115

Delta Market Research, Inc.
333 N. York Road
Hatboro, PA 19040
Ph. 215-674-1180
Fax 215-674-1271
Contact: Linda Celec
20-18-20-20

Eastern Research Services (ERS)
130 S. State Rd., Ste. 204
Springfield, PA 19064
Ph. 215-543-0575
Fax 215-543-2577
Contact: Kean W. Spencer
60-32-60-60

Elrick & Lavidge
2200 West Broad St.
Bethlehem, PA 18018
Ph. 215-861-8880
Fax 215-861-8212
Contact: Margaret Remnick
66-66-66-66

ICR Survey Research Group
605 West State St.
Media, PA 19063
Ph. 610-565-9280
Fax 610-565-2369
Contact: Fred Soulas
35-35-35-35

(See advertisement on pp. 31, 33, 35)

ICR Survey Research Group
262 King St.
Pottstown, PA 19464
Ph. 610-565-9280
Contact: Fred Soulas
40-40-40-40

(See advertisement on pp. 31, 33, 35)

ICR Survey Research Group
1452 Chester Pike
Sharon Hill, PA 19079
Ph. 610-565-9280
Contact: Fred Soulas
42-42-42-42
(See advertisement on pp. 31, 33, 35)

ICR Survey Research Group
Cam-Glo Building - Blackhorn Pike
Turnersville, NJ 08010
Ph. 610-565-9280
Contact: Fred Soulas
30-30-30-30
(See advertisement on pp. 31, 33, 35)

Intersearch Corporation
132 Welsh Road
Horsham, PA 19044
Ph. 215-657-6400
Contact: Robert Cosgrove
50-50-50-50

Intersearch Corporation
Northeast Philadelphia, PA
Ph. 215-657-6400
50-50-50-50

Intersearch Corporation
Oxford Circle, PA 19363
Ph. 215-657-6400
90-55-90-90

Intersearch Corporation
Mayfair, PA
Ph. 215-657-6400
45-45-45-45

JRP Marketing Research Svcs.
100 Granite Dr., Terrace Level
Media, PA 19063
Ph. 610-565-8840
Fax 610-565-8870
Contact: Kathy McCarty
33-15-20-20
(See advertisement on p. 83)

Market Dimensions, Inc.
203 E. Baltimore Pike
Media, PA 19063
Ph. 215-565-9610
Fax 215-565-7293
25-0-25-25

MarketLab Research, Inc.
100 N. 17th St.
Philadelphia, PA 19103
Ph. 215-561-5500
Fax 215-561-6525
Contact: Tom Bershad
30-15-30-30

Mar's Surveys, Inc.
Rte. 130, Cinnaminson Mall
Cinnaminson, NJ 08077
Ph. 609-786-8514
Fax 609-786-0480
Contact: Marlene Teblum
18-0-18-5

JRP
Marketing
Research

CAPABILITIES

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SOLID EXPERIENCE

**All the Ingredients to
Get the Job Done Right!**

- **Solid Experience**
JRP's management team has considerable marketing research experience at the supplier, advertiser and advertising agency levels, enabling us to understand the importance of designing studies that meet objectives and produce actionable data and presentations.
- **Capabilities**
We know how to talk to all types of business people and consumers, and we're adept at designing and implementing the whole gamut of research studies. We also can provide multi-variate data analyses as well as conventional. Whether the study requires nationwide or local interviewing, the emphasis is always on quality and cost efficiency.
- **Facilities**
We have exclusive access to three key Malls in the Philadelphia area and one in the Dallas area. These, plus the JRP WATS Line Telephone Center, are all staffed by JRP trained interviewers.
In addition, the new JRP Research Center houses two state-of-the-art focus group rooms, two viewing rooms, three one-on-one rooms and a fully equipped kitchen.

**STRUGGLING WITH A COMPLEX MARKETING PROBLEM? LET JRP
HELP YOU FIND THE SOLUTION. CALL (610) 565-8840.**

JRP—Research With Confidence

JRP
MARKETING RESEARCH SERVICES, INC.
100 GRANITE DRIVE, TERRACE LEVEL, MEDIA, PA 19063

CODES - (e.g., 25-10-25-10)

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

MSI International
Lafayette & Swede St.
Norristown, PA 19401
Ph. 215-239-0521
Fax 215-239-0531
Contact: Paul Strasser/Hugh Jeffers
50-50-50-50

PhoneLab Telephone Research
555 North Lane
Conshohocken, PA 19428
Ph. 610-397-0395
Fax 610-397-0986
Contact: Sharon Muller
30-20-30-0

Quality Controlled Services (QCS)

2577 Interplex Drive
KOR Center A, Ste. 101
Trevose, PA 19053
Ph. 800-752-2027 or 800-325-3338
Fax 215-639-8224
Contact: Branch Manager
14-0-14-0
(See advertisement on p. 51)

J. Reckner Associates

587 Bethlehem Pike, #800
Montgomeryville, PA 18936
Ph. 215-822-6220
Fax 215-822-2238
Contact: Frances Grubb/Nancy Kolkebeck
30-10-22-22
(See advertisement on p. 22, 82)

The Reich Group
Seven Penn Center
1635 Market St., #200
Philadelphia, PA 19103
Ph. 800-331-9316
Fax 215-972-1777
Contact: Mort Reich
200-30-200-200

Research, Inc.
531 Plymouth Rd., Ste. 510
Plymouth Meeting, PA 19462
Ph. 215-941-2700
Fax 215-941-2711
Contact: Phyllis Santoro
15-12-15-15

The Response Center, Inc.
3440 Market St., 1st Flr. East
Philadelphia, PA 19104
Ph. 215-222-2800
Fax 215-222-3047
Contact: Patrick Baldasare
70-50-70-0

Ricci Telephone Research, Inc.
30 S. Sproul Rd.
Broomall, PA 19008
Ph. 215-356-0675
Fax 215-356-7577
Contact: Sal Ricci
25-0-25-25

RSVP/Research Services

1916 Welsh Road
Philadelphia, PA 19115
Ph. 215-969-8500
Fax 215-969-3717
Contact: Neil Blefeld
60-40-60-60
(See advertisement on p. 23)

Survey America
1350 S. Pennsylvania Ave.
Morrisville, PA 19067
Ph. 215-736-1600
Fax 215-736-5984
Contact: Douglas Elliott
30-30-30-30

Tel-One Corporation
700 Business Center Dr.
Horsham, PA 19044
Ph. 215-784-5935
Fax 215-784-5900
Contact: Neal Dranoff
45-30-45-45

Tel-One Corporation
5820 Castor Ave.
Philadelphia, PA 19149
Ph. 215-533-2900
Fax 215-533-2929
85-80-85-85

Tel-One Corporation
9501 Roosevelt Blvd., Ste. 204
Philadelphia, PA 19114
Ph. 215-464-1900
Fax 215-464-9235
50-50-50-50

TMR, Inc.

1974 Sproul Road
Broomall, PA 19008
Ph. 215-359-1190
Fax 215-353-5946
Contact: Tom Ramsburg
50-50-50-50
(See advertisement on p. 73)

Valley Forge Information Service
800 Town Center Dr.
Langhorne, PA 19047
Ph. 215-757-0200
Fax 215-757-4538
Contact: Bob King
75-24-75-75

The Vanderveer Group (TVG)
555 Virginia Drive
Ft. Washington, PA 19034
Ph. 215-646-7200
Fax 215-641-1898
70-0-70-0

The WATS House
6908-10 Market St.
Upper Darby, PA 19082
Ph. 610-352-5700
Fax 610-352-7381
Contact: Dan Margherita
70-70-70-70

PITTSBURGH

Campos Market Research
216 Blvd. of the Allies
Pittsburgh, PA 15222
Ph. 412-471-8484
Fax 412-471-8497
Contact: Rene Campos
40-20-40-40

John J. Clark & Associates
120 S. Whitfield St.
Pittsburgh, PA 15206
Ph. 412-361-3200
Contact: John Clark
20-10-20-20

Direct Response Marketing
150 Ardmore Blvd.
Pittsburgh, PA 15221
Ph. 412-242-6200
30-30-30-0

The Gilmore Research Group
500 Wood St., Ste. 2005
Pittsburgh, PA 15222
Ph. 412-338-0222
Fax 412-338-0224
Contact: Cathy Peda
20-20-20-20

Pert Survey Research
454 Perry Hwy.
West View, PA 15229
Ph. 203-242-2005
Fax 203-242-4857
Contact: Tim Winieski
30-0-30-30

Telephone Concepts Unlimited
3724 Crescent Court West
Whitehall, PA 18052
Ph. 610-437-4000
Fax 610-437-5212
Contact: Robert F. Williams
40-0-40-40

STATE COLLEGE

Diagnostics Plus
111 Sowers St., Ste. 500
State College, PA 16801
Ph. 814-234-2344
Fax 814-231-7672
Contact: John Rodgers
15-15-15-0

RHODE ISLAND

PROVIDENCE

Advantage Research Corp.
610 Ten Rod Road
North Kingstown, RI 02852
Ph. 401-294-6640
Fax 401-294-6661
Contact: Rick Nagele
15-0-0-0

Alpha Research Associates, Inc.
395 Smith St.
Providence, RI 02908
Ph. 401-861-3400
Fax 401-861-0062
Contact: Anthony B. Pesaturo
22-0-22-0

SOUTH CAROLINA

CHARLESTON

Bernett Research
2150 Northwoods Blvd.
E1B Northwoods Mall
N. Charleston, SC 29418
Ph. 803-553-0030
Contact: Gloria Duda
6-0-6-0
(See advertisement on p. 65)

COLUMBIA

MarketSearch Corp.
2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
Contact: Melinda Mukofsky
40-0-40-0

Metromark Field Services
3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-254-3798
Contact: Emerson Smith
19-0-15-0

GREENVILLE

Carolina Market Research
88 Villa Road
Greenville, SC 29615
Ph. 803-233-5775
Fax 803-233-6181
Contact: Elizabeth B. Buchanan
12-0-12-0

Research Inc.
33 Villa Rd., Ste. 202
Greenville, SC 29615
Ph. 803-232-2314
Fax 803-232-1408
Contact: Deborah S. Ott
30-0-4-0

SOUTH DAKOTA

SIOUX FALLS

American Public Opinion Survey
and Market Research Corp.
1320 S. Minnesota Avenue
Sioux Falls, SD 57105-0625
Ph. 605-338-3918
Fax 605-394-7473
Contact: Warren R. Johnson
27-27-27-27

TENNESSEE

CHATTANOOGA

Wilkins Research
1921 Morris Hill Rd.
Chattanooga, TN 37421
Ph. 615-894-9478
Fax 615-894-0942
Contact: lisa Wilkins
31-0-31-31

MEMPHIS

Accudata/Chamberlain Mkt. Rsch.
1036 Oakhaven Rd.
Memphis, TN 38119
Ph. 901-763-0405
Fax 901-763-0660
Contact: Valerie Jolly
10-0-10-10

Heakin Research, Inc.
5501 Winchester Office Plaza
Memphis, TN 38115
Ph. 901-795-8180
Fax 901-362-7014
Contact: Suzin Kortokrax
15-0-15-0

Market Development Associates
5050 Poplar Ave., Ste. 821
Memphis, TN 38117
Ph. 901-682-1011
Fax 901-682-5352
Contact: Elizabeth Norwood
10-10-10-10

PWI Research
5100 Poplar, Ste. 3125
Memphis, TN 38117
Ph. 901-682-2444
Fax 901-682-2471
Contact: Joanne Hughes
36-8-36-36

NASHVILLE

Quality Controlled Services (QCS)
Fairlawns Building
5203 Maryland Way, Ste. 150
Brentwood, TN 37027
Ph. 800-637-0137 or 800-325-3338
Fax 615-661-4035
Contact: Nancy Proctor
15-2-15-0
(See advertisement on p. 51)

20/20 Research
2303 21st Ave. S., 2nd Fl.
Nashville, TN 37212
Ph. 800-737-2020

Fax 615-385-0925
Contact: Greg Fuson
25-20-25-0

TEXAS

AMARILLO

Opinions Unlimited Inc.
8201 S.W. 34th
Amarillo, TX 79121
Ph. 800-658-2656
Fax 806-353-4718
Contact: Anndel Martin/Neil Norwood
48-48-48-48
(See advertisement on p. 85)

OPINIONS
unlimited



What Makes Us Different, Makes Us Better

- Results You Can Trust •
- Service You Can Rely On •
- Firm Budgets and Deadlines •
- On-Site/Remote Monitoring •
- CATI using Ci2 or any
DOS-Based package
- Experienced Ci2 •
- Programers on Staff

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

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AUSTIN

First Market Research Corp.

2301 Hancock Drive
Austin, TX 78756
Ph. 800-347-7889
Fax 800-374-8667
Contact: Jim Heiman
50-20-50-50

(See advertisement on p. 66)



FOCUS ON EL PASO HOT MARKET OF THE 90'S

Specially designed 3,200 square feet, free standing focus group facility. Large 20' X 20' conference room, two level viewing room (seats 15), full kitchen, audio, video, expert recruiting. One on ones, executive, professional, medical, Hispanic recruiting a specialty. "Se habla Español".

Twenty-five line phone center, National Hispanic market coverage, bilingual interviewers and computer assisted interviewing.

Permanent mall facility also available in the regions largest mall.

Call Linda Adams
Owner and Director

(915) 591-4777
FAX (915) 595-6305

AIMRESEARCH

10456 Brian Mooney Avenue
El Paso, Texas 79935
(Twenty-five Years in El Paso)

The Gallup Organization-Austin
1016 LaPosada, Ste. 290
Austin, TX 78752
Ph. 512-454-5271
Contact: Dave Pleiss
100-75-100-100

NuStats, Inc.
901 W. MLK Blvd.
Austin, TX 78701
Ph. 512-469-6400
Fax 512-469-6408
Contact: Bruce Walters
65-30-45-45

Tammadge Market Research
1616B Rio Grande
Austin, TX 78701
Ph. 512-474-1005
Fax 512-370-0339
Contact: Melissa R. Pepper
35-30-35-35

DALLAS/FORT WORTH

Edward Blank Associates
100 S. Industrial Blvd.
Euless, TX 76040
Ph. 212-741-8133
Contact: Ed Blank
175-175-175-175

Edward Blank Associates
1201 N. Watson Rd., Ste. 100
Arlington, TX 76006
Ph. 212-741-8133
Contact: Ed Blank
75-75-75-75

Decision Analyst, Inc.
604 Ave. H E.
Arlington, TX 76011
Ph. 817-640-6166
Fax 817-640-6567
Contact: Todd Williford
51-38-51-0

DSS Research
711 E. Lamar Blvd., #101
Arlington, TX 76011
Ph. 817-265-2422
Fax 817-261-0707
Contact: Roger Gates
50-50-50-50

Fenton Swanger Rsch., Inc.
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 214-934-0707
Fax 214-490-3919
Contact: Ann Fenton
30-10-30-0

Focus On Dallas
12240 Inwood Rd., #400
Dallas, TX 75244
Ph. 214-960-5850
Fax 214-960-5859
Contact: Kelly Lynn Ireland
15-0-0-0

Linden Research Services, Inc.
4800 S. Hulen Mall
Ft. Worth, TX 76132
Ph. 817-370-7678
Fax 817-370-9019
Contact: Rhonda Linden
6-0-6-0

M/A/R/C
1700 Wilshire
Denton, TX 76201
Ph. 817-566-6668
Fax 817-566-0671
Contact: Alice Bell
123-123-123-123

Probe Research Inc.
2723 Valley View Ln.
Dallas, TX 75234
Ph. 214-241-6696
Fax 214-241-8513
Contact: Richard Harris
27-0-27-0

Quality Controlled Services (QCS)

14679 Midway Road, Ste. 102
Dallas, TX 75244
Ph. 800-421-2167 or 800-325-3338
Fax 214-490-3065
Contact: Joyce Clifton
12-0-12-0
(See advertisement on p. 51)

Savitz Research Center, Inc.
13747 Montfort Dr., Ste. 111
Dallas, TX 75240
Ph. 214-386-4050
Fax 214-450-2507
Contact: Harriet Silverman
110-60-110-110

EL PASO

Aim Research

10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
Contact: Linda Adams
20-10-5-0
(See advertisement on p. 86)

HOUSTON

Center For Quantitative Studies
2400 Augusta, #333
Houston, TX 77057
Ph. 800-460-9111
Fax 713-954-1520
Contact: Noel Roulin
50-15-50-50

Creative Consumer Research
3945 Greenbriar
Stafford, TX 77477
Ph. 713-240-9646
Fax 713-240-3497
Contact: Patricia Pratt
50-12-50-0

The Gallup Organization-Houston
14405 Walters Rd., Ste. 200
Houston, TX 77014
Ph. 713-444-0040
Fax 713-586-1606
Contact: Susan Boe
160-160-160-160

Higginbotham Associates, Inc.
3355 W. Alabama, Ste. 530
Houston, TX 77098
Ph. 713-626-3033
Contact: Marie Kraft
20-0-15-1

In-Touch Research, Inc.
5855 Sovereign, Ste. 200
Houston, TX 77036
Ph. 713-773-8300
Fax 713-773-8306
Contact: Debbie Thigpen
22-0-15-0

MVA Research
5851 St. Felipe, Ste. 60
Houston, TX 77057
Ph. 713-783-9109
Fax 713-783-4238
Contact: Michael Pope
80-0-80-60

Quality Controlled Services (QCS)
1560 West Bay Area Blvd., Ste. 130
Friendswood, TX 77546
Ph. 800-522-2385 or 800-325-3338
Fax 713-486-3831
Contact: Diana Reid
20-0-20-20
(See advertisement on p. 51)

The Woodward Group
10101 S.W. Freeway, Ste. 335
Houston, TX 77074
Ph. 713-772-0262
Fax 713-772-0265
Contact: Kerry Palermo
32-0-32-0

LUBBOCK

United Marketing Research
1516 53rd St.
Lubbock, TX 79412
Ph. 806-744-6740
Fax 806-744-0327
Contact: Jeff Raymond
120-55-120-120

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 210-520-7025
Fax 210-680-9906
Contact: Richard Weinhold
50-0-50-0

Galloway Research Service
4346 N.W. Loop 410
San Antonio, TX 78229
Ph. 512-734-4346
Fax 512-732-4500
Contact: J. Patrick Galloway
66-48-66-66

VNU Operations Center
4944 Research Dr., Bldg. F
San Antonio, TX 78240
Ph. 305-753-6043
Contact: David Lustig
66-66-66-66

UTAH

PROVO

BRG Research Service
50 East 500 N.
Provo, UT 84601
Ph. 801-373-9923
Fax 801-374-2751
Contact: Korri Roach/Spencer Robbins
35-15-35-35

Western WATS Center
288 W. Center St.
Provo, UT 84601
Ph. 801-373-7735
Fax 801-375-0672
Contact: Ron Lindorf or Ed Ledek
175-175-175-175

The Wirthlin Group
1998 South Columbia Lane
Orem, UT 84058
Ph. 801-226-1524
Fax 801-226-3483
Contact: Kevin Crandall
117-96-117-117

SALT LAKE CITY

Discovery Research Group
5525 S. 900 East, Ste. 300
Salt Lake City, UT 84117
Ph. 801-288-8890
Fax 801-288-8897
Contact: Tom McNiven
144-80-144-144
(See advertisement on p. 89)

Kagel Research
2875 S. Main St., Ste. 102
Salt Lake City, UT 84115
Ph. 801-467-4479
Fax 801-467-5117
Contact: Len Carter
7-7-7-0

Paria Research Group
390 West 800 North, Ste. 104
Orem, UT 84057
Ph. 800-346-0255
Fax 801-226-4819
Contact: Stephen Zimmerman
50-50-50-50
(See advertisement on p. 87)

Utah Market Research
Ruth Nelson Research Svcs.
Crossroads Plaza Mall
50 West Memorial Dr.
Salt Lake City, UT 84144
Ph. 801-363-8726
Fax 801-321-4904
9-0-9-0

Valley Research & Survey
1104 E. Ashton Ave., #108
Salt Lake City, UT 84106
Ph. 801-467-4476
Fax 801-487-5820
Contact: Sally Christensen
11-11-11-4

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MARKET RESEARCH • BEHAVIORAL STUDIES • OPINION POLLING

390 West 800 North, Suite 104 • Orem, Utah 84057
1-800-346-0255 • (801) 226-8200 • FAX (801) 226-4819

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

VERMONT**BURLINGTON**

Macro International Inc.
Data Collection Center
126 College St.
Burlington, VT 05401
Ph. 800-639-1310
Fax 802-863-8974
99-99-99-99

VIRGINIA**NORFOLK**

ASI Market Research, Inc.
11835 Canon Blvd., Ste. B-103
Newport News, VA 23606
Ph. 804-873-6100
Fax 804-873-6102
Contact: David Stanley
100-75-100-75

Edward Blank Associates
Pembroke Five, Ste. 200
Virginia Beach, VA 23462
Ph. 212-741-8133
Contact: Ed Blank
125-125-125-125

Continental Research Ascts.
4500 Colley Avenue
Norfolk, VA 23508
Ph. 804-489-4887
Contact: Nanci Glassman
14-7-14-14

Issues & Answers Network, Inc.
5151 Bonney Rd., Ste. 100
Virginia Beach, VA 23513
Ph. 804-456-1100
Fax 804-456-0377
Contact: Peter McGuinness
209-209-209-209

Quick Test
816 Greenbriar Circle, Ste. 208
Chesapeake, VA 23320
Ph. 804-523-2505
Fax 804-523-0463
Contact: Gerri Kennedy
20-20-0-0

The Strategy Group
4008 Glen Road
Virginia Beach, VA 23452-2602
Ph. 804-498-0121
Fax 804-498-0144
Contact: Angela D'Aura
12-6-12-12

RICHMOND

Southeastern Institute of Research
2325 W. Broad St.
Richmond, VA 23220
Ph. 804-358-8981
Fax 804-358-9761
Contact: Robert Miller
43-3-43-43

WASHINGTON**SEATTLE**

Consumer Opinion Services, Inc.
12825 1st Avenue South
Seattle, WA 98168
Ph. 206-241-6050
Fax 206-241-5213
Contact: Jerry Carter/Greg Carter
17-17-17-0
(See advertisement on p. 33)

Decision Data, Inc.
200 Kirkland Ave., Ste. C
Kirkland, WA 98033
Ph. 206-827-3234
Fax 206-827-2212
Contact: Russ Riddle
17-17-17-17

The Gilmore Research Group
2324 Eastlake Ave. E., Ste. 300
Seattle, WA 98102-3306
Ph. 206-726-5555
Fax 206-726-5620
Contact: Mary Monroe
47-39-47-47

GMA Research Corp.
11808 Northrup Way, #270
Bellevue, WA 98005
Ph. 206-827-1251
Fax 206-828-6778
Contact: Cheri Williams
34-28-24-24

Market Data Research Corp.
955 Tacoma Ave. S., Ste. 101
Tacoma, WA 98402
Ph. 206-383-1100
Fax 206-383-0852
Contact: Gene Starr
22-7-22-22

Market Trends, Inc.
3633 136th Pl. S.E., #110
Bellevue, WA 98006
Ph. 206-562-4900
Fax 206-562-4843
Contact: Annette Godon/Jackie Weise
31-31-31-31

Northwest Research Group
400 108th Ave. N.E., Ste. 200
Bellevue, WA 98004
Ph. 206-635-7481
Fax 206-635-7482
30-25-30-30

SPOKANE

Robinson Research, Inc.
E. 130 Indiana, Ste. B
Spokane, WA 99207
Ph. 509-325-8080
Fax 509-325-8068
Contact: William Robinson
20-20-20-20

WEST VIRGINIA**CHARLESTON**

McMillion Research Service
119 Eastwood Acres
Nitro, WV 25143
Ph. 304-755-5889
Fax 304-755-9889
Contact: Sandy McMillion
25-25-25-0

Ryan, McGuinn, Samples Research, Inc.
1012 Kanawha Blvd.
Charleston, WV 25301
Ph. 304-343-7655
Fax 304-342-1941
Contact: Rod Holyman
31-31-31-0

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Neenah, WI 54956
Ph. 414-731-2241 or 800-325-3338
Fax 414-722-3914
Contact: Sharon Cornell
18-18-18-0
(See advertisement on p. 51)

GREEN BAY

Wisconsin Research
1270 Main St.
Green Bay, WI 54302
Ph. 414-436-4646
Fax 414-436-4651
Contact: Barbara Smits
14-12-14-0

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Gene Kroupa & Associates
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Madison, WI 53705
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Fax 608-231-6952
Contact: Gene Kroupa
15-0-15-4

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Fax 915•544•7199

Phoenix:

Nancy Hayslett
800•369•1265
602•838•8264

Fax 602•897•8764

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Milwaukee, WI 53213
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Fax 414-774-0385
Contact: Ron Bisbing
40-10-40-40

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275 W. Wisconsin Ave.
The Grand Avenue Mall #3004
Milwaukee, WI 53203
Ph. 414-274-6060 or 800-336-0159
Fax 414-274-6068
Contact: Kathy Jorsch
15-8-15-15

Dieringer Research Associates Inc.
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Milwaukee, WI 53222
Ph. 414-489-4540
Fax 414-449-4540
Contact: Nancy Nichols
36-8-36-36

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Brookfield, WI 53005
Ph. 414-797-4320
Fax 414-797-4325
Contact: Arlene Spiegelhoff
40-36-30-30

Mazur/Zachow, Inc.
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Milwaukee, WI 53222
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Fax 414-438-0355
Contact: Diane Zachow
15-3-15-0

Milwaukee Market Research, Inc.
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Milwaukee, WI 53222
Ph. 414-475-6656
Fax 414-475-0842
Contact: Susan Lehman
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Fax 203-242-4857
Contact: Kim Szymura
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Contact: Kevin Macken
15-15-15-0
(See advertisement on p. 71)

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Consumer Contact, Ltd.
2450 Victoria Park Ave.
Willowdale, ON M2J 4A2
Ph. 416-493-6111
Fax 416-493-0176
Contact: John Stanton
24-24-24-0

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Toronto, ON M5S 3A4
Ph. 416-964-6262
Fax 416-964-5882
Contact: Gail Durance
18-18-18-0

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Fax 416-493-0176
Contact: John Stanton
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Solumar/Market Facts of Canada
12 McGill College
Montreal, PQ H3B 4G7
Ph. 514-875-7570
Fax 514-875-1416
Contact: Denis Grenier
18-13-18-0

Product & Service Update

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Investext adds research reports of Japanese companies on CD-ROM

The Investext Group, Boston, is offering two investment research products. The first is the Research Bank — Global Edition: investment research reports from the Investext database on CD-ROM. The Research Bank — Global Edition contains research from more than 250 investment banks worldwide. The reports appear in the exact format of the analyst's original, complete with text, charts and graphs. Over 750,000 pages are added to the database each year and new compact disk updates are issued every few days. The database comes with a state-of-the-art workstation that includes multiple CD drives; a high-resolution monitor with full-page

viewing; and 16 page-per-minute printing. Windows-based software allows for searching and report retrieval. Three different workstation configurations are offered. There are no online charges or subscription fees, searching and viewing are free, and customers pay only for the pages they print. For more information, contact Daria Psilopoulos at 617-345-2775.

Investext is also offering, online through its database, English-language profiles of Japanese companies. Some 3,000 profiles from Teikoku Databank, Japan's largest business credit agency, are now available, and close to 200,000 will be online by the end of 1994. Each report contains background information such as company address and telephone number, number of employees and shareholders, and details about the company's CEO. In addition, the reports offer financial data, including declared income, sales, profits and dividends, in both yen and U.S. dollars. For

more information, contact Psilopoulos or Mary McRae at 617-345-2380.

NFO software designed to streamline data use

NFO Research Inc., Greenwich, Conn., has unveiled a new proprietary software package for marketing researchers. The NFO SmartSystem is designed to save time and effort when analyzing the results of customer surveys. When NFO does a custom survey for a company, the SmartSystem provides the client with a means to access and navigate through tabulated data so the client can focus on the most important findings of the research. The SmartSystem also creates instant state-of-the-art graphic reports to communicate findings. NFO clients' tabular reports are loaded onto their own IBM-compatible PCs. There is no re-entry of data or programming involved. Users are guided by menus, and use their PC

nice to select from a variety of options that let them call up and reformat their tabulated data, create summary data tables or produce customized graphs. Interested companies may obtain a SmartSystem demonstration disk by contacting Melanie Mumper-Dickerson at 419-661-8560.

MRA conference set for June 8-10 in N.Y.

The Marketing Research Association will hold its annual conference on June 8-10 at the Waldorf-Astoria in New York City. Featured speakers include key research executives and former New York City Mayor Ed Koch, Ward Morehouse III, drama critic for the *Christian Science Monitor* and Reuters, Wade Downs, vice president of Home Shopping Network. They will address key industry topics including solutions to the problems of America's cities, the information super-highway, new quantitative and qualitative trends in the industry, and how to stay competitive in business. For more information call 203-257-4008.

Oxbridge publishes updated directory of newsletters

The 1994 edition of the *Oxbridge Directory of Newsletters* has been released by Oxbridge Communications Inc., New York. The directory lists over 22,000 newsletters, which are broken down by subject category. The largest listing of North American publications, the '94 edition includes regional, multi-publisher, online, title/ISSN and name-change indices. Each listing includes an editorial focus, list rental rates, circulation figures, production, staff and advertising rates. The *Oxbridge Directory of Newsletters* is an annual 8-1/2-by 11-inch softcover directory, available for \$395.

Conceptual Software unleashes Data Muncher

Conceptual Software, Houston, has issued Data Muncher, a new Windows program that retrieves and analyzes in-

formation from massive databases. Data Muncher combines a visual table modeling approach with a desktop publishing program's design features so database users can create cross tables to help interpret data, and publish or present reports. The software features pull-down menus and Windows' point and click operations; multiple fields so your table can have as many fields as you need to display and analyze data; nested fields, so you can subdivide the values of any field by any number of other fields (e.g., sales by salesperson, divided by territory, divided by product); value mapping so you can replace abbreviations with strings ("Product 1234" with "White Paint," for example); numerical data, and date and time data can be sorted in any manner and grouped into any number of ranges; and "drill down" (zoom) so you can see individual records. The program requires Windows 3.1, and system files occupy 2 MB on the disk. Data Muncher is available for \$295. For more information, call Henry Feldman at 800-328-2686.

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Research Company News

continued from p. 23

to-ceiling mirrors. Each room can accommodate 20 viewers. Remote control video taping is available. The facility also has three client lounges and three individual interviewing rooms, two of which have a shared viewing room. Atlanta Focus, which is part of the Focus Network, conducts focus groups, taste tests, one-on-one interviewing and car clinics, among other services, for its clients. The company's address and telephone are: Druid Chase Office Park, 2801 Buford Hwy., Ste. 250, Atlanta, GA 30329. 404-636-9054.

Laurie Kersten has left Carmichael Lynch Advertising Inc., where she was associate director of research and account planning and a partner, to work as an independent marketing research consultant specializing in qualitative research. As proprietor of **Laurie Kersten Consulting**, she will work as a marketing researcher and moderator, using focus groups, small group discussions and in-depth interviewing. Call 612-525-0057 for more information.

Irwin Research Services Inc., Jacksonville, Fla., has opened a new focus group facility, including two large discussion rooms, two-way viewing mirrors, separate client and respondent waiting rooms, recruiting capabilities, audio taping and/or video taping, client lounges with viewing mirrors, moderators and a data bank of more than 30,000 respondents. The address of Irwin's new facility is: Sun Bank Building, 9250 Baymeadows Rd, Suite 350, Jacksonville, FL 32256.

Harte-Hanks Marketing Services, River Edge, N.J., has changed its name to Harte-Hanks Market Research. The company's address and telephone remain: 65 Route 4 E., River Edge, NJ 07661-1924. 201-342-6400.

Right Information Systems Ltd., London, England, has opened a U.S. subsidiary, Right Information Systems Inc., in Newbury, Mass., to introduce 4Thought, the company's Windows-based modeling and forecasting software. The stateside address and telephone numbers for RIS are: The Carriage House, 28 Green St., Newbury, MA 01951. 800-803-0933 or 508-463-9415.

Martin Zeidner has formed a marketing research company, the **Zeidner Research Group**, with headquarters in Westchester County, N.Y. Zeidner recently left Topline Research, where he was president. The new company will offer field and tabulating research services, including telephone interviewing, mail surveys and mall intercepts. The Zeidner Research Group's address and telephone are: 19 Ridge Ln, Mt. Kisco, N.Y. 10549. 914-241-0535.

Environmental Systems Research Institute Inc., Redlands, Calif., has announced overall growth exceeding 15% for 1993. The company posted record increases in software sales and won major federal contracts from the National Park Service, the U.S. Geological Survey and the Bureau of Land Management. Its software numbers were driven by WorkStation ARC/INFO, which recorded an increase of more than 41% over 1992 sales. Sales of ArcCAD increased by 122% over 1992 numbers. ArcView, ESRI's desktop GIS and mapping software — 15,000 copies of which have been shipped by the company — posted

a 30% increase. PC ARC/INFO sales reflected a modest increase over 1992 numbers. The company expects that with the addition of forthcoming new features, PC ARC/INFO sales will increase in 1994.

ESRI also has announced that Equinox, a division of Indus Corp., Falls Church, Va., has joined the ArcData Publishing Program. As a member of the program, Equinox will develop two of its databases in ARC/INFO-compatible formats: PopBlocks, which provides boundary polygons with related 1990 census data for each of nearly 7 million census blocks nationwide, and PopBlock/Points, which provides the geographic centroids with the same characteristics.

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Trade Talk

continued from p. 94

January's AMA Attitude Research Conference, Blair Peters, vice president of A.C. Nielsen, gave a talk called, "What the charts tell us: 1993 AMA and ARF Marketing Research Industry Study," which looked at perceptions of satisfaction with marketing research. "It showed there was a mismatch between the perceptions of the consumers of marketing research and the deliverers of marketing research," Vondruska says. "Ninety percent of the marketing researchers say they're delivering quality data, while 60 percent of clients say they are getting quality data. The interpretation of that at the conference was that marketing researchers are living in a fool's paradise. They're not delivering what they think they're delivering. Well, it's been my experience that in many cases the client is not appropriately experienced to use the data in a way that will help them make actionable decisions."

Vondruska knows that many firms offer consulting services, but he says few teach clients how to use marketing research. His approach parallels the proverb: Give a man a fish and he'll eat for a day, teach a man to fish and he'll eat for the rest of his life. "A major utility called me and said, 'We're a little unsophisticated with regard to some of the advanced statistical analyses that vendors are providing to us. We'd like to learn more about them so we can be better judges of the information that they're giving us, rather than taking it on faith.' I'm going to give them a four-day tutorial on things like factor and cluster analysis. That fit perfectly with my initial idea in founding the company," he says.

Vondruska is trying to bridge the gap between the realities of business and the research process. "There are lots of folks out there who are business consultants, but they aren't sensitive to research. And there are lots of people out there who are great researchers, who aren't sensitive to the business aspect. That's where the breakdown can occur. One needs to have a foot in both camps."

Offer perspective

Beyond education, Vondruska intends to offer clients perspective, and make it clear that research results have to be looked at in a competitive context. He recounts the story of a car maker which found that 60 percent of its customers were completely satisfied. "They started raving about that finding, until they found out that it put them dead last in the automotive environment. You can't simply look at your own progress, you have to compare it to your competitors. And oftentimes that costs more, and people are unwilling to do that, but they're putting themselves at a competitive disadvantage."

Vondruska has talked to a number of potential clients already, and "all signs seem to point in the right direction," he says. "We think there's a need out there and we'll be a force to be reckoned with."

* * *

After my March column on the earthquake in Los Angeles came out, I received a call from Adrienne Goldbaum, president of L.A. Research, whose offices sit right at the quake's epicenter in Northridge. (In putting the story together I called several L.A.-area firms; hers I missed. Unfortunately it was one closest to the epicenter! Oh, well...)

Goldbaum had some amazing stories to tell, about her husband being thrown across a room in their home by the quake, the damage to the L.A. Research offices — which were quickly back in working order, thanks to a conscientious landlord — and the devastation of the local mall, which lost six anchor stores and its roof.

Goldbaum did have some happier consequences to relay. One of the first calls L.A. Research got after the disaster came from a company hiring the firm to do some focus groups — with earthquake victims! And from the "research must go on" department, Goldbaum said that on the day of the quake, with chaos reigning, all but one of the company's mystery shoppers did their shops and called in their reports to the clients. The one who didn't make it had a pretty good excuse: Her car was crushed. □

Sales Offices

Headquarters: Evan Tweed, *Quirk's Marketing Research Review*, 6607 18th Ave. So., Minneapolis, MN 55423. Phone: 612-861-8051. Fax: 612-861-1836

West Coast: Lane Weiss, Lane Weiss & Associates, 10 Black Log Rd., Kentfield, CA 94904. Phone: 415-461-1404. Fax: 415-461-9555

Listing Additions

Please note the corrections to the following listing from the 1993 Directory of Focus Group Facilities (corrected text in bold):

Datatrack, Inc.
Eastbrook Mall
Grand Rapids, MI 49508
Ph. 616-954-0303
Fax 616-954-0001
Contact: **Sharon Sroka**
1,2,3,4,6,7A
Rm. 1) 9x16 Obs. Rm. Seats 4
Rm. 2) 10x10
*Rm. 3) 10x14



Trade Talk

By Joseph Rydholm/QMRR editor

Research consultant prescribes a little pedagogy

Some are born to research, others have it thrust upon them. That's one of the reasons *Quirk's Marketing Research Review* exists. People come to the research field from many backgrounds — our goal is to offer readers advice and instruction on the use of various

research techniques, in hopes of making them better-educated buyers. When a supplier starts talking about multivariate analysis, for example, you'll have some idea of what they mean. And while you may not be able to define conjoint, at least you'll know it when you see it.

Rich Vondruska's interest in educating research buyers inspired his decision to start a new consulting firm in Chicago, Research Mentors. Vondruska, who has a Ph.D. in educational and cognitive psychology, has worked in research for a number of years, most recently as vice president, client services, at Kapuler Marketing Research in Arlington Heights, Ill. Before joining Kapuler, he was director of research and consulting at Dimension Research, Lombard, Ill. Research Mentors is a subsidiary of Vondruska Associates. (You may remember "Secrets of Effective Data Use," his contribution to the April 1992 *QMRR* "Data Use" section.)

Vondruska's aim is to be a teacher to those who need one, offering help in understanding quantitative techniques. "Corporations are demanding greater impact from marketing research on their bottom line. In many cases, people on the client side are either unsophisticated in regard to what they're purchasing or they simply don't have the budgets to purchase what they need. It's a double bind," Vondruska says.

"The only solution, as I see it, is education. The idea is to put an emphasis on the more pedagogical elements, as opposed to the simple delivery of a mountain of crosstabs; rather than providing data, providing information."

Mismatch in perceptions

Vondruska started the firm after an enlightening trip to

continued on p. 93

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- Fantastic - I finally understand the stuff that good college professors could not explain if their lives depended on it. Great manual. Speaker is really great - I have learned more from him in 2 days than I did in 2 years in grad school!
Market Administrator, GTE Directories
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Manager, ICI Pharmaceuticals
- I have listed more than 30 ideas for immediate implementation at my company. Outstanding speaker, expert, enthusiastic as good a listener as he is a teacher.
Manager, Consumer Research, Heinz
- Fantastic and on track! The manual will be a great addition to our reference library! Priceless! So well laid out. Speaker excellent, interesting - on track.
Product Researcher, Midmark Corporation
- The best (seminar) I've attended. Outstanding association of statistics to marketing research problems. Linked statistical background of MBA to study concerns I face everyday. (The speaker) explains statistics and methods better in 2 days than most professors have done in a semester of undergrad and grad work.
Business Research Analyst, Dow Chemical
- Fantastic! Even though I have an M.S. in stats I have never had such a clear picture of how to apply stat techniques before. Wonderful examples to explain the theories, ideas, philosophies - superb (speaker)! Helped to motivate me to expand my use of different techniques and explore more possibilities.
Marketing Research Analyst, Consumer Power Company
- "Intensive" is an understatement. But, I sure feel I got my money's worth. I got everything I came for, and more. Incredibly helpful and useful information. Terrific workbook. Unique instructor - someone who can "do" and "teach". Wonderfully enthusiastic.
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Marketing Research Analyst, Dupuy

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