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May 1995

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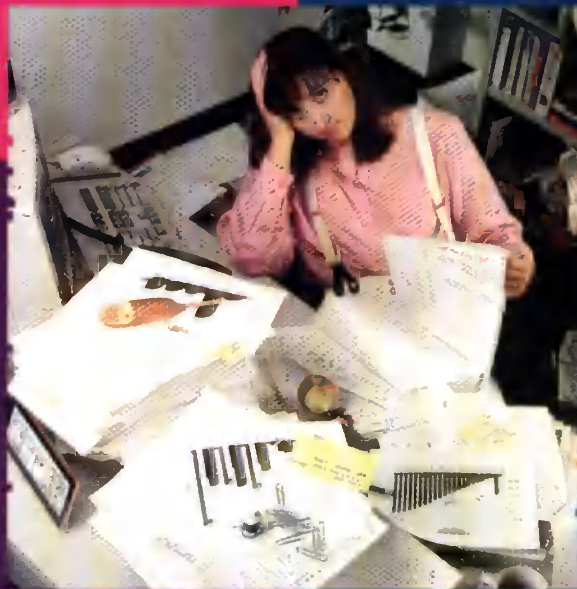


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# C O N T E N T S



Volume IX, Number 5

May 1995

**Cover**  
Customers helped First of America Bank Corp. (FOA) define quality service. Photo courtesy of FOA.

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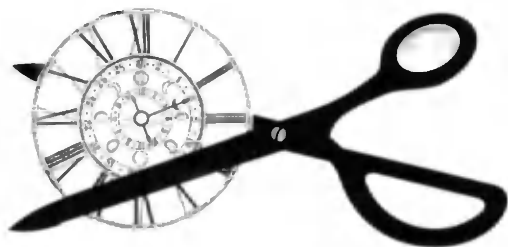
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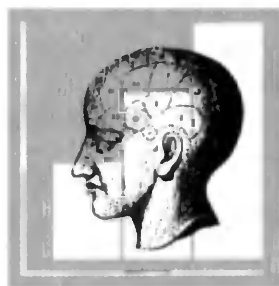
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# First in service



FIRST of AMERICA

*First of America Bank Corporation measures service quality through surveys of internal and external customers*

*Editor's note: Mary Bursek is a consultant with the Service Quality Research division of Questar, a Minneapolis research firm. Connie Remenschneider is corporate quality manager with First of America Bank Corporation, Kalamazoo, Mich.*

As consumers increasingly see the banking industry at parity, many banks are finding that the best way to maintain a competitive advantage is by delivering top quality service. These banks, like other service-oriented businesses, know that customer

satisfaction is essential for retaining their customer base and increasing profitability. It is also vital to internal, day-to-day operations. Identifying relationships between employee satisfaction and customer loyalty through sound methodology and statistical analysis helps companies focus on organizational practices that directly affect customer loyalty.

To satisfy customers — internal or external — management must understand four key issues: 1) What their customers needs are; 2) Why they are important; 3) How they impact cus-

tomers; 4) What they can do differently to better meet those needs.

First of America Bank Corporation (FOA) has been measuring its service quality for several years. Headquartered in Kalamazoo, Mich., FOA has grown into a super-regional bank holding company with 15,000 employees, nine corporate divisions and 21 banks in four states (Indiana, Illinois, Michigan and Florida) with more than 600 branch offices.

Because the affiliate banks had been brought together through mergers and takeovers, the corporate culture of each

bank was vastly different. In addition, each of the nine FOA corporate divisions had its own unique structure and separate quality team.

In 1990, FOA selected the Service Quality Research Division of Questar, a Minneapolis research firm, to measure quality management practices. FOA was particularly interested in Questar's Service Management Practices Inventory (SMPI), an employee-based survey designed with Ron Zemke, a Minneapolis service quality consultant, to assess management practices that support quality service. After FOA's bank managers and division heads saw how the SMPI could help them manage more effectively, they requested that their customer surveys be as helpful.

### Multiple vendors

Previously, FOA had used multiple research vendors to perform different surveys at different times. The many methodologies and reporting formats made it difficult to draw broader conclusions. The company's experience with the SMPI led it to try a more comprehensive approach to linking employee and customer satisfaction.

The corporate management of FOA had three research needs. It wanted to measure employee perceptions of quality management practices, internal customer satisfaction between corporate divisions and affiliate banks, and customer satisfaction in branches at the point of contact. It also wanted to link employee and customer survey results.

On the branch level (where banks are locally owned and operated), the philosophy was "community banks first," with an emphasis on serving the banks' individual communities. The organizational goal was to apply the same customer-oriented philosophy on a company-wide basis, from the corporate divisions down to the branches. The

research goal was to help divisions and branch affiliate senior management pinpoint areas for improvement and develop action plans. To accomplish these goals, FOA needed service quality research that would give everyone a common mission and the same base of information from which to start.

### An integrated effort

FOA knew that for research to be effective, a research team must recognize that each organization has its own unique set of challenges to meet, and its own individual corporate goals. Thus, service quality research must be tailored to the exact situation, structure and objectives of the organization.

FOA began developing three separate quality surveys in the spring of 1993. FOA started with a meeting of corporate division and bank affiliate executives to gather feedback on how to better meet their needs, determine what they wanted to measure, and improve prior surveys. This group represented the true users of the survey results, and the answers were as diverse as FOA itself. The group determined that data would need to be segmented by region, community and by branch.

### Getting started

To achieve true service quality, the entire company must embrace a single-minded mission to improve quality between internal groups and for customers. This requires diligence and commitment from all levels of a company. Early employee involvement was key to the success of FOA's efforts.

For example, at the outset, FOA formed a project management team of a hand-picked group of critics of previous research — all champions of quality service. The team included employees ranging from bank presidents to customer contact staff and branch per-

sonnel. Questar consultants helped guide the process. Working together, the team discussed each step and made decisions, keeping the customer in mind every step of the way.

Actual end users of the data were involved in the survey design, with Questar representatives acting as advisors to keep the team faithful to proven research methods. This pre-survey information gathering ensured that the survey results were on target. The outcome was a decision to design four separate surveys to pinpoint the issues valued by both internal and external customers, and to determine how well the branches and divisions performed on each count.

### Four surveys in three months

To measure employee and customer perceptions of the same service dynamics, Questar recommended that internal and external surveys be conducted at roughly the same time. The surveys consisted of the SMPI, internal customer surveys measuring the branches' satisfaction with each of the nine corporate divisions, and two surveys to measure external retail and commercial customer satisfaction of branch services.

To develop the two external surveys, four retail and two commercial focus groups were conducted to identify key service issues. For the internal division surveys, the nine corporate division heads were interviewed to determine what information they needed to help improve service quality. Questar identified 16 common internal customer satisfaction requirements across all nine FOA divisions, universal issues such as wanting calls returned and quick response. Then, additional actionable survey questions were developed for each division based on specific concerns and hot issues. Up to 10 additional ques-

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# Is predictive dialing for market researchers?

By Cord M. Udall

*Editor's note: Cord Udall is phone center assistant manager, Western Wats Center, Provo, Utah.*

As market researchers, we have the rewarding job of tracking the opinions of the public and professionals alike on everything from pizza toppings to airline booking procedures. This broad range of investigation exposes us to the latest technology in hundreds of fields — technology that could certainly be useful to our own industry. But a review of market research firms reveals that despite the researchers' exposure to new technology, we, as an industry, are often slow or reluctant to adopt it.

What technology are we slow to embrace? A prime example involves the rise of CATI systems, which several years ago began to replace paper and pencil surveys. As a phone center assistant manager, I spent entire shifts photocopying, editing, and delivering enormous stacks of paper questionnaires to our data entry department. What a relief our CATI system brought with its time-saving (and mind-saving) abilities to ensure adherence to rotation and skip patterns, eliminate virtually all paper

work, and process data for quicker turn around for the client.

"So what?" you ask. Well, supposedly we are all familiar with the benefits of CATI systems, and would all agree that these benefits greatly outweigh those of paper and pencil surveys. However, a study conducted in December 1994 by Western Wats Center shows that only half of 139 field service and two-thirds of 216 full-service shops employ a CATI system to assist in their telephone data collection (Figure 1).



Base = Sample of 139 FIELD SERVICE shops vs. 216 FULL SERVICE shops  
\*Source: Telemarketing Magazine, March 1995

Figure 1: Percentage of market research firms that have implemented CATI; percentage of telemarketing industry that has implemented a scripting software package.

What are the others using in this computer age? What they always have —

good ol' paper and pencil.

The market research community now finds itself at a crossroads regarding the technology of predictive dialing. But what exactly is a predictive dialer? First-generation predictive systems were heavy-duty mainframe computers that operated by way of a host or PBX system serving dumb terminals. These predictive dialers distinguish themselves from automated or power dialing systems by using a pacing algorithm, which accounts for number of interviewers and phone lines, average connect time, and average amount of dialing time to find the next live respondent. Based on these parameters, the algorithm controls the dialer and sets the pacing speed. The system is then fed phone numbers from the sample, and dials a proportionally higher amount of lines than there are interviewers. After screening out nonproductive numbers (e.g., busy, no answer, disconnect) and rescheduling retrievable attempts for future redialing, the system forwards only live connects to the interviewers. These "good" calls arrive accompanied by relevant sample information on the computer screen just as the waiting interviewer hears the

continued on p. 34





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*Editor's note: Doug Spaulding is director of quantitative research, Market Development, Inc., San Diego, Calif. David Taber is director of business development, MDI Interviewing Services, Chula Vista, Calif.*

**I** need a bid for some telephone fieldwork for a real straight-forward study. The study would consist of 200 15-minute Spanish-language interviews among Hispanics from the Los Angeles ADI who are the primary grocery shopper for their household and who purchase orange juice. The incidence for the study is 60 percent."

If your field supplier gives you a price from the above request, then it may be time to get a new supplier!

Assuming both parties agree that incidence means effective study incidence (ESI) as defined by the Marketing Research Association (MRA) and the Council of American Survey Research Organization (CASRO), there are still a number of additional questions a good field supplier should confirm with you before quoting a price for any study.

For Hispanic studies, however, the following question must be asked before an estimate can be provided: "What type of sample source are you assuming with the quoted incidence?"

Furthermore, for Spanish-speaking Hispanic studies another question is just as critical: "Are you treating English-only speaking potential respondents as non-screened or as screened respondents who do not qualify for study par-

# Key incidence issues when conducting research among Hispanics

By Doug Spaulding and David Taber

ticipation?"

As a brief background, the ESI is calculated by dividing the total number of individuals screened and eligible to participate in the study into the total number of individuals screened, that is,

$$ESI = \frac{\text{Total number screened and eligible}}{\text{Total number screened}}$$

A respondent would be considered to have been screened if she or he was asked all of the screening questions or terminated during the screening process because she or he did not qualify for the study.

A respondent would be considered to have been eligible if she or he "passed" all the screening questions and qualified for study participation. It does not matter whether the respondent actually completed the interview or not.

## Sample source

Unlike the general market, there are a variety of accepted sample sources for conducting "random" custom research among Hispanics. The three most distinct sources are: a sample that covers all telephone households within a given

continued on p. 30



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# Focus groups on the Internet: an interesting idea but not a good one

By Thomas Greenbaum

*Editor's note: Thomas Greenbaum is president of Group Plus, Inc., a focus group research and consulting firm in Wilton, Conn.*

Surfing the Internet has become one of the hottest topics in boardrooms, lunchrooms and at cocktail parties. It seems that everyone is trying to learn how to use the Internet so they can benefit from the information highway they have heard so much about.

Recently, some corporate executives have been asking their marketing research providers if it's possible to use the Internet for focus groups, as a way to save money and to avoid traveling to various cities to watch behind the one-way mirror. While this may be an emotionally appealing concept, as it uses the hot new trend in computer technology, it is not likely to result in effective focus group research. Here are five very important reasons why:

- One of the major reasons that the focus group is such a popular research vehicle is that it permits a group of people who were recruited based on common demographics, attitudes or product usage behavior to talk among themselves in a controlled environment about a topic of interest to the client organization. The dynamics that occur in the room between the moderator and the participants, and among the various members of the group provide the energy for the discussion and the ability to understand different views about key areas of interest to marketers.

By using the Internet, one loses several key factors that work so well in the traditional focus group environment, such as the eye-to-eye contact among the various people in the room — which can be very important to the discussion that occurs — and the control over the flow of the group which can only be achieved by a trained moderator who understands

the importance of group dynamics. This would be very difficult to manage in a focus group conducted on the Internet.

- Another reason the Internet would not provide effective focus groups is that it would be very difficult to control the recruiting of the people. The qualifications of the people in a focus group are crucial to the entire process. If the right participants are not involved, then it will be difficult to place any credence in the information they generate. With the traditional focus group, one has complete control over who is in the group, whereas on the Internet, a respondent could use an alias and false credentials and never be discovered.

- Effective focus group research occurs because of the moderator's skill at understanding where the tenor of the group is going, and how it might be necessary to deviate from the discussion guide in order to generate the most useful information for the client. The highly trained moderator gets much of his or her direction from instincts that occur because they are in the room with the participants and can feel the need for a change. To understand this phenomenon, compare the experience of watching the focus group live from behind the one-way mirror to listening to an audio tape or watching a stationary video. It just is not the same.

- Fourth, focus groups are often used to get reactions to new products, advertising ideas or promotional programs. While there are some excellent video capabilities available on the Internet, it's uncertain whether it will be possible in the near term to show concepts to participants over the Net.

- Finally, in a traditional focus group environment, the participants are sitting around a table for approximately two hours in a controlled environment. Their job for that period

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# Is there a **SUIC** in your future?

By Ron J. Kornokovich

*Editor's note: Ron Kornokovich is principal, Consumer Pulse, Inc.*

**"H**ello, this is Cyberspace Research, how can I help you?"  
"Hi, this is Andrea from Here and Now Research, I'd like to get an estimate on a mall project."  
"A what?"

"A mall project. You know, where we intercept people walking in a shopping mall and try to get them to do a 40-minute interview just because they like us."

"Oh, you mean a spatial user interactive cooperative test, or SUIC as we call it here."

"How do you pronounce that?"

"SUIC! Like in S-W-I-C-K."

"Call it what you want, it's still a mall project to me. Here's the type of person we want to interview."

"Hold on — do you have that information on your computer screen?"

"Yes, I do."

"Good. We have a new software application here that allows me to connect directly to your computer in about two seconds. You don't need to do anything except press the F1 key on your keyboard right now."

"Oh-oh, my screen went blank. Wait, I can now see you on my screen! How'd you do that?"

"It's easy. I opened windows on my screen while we were first talking and with our new software I was able to press my F1 key to display your calling number. I then dialed through my modem, sent the number into the wireless frequency assigned to your area code and accessed your computer with video. I'm fortunate that you have a computer that has the new receiver built into it for this type of communication. Is that computer new?"

"Well, yes it is, but I had no idea. . . ."

"Most people don't know about the new technologies. We try to stay abreast of all the rapid changes but it's even difficult for us. Wait until you see the new version of your machine next year. It'll be really cool. But getting back to the project, I will pull your specs from your computer to mine but I need to know the lines I can pull. Look at the left side of your monitor and tell me the last line that has a red light lit. Do you see that?"

"Yes, I wondered what those little lights were on my monitor. The last red light is on line number 23."

"Good, I'll move my face out of the way into the corner of your screen and pull down your info from line 1 through line

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23. By the way, do you have the duplex screen?"

"What's that?"

"A new monitor that divides the screen in two and compresses the type so that you get more information per screen. Just push the compress key on your keyboard and it will change itself if you have that feature."

"Neat! I now have your image on the right side of my screen and all my text on the left side. That's really something."

"Okay, I see that you want to conduct a SUIC with females who are primary grocery shoppers between the ages of 21-54 and who have used Bubble Clean in the past three months. You don't have an incidence but I can give you that in a moment. The interview is 20 minutes long. You have three age groups with 25 percent in Cell A, 50 percent in Cell B and 25 percent in Cell C. Unfortunately, you want to do this on paper. Did you know that almost 95 percent of our SUIC interviews are done on computers?"

"Really? I didn't know that. I always thought that technology would affect how research would be done but I really haven't read much in the trade journals or attended any of the Marketing Research Association's seminars on emerging technologies. Every time I ask my boss about going to one of those conferences, he says that technology can't replace people power. I believed him but I can see where I could have been more educated by at least attending some conferences to see if changes were happening that could improve the research process and the quality of data that we collect."

"Well, it's unfortunate that your boss felt that way. In the past three years there have been some major improvements

spearheaded by industry visionaries who have developed interactive data collection processes that are quite impressive. I'll send you a CD-ROM that I got last year at an MRA conference that demonstrates many of these improvements. Getting back to your project, are there any other qualifiers?"

"No, that's it."

"Okay, let me test the interview length first for accuracy. Do you have the interview in a file on your computer?"

"Yes, I do but I can't show it to you until we finish estimating and scheduling. Client security, you know."

"That's okay. I don't need to see the interview itself. I will access your file from here and use my "Compute Length" software to verify the 20 minutes. To prevent me from seeing the text, just push your F2 key, type in the file name, and then push enter. The text is now in a scan only mode and cannot be copied anywhere by anyone. Is that okay with you? You'll have to trust me on this one."

"All right, I've done that. What now?"

"My software has already read your file and estimates that the interview will not be 20 minutes. It will be exactly 30.5 minutes, on average, adjusted for your age groups. The younger respondents will complete this in 22 minutes and the older respondents in 34 minutes. Based on your quotas, the net average will be 30.5 minutes."

"But my client says it's 20 minutes."

"I understand, but wouldn't you rather have the exact length computed now so that you won't have problems when you start data collection?"

"I must do what my client says, regardless of the after-

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shock, so just please estimate the project at 20 minutes."

"Okay, but I'll be calling you for a new bid after the first day."

"That's okay. But I can only authorize additional money if you can absolutely prove to me that the interview is longer than 20 minutes."

"Proving it will be easy. We automatically record time start and end time with a device that is part of the interviewing table. I can't tell you exactly what it is since we hope to market this device to the industry soon. In our test runs, we were absolutely correct in 500 out of 500 interviews. The interview itself will be encoded with the exact length of time so that you can scan the code into your tabulation package, assuming, of course, that you have the right tabulation package. At the end of the project, we have a master file that tells us the exact length of interview by each person by age and gender or any other demographic criteria that you may find important."

"Please, I'm getting information overload. Let's just talk money now and technology later. I really do need to get up-to-date so maybe we can have a conversation later in the week. For now, can you give me an estimate?"

"Okay, since you don't have incidence, I'll need to access our database and check for usage of Bubble Clean. It will take about five seconds. While it's crunching, I want to let you know that our database search is set to only look at usage within a five-mile radius of our SUIC center. Here it is. Usage in the age groups you are looking at is 18.2 percent. It's a good thing you called us here at Cyberspace Research since I also checked our competitor's SUIC center with the same five-mile radius parameter and their incidence is only 8.7 percent. Additionally, most of their usage is in the older age group which you have limited to 25 percent of the total 50 interviews. So their net incidence would come out to be about 4.7 percent. The age dispersion in our trading zone is just right so that our estimated net incidence will stay at 18.2 percent."

"That's interesting but is it correct? And how did you know that it is only 50 interviews? I never told you that and it's not on my screen."

"Easy, when I pulled the file down, I checked for hidden screen changes. In line 20 of your specs, you had typed 50 interviews but backspaced over it to delete the number of interviews. You then typed 100 interviews but also backspaced over that. I surmise that your client has not decided on the absolute number of interviews yet or the number of cities. I'll give you an estimate for the 50 but bear in mind that if you change that to less than 50, the estimate will have to be increased so that our briefing and setup costs are fully covered. Of course, if you want to complete more than 50 there will not be a cost adjustment as long as incidence and length hold true."

"That's scary! You have all this information at your fingertips that quickly and to that level of precision? How'd you get all that information stored and accessible?"

"I'd really like to tell you that but I can't. Trade secrets, you know."

"Too bad, but I understand. It's not easy keeping competitive information secret anymore. It just isn't like the 1980s. So

continued on p. 92





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# Survey Monitor

## "Pizza in Our Time" and other lifestyle trends

"The Age of Autonomy," "The Global Village," and "Revenge of the Brands" are just a few of the 15 lifestyle and marketing trends that will shape the future, according to Roper Starch Worldwide, Mamaroneck, N.Y.

The trends indicate that Americans are finding new ways to solve old problems. For example, recent best-seller lists and church-attendance polls are evidence that, in their search for meaning, people are increasingly pursuing more individualistic paths to spiritual-

ity.

And some seemingly contradictory trends seem to be developing at the same time. For example, there appears to be a renewed sense of self-reliance, a reversal of a trend toward dependence on government or business to solve problems. Yet at the same time, more communal efforts are taking hold to serve collective self-interests, as evidenced in neighborhood crime watches.

The trends are described in a special 10-year anniversary edition of *The Public Pulse*, the firm's monthly report on "what Americans are thinking, doing, and buying." The trends, described in "Understanding The Year Ahead: Fif-

teen Numbers You Need To Know," are based on the firm's extensive Roper Reports database, which includes in-person interviews with 2,000 people nationwide, ten times a year. The database originated in 1973.

Brief descriptions of the 15 trends, excerpted from *The Public Pulse*, follow:

**The Age of Autonomy:** Who's solving the big problems? Fifty-three percent say individual Americans. New technologies, from fax machines to car phones to computer chat boards are making it easier to be self-reliant. Parents are joining grass-roots movements to arrest the decline in education. Call it the self-serve society — as in "I'll do it myself." Or call it the YOYO effect — as in "You're on your own."

**The Global Village:** Eighteen percent of college-educated people in the hemisphere made an international call in past month. Technology is making a reality of Marshal McLuhan's vision of the global village, particularly among the young and the educated, the vanguard of the emerging global middle class. The concept of the global citizen, a term that has been reserved to globetrotting diplomats, corporate executives, novelists, and athletes, is moving down into the middle class.

**PC Nation:** Forty-three percent of middle-class Americans have used a personal computer in the past year. Personal computers aren't just for people on the fast track. As they've become more familiar with computers, Americans have begun to use them for a wider range of tasks.

**Revenge of the Brands:** Fewer (-13 points) think private-label groceries are less expensive (compared to the number in 1989). With national brands closing store brands' price advantage, while store brands close the quality gap, the two sides' points of difference have

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narrowed. Since national brands and store brands are being looked on increasingly as equal in value, both are going to be under pressure to maintain value while doing things — from innovating to brand-building advertising — that maintain consumers' interest. The battle, then, appears to be both over price and marketing.

**Work vs. Home:** Fifty percent of women want to stay home, but many who want to can't afford to do it. The percentage of women who say they would prefer to stay home to care for their families has been rising again after falling from the '70s through mid-'80s, but fewer women think they can do it: 44 percent of women who would like to stay home don't expect they will be able to do so in the near future, up 8 percentage points from 1991.

**Creature Comforts:** Sixty-eight percent say staying in luxury hotels is seen as status symbol by Americans. The ones (status symbols) Americans aspire to don't involve power or prestige so much as personal comfort. Roper Starch reports that the top four status symbols Americans would personally like to have

or do are "having a vacation home," "staying in luxury hotels," "traveling abroad frequently for pleasure," and "eating at expensive restaurants." Relatively few would like to "live in an exclusive neighborhood," "know people who are prominent or famous," or "have a position of power in government."

**Pizza In Our Time:** Fifty-nine percent of Americans are bringing home take-out food to save time, cut stress. There is likely to be continued opportunity to increase the variety of take-out available to consumers in foods and channels of distribution.

**Intimate Affair:** Americans are paring back the number of friends they see. There seem to be fewer "party animals" than there were in the '80s. The decline appears to be another manifestation of how the stresses of the economy have changed lifestyles. The Baby Boom (now aged 31-49 years old) is well into its family years. With time at a premium, it's not as easy to keep up with lots of people. People may not be seeing as many friends as they were a few years ago, but friendship has not lost its value.

**Generation ?:** Only 3 percent of the

46 million Americans 18-29 say they are members of Generation X. *The Public Pulse* laments that many marketers and advertisers "backed off in confusion and frustration when the group defied easy stereotyping. And that's too bad for marketers. For while today's under-thirtysomethings may lack the easily-grasped generational identity associated with the Baby Boom, they are going to be an increasingly powerful force in the marketplace."

**Good Carma:** Fifty-two percent say U.S. cars are equal to or better than imports in overall cost of ownership. The shift is particularly important because cost has been rising in relative importance as a purchase consideration.

**The New General Store:** Discount stores rank among top three channels for 17 of 19 products. No, the problem isn't that people don't like to shop. It's that they don't have as much time to shop, and don't feel like they have as much money as they used to. That combination has added up to a winning formula for discount stores, which have become America's "New General

continued on p. 38

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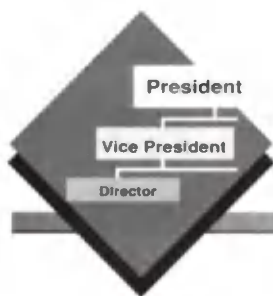


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# Names of Note

**Dean R. Schultz**, vice president of the *Wirthlin Group*, will head the company's new Salt Lake City office.

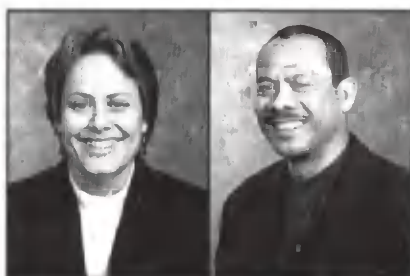
*Information Resources Inc.*, Chicago, has appointed **Timothy Bowles** to the new position of president, IRI European Information Services. He will be based in the company's UK office.

**Eric Hoekstra** has been named to the new position of computer systems coordinator at *Barnes Research, Inc.*, Grand Rapids, Mich. In addition, **Brian Hawley** has joined the firm as night supervisor of the phone room.

**Kate Baker** has joined *NFO Re-*

*search, Inc.*, Greenwich, Conn., as vice president, human resources.

**Rebecca Gradolph**, **Renato**



**Gradolph**

**Linsangan**

**Linsangan** and **Jennifer Mitchell** have joined the multi-cultural research team

of *Hispanic & Asian Marketing Communication Research, Inc.*, Belmont, Calif.

*The National Decorating Products Association (NDPA)* has named **David**



**Mitchell**

**Weiss**

**Weiss** director of industry research. **Don Boettcher** has been named to the newly created position of NDPA's director of marketing research. **Christopher C. Jester** has joined the organization as market research analyst.



**Boettcher**

**Jester**

**Robin Goodman** has been promoted to national field manager at *Decision Analyst, Inc.*, Arlington, Texas. In addition, **Felicia Rogers** has been promoted to senior account executive.

**Angie Abell** has joined *Davis Market Research Services, Inc.*, Calabasas, Calif., as director of the phone room and field department.

**Michael Breerton** has been promoted to senior vice president and director of

continued on p. 45

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# Research Company News

**Irwin Research Services, Inc.** has moved to new offices in the Sun Bank Building, 9250 Baymeadows Rd., Ste. 350, Jacksonville, Fla., 32256. Phone 904-731-1811, fax 904-731-1225.

**TZAR Worldwide Advertising**, a full-service advertising company based in Moscow, Russia, has opened an office in New York to serve companies wishing to use its market research division to find out more about the Russian market. For more information contact Elmira Mukami, TZAR America, c/o Reminick, Aarons & Co., 685 Third Ave., 19th Fl., New York, N.Y., 10017-4037. Phone 212-697-6900, ex. 208, fax 212-490-1412.

**Jagorda Interviewing Services** has opened interviewing facilities at Plaza Bonita shopping center in San Diego. For more information, call Jerry Jagorda at 619-573-0330.

**AIM Research**, El Paso, Texas, has expanded its data collection service to 28 telephone lines with 20 CRT stations for computer-assisted interviewing. AIM also has C3 capabilities. For more information, call Linda Adams at 915-591-4777.

**J. Ross Associates, Inc.**, has moved to 201 S.W. Port St. Lucie Blvd., Ste. 108, Port St. Lucie, Fla., 34984. Phone 407-340-3992, fax 407-340-5883.

**The Wirthlin Group** has opened an office at 4766 Holladay Blvd., Salt Lake City, Utah, 84117. Phone 801-272-9399, fax 801-272-9499.

**Claritas**, Arlington, Va., has signed a corporate license agreement to provide lifestyle segmentation data for the newspaper division of The Gannett Co., Inc. The agreement will allow Gannett's 81 local daily newspapers to use Claritas'

PRIZM lifestyle data for targeted marketing in circulation and sales.

**Simmmons Market Research Bureau, Inc.**, has signed a multi-year contract with D'Arcy Masius Benton & Bowles, Inc., for its Study of American Readership and Study of Media and Markets.

**Information Resources, Inc.**, Chicago, has concluded its previously announced strategic alliance with **MEMRB International**, a Cyprus-based research firm, including an option for IRI to acquire a minority interest in MEMRB. Details of the transaction were not disclosed. In other IRI news, results from the 1995 Survey of Scanner Data Users by Prevision Corp. (formerly conducted by Mercer Management Consulting) show that IRI's InfoScan product was rated #1 in client satisfaction for the seventh year in a row. InfoScan received an overall rating of 3.8 (5 = high satisfaction, 1 = low satisfaction) while Nielsen's Scantrack received a 3.5 score.

**Equifax Inc.** and **CIEMEX-WEFA** have reached an agreement which will bring site selection and trade area analysis tools to Mexico. The agreement expands a long-standing relationship between Equifax's National Decision Systems, of San Diego, and The WEFA Group, a economic forecasting firm.

**MapInfo Corp.**, a Troy, N. Y., maker of desktop mapping software, has developed an exclusive mapping and routing application for Houston-based Browning Ferris Industries (BFI). BFI, a large commercial and residential waste hauler, is using MapInfo to optimize truck usage and improve productivity.

**Simulation Research, Inc.**, Marietta, Ga., has acquired all rights to Visionary Shopper, the virtual reality-based marketing research tool that simulates the shopping experience. Simulation Research was formed by Stephen Needel and Kirby Donnelly, the senior management team that brought Visionary Shopper to market in 1993.

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# Product & Service Update

## Windows program simplifies working with maps

OverPlay Data Company, Lexington, Ky., has launched a new Windows program called EasyStreet, to give advertising and marketing professionals easy access to maps and demographic information. With on-screen maps, EasyStreet users can outline a market area and generate a report of the area's demographics. The program also allows users to find households matching a demographic profile defined by the user. On-screen maps provide an interactive desktop to select a

site for a new store or the area around an existing one. Outlining an area on the map screen with the mouse defines the study area. The study area can be any radius around a business location or a polygon bounded by highways or natural features. After establishing the study area, the program retrieves and displays all the demographic data for the study area including: population, race, age, income, as well as other demographic variables. EasyStreet accesses 173 variables and more than 680MB of data from the 1990 census. The program provides 16 standard reports and charts, as well as maps of the study area, to capture the results of a

market analysis. EasyStreet's demographic data is available for custom reports for Excel, Lotus 123, dBase, Paradox and Access users. Free demonstration disks are available by calling 800-683-5277.

## Windows version of data exploration software from BMDP

BMDP Statistical Software, Inc. is now shipping a Windows version of its data visualization and exploration program, BMDP/DIAMOND. The software helps users explore complex relationships in multivariate data. Originally developed for the OS/2 and UNIX platforms, BMDP/DIAMOND for Windows Release 1 has been redesigned to take advantage of Windows' functionality and ease of use.

By viewing and manipulating data through BMDP/DIAMOND's incisive graphs and plots, users can gain insight into relationships among variables in any data set. The program provides many data representations, including a concise global view, various multi-dimensional plots (2-D, 3-D, 4-D, and higher) and sorted tables of univariate and bivariate statistics. For more information, call 800-238-2637 or fax 310-207-8844. E-mail: sales@bmdp.bmdp.com

## MRA conference slated for June 7-9

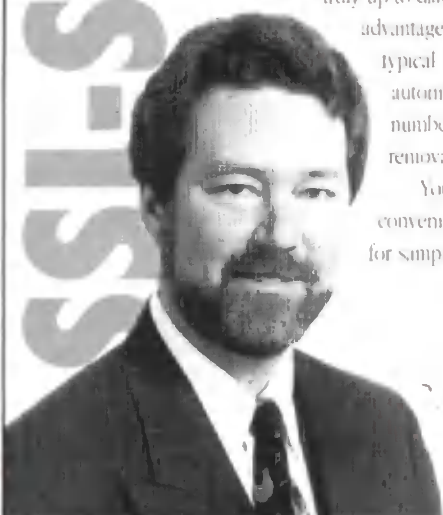

The Marketing Research Association will hold its 37th annual conference, "Transformation 2001: Fast Forward" from June 7-9 at the Loews Santa Monica Beach Hotel, Santa Monica, Calif. The program focuses on the future direction of the marketing research industry.

continued on p. 37

SSI-SNAP

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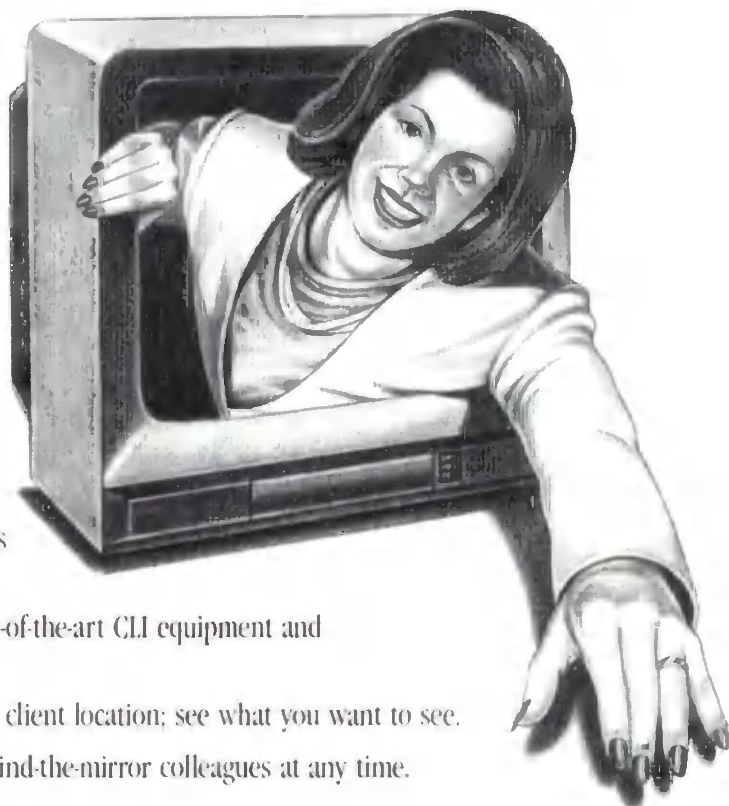
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## First in service

continued from p. 7

tions were developed for each division. This resulted in nine different surveys, each highly focused yet allowing for internal benchmarking across common questions. The survey also allowed the data to be segmented by management and non-management respondents. The SMPI was administered at the same time. To help clarify quantitative data and capture new issues, all the surveys were designed to include open-ended comments.

### Managing logistics

One of the biggest challenges of the project was managing the logistics of sampling and survey distribution. First of America Bank Corporation's complex structure combined diverse management styles on the corporate level and diverse market segmentation with branches that cut across urban, suburban and rural communities. It was essential to keep the samples random, while meeting the specific segmentation needs of each corporate division and branch affiliate. To effectively link results from all four surveys, it was necessary that employees answering the SMPI be drawn from the same branches from which customers were being sampled.

In previous research conducted by FOA, external bank survey results were not identified by branch, and there was no way to tell if the respondent was a frequent branch customer. In addition, prior internal customer surveys had addressed only two of the nine corporate divisions. The primary goal of the new survey methodology was to ensure that results were segmented for the branch office and all surveys reflect a common snapshot in time.

Based on the project management team's recommendation, the customer survey methodology used was a combination of mail and phone interviews. The retail customer satisfaction survey was mailed to 77,600 current retail customers. Bank presidents were given a choice of receiving the data randomly by location or specifically by region or community. Surveys for the retail customers were mailed with a one-dollar incentive. At 41 percent, the response rate was significantly higher than the industry average of 30 percent for a mail distribution.

The commercial customer satisfaction survey was implemented through phone interviews with 1,729 commercial customers across 20 affiliate banks.

Both the SMPI and the internal customer survey were administered in the third quarter of 1993. The employee samples were compiled, cutting across corporate hierarchy, functions, job descriptions, etc. Because the surveys were designed to focus on issues important to employees' ability to provide excellent service to customers, the survey recipients were eager to give feedback. The internal customer surveys were distributed through inter-company mail. The SMPI was administered by pulling every fifth personnel file and inviting the employee to receive face-to-face instruction and complete the survey in person. This resulted in response rates for both surveys ranging from 92 percent to 100 percent from the divisions, and ensured a cross section of employees.

A satisfaction gap analysis and a key driver analysis were used to identify key issues for employees, internal customers and branch customers, providing satisfaction ratings in graphic form. This helped First of America focus on the most salient issues, summarizing the information for a clear understanding of where to allocate resources for fastest improvements.

The SMPI and the customer surveys were designed to facilitate the use of path analysis, a statistical technique for integrating results across different types of surveys. The results were then compared by location and by branch to correlate customer satisfaction with employee feedback on various management practices.

During project development, the project management team had determined how the reports should look and what they should show. This enabled the data to be compiled quickly once the fielding was completed.

### Training sessions

A "train the trainer" approach was used to expedite dissemination and understanding of the reports. Training sessions were held for CEOs, quality service coordinators and one team leader from each division and bank. This method ensured that the process was tied directly to senior management. During these sessions, Questar trained attendees to understand and interpret the



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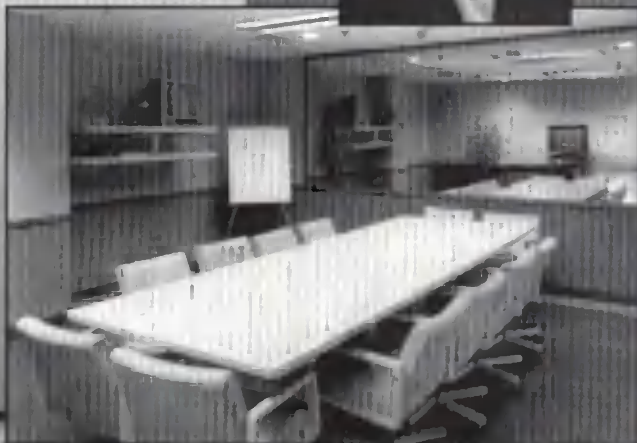
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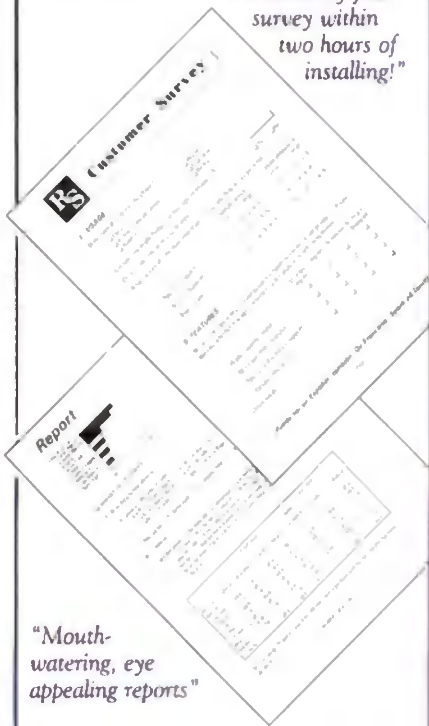


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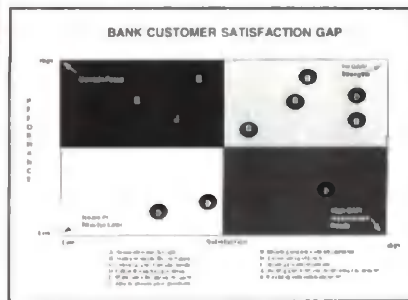
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results so that they could immediately meet to identify improvement actions. Each manager received an interpretation guide and reports for their area, as well as a deadline to create an action plan.

Managers were asked to identify two to three areas of improvement and create a customized action plan. Employees were involved in group brainstorming sessions on key issues. They went on to develop creative strategies for meeting their unit's goals. This approach brought everyone on board, fostering a spirit of teamwork and employee accountability.

A unique approach to communicating results to all employees was developed for the southeast Michigan FOA affiliate, the largest bank in the system. A 13-minute video on the results was created to help spread the information quickly throughout the southeast affiliate's 147 branches and 2,500 employees. Using quarterly mini-surveys with Questar's support, the bank has been able to measure and maintain significant improvements.



VEEBATBI COMMENTS FOR CENTRAL BANK OFFICE	
% of Respondents who commented	Further commentary
27% Commenting	<ul style="list-style-type: none"> <li>I am very impressed with the way the program helps me when I have to do the survey. It is very easy to use. The program is very easy to use. It is very easy to use. It is very easy to use.</li> <li>The program is very easy to use. It is very easy to use. It is very easy to use. It is very easy to use.</li> <li>The program is very easy to use. It is very easy to use. It is very easy to use. It is very easy to use.</li> </ul>
1/3 Customers Responding	<ul style="list-style-type: none"> <li>The program is very easy to use. It is very easy to use. It is very easy to use. It is very easy to use.</li> <li>The program is very easy to use. It is very easy to use. It is very easy to use. It is very easy to use.</li> <li>The program is very easy to use. It is very easy to use. It is very easy to use. It is very easy to use.</li> </ul>

### Outperforming competitors

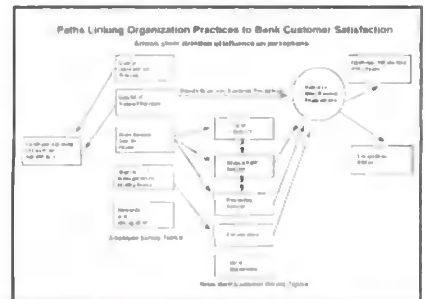
Using the integrated results from the surveys, First of America Bank Corporation is planning a process for ongoing measurement of customer satisfaction and service quality. The process will allow FOA to evaluate the impact of its improvement efforts, and also to more quickly identify new areas for improvement.

While the customer survey and the

SMPI showed that there were specific areas in which the corporate divisions and the affiliate banks had to improve, the results were also encouraging. On the branch level, FOA was shown to outperform competitors in several areas of service important to customers.

By integrating the internal and external results, Questar was able to show that where branch employees were satisfied with management's commitment to service quality, customer satisfaction and loyalty was also high. Seeing these results in an objective form allowed FOA management and employees to acknowledge that employee commitment depends on how well they are supported by the corporate level. This in turn affects customer satisfaction.

The results provided a company-wide base for measuring improvement. Since the process involved the end-users of the data from the outset, the results couldn't be dismissed or discounted, as earlier survey attempts had been. First of America Bank Corporation now uses this information as a rallying point for the entire company.



A path analysis is the statistical key to linking internal and external surveys, showing the relationship between employee satisfaction and customer satisfaction on multiple topics.

### Quality, an ongoing process

To monitor FOA's progress, the project management team has recommended that Questar perform the SMPI internal survey every year, with each division performing a checkup survey twice a year. Every other year, the retail and commercial bank customer surveys would be implemented.

Currently, the project management team has regrouped to determine ways to improve the process. Like the quest for quality service, research is an ongoing process. First of America Bank Corporation recognizes this and it is committed to service quality research, now and in the future. □

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---

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Circle No. 160 on Reader Card

## Hispanic

continued from p. 10

market (full coverage), a sample that is limited to telephone households which are located in areas which are heavily populated by Hispanics (high-density), and a sample that is limited to listed telephone households who are headed by individuals with Hispanic surnames (listed surname).

For all Hispanic studies, the sample source has a substantial impact on the ESI. In fact, its impact is often greater than all of the other screening requirements combined. For example, results from a recent study in Los Angeles showed that the Hispanic incidence ranged from 24 percent using a full-coverage sample, to 45 percent using a high-density sample, and up to 74 percent for a listed surname sample. This means that if a client claims the ESI is 60 percent and has not considered the

sample source that the actual ESI will be much lower. It could range from 44 percent (60 percent x 74 percent) down to 14 percent (60 percent x 24 percent) for the most representative sample.

### Treatment of English-only speaking individuals

No matter what sample source is used, the specific area that causes the most incidence discrepancies in Spanish-language studies is how potential respondents who speak only English are classified. The two options are:

1) Treat the respondent as a "language barrier" and consequently an individual who was not screened; or

2) Treat the respondent as a person who has been screened, and terminated, because she or he did not meet the study's requirement of being Spanish-speaking.

Since the definition of ESI depends

on whether a respondent has been screened or not, the final ESI will be different depending on which of the above options are used. For example, assume dialings from a Spanish-language research study revealed the following:

Not eligible	
Speak English only:	50
Not Hispanic:	5
Don't purchase orange juice:	15
Eligible	
Qualified refusals:	5
Completes:	40

Using option 1 identified above, the ESI would be calculated as

$$ESI = \frac{5+40}{5+15+5+40} = 69\%$$

Using option 2, however, the ESI would be calculated as

$$ESI = \frac{5+40}{50+5+15+5+40} = 39\%$$

Both of the above options can be, and are, used when determining costs for field studies. In the former case, the field supplier simply estimates a lower contact rate since the English-only speaking individuals are treated as non-contacts.

Additionally, neither of the options should be seen as incorrect. Option 1 does a better job of literally following the incidence definitions outlined by CASRO and MRA, while option 2 provides a more accurate estimate of the intended purpose of the ESI, that is, it better illustrates to clients how easy or difficult it is to reach a qualified respondent.

The distinction between most general market studies and Spanish-only studies is that with the former, a potential respondent who does not speak English is usually not included in the study because the interviewer can't determine whether he or she would qualify for study participation, whereas in the Spanish-only studies, a potential respondent who does not speak Spanish is not included in the study because he or she does not qualify for study participation.

When conducting Hispanic studies, particularly those that are conducted only in Spanish, the client and supplier would be well-advised to be fully aware of both the sample source being used and how non-Spanish-speaking individuals will be classified before the price for the fieldwork is finalized. This will reduce any possible disagreements on whether the price should be modified should the final ESI be higher or lower than anticipated.



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# War stories:

## True life tales in marketing research

By Art Shulman

*Editor's note: "War stories" is a regular feature in which Art Shulman, president of Shulman Research, Van Nuys, Calif., presents humorous stories of life in the research trenches. Readers are invited to call or write Shulman with stories of their own.*

**M**arket researchers are important people. We are smart, and we do work that influences the national economy. Sometimes, though, we need to be brought down to earth.

Moderator Michele Zwillingler recalls her first day on the job as director of research for a major advertising agency. One reason she was hired was for her skill in implementing research to generate new business. Upon reporting to work that first day she was informed that focus groups were scheduled for that night and was asked if she would "just show up and be charming."

When Zwillingler showed up at the sessions, she met the owner of the client company, which operated an entertainment attraction. During the groups, the teenage respondents

completely slammed and trashed the client's company, so enraging the owner that he broke into the session, told the boys that they didn't know what they were talking about, and then played them a radio commercial he had prepared, which they trashed and laughed at even more.

The client was so upset that he fired the agency. Can you imagine how Zwillingler felt coming to the office the next day?

In another instance of a researcher being brought down to earth, Alan Fine, now a senior executive, but then working at Audits & Surveys, clearly remembers one of his first projects as a marketing researcher, where he was called upon to fly to a distant city and audit a supermarket's shelves for laundry detergent. Fine felt initiated to the research profession when an open box of Tide fell from a high shelf, bopping him on the head and speckling his new suit with flecks of detergent.

At least he wasn't under a pigeon.

An unnamed focus group moderator, often on the road, made a practice of shipping home his used un-

derwear while he was on long trips. One evening he instructed the hostess at the focus facility he was visiting to FedEx a package holding his underwear to his home, and ship the audio tapes to his client.

When the moderator returned home a couple of days later he opened the FedEx package and, to his horror, saw audio tapes. Realizing what his client had received, and more concerned that his client would know whether he wore jockey shorts or boxers than with the client not having audio tapes, the moderator immediately called the client's secretary, who said that the package hadn't yet been opened. He then instructed her not to open it, and to FedEx it to his office, next-day priority.

Janice Sunday, of the advertising firm Stranger & Associates, made a multi-media presentation to the Los Angeles chapter of the American Marketing Association. She exhibited her agency's creative for a new luxury hotel in Las Vegas, and provided figures showing that hotel traffic exceeded all expectations after the advertising ran. She com-



pleted her presentation by telling the audience that that morning her agency had been fired by the hotel.

Cathy Casteneda, now director of research at Talbot's, cites a focus group she observed with about a dozen senior executives of the financial services company she worked for at the time. One of the executives, attending his first focus group discussion, turned on the light in the viewing room, leaving the executives clearly visible to the group of women on the other side of the mirror. Some of the executives dove to the floor. Others sheepishly smiled.

Speaking of clients, Paul

*Janice Sunday, of the advertising firm Stranger & Associates, made a multimedia presentation to the Los Angeles chapter of the American Marketing Association. She exhibited her agency's creative for a new luxury hotel in Las Vegas, and provided figures showing that hotel traffic exceeded all expectations after the advertising ran. She completed her presentation by telling the audience that that morning her agency had been fired by the hotel.*

Scipione, currently a professor at Montclair State University, but then working for a research company, reports observing a focus group with a lecherous client, a Fortune 500 senior executive, in a research facility with a remote-control TV camera and observation room down the hall.

Actually, Scipione was *trying* to observe the session, but was unable

to do so because his client insisted that the camera be trained on the cleavage of the ex-Playboy bunny who happened to be a participant in the group. The camera never budged from the front of the ex-bunny's blouse, no matter how significant the comments of others in the group.

Scipione reports that as the ladies left the session his client was there at the door to personally hand the woman her cash envelope — and

insistently ask for her phone number as well, which she gave him!

In future installments of this column, we'll report on more quirky, loopy and strange happenings in the world of market research. Whether you're a research provider or a client, if you'd like your story to be told please call me (818-782-4252) or, better yet, write it up and fax it to me (818-782-3014). □

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Visited before that	15 6%	55 22%	87 35%
	26 10%	70 26%	51 22%

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## Predictive dialing

continued from p. 8

respondent's "hello."

Telemarketers were the first to dive into the predictive dialing world. Telemarketing's growth can be largely attributed to predictive dialing, which cut costs and doubled production in most telemarketing centers. As a result, the telemarketing industry has grown explosively. Fat profits generated by rapid telephone sales have attracted streams of marketing dollars previously spent elsewhere.

But what about market research? How can predictive dialing specifically benefit our industry? Following are results from a recent dialing comparison conducted in my phone center:

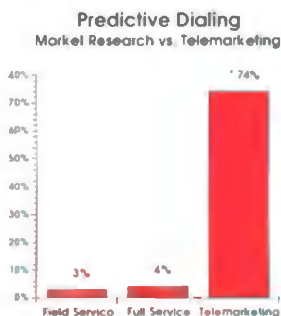
	Hand Dialed	Predictive
Completes	1,000	1,000
Production Rate	2.02	2.82
Interviewer Hours	493 hrs	354 hrs
Questionnaire Length	7 minutes, 14 seconds	
Incidence	47%	45%
Total sample units	10,000	10,000
<small>(Survey Sampling, Inc. Random Business Screened, 2 replicates)</small>		
Total dialing attempts	12,812	23,965

This comparison of predictive and manual dialing methods clearly favors predictive dialing. As an operating manager in a phone center, I certainly favor it! We spent 39 percent fewer dialing hours to complete the project, and found a 40 percent productivity gain using the predictive dialer on this split sample study. How can predictive benefit the interviewer and the supervisor who work directly with the dialer? The dialer saves interviewers from the monotonous task of dialing and encountering mostly busy, disconnected, and unanswered calls, relieving them from burnout. Predictive dialers can be quick and effective in their sample management, freeing the supervisor from traditional project work to attend to the needs of the interviewing staff. Chris Hall, president of Advanced Phone Resources, has found similar results. "Our new predictive dialer has made a real difference. We saw instant results in our phone center — fewer hassles, increased production and a happier staff. Our interviewer turnover has started to decrease and our time is spent in more productive activities."

### Can researchers benefit?

If predictive dialing has benefited

telemarketers, why can't it do the same for the market research industry? Telephone research and telemarketing are birds of a different feather but are similar in many operational aspects. Since predictive technology is superior to manual dialing methods, then one would expect to find a predictive dialer in most research phone centers. However, a 1994 Western Wats inquiry of the research industry shows only 3 percent of field service and 4 percent of full-service companies have invested in predictive dialers, compared to 74 percent of telemarketing firms (Figure 2).



Base = Sample of 139 FIELD SERVICE shops vs. 216 FULL SERVICE shops  
Source: Telemarketing Magazine, March 1995

Figure 2: Percentage of the market research and telemarketing industries that have introduced predictive dialing into their operations

The obvious question is "Why?" A close look reveals several factors. First, many research operators are simply unaware of predictive dialing technology, and if they are aware, they don't understand how it operates and how it could benefit them. Further, many people who are aware of predictive technology aren't computer literate, and thus fear it. But the principal deterrent still seems to be its cost, which is perceived to be prohibitive. Most predictive dialing manufacturers have steadily raised prices for their product as a result of demand from telemarketers. And because they are now even more feature enhanced, these PBX-style dialing systems now cost anywhere from \$5,000 to \$10,000 per station, an investment requiring \$100,000 or more for the average market research phone center. Higher demand and more features has led to costly maintenance contracts, updates, and necessary maintenance by in-house programmers. All of this, of course, instantly equates to huge expenses.

How has telemarketing been able to effectively adopt the predictive dialer if cost is such a deterring factor? Unlike the market research industry, telemarketing is a young industry with expand-

ing markets. Telemarketing firms are ubiquitous now, most of them operating at high profit levels. The investment in a traditionally expensive predictive dialing set-up is more feasible for telemarketers than it is for a market research firm or data collection center, whose industry has matured and is much more cost driven.

### Jumping the hurdles

The overwhelming value of predictive dialing technology would seem indispensable to the future of telephone data collec-

tion. But several distinct factors, especially cost, are deterring its widespread use. How, then, can the industry jump these hurdles to take advantage of predictive dialing technology? Working in the new realm of computer telephone integration, some industry developers are providing a way. Advances in PC technology, combined with new "open architecture" dialing card systems, have allowed these developers to create PC-based predictive dialers.

Here's how it works: A phone center

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that is PC networked (such as those using PC CATI systems in their data collection) adds an open architecture dialer to the existing PC network. This is done by loading a dialing interface on the network server and installing the dialing engine as a conventional node on the network. This means that most networked CATI systems need no other enhancements, and no major overhaul of interviewing software is necessary. But what about cost? In this PC environment each interview station can be equipped with predictive dialing for as little as \$2,000, a drop of up to 80 percent of the cost for a traditional dialer.

For several years, we at Western Wats looked to incorporate predictive dialing company-wide. We had already invested in CATI technology to assist in the data collection process, but our dialing remained primarily manual due to the high costs of acquiring additional predictive dialing stations and the seasonal nature of our political research work. Last year, my life as a phone room manager changed for the better! Western Wats developed and installed a custom research predictive dialing system on my CATI network. The results are impressive. We have installed predictive systems in each of our

four phone centers, and have taken on work that previously would have made me shudder! For instance, in a national election project last fall, we made 85,000 screening calls from a 110,000 sample base in just three days — with a production rate of over 50 screenings per hour!

Despite how wonderful the PC-based dialer now appears to my staff, most of them were anxious when considering possible difficulties before we installed this new technology. One obstacle we anticipated was the possibility of requiring extensive training for managers, supervisors, and interviewers to operate the dialing equipment. But that worry soon vanished. Because the supervisors and interviewers were already familiar with the existing CATI, they needed only minimal training on the dialer. My staff was up to speed in just a few weeks. The dialing system has been a big time-saver in other areas. As a phone center manager, I used to spend the wee hours of many nights sorting sample, completing master dialing tallies, and manually entering dialing disposition results. Our PC-based dialer now does all of that, as well as create on-line reports of interviewer statistics, quotas and project production figures.

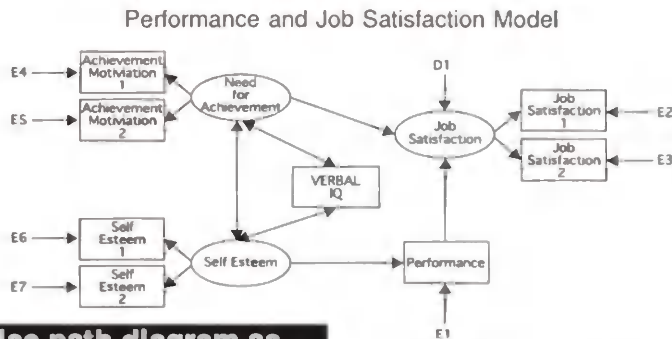
### Change to survive

Current industry trends suggest that market research may be forced to make sweeping operational modifications to ensure its survival. The data collection phone center particularly faces many growing challenges. Labor pools are shrinking, labor costs are rising, refusal rates and answering machine use are up, and the demand for low-incidence studies is climbing. The predictive dialer can obviously aid the industry in overcoming these challenges.

And though its acceptance as a practical research tool has been inhibited by different factors, specifically cost, its advantages make it an overwhelming favorite to maintain the industry's prosperity. With predictive dialing, labor costs dive as productivity increases. Call center workloads can be increased with same staffing levels, and studies turned around more rapidly in the field. And with innovative PC-based dialers, a much lower price tag cuts the investment "payback" time in half compared to traditional predictive systems — not to mention that it makes a phone center manager's job much easier, and allows the phone center staff to get to bed before midnight! □

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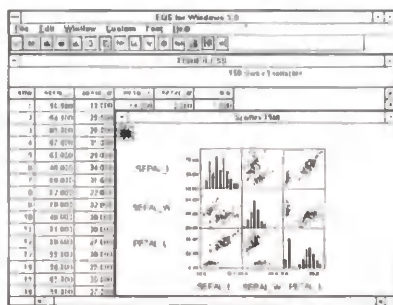
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EQS 5.0 allows you to easily draw presentation-quality path diagrams like the one above and automatically runs your model according to the diagram. You need no prior knowledge of command language or of EQS to build and run your model. EQS also provides a wide range of statistical and data exploration tools, allowing researchers to better understand their data and formulate an optimal model.

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## Product & Service Update

continued from p. 24

try. Keynote speakers from Microsoft and Disney will provide insight into office automation and integration and balancing technology with the human touch. A technology forum will enable participants to experience emerging marketing research technologies and learn how to apply them to their own business needs. For more information, call Debbie Midford at 203-257-4008.

## New predictive dialing system

Results Telemarketing, Inc., Dania, Fla., now offers Results 2000, a predictive dialing system, featuring full scripting, list management, reporting, calculation and branching logic capabilities. It uses standard parts featuring IBM-compatible computers with Dialogic cards for call detection. For more information call 800-284-5318.

## New book on Hispanic market

Marketing consultant M. Isabel Valdes, president of Hispanic Market Connections, a Los Altos, Calif., research firm, has teamed up with demographer and sociologist Dr. Marta H. Seoane to write *Hispanic Market Handbook* (480 pp., \$69.95, published by Gale Research). The book covers all areas relevant to understanding the Hispanic market, including demographics, culture, trends, sub-groups, income and spending, managing acculturation and diversity, the role of language, Hispanic media strategies, women and youth markets, and segmentation. It also features case studies and a listing of sources for further information. For more information, call 800-877-4253.

## Tap into consumers' brainwaves

Advanced Neurotechnologies, Inc., Colorado Springs, Colo., has announced market research applications of its MindSet system, a brainwave-to-computer interface. MindSet's application to market research allows

clients to achieve insight into consumers' responses to advertising, television/movie viewing and other media. MindSet, a proprietary combination of hardware and software, allows specific evaluation of the brainwave

relationships correlated to fundamental emotional response in real-time. For more information, call Richard Patton, 719-578-9323.

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## Survey Monitor

continued from p. 21

Stores," offering a wide range of products at reasonable prices under one roof.

**Self-Serve Advertising:** Forty-nine percent of Americans want to use interactivity to study brands and products. *The Public Pulse* describes self-serve advertising as "consumers setting the terms of when, where and how they accept information about

products and brands, and what kind of information they are looking for. Self-serve advertising has begun, in the form of new technologies such as computer on-line services, fax machines, 800 numbers, and remote control TV 'mute' buttons and channel-surfing abilities."

**Angel On My Shoulder:** Fifty-eight percent of Americans in \$50K-plus households say angels are "in." Unable or uninterested in pursuing traditional paths, Americans are taking

a road they see as appropriate for their own concerns. Angels, in their roles as guardians, protectors, and keepers of faith, are a fitting symbol for this typically pragmatic American search for meaning.

**Future Grok:** Sixty-nine percent of undergrads worry about the future; they'll make society think about it, too. During the next decade, the U.S. teen population will grow at about twice the rate of the total population. The result is likely to make the Eisenhower generation and the Baby Boomers acutely interested in what kind of legacy they are leaving their children. Already, this has begun to influence public debate.

**Connections:** The rise of the neighborhood watch (21 percent have joined) shows groups are still key. Americans may believe they should be more self-reliant, and technology may be enabling them to be more independent. But they still prize connections with family, friends, colleagues, and their communities.

## PC games won't kill Nintendo

Home PCs will not eradicate the video game console business, concludes a recent report from Cambridge, Mass.-based Forrester Research's People & Technology Strategies. The report, "Video Game Futures," presents findings from interviews with 50 game developers and publishers. The interviewees told Forrester that their current interest in the PC platform largely results from the awkward transition video game manufacturers are making from 16-bit systems like Sega Genesis and Super Nintendo to more advanced systems. Their more extended view is of both game platforms as complementary platforms that each reach different audiences.

"Despite the popularity of games like Doom and Myst, the home PC will not vaporize the video game business," says William Bluestein, research director of People & Technology Strategies and author of the report. "At 30 percent of U.S. households, 16-bit video game penetration exceeds that of home PCs. These prod-



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ucts enjoy an absolute lock on a core consumer market — boys. Unlike PC games, video consoles offer a compelling social experience as players congregate, compete, and converse during gameplay.”

A key reason why PCs will not kill video games is that the personal computer is not capable of generating hit titles a la Super Mario Brothers or Sonic the Hedgehog. Super Mario, Mortal Kombat, NBA Jam, and Donkey Kong together have generated well over \$1 billion in retail sales.

“The two markets need to be kept in perspective,” adds Bluestein. “Myst, the PC game hit, rang up roughly \$40 million compared to \$400 million for Sonic the Hedgehog. This level of sales makes Sonic an icon of mass culture, Myst, a cult.”

The rise of the home PC will create a new game market that will coexist alongside the traditional console business. Says Bluestein, “The important thing about the PC is that it can reach beyond the testosterone-crazed hard core of the video game market. It will support a diverse array of kids’ games, adult titles, and offerings for women.” The report predicts that due to this more fragmented market, the PC game market will exhibit different dynamics than will the console market. This will include smaller, more frequent hits, a smoother business cycle, and more segmented marketing.

The report, “Video Game Futures,” is part of People & Technology Strategies, a Forrester research service that focuses on technology’s impact on consumers. For more information, contact Katie Kelley, Forrester Research, One Brattle Square, Cambridge, MA 02138, 617-497-7090.

## Baby Boomers turn to gardening

The baby boomer generation has turned in its picket signs, sit-ins, and tie-dyes for a hoe, lawn mower, and a bag of mulch, according to the new *Organic Gardening* magazine survey “Gardening in America ’95.” Because the Woodstock generation is becoming the “root stock” generation, gardening is now the most popular American outdoor leisure time activ-

ity, practiced by 78 million adults, an increase of 30 percent since the 1992 “Gardening in America” findings. Baby Boomers, age 35-54, make up the largest segment of the 78 million gardeners with 58 percent falling in that age group.

Responding to the increased interest in gardening, *Organic Gardening* magazine has taken another, more in-depth look at the growing interest in gardening with “Gardening in America ’95.” The ’95 study, expanded since the release of the ’92

study, includes psychographics and demographics as well as purchasing history and future purchasing intentions.

“Gardening In America ’95” reveals new and updated statistics that substantiate the growth of gardening and gardening practices. The survey finds that two out of every five American adults garden. Because the 78 million gardeners form such a large and diverse group, the study breaks

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Hispanics  
tend to  
preserve  
their cultural  
values,  
traditions,  
and identity.

The ability to understand Hispanic cultural values and forecast their influence on a purchasing decision is vital to successful Hispanic marketing programs.

In fact, an understanding of Hispanic lifestyle and values, as well as an appreciation of the subtleties of their cultural contextualizations, can mean the difference between marketing success and failure.

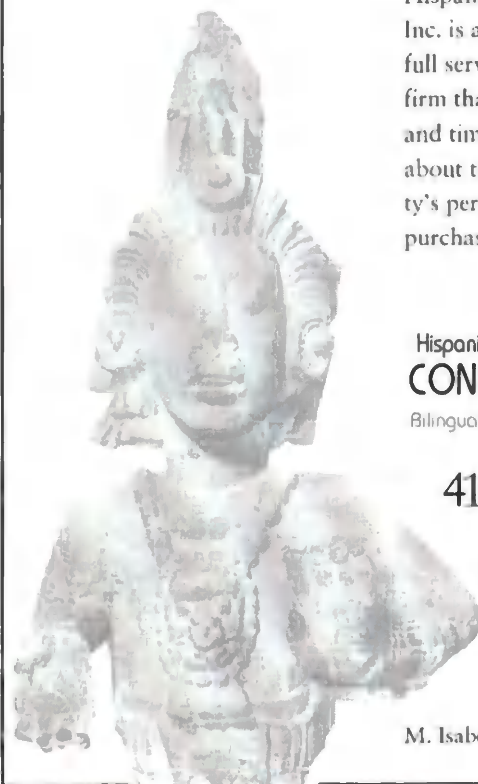
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## Names of Note

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national sales for *Maritz Marketing Research Inc.*'s Automotive Research Group.

**Amanda Prus** has joined *Burke Customer Satisfaction Associates*, Cincinnati, as director of research and development. **James Jubelirer** has joined the firm as senior consultant.

With the opening of its client service office in Dallas, *MarketVision*



Smith

*Research, Inc.*, has hired **Robert L. Smith** to head the new location as senior vice president.

*Roper Starch Worldwide*, Mamaroneck, N.Y., has added several new staffers. **Joan Chiaromonte** is now a vice president in the Roper syndicated group; **Amy L. Marcus** has joined the Roper Custom Division as vice president; **Barry Perrin** has joined the firm's Starch Advertising and Media Research Group as Sales Director-Starch Ad Readership Service; **Toni Shields** has joined the Roper international group as vice president; and **Tony Teska** has joined the firm in the new position of senior vice president, director of business management services.

*Burke Marketing Research*, Cincinnati, has hired **Brenda Landy** as senior account executive. In addition, **Ron Zussman** will join the company's client service group after finishing orientation within Burke's Consulting and Analytical group. **Tammy Wise** has been named vice president, AgResearch Division.



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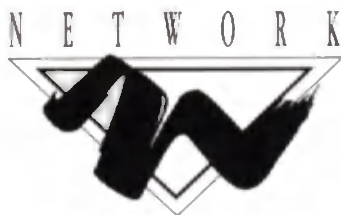
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## Internet

continued from p. 12

is to pay attention to the discussion and to participate. They generally do not have the opportunity to do anything else with this time. If one were to conduct focus groups over the Internet, we would never know what the participant is really doing while they are involved with the groups. They could be listening to music, watching television or fighting with their spouse and it would be impossible to know. In essence, it is impossible to determine if the moderator is really getting the full attention of the

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*The qualifications of the people in a focus group are crucial to the entire process. If the right participants are not involved, then it will be difficult to place any credence in the information they generate. With the traditional focus group, one has complete control over who is in the group, whereas on the Internet, a respondent could use an alias and false credentials and never be discovered.*

---

participants.

In summary, while the Internet is certainly a very exciting development, we do not believe it is a viable way to conduct focus groups. While it is possible to seek consumer opinions via the Internet, we would rather see researchers use this media for generating information from closed-end quantitative questionnaires, as they are not reliant on the same factors as qualitative research, and therefore could be an effective way to conduct research on this emerging technology. □

**1995**

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12-12-12-0

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Scottsdale, AZ 85251  
Ph. 800-647-4217 or 800-325-3338  
Fax 602-941-0949  
John McCullough  
10-0-10-0  
(See advertisement on p. 51)

**Research Resources**  
8800 N. 22nd Ave.  
Phoenix, AZ 85021  
Ph. 602-371-8800  
Fax 602-943-3554  
John Muller, Exec. V.P.  
262-212-262-262  
(See advertisement on p. 49)

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

**Strictly Medical Market Research**  
5725 N. Scottsdale Rd., Ste. C-105  
Scottsdale, AZ 85250  
Ph. 602-423-0319  
Fax 602-423-1548  
Wendy Walker, Exec. V.P.  
12-0-7-0  
(See advertisement on p. 48)

**Time N Talent, Inc.**  
5725 N. Scottsdale Rd., Ste. C-105  
Scottsdale, AZ 85250  
Ph. 602-423-0200  
Fax 602-423-1548  
Myra Balaban, Principal  
12-0-7-0

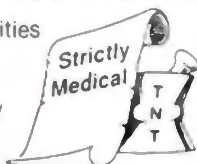
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4515 S. McClintock Dr., Ste. 101  
Tempe, AZ 85282  
Ph. 317-843-3939  
Fax 317-843-8629  
Bev Neidert, Grp. Mgr.  
70-70-70-70

West Group Research  
1110 E. Missouri Ave., Ste. 780  
Phoenix, AZ 85014  
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Beth Aguirre  
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Fax 520-886-9307  
Lynn Moore, Dir. of Rsch.  
55-25-55-0

VNU Operation Center  
5055 E. Broadway, #A105  
Tucson, AZ 85712  
Ph. 305-753-6043  
Dave Lustig  
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Fort Smith, AR 72903  
Ph. 501-484-5637  
Fax 501-484-7379  
Craig Cunningham  
19-8-19-19

### LITTLE ROCK

Miller Research Group, Inc.  
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Little Rock, AR 72205  
Ph. 501-221-3303  
Fax 501-221-2554  
Sandy Gourley  
19-19-19-19

Sygnis  
425 W. Capitol, #1000  
Little Rock, AR 72201  
Ph. 501-661-7000  
Fax 501-661-7099  
Bob McNeice  
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Fax 805-272-5676  
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12-6-1-0

Marketing Works  
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Bakersfield, CA 93301  
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Fax 805-326-0903  
Dee Simpson, Owner  
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AIS Market Research  
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Fresno, CA 93703  
Ph. 209-252-2727  
Fax 209-252-8343  
Kimberly Rudolf, Data Collection Mgr.  
25-25-20-20

Bartels Research  
145 Shaw Ave., C1 & C2  
Clovis, CA 93612  
Ph. 209-298-7557  
Fax 209-298-5226  
Joellen Bartels, President  
25-0-13-0

Nichols Research  
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Fresno, CA 93710  
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Fax 209-226-9354  
Sherrie Hastay  
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Burbank, CA 91505  
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Fax 818-846-9912  
Ed Goldbaum, Owner  
20-0-20-0

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Garden Grove, CA 92640  
Ph. 714-750-7566  
Fax 714-750-7567  
Jennifer Kerstner, President  
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Barna Research Group  
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Glendale, CA 91204  
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Fax 818-246-7684  
George Barna  
30-30-30-0

California Survey Research  
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Ph. 818-780-2777  
Fax 818-780-8329  
Ken Gross  
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Fax 818-988-4057  
Lisa Kosiba  
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Davis Market Research Services  
23801 Calabasas Rd., Ste. 1036  
Calabasas, CA 91302  
Ph. 818-591-2408  
Fax 818-591-2488  
Carol Davis  
70-52-70-70

Field Dynamics Marketing Research  
17547 Ventura Blvd., Ste. 308  
Encino, CA 91316  
Ph. 800-434-3537  
Fax 818-905-3216  
Tony Blass, President  
16-3-16-0

Ted Heiman & Ascts.  
20350 Ventua Blvd., Ste. 140  
Woodland Hills, CA 91364  
Ph. 818-710-0940  
Fax 818-887-2750  
Ted Heiman, President  
19-10-19-19

House of Marketing  
8544 Sunset Blvd.  
Los Angeles, CA 90069  
Ph. 310-854-8286  
Fax 310-652-8319  
Kevin Howe  
41-0-41-0

Interviewing Service of America  
16005 Sherman Way, #209  
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Cerritos, CA 90701  
Ph. 310-802-8273  
Fax 310-802-1643  
Dick Hurlburt  
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PKM Marketing Research  
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Reseda, CA 91335  
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Fax 818-345-9265  
Shelly Sasson, Vice President  
10-0-10-0

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Artesia, CA 90701  
Ph. 310-402-6640 or 800-325-3338  
Fax 310-924-8487  
Mel Gerber  
66-66-66-66  
*(See advertisement on p. 51)*

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3528 Torrance Blvd., Ste. M120  
Torrance, CA 90503  
Ph. 800-448-4414 or 800-325-3338  
Fax 310-316-4815  
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  
Ryan Reasor  
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The Research Line  
11631 Victory Blvd., Ste. 207  
N. Hollywood, CA 91606  
Ph. 818-766-1246  
Fax 818-766-3033  
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  
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  
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  
Scott Kincer  
70-60-70-0

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Sacramento, CA 95816  
Ph. 916-452-3300  
Fax 916-452-3547  
Michael Pettengill  
39-0-25-0

J.D. Franz Research  
1804 Tribute Rd., Ste. K  
Sacramento, CA 95815  
Ph. 916-646-5595  
Fax 916-646-4839  
Jennifer Franz  
25-0-25-0

Opinions... of Sacramento  
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Sacramento, CA 95825  
Ph. 916-568-1226  
Fax 916-568-6725  
Hugh Miller, Partner  
13-0-13-13

Research Unlimited  
1012 Second St.  
Sacramento, CA 95814  
Ph. 916-446-6064  
Fax 916-448-2355  
Jan Berger  
18-0-18-0

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8361 Vickers St.  
San Diego, CA 92111-2112  
Ph. 619-637-4000  
Fax 619-637-4040  
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  
Pat Funes  
80-50-80-80

Fogerty Group  
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San Diego, CA 92122  
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Fax 619-550-3075  
Ginger Schmeiser, Exec. Dir.  
30-15-30-0

Luth Research, Inc.  
2365 Northside Dr., #100  
San Diego, CA 92108  
Ph. 619-283-7333  
Fax 619-283-1251  
Charles Rosen  
44-44-44-44  
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*(See advertisement on p. 46)*

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Chula Vista, CA 91911  
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Fax 619-424-4501  
José Suárez, Ops. Mgr.  
60-40-60-60  
*(See advertisement on p. 13)*

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Fax 619-582-1562  
Dan Safreno  
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Taylor Research  
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San Francisco, CA 94111  
Ph. 415-274-6600  
Fax 415-274-6610  
Amanda Jenkins  
110-80-110-110

Consumer Research Associates  
111 Pine St., Ste. 1715  
San Francisco, CA 94111  
Ph. 415-392-6000  
Fax 415-392-7141  
Don Orsino  
27-0-0-0

Corey, Canapary & Galanis  
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San Francisco, CA 94108  
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Fax 415-433-3809  
Elizabeth Canapary, CEO  
25-0-4-0

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Fax 415-777-9281  
Lucinda Gontion  
28-20-20-0

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

Field Research Corporation  
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Ph. 415-392-5763  
Fax 415-434-2541  
Bob Friel  
45-45-45-45

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220 Bush St., Ste. 1300  
San Francisco, CA 94104  
Ph. 415-398-4140  
Fax 415-989-4506  
Andy Fleischman, Principal  
35-0-35-35  
(See advertisement on p. 55)

Freeman, Sullivan & Co.  
131 Steuart St., Ste. 500  
San Francisco, CA 94105  
Ph. 415-777-0707  
Fax 415-777-2420  
Ann Garbarino, Marketing Director  
28-28-28-28

Frost & Sullivan  
2525 Charleston Rd.  
Mountain View, CA 94043  
Ph. 415-961-9000  
Fax 415-961-5042  
Scott Worthge, Manager  
80-80-80-0

Hispanic & Asian Mktg. Comm. Rsch., Inc.  
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Belmont, CA 94002  
Ph. 415-595-5028  
Fax 415-595-5407  
Betty Ann Korzenny, Ph.D., Exec. V.P.  
25-23-25-25  
(See advertisement on p. 15)

MR&A Field & Tab  
1300 S. El Camino Real, #380  
San Mateo, CA 94402  
Ph. 415-358-1480  
Fax 415-574-8055  
Sarah Fraser  
30-25-30-30

Nichols Research, Inc.  
1155 Newpark  
Newark, CA 94560  
Ph. 510-794-2990  
Fax 510-794-3471  
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

The Research Spectrum  
182-2nd St., 4th fl.  
San Francisco, CA 94105  
Ph. 415-543-3777 or 800-876-3770  
Fax 415-543-3553  
Rick Snyder  
30-30-30-30

Survey Methods Group  
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San Francisco, CA 94105  
Ph. 415-495-6692  
Fax 415-995-8185  
Linda Rynazewski, V.P. Mktg.  
45-35-35-20  
(See advertisement on p. 54)

Tragon Corporation  
365 Convention Way  
Redwood City, CA 94131  
Ph. 415-365-1833  
Fax 415-365-3737  
Brian McDermott, Mgr. Mkt. Rsch.  
24-0-24-0

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

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Fax 408-733-8564  
Mimi Nichols  
40-8-30-0

Phase III Market Research  
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San Jose, CA 95112  
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Fax 408-293-9909  
Nancy Pitta  
15-0-15-0

San Jose Focus  
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Fax 303-756-6467  
Cristy Reid  
70-0-70-8

Consumer Pulse of Denver  
Thornton Town Ctr., #105  
10001 Grant St.  
Thornton, CO 80229  
Ph. 303-280-9747  
Fax 303-280-9744  
Joe Antognazzi  
16-12-16-16

Eagle Research  
12157 W. Cedar Dr.  
Denver, CO 80228  
Ph. 303-980-1909  
Fax 303-980-2270  
Christine Balthaser  
70-0-70-70

IRi Information Rsch., Inc.  
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Aurora, CO 80014  
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Norm Petit, President  
15-0-15-15

Quantum Research Services, Inc.  
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Boulder, CO 80302  
Ph. 303-786-9500  
Andrew Smith  
37-30-37-37

**The Research Center**  
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Denver, CO 80226  
Ph. 303-935-1750  
Fax 303-935-4390  
Annie Reid/Tony Soares, Dirs. Rsch.  
30-10-30-30  
(See advertisement on p. 27)

Sundel Research, Inc.  
1150 Delaware  
Denver, CO 80204  
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Fax 303-825-8131  
Dr. Harvey Sundel, President  
30-0-30-30

Talmey-Drake Research & Strategy  
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Boulder, CO 80306  
Ph. 303-443-5300  
Fax 303-447-9386  
Mark Miller  
54-54-54-54

### FORT COLLINS

PhoneBase Research  
113 S. College Ave.  
Fort Collins, CO 80524  
Ph. 970-224-2202  
Fax 970-224-1152  
Scott Barnett, Account Rep.  
100-48-100-100

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Fax 203-677-4967  
Cheryl Espinal, Tel. Ctr. Dir.  
20-0-10-0

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Nancy Salk, Principal  
10-3-10-0

Shapiro Research Services, Inc.  
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5065 Main St.  
Trumbull, CT 06611  
Ph. 203-373-9391  
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Sandy Shapiro, President  
8-0-8-0

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Nagsasalita kami ng Tagalog

## Fleischman Field Research

220 Bush Street, Suite 1300  
San Francisco, CA 94104  
Ph: (800) 277-3200 or  
(415) 398-4140



1655 North Main Street  
Suite 320  
Walnut Creek, CA 94596  
Fax: (415) 989-4506

**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

**STAMFORD**

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

Consumer Dialogue Center  
25 Third St.  
Stamford, CT 06905  
Ph. 203-356-1678  
Fax 203-327-9061  
Robin Bell  
40-0-40-40

**DISTRICT OF COLUMBIA**

Consumer Pulse of Washington  
8310C Old Courthouse Rd.  
Vienna, VA 22182-3809  
Ph. 703-442-0960  
Fax 703-442-0967  
Jeff Davis  
15-8-15-15

Covington-Burgess Mkt. Rsch. Svc.  
666 11th St. N.W., Ste. 730  
Washington, DC 20001  
Ph. 202-628-4640  
Fax 202-628-3840  
Elizabeth Burgess, President  
14-0-14-0

Decision Data Collection (Decision DC)  
1489 Chain Bridge Rd., #100  
McLean, VA 22102  
Ph. 703-556-7748  
Fax 703-356-1680  
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  
84-0-84-0

HTI Custom Rsch./Div. of NPD Grp.  
6525 Belcrest Rd., #G50  
Hyattsville, MD 20782  
Ph. 301-779-7950  
Fax 301-779-4210  
Richard Ackah  
45-45-45-45

Metro Research Services, Inc.  
9990 Lee Hwy., Ste. 110  
Fairfax, VA 22030  
Ph. 703-385-1108  
Fax 703-385-8620  
Nancy Jacobs, Pres./Owner  
16-0-16-0

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

National Telecommunications Services, Inc.  
236 Massachusetts Ave. S.E., #610  
Washington, DC 20002  
Ph. 202-675-4500  
Fax 202-546-0984  
Mac Hansborough  
25-0-20-20

OMR (Olchak Market Research)  
7255-A Hanover Pkwy.  
Greenbelt, MD 20770  
Ph. 301-441-4660  
Fax 301-474-4307  
Jill Siegel, President  
19-0-19-15

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

Westat, Inc.  
1650 Research Blvd.  
Rockville, MD 20850  
Ph. 301-251-1500  
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 Rd., #220  
Vienna, VA 22182  
Ph. 703-560-8400  
Fax 703-560-0365  
Jeffrey Adler  
49-31-49-49

**FLORIDA****FORT LAUDERDALE**

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

Mar's Surveys  
4300 University Dr., #C202  
Fort Lauderdale, FL 33351  
Ph. 305-755-2805  
Fax 305-755-3061  
Eric Lipson  
18-0-18-18

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

**GAINESVILLE**

Perceptive Market Research  
2306 S.W. 13th St., Ste. 807  
Gainesville, FL 32608  
Ph. 800-749-6760 or 904-336-6761  
Fax 904-336-6763  
Dr. Elaine Lyons-Lepke  
10-10-10-0

**JACKSONVILLE**

Irwin Research Services, Inc.  
900 University Blvd. N., #606  
Jacksonville, FL 32211  
Ph. 904-744-7000  
Fax 904-744-2090  
Scott Irwin, President  
85-85-85-85  
Member of **NETWORK**  
(See advertisement on p. 46)

Kirk Research Services, Inc.  
4525 Roosevelt Blvd.  
Jacksonville, FL 32210  
Ph. 904-387-0883  
Fax 904-387-0268  
Rebecca Kirk, Vice President  
15-0-15-0

Ulrich Research Services, Inc.  
1734 Kingsley Ave.  
Orange Park, FL 32073  
Ph. 904-264-3282  
Fax 904-264-5582  
Nancy Ulrich, President  
20-0-20-0

**MIAMI**

Behavioral Science Research Corp.  
2121 Ponce de Leon Blvd., Ste. 1250  
Coral Gables, FL 33134  
Ph. 305-443-2000  
Fax 305-448-6825  
Ethel Owrey, Dir. Field Svcs.  
30-12-30-30

Findings International Corp.  
9100 Coral Way, Ste. 6  
Miami, FL 33165  
Ph. 305-225-6517  
Fax 305-225-6522  
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  
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  
Daniel Clapp  
72-52-72-72

Rife Market Research  
1111 ParkCentre Blvd., #111  
Miami, FL 33169  
Ph. 305-620-4244  
Fax 305-621-3533  
Sandy Palmer, Vice President  
28-0-28-28

Strategy Research Corporation  
100 N.W. 37th Ave., 3rd fl.  
Miami, FL 33125  
Ph. 305-649-5400  
Fax 305-649-6312  
Linda Baniel, Dir. CATI Ops.  
36-36-36-36

Weitzman & Philip, Inc.  
850 Ives Dairy Rd.  
Miami, FL 33179  
Ph. 305-653-6323  
Fax 305-653-4016  
Dan Philip, President  
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  
Vicky Stevens, President  
16-8-16-0

Hancock Information Group  
2180 W. S.R. 434, Ste. 3170  
Longwood, FL 32779  
Ph. 407-682-1556  
Fax 407-682-0025  
Rhonda Hughes, V.P. Sales/Mktg.  
30-30-30-30

## PENSACOLA

Sand Dollar Research, Inc.  
4400 Bayou Blvd., Bldg. 4, #4  
Pensacola, FL 32503  
Ph. 904-478-9274  
Fax 904-476-4450  
Charles Graham, Owner  
10-10-10-10

## SARASOTA

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

## TALLAHASSEE

MGT of America, Inc.  
2425 Torreya Dr.  
Tallahassee, FL 32303  
Ph. 904-386-3191  
Fax 904-385-4501  
Karen Kull, Marketing  
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  
Irene Davis  
10-0-10-6

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

Schwartz Field Svce., Inc.  
8902 N. Dale Mabry Hwy., #102  
Tampa, FL 33614  
Ph. 813-933-8060  
Fax 813-935-3496  
Bonita Schwartz/Joyce Powell  
9-0-9-0

Suburban Associates  
Tampa Conference Center  
4350 W. Cypress, #535  
Tampa, FL 33607  
Ph. 813-874-3423  
Fax 813-875-6789  
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  
Cindy Lau  
80-50-80-80  
(See advertisement on p. 37)

## WEST PALM BEACH

Field & Focus  
4020 S. 57th Ave.  
Lake Worth, FL 33463  
Ph. 407-965-4720  
Fax 407-965-7439  
Lois Stermer, Dir. Data Collection  
30-25-25-25

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

## GEORGIA

### ATLANTA

Arena Research  
One Dunwoody Park, Ste. 128  
Atlanta, GA 30338  
Ph. 404-395-6090  
Fax 404-671-9708  
Steve Israel, Exec. V.P.  
48-48-48-48

### Quirk's MARKETING RESEARCH *Review*

offers you a chance  
to make history...

*...a case history, that is.*

As a QMRR reader, you know that in each issue we present case history examples of successful research projects, examining the goals behind the project, its methodologies and how the research results were used to launch a new product, improve service, or fine-tune an advertising campaign, for example.

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

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

Quirk's Marketing Research Review  
P.O. Box 23536  
Minneapolis, MN 55423  
612-861-8051/Fax 612-861-1836

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

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

Atlanta Marketing Research Ctr.  
2660 Lenox Rd., Bldg. 10, Lenox Pte.  
Atlanta, GA 30324  
Ph. 404-239-0001  
Fax 404-237-1235  
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  
Dottie Nix, V.P. Field Svcs.  
60-60-60-60

Compass Marketing Research  
3725 DaVinci Ct., Ste. 100  
Norcross, GA 30092  
Ph. 404-448-0754  
Fax 404-416-7586  
Anne Rast, V.P./Gen. Mgr.  
110-110-110-110

**Elrick & Lavidge**  
1990 Lakeside Pkwy., 3rd fl.  
Tucker, GA 30084  
Ph. 404-938-3233  
Fax 404-621-7666  
Roger Bacik, Sr. V.P.  
57-57-57-57  
(See advertisement on p. 53)

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

**Jackson Associates, Inc.**  
1140 Hammond Dr., Bldg. H  
Atlanta, GA 30328  
Ph. 404-394-8700  
Fax 404-394-8702  
40-10-40-10  
Member of **NETWORK**  
(See advertisement on p. 46)

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

MacConnell Research Services, Inc.  
10 Perimeter Pk. Dr., Ste. 110  
Atlanta, GA 30341  
Ph. 404-451-6236  
Fax 404-451-6184  
Joy MacConnell, President  
11-2-0-0

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

**Nordhaus Research, Inc.**  
3405 Piedmont Rd. N.E., Ste. 175  
Atlanta, GA 30305  
Ph. 800-860-9996  
Fax 404-848-8199  
John King, President  
14-0-0-0  
(See advertisement on p. 59)

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

Research, Inc.  
7000 Peachtree Dunwoody Rd.  
Bldg. 12, Ste. 150  
Ph. 404-481-0292  
Fax 404-481-0295  
Deborah Wingate, President  
4-0-4-0

John Stolzberg Market Research  
1800 Century Blvd., Ste. 1000  
Atlanta, GA 30345  
Ph. 404-329-0954  
Fax 404-329-1596  
John Stolzberg, Owner  
15-0-0-0

Whaley Research, Inc.  
5001 Riverdale Ct.  
College Park, GA 30337  
Ph. 800-283-4701  
Fax 800-283-4733  
Marilynn Whaley  
50-50-50-50

## HAWAII

### HONOLULU

Omnitrak Group, Inc.  
220 S. King St., Ste. 975  
Honolulu, HI 96813  
Ph. 808-528-4050  
Fax 808-538-6227  
Barbara Ankersmit, Exec. V.P.  
22-8-17-0

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

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

## IDAHO

### BOISE

Clearwater Research, Inc.  
2136 N. Cole Rd.  
Boise, ID 83704  
Ph. 208-376-3376  
Fax 208-376-2008  
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  
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  
Laura Shulman  
8-0-8-8

The Blackstone Group  
360 N. Michigan Ave.  
Chicago, IL 60601  
Ph. 800-666-9847  
Fax 312-419-8419  
Ashref Hashim, President  
40-40-40-40

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

Central Telephone Interviewing Sys. (CTIS)  
6445 N. Western Ave.  
Chicago, IL 60645  
Ph. 312-274-3700  
Fax 312-274-4021  
Jenny Corace  
50-50-50-50

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

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

Communications Workshop, Inc.  
168 N. Michigan Ave.  
Chicago, IL 60601  
Ph. 312-263-7551  
Fax 312-332-6115  
Paula King, Field/Focus Grp. Dir.  
150-150-150-150

Com-Sci Systems, Inc.  
900 Skokie Blvd., Ste. 107  
Northbrook, IL 60062  
Ph. 708-714-0714  
Richard Schlesinger  
35-12-35-0

Consumer & Professional Research, Inc.  
3612 Lake Ave.  
P.O. Box 729  
Wilmette, IL 60091  
Ph. 708-256-7744  
Fax 708-251-7662  
Margie Morich, President  
12-12-8-8

Conway/Miliken & Associates  
875 N. Michigan Ave.  
Chicago, IL 60611  
Ph. 312-787-4060  
Fax 312-787-4156  
Joanne Robbbaro, Vice President  
36-36-36-36

Conway/Miliken & Associates  
168 N. Michigan Ave.  
Chicago, IL 60601  
Ph. 312-787-4060  
Fax 312-787-4156  
67-67-67-67

Data Research, Inc.  
1319 Butterfield Rd., #510  
Downers Grove, IL 60015  
Ph. 708-971-2880  
Fax 708-971-2267  
Ken Jennrich  
50-17-20-20

Richard Day Research  
P.O. Box 5090  
Evanston, IL 60626  
Ph. 708-328-2329  
Fax 708-328-8995  
Richard Day, President  
27-20-27-27

Elrick & Lavidge  
3 Westbrook Ctr., Ste. 600  
11301 Cermack Rd.  
Westchester, IL 60154  
Ph. 708-449-5300  
Fax 708-449-4498  
Jan Kalal, Vice President  
60-60-60-60  
(See advertisement on p. 53)

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

Heakin Research, Inc.  
3615 Park Dr.  
Olympia, IL 60461  
Ph. 708-503-0100  
Patricia Heakin, President  
45-31-45-45

Horizon Marketing Research, Inc.  
5105 Tollview Dr.  
Rolling Meadows, IL 60008  
Ph. 708-797-8300  
Fax 708-797-8301  
Rose Graziano, Partner

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*Minneapolis Office*  
Three Paramount Plaza  
7831 Glenroy Road • Suite 100-N  
Minneapolis, MN 55439  
Tel: 612 • 820 • 4640 / Fax: 612 • 820 • 8101

*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: 404 • 848 • 8188 / Fax: 404 • 848 • 8199

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

Market Facts, Inc.  
National Telephone Center  
1560 Sherman Ave., Ste. 210  
Evanston, IL 60201  
Ph. 708-864-5100  
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  
Kevin Coughlin  
65-65-65-65

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

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

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

Precision Field Services, Inc.  
10600 W. Higgins Rd., Ste. 100  
Rosemont, IL 60018  
Ph. 708-390-8666  
Fax 708-390-8885  
Scott Adleman, Vice President  
20-6-20-20

**Quality Controlled Services (QCS)**  
Oak Brook East  
2000 Spring Rd., Ste. 100  
Oak Brook, IL 60521  
Ph. 800-322-2376 or 800-325-3338  
Fax 708-990-8188  
Therese Duenas  
10-0-10-0  
(See advertisement on p. 51)

## Quality Controlled Services (QCS)

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

Questions & Marketing Research Svcs.  
19211 Henry Dr.  
Mokena, IL 60448  
Ph. 708-479-3200  
Fax 708-479-4038  
Marge Weber  
24-0-24-0

The Research Group  
7900 Milwaukee Ave.  
Niles, IL 60714  
Ph. 708-966-8900  
Fax 708-966-8871  
Bill Smith  
25-0-25-25

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

Smith Research, Inc.  
1181-B Lake Cook Rd.  
Deerfield, IL 60015  
Ph. 708-948-0440  
Fax 708-948-8350  
Kevin Smith, President  
24-10-24-24

**Strictly Medical Market Research**  
Edens Office Plaza  
4801 W. Peterson Ave., Ste. 608  
Chicago, IL 60646  
Ph. 312-202-3500  
Fax 312-202-3511  
H. Balaban, Dir. Client Svcs.  
11-0-4-4  
(See advertisement on p. 48)

Survey Center, LLC  
455 E. Illinois St., Ste. 660  
Chicago, IL 60093  
Ph. 312-321-8100  
Fax 312-321-8110  
Pam Kaplan, Vice President  
140-60-140-100

TeleBusiness USA  
1945 Techny Rd., Ste. 3  
Northbrook, IL 60002  
Ph. 708-480-1560  
Fax 708-480-6055  
Larry Kaplan, President  
120-90-120-120

**Time N Talent, Inc.**  
Edens Office Plaza  
4801 W. Peterson Ave., Ste. 608  
Chicago, IL 60646  
Ph. 312-202-3500  
Fax 312-202-3511  
Harry Balaban, Manager  
11-0-4-4

Tragon Corporation  
1400 E. Lake Cook Rd.  
Buffalo Grove, IL 60089  
Ph. 708-808-2080  
Fax 708-808-0179  
Patricia Beaver, Dir. Midwest Ops.  
6-0-6-0

U.S. Research Co.  
300 Marquardt  
Wheeling, IL 60090  
Ph. 708-520-3600  
Fax 708-520-3621  
Larry Clark, Dir. Client Svcs.  
100-16-100-84

## PEORIA

Scotti Marketing Research, Inc.  
1118 N. Sheridan Rd.  
Peoria, IL 61606  
Ph. 309-673-6194  
Fax 309-673-5942  
Nancy Matheis, Vice President  
16-0-16-0

## ROCKFORD

Millward Brown, Inc.  
7210 Alpine  
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 (PAR)  
P.O. Box 3126  
Evansville, IN 47731  
Ph. 812-425-3533  
Fax 812-421-6806  
Woody Youngs  
60-40-60-60

### FORT WAYNE

Dennis Research Services, Inc.  
3502 Stellhorn Rd.  
Fort Wayne, IN 46815  
Ph. 219-485-2442  
Fax 219-485-1476  
Pat Slater, Director  
15-0-15-15

Walker Group  
305 Insurance Dr.  
Fort Wayne, IN 46825  
Ph. 317-843-3939  
Fax 317-843-8629  
Bev Neidert, Grp. Mgr.  
56-56-56-56

## INDIANAPOLIS

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

Strategic Marketing & Research, Inc.  
9200 Keystone Crossing, #400  
Indianapolis, IN 46240  
Ph. 317-574-7700  
Fax 317-574-7777  
Fred Bingle  
33-33-33-33

Walker Group  
3939 Priority Way S. Dr.  
Indianapolis, IN 46280-0432  
Ph. 317-843-8500  
Fax 317-843-8629  
Bev Neidert, Grp. Mgr.  
110-110-110-110

Walker Group  
8004 Castle Way Dr.  
Indianapolis, IN 46250  
Ph. 317-843-8500  
Fax 317-843-8629  
Bev Neidert, Grp. Mgr.  
10-0-0-0

## IOWA

### CEDAR RAPIDS

Epley Marketing Services, Inc.  
One Ouail Creek Circle  
North Liberty, IA 52317  
Ph. 319-626-2567  
Fax 319-626-8035  
Sherry Pilarczyk  
95-47-24-24

Frank N. Magid Associates  
One Research Center  
Marion, IA 52302  
Ph. 319-377-7345  
Fax 319-377-5861  
Jane Cook, Mgr. Field Svcs.  
108-108-108-0

### DAVENPORT

PMR - Personal Marketing Research  
322 Brady St.  
Davenport, IA 52801  
Ph. 319-322-1960  
Fax 319-322-1370  
Carol Stickrod, Vice President  
66-66-66-21

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 515-965-8270  
Paula Hinkel, Gen. Mgr.  
33-33-31-31

### MASON CITY

Directions Research Corp.  
2009 4th St. S.W.  
P.O. Box 1731  
Mason City, IA 50402  
Ph. 515-423-0275  
Fax 515-423-8494  
Tom Thul, Partner  
30-25-25-25

## WATERLOO

CONNECT RESEARCH  
2025 College St.  
Cedar Falls, IA 50613  
Ph. 800-422-4111  
Dr. Hollie Hurrell, President  
75-0-75-75  
(See advertisement on p. 86)

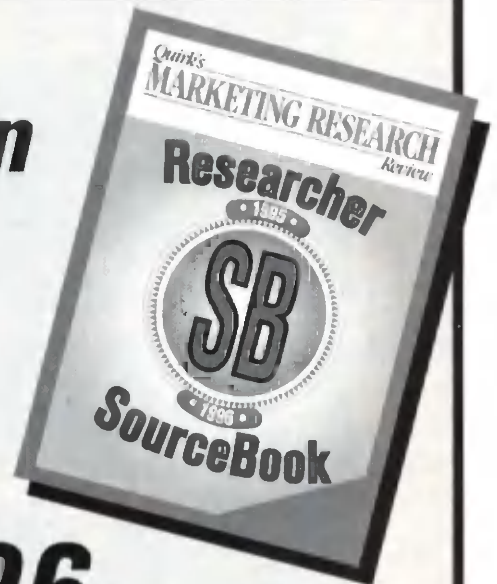
## KANSAS

KANSAS CITY  
(See Kansas City, MO)

### WICHITA

Data Net-Wichita  
7700 E. Kellogg, #231  
Wichita, KS 67207  
Ph. 316-682-6655  
Fax 316-682-6664  
Janet Brown, Manager  
8-4-0-0

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Researcher  
SourceBook**

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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

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

## KENTUCKY

### LOUISVILLE

Communications Center, Inc. (CCI)  
4400 Breckenridge Ln. 3rd fl.  
Louisville, KY 40218  
Ph. 502-491-4161  
Fax 502-495-1391  
Holland Brown, Director  
72-40-72-72  
(See advertisement on p. 63)

Davis Research Services, Inc.  
4100 Cadillac Court  
Louisville, KY 40213  
Ph. 502-456-4344  
Fax 502-456-4445  
Leslie Poore, President  
18-18-18-0

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

InterNet Research Services, Inc.  
3339 Taylorsville Rd.  
Louisville, KY 40205  
Ph. 502-459-1575  
Fax 502-459-1575  
Suzanne Elder, V.P. Field Svcs.  
80-80-80-60

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

Southern Research Services, Inc.  
1930 Bishop Ln.  
Louisville, KY 40218  
Ph. 502-454-0771  
Fax 502-458-5773  
Sharron Hermanson, President  
42-20-42-42

## LOUISIANA

### BATON ROUGE

Gulf States Research Center  
7361 Florida Blvd.  
Baton Rouge, LA 70806  
Ph. 800-848-2555  
Fax 504-925-9990  
Robert Landsberger, President  
30-10-30-0

JKB & Associates  
2223 Quail Run Dr., #C-2  
Baton Rouge, LA 70808  
Ph. 504-766-4065  
Fax 504-766-9597  
Joan Berg, Owner  
12-0-12-0

Market Research & Issues Mgmt.  
8738 Quarter Lake Rd.  
Baton Rouge, LA 70809  
Ph. 504-922-9116  
Robert Miller, President  
40-0-40-0

### NEW ORLEANS

Analytical Studies, Inc.  
708 Rosa Ave.  
Metairie, LA 70005  
Ph. 504-835-3508  
Myrtle Grosskopf, Field Dir.  
18-8-18-18

# BALTIMORE. A FRESH MARKET FOR YOUR NEXT FOCUS GROUP.

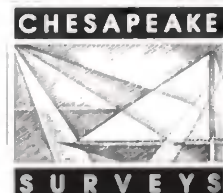
People come to Baltimore to sample the city's world-famous seafood.

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

- Centralized location - Baltimore is close to Washington D.C., New Jersey, Philadelphia and New York.
- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house. Computerized database of more than 4,000 households and growing all the time.
- All specs are met to your qualifications and re-screened prior to the group.

- Telephone interviewing is completely supervised at all times.
- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 45 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth interviewing with 30,000 doctors & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

For more information on your next focus group or telephone survey, call Elizabeth Beirne (410) 356-3566.



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Gulf States Research Center  
New Orleans, LA 70006  
Ph. 800-845-GULF (4853)  
Fax 504-454-2461  
Timothy Villar, Vice President  
15-6-15-0

Linden Research Services  
197-36 Westbank Exp.  
Gretna, LA 70053  
Ph. 504-368-9825  
Fax 504-368-9866  
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  
Lena Webre, Project Coord.  
15-0-15-0

## MAINE

### BANGOR

Northeast Research  
69 Main St.  
P.O. Box 9  
Orono, ME 04473  
Ph. 207-866-5593  
Fax 207-866-2884  
David Kovenock, Dir. Survey Div.  
12-12-12-7

## 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

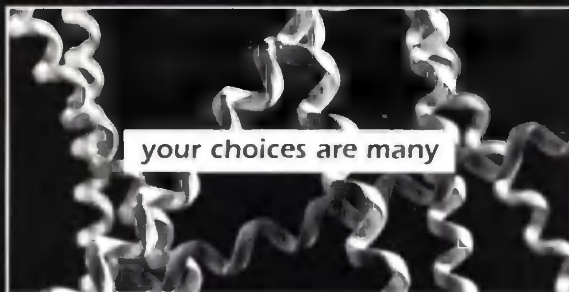
Assistance In Marketing/Baltimore  
1410 N. Crain Hwy., #9B  
Glen Burnie, MD 21061  
Ph. 410-760-0052  
Fax 410-760-6744  
Kathy Skotinski  
16-0-16-0

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

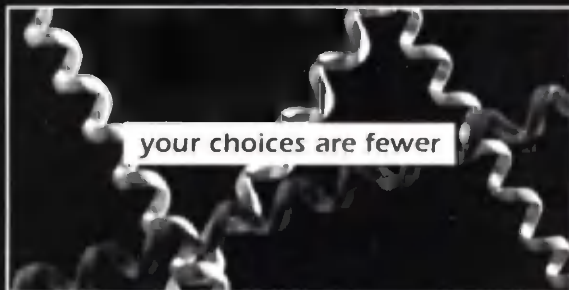
Bay Area Research  
9936 Liberty Rd.  
Randallstown, MD 21133  
Ph. 410-922-6600  
Fax 410-922-6675  
Tam Bryna, Owners  
10-10-10-0

# When you require telephone interviewing that yields...

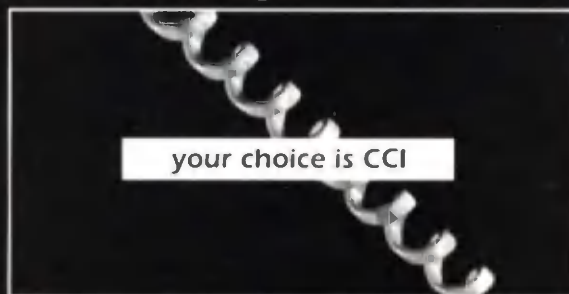
## Accurate Data



## Accurate Data ... Quickly



## Accurate Data, Quickly... At a Competitive Price



Accurate data, fast turn-around and competitive pricing are more than just marketing promises... they're our daily operational commitments to clients.

For more information on becoming an "enthusiastically satisfied" client of CCI, or for an estimate on your next telephone study, call Mike Mermelstein at 202/223-4747.



### Communications Center, Inc.

Washington, D.C. 202/223-4747  
Louisville, KY 502/491-4161  
Indianapolis, IN 317/781-9009  
Spokane, WA 509/624-8228

## 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

### Chesapeake Surveys

4 Park Center Ct., Ste. 100  
Owings Mills, MD 21117  
Ph. 410-356-3566  
Fax 410-581-6700  
Elizabeth S. Beirne, Field Director  
20-0-20-20  
(See advertisement on p. 62)

Consumer Pulse of Baltimore  
1232 Race Rd.  
Baltimore, MD 21237  
Ph. 410-687-3400  
Fax 410-687-7015  
20-12-20-20

Maryland Marketing Source, Inc.  
817 Maiden Choice Ln., Ste. 150  
Baltimore, MD 21228  
Ph. 410-247-3276  
Fax 410-536-1858  
Karen Medicos, Manager  
16-12-12-12

## FREDERICK

Marketing & Research Resources, Inc.  
5705 Industry Ln, 2nd fl.  
Frederick, MD 21701  
Ph. 301-694-2800, ext. 117  
Fax 301-694-5171  
Lisa Hammer, V.P. Rsch.  
32-32-32-32

## MASSACHUSETTS

### BOSTON

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

### Bernett Research

230 Western Ave., Ste. 201  
Boston, MA 02134  
Ph. 617-254-1314, ext. 333  
Fax 617-254-1857  
Andrew Hayes, V.P. Mktg.  
85-72-85-0  
(See advertisement on p. 5)

Dorr & Sheff, Inc.  
190 N. Main St.  
Natick, MA 01760  
Ph. 508-650-1292  
Fax 508-650-4722  
Gary Sheff, President  
24-0-24-24

Focus Data, Inc.  
4 California Ave.  
Framingham, MA 01701  
Ph. 508-626-2556  
Fax 508-626-2558  
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  
Shirley Shames, Pres./Owner  
32-6-32-0  
Member of **NETWORK**  
(See advertisement on p. 46)

Voicentral  
624 Worcester Rd.  
Framingham, MA 01701  
Ph. 508-820-1777  
Fax 508-872-2001  
Joyce Meenes, Mktg. Mgr.  
55-30-30-30

## MICHIGAN

### DETROIT

Amrigon  
2750 S. Woodward  
Bloomfield Hills, MI 48304  
Ph. 810-332-2300  
Fax 810-333-9710  
Richard Smith  
192-192-192-192

Consumer Pulse of Detroit  
725 S. Adams Rd.  
Birmingham, MI 48009  
Ph. 810-540-5330  
Fax 810-645-5685  
Leslie Fontaine  
70-40-70-70

Crimmins & Forman Market Research, Inc.  
26237 Southfield Rd.  
Southfield, MI 48076  
Ph. 810-569-7095  
Fax 810-569-8927  
Paula Crimmins  
20-20-20-20

DataStat, Inc.  
3975 Research Park Dr.  
Ann Arbor, MI 48108  
Ph. 313-994-0540, ext. 144  
Fax 313-663-9084  
Sherry Marcy, Sr. V.P.  
78-78-78-78

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

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

Friedman Marketing  
25130 Southfield Rd.  
Southfield, MI 48075  
Ph. 810-569-0444  
Fax 810-443-1400  
Deanna Quarters  
32-0-32-0

General Interviewing Surveys  
17117 W. Nine Mile Rd., #1020  
Southfield, MI 48075  
Ph. 810-559-7860  
Fax 810-559-2421  
Arlene Spaiser  
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  
Bruce Brock  
50-50-50-50

### M.O.R.-PACE, Inc.

31700 Middlebelt Rd., Ste. 200  
Farmington Hill, MI 48334  
Ph. 810-737-5300  
Fax 810-737-5326  
Sue Prieur, Vice President  
105-105-105-40  
(See advertisement on p. 65)

### M.O.R.-PACE, Inc.

38800 Ryan Rd., #105  
Sterling Heights, MI 48310  
Ph. 810-268-6090  
Fax 810-268-0040  
Sue Prieur, Vice President  
85-60-78-78  
(See advertisement on p. 65)

### Nordhaus Research, Inc.

20300 W. Twelve Mile Rd.  
Southfield, MI 48076  
Ph. 800-860-9996  
Fax 810-827-1380  
John King, President  
60-60-60-60  
(See advertisement on p. 59)

Opinion Search  
21800 Melrose, Ste. 12  
Southfield, MI 48075  
Ph. 810-358-9922  
Fax 810-358-9914  
Joanne Levin  
15-0-10-10

Research Data Analysis, Inc.  
450 Enterprise Ct.  
Bloomfield Hills, MI 48302  
Ph. 810-332-5000  
Fax 810-332-4168  
Jay Strassner  
80-80-80-0



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Customize on-line sample/quota/incidence disposition reports and allow you to pull up your own report from your office/home concurrent with interviewing?	<input type="checkbox"/>	<input type="checkbox"/>
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"/>
Provide a complete range of statistical capabilities, as well as Atlas strategic mapping?	<input type="checkbox"/>	<input type="checkbox"/>

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**M.O.R.-PACE, Inc.**

31700 Middlebelt Road, Farmington Hills, Michigan 48334

Tel: 800-878-7223 · Fax: 810-737-5326

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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

Yee/Minard & Associates, Inc.  
 27300 W. Eleven Mile Rd., Ste. 500  
 Southfield, MI 48034  
 Ph. 810-352-3300  
 Fax 810-352-3787  
 David Sokolowski  
 70-32-70-70

**GRAND RAPIDS**

Barnes Research, Inc.  
 4290 Plainfield N.E.  
 Grand Rapids, MI 49505  
 Ph. 616-363-7643  
 Fax 616-363-8227  
 Sona Barnes  
 25-25-25-25

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

**Nordhaus Research, Inc.**  
 2449 Camelot Ct.  
 Grand Rapids, MI 49546  
 Ph. 800-860-9996  
 Fax 616-942-9189  
 John King, President  
 72-72-72-72  
*(See advertisement on p. 59)*

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

**LANSING**

Capitol Research Services, Inc.  
 401 S. Washington Sq.  
 Lansing, MI 48933  
 Ph. 517-484-5440  
 Fax 517-484-9280  
 Rachele Neal, President  
 8-0-8-0

Marketing Resource Group, Inc.  
 225 S. Washington Sq.  
 P.O. Box 20064  
 Lansing, MI 48901  
 Ph. 517-372-4400  
 Fax 517-372-4045  
 Paul King, Dir. Survey Rsch.  
 25-025-0

**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  
 Marsha Niebuhr  
 16-0-7-0

Compass International  
 1301 Corporate Center Dr.  
 Eagan, MN 55121  
 Ph. 612-454-0147  
 Fax 612-686-9981  
 George Zirnhelt, President  
 14-14-14-0

Cook Research  
 6600 France Ave. S., #214  
 Edina, MN 55435  
 Ph. 612-920-6251  
 Fax 612-920-1230  
 Harold Cook, President  
 10-0-10-0

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

Bette Dickinson Research, Inc.  
 3900 36th Ave. N.  
 Minneapolis, MN 55422  
 Ph. 612-521-7635  
 Fax 612-420-4385  
 Bette Dickinson  
 25-25-25-25

Jeanne Drew Surveys  
 5005 1/2 34th Ave. S.  
 Minneapolis, MN 55417  
 Ph. 612-729-2306  
 Fax 612-729-7645  
 Jeanne Drew, President  
 17-0-17-0

Focus Market Research, Inc.  
 801 W. 106th St.  
 Bloomington, MN 55420  
 Ph. 612-881-3635  
 Fax 612-881-1880  
 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  
 Betty Hill, Mgr. Data Collection  
 28-28-28-28

**Nordhaus Research, Inc.**  
 Three Parmount Plaza  
 7831 Glenroy Rd.  
 Minneapolis, MN 55439  
 Ph. 800-860-9996  
 Fax 612-830-8108  
 John King, President  
 30-30-30-30  
*(See advertisement on p. 59)*

Northstar Interviewing Service, Inc.  
 4660 W. 77th St., Ste. 140  
 Edina, MN 55435  
 Ph. 612-897-3700  
 Fax 612-897-3878  
 Robert McGarry Jr., COO  
 30-30-30-30

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

Orman Guidance Research, Inc.  
 715 Southgate Office Plaza  
 Minneapolis, MN 55437  
 Ph. 800-605-7313  
 Fax 612-831-4913  
 Allan Orman, President  
 15-0-15-0

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

**Quality Controlled Services (QCS)**  
 2051 Killebrew Dr.  
 Bloomington, MN 55425  
 Ph. 800-526-5718 or 800-325-3338  
 Fax 612-858-1580  
 Roger Mayland  
 16-0-16-16  
*(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  
 Bill Whitney, President  
 12-0-12-12

Research Systems, Inc.  
 149 E. Thompson Ave., Ste. 200  
 West St. Paul, MN 55118  
 Ph. 612-455-8560  
 Fax 612-455-9647  
 Kathryn Riemer, Dir. Rsch. Svcs.  
 24-0-24-0

Rockwood Research Corporation  
 1751 W. County Rd. B., Ste. 210  
 St. Paul, MN 55113  
 Ph. 612-631-1977  
 Fax 612-631-8198  
 Janel Mamer, Vice President  
 30-30-30-30

Twin City Interviewing Service, Inc.  
3225 Hennepin Ave. S.  
Minneapolis, MN 55408  
Ph. 612-823-6214  
Fax 612-823-6215  
Beth Fischer  
10-0-10-0

**Winona MRB, Inc.**  
(See **Research Resources**, Phoenix, AZ)

## MISSOURI

### KANSAS CITY

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Customer Satisfaction Rsch. Inst.  
8676 W. 96th St.  
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Ph. 913-341-1354  
Fax 913-649-0522  
Charles Ptacek, CEO  
11-11-11-0

The Field House  
7220 W. 98th Terrace  
Overland Park, KS 66212  
Ph. 913-341-4245  
Fax 913-341-1462  
Ellen Dimbert, President  
30-15-30-0

Market Directions, Inc.  
911 Main St., #300  
Kansas City, MO 64105  
Ph. 816-842-0020  
Fax 816-472-5177  
Vicki Owens, Field Svcs.  
58-58-58-20

Market Research Institute  
7315 Frontage Rd., Ste. 200  
Merriam, KS 66204  
Ph. 913-236-6060  
Fax 913-236-6094  
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  
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  
Shirley Musgrave  
44-44-44-44  
(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  
Iva Schlatter  
20-0-20-20  
(See advertisement on p. 51)

### ST. LOUIS

**ACG Research Solutions**  
120 S. Central, Ste. 1750  
St. Louis, MO 63105  
Ph. 314-726-3403  
Fax 314-726-2503  
Sandra Olge, Field Svcs. Dir.  
50-30-30-30  
(See advertisement on p. 67)

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

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

Consumer Opinion  
10795 Watson Rd.  
St. Louis, MO 63127  
Ph. 314-965-0053  
Fax 314-965-8042  
Kathleen Dunn, Manager  
15-5-15-0

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  
Subra Iyer, Manager  
13-12-12-12

Fact Finders, Inc.  
11960 Westline Industrial Dr., #105  
St. Louis, MO 63104  
Ph. 314-469-7373  
Fax 314-469-0758  
Elizabeth Leonard, Bus. Dev. Dir.  
40-40-40-40

Marketteam Associates  
1807 Park 270, Ste. 300  
St. Louis, MO 63146  
Ph. 314-878-7667  
Fax 314-878-6743  
Liz Wagner, Branch Mgr.  
30-8-30-0

Marketteam Associates  
CRT Center  
348 Brookes Dr.  
St. Louis, MO 63042  
Ph. 314-731-2005  
Fax 314-731-1105  
Kathy Sammons, Branch Mgr.  
28-2-28-28



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Marketing Horizons, Inc.  
1001 Craig Rd.  
St. Louis, MO 63146  
Ph. 314-432-1957  
Fax 314-432-7014  
Stephanie Feeney, Dir. Field Svcs.  
35-23-35-35

Peters Marketing Research, Inc.  
12655 Olive Blvd., #250  
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Ph. 314-542-0011  
Anne Fleming  
25-0-25-25

Pragmatic Research, Inc.  
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Swaran Saxena, President  
12-5-12-12

Prima, Inc.  
40 Old State Rd., #203  
Ballin, MO 63021  
Ph. 314-391-3383  
William Korlas, Principal  
15-0-15-15

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1297 N. Highway Dr.  
Fenton, MO 63099  
Ph. 314-827-1773 or 800-325-3338  
Fax 314-827-3224  
Trish Shukers or Mary Bommarito  
(See advertisement on p. 51)

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

**Quality Controlled Services (QCS)**  
St. Louis Survey Center  
3701 S. Lindbergh, Ste. 201  
Sunset Hills, MO 63127  
Ph. 314-822-4145 or 800-325-3338  
Fax 314-822-9145  
Shirley Plevyak  
50-50-50-50  
(See advertisement on p. 51)

**Superior Surveys of St. Louis**  
10795 Watson Rd.  
St. Louis, MO 63127  
Ph. 800-325-4982  
Fax 314-965-8042  
Carol McGill, Manager  
25-10-10-0  
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(See advertisement on p. 46)

Westgate Research, Inc.  
650 Office Parkway  
St. Louis, MO 63141  
Ph. 314-567-3333  
Fax 314-567-7131  
Germaine Eley  
36-36-36-0

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Fax 402-486-6248  
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The Gallup Organization-Lincoln Downtown  
200 N. 11th  
Lincoln, NE 68505  
Ph. 402-486-6598  
Fax 402-477-3983  
184-184-184-184

Wiese Research Ascts., Inc.  
1630 S. 70th St., Ste. 100  
Lincoln, NE 68506  
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Fax 402-483-5259  
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The Gilmore Research Group  
1620 Harney St.  
Omaha, NE 68102  
Ph. 402-346-6767  
Fax 402-346-6561  
Cathy Peda  
16-16-16-16

Midwest Survey & Marketing  
8922 Cuming St.  
Omaha, NE 68114  
Ph. 402-392-0755  
Fax 402-392-1068  
Dick Worick, President  
16-0-12-12

Midwest Survey & Marketing  
3001 S. 144th St., Ste. 1103  
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Fax 402-334-2076  
Dick Worick, President  
4-0-0-0

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Ph. 402-391-7734  
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Tom Wiese, President  
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4440 S. Maryland Pkwy., Ste. 203  
Las Vegas, NV 89119  
Ph. 702-734-0757  
Fax 702-734-6319  
Lynn Stalone, Partner  
100-75-100-100  
(See advertisement on p. 69)

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

## RENO

American Public Opinion Survey  
& Market Research Corp.  
245 Gleeson Way  
Sparks, NV 89431  
Ph. 702-359-3185  
Fax 702-355-8223  
Edward Bruce, CEO

C/J Research, Inc.  
Executive Plaza  
1005 Terminal Way, Ste. 202  
Reno, NV 89502  
Ph. 800-323-0266  
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Terri Cotter  
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New England Interviewing, Inc.  
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Nashua, NH 03063  
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Fax 603-883-1119  
Joan Greene, President  
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We're currently planning the next several issues of QMRR and we're looking for research projects to profile. If your company or organization has a research project that would make an interesting case history, we want to cover it!

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

Quirk's Marketing Research Review  
P.O. Box 23536  
Minneapolis, MN 55423  
612-861-8051/Fax 612-861-1836

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John Belding, Vice President  
15-15-15-0

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TMR, Inc.  
Two Sylvan Way  
Parsippany, NJ 07054  
Ph. 201-829-1030  
Fax 201-829-1031  
Joe Calvanelli  
30-30-30-30  
(See advertisement on p. 68)

### TOMS RIVER

Centrac, Inc.  
317 Brick Blvd.  
Bricktown, NJ 08723  
Ph. 908-920-0500  
Fax 908-920-3896  
Brendan Sammon, Dir. Admin. Svcs.  
100-60-100-100

### TRENTON

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

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2201 San Pedro NE, Bldg. 1, #230  
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Fax 505-883-4776  
Lana Scutt, President  
14-14-14-0

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Albany, NY 12203-5015  
Ph. 518-456-7600  
Fax 518-456-7699  
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Buffalo Survey & Research, Inc.  
1249 Eggert Rd.  
Buffalo, NY 14226  
Ph. 716-833-6639  
Fax 716-834-0372  
Jeanette Levin, President  
8-0-8-0

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

Smartline Systems, Inc.  
Main Place Tower, 5th fl.  
Buffalo, NY 14202  
Ph. 716-842-2000  
Fax 716-842-2020  
Lynn O'Connor  
100-100-100-100

Survey Service, Inc.  
1911 Sheridan Dr.  
Buffalo, NY 14223  
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Fax 716-876-0430  
Susan Adeliman, President  
42-20-20-22

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A thru Z Marketing Research  
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Fax 212-608-4966  
Barbara Allsrey  
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Beta Research Corporation  
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Syosset, NY 11791  
Ph. 516-935-3800  
Fax 516-935-4092  
Richard Welch  
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Edward Blank Ascts.  
71 W. 23rd St.  
New York, NY 10010  
Ph. 212-741-8133  
Ed Blank  
200-200-200-200

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Fax 212-779-2714  
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Edison, NJ 08817  
Ph. 908-572-7300  
Fax 908-572-7980  
Richard Hare, President  
140-140-140-140

Centrac Incorporated  
389 Passaic Ave.  
Fairfield, NJ 07004  
Ph. 201-575-3200  
Fax 201-575-0520  
Ronald Leeds, President  
6-3-3-3

Central Marketing, Inc.  
30 Irving Pl.  
New York, NY 10003  
Ph. 212-260-0070  
Fax 212-979-5647  
Carol McMahon, President  
90-50-90-90

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

**CRC Data Systems, Inc.**  
435 Hudson St.  
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Fax 212-924-9111  
Scott Waller, Vice President  
50-50-50-50  
*(See advertisement on p. 71)*

Diversified Research, Inc.  
16 N. Astor St.  
Irvington, NY 10533  
Ph. 914-591-5440  
Fax 914-591-4013  
Michael LaVelle  
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Ebony Marketing Research, Inc.  
2100 Bartow Ave.  
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Fax 718-320-3996  
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15-0-15-15

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Fax 908-946-0107  
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Fax 201-767-6933  
James Glickman, President  
8-0-8-0

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Ph. 212-539-9600  
Humphrey Taylor  
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River Edge, NJ 07661  
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Fax 201-342-1709  
Daniel Martin, Dir. of Ops.  
40-40-40-40

Innovative Concepts  
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Fax 516-433-3214  
Scott Sycoff, Vice President  
45-15-45-45

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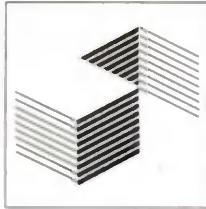
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New York, NY 10013  
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Fax 212-941-7031  
Beryl Levitt, President  
102-102-102-102  
(See advertisement on p. 73)

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

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Babylon, NY 11702  
Ph. 516-277-7000  
Fax 516-277-7601  
Howard Gershowitz  
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Ph. 212-620-5678  
Fax 212-924-9111  
Scott Waller, Vice President  
50-50-50-50  
(See advertisement on p. 71)

**Quality Controlled Services (QCS)**  
142 Central Ave.  
Clark, NJ 07066  
Ph. 908-815-1100 or 800-325-3338  
Fax 908-499-7027  
Barbara DePaul  
30-30-30-30  
(See advertisement on p. 51)

**Schlesinger Associates, Inc.**  
Levinson Plaza, Ste. 302  
2 Lincoln Hwy.  
Edison, NJ 08820  
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Fax 908-906-8792  
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(See advertisement on p. 72)



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Fax 212-779-7785  
Al Ronca  
100-100-100-100

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New York, NY 10038  
Ph. 212-608-3100  
Fax 212-608-4966  
Andrea Waller, President  
25-0-25-0

Statistical Research, Inc.  
111 Prospect St.  
Westfield, NJ 07090  
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Fax 908-654-6498  
Gale Metzger  
45-45-45-45

Suburban Associates  
579 Franklin Turnpike  
Ridgewood, NJ 07450  
Ph. 201-447-5100  
Fax 201-447-9536  
Andrew Edwards  
35-25-35-0

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New Rochelle, NY 10801  
Ph. 914-576-1100  
Fax 914-576-0469  
Adam Fleischer, Vice President  
135-135-135-135

U.S. WATS  
470 Park Ave. S., 5th fl.  
New York, NY 10016  
Ph. 212-889-0043  
Fax 212-889-0089  
44-25-40-40

The WATS Room, Inc.  
120 Van Nostrand Ave.  
Englewood Cliffs, NJ 07632  
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Fax 201-585-1524  
Lou Roth, President  
100-60-100-100

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Kingston, NY 12401  
Ph. 914-331-0061  
Fax 914-331-7061  
Lester Fensterheim, Rsch./Data Proc. Mgr.  
40-40-40-40

(See advertisement on p. 75)

## ROCHESTER

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135 Corporate Woods  
Rochester, NY 14623-1457  
Ph. 716-272-8400  
Fax 716-272-8680  
Joanne Burnash  
70-70-70-70

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KS&R Consumer Testing Center  
Shoppingtown Mall  
3649 Erie Blvd. E.  
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Fax 315-446-6719  
Lynette Van Dyke  
40-26-40-0

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4824 Parkway Plz. Blvd.  
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Fax 704-357-1965  
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Fax 704-332-0499  
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Fax 910-721-1597  
John Sessions, Vice President  
120-120-120-120

Corporate Research  
236 Highway 68 S.  
Greensboro, NC 27409  
Ph. 910-812-3500  
Fax 910-812-8888  
John Deuterma  
40-0-40-40

The Customer Center, Inc.  
3528 Vest Mill Rd.  
Winston-Salem, NC 27103  
Ph. 910-768-7368  
Fax 910-768-7428  
Tara Olson, Vice President  
12-12-12-0

M/A/R/C  
3200 Northline Ave., Ste. 661  
Greensboro, NC 27408  
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Fax 910-294-3253  
Grace Atkins  
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1605 Spring Garden St.  
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Ph. 910-574-3000  
Fax 910-574-3007  
Liz Winter, President  
65-65-65-65

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Fax 919-932-8829  
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90-90-90-90

Johnston, Zabor & Associates, Inc.  
Headquarters Park, Ste. 300  
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Research Triangle Park, NC 27709  
Ph. 919-544-5448  
Fax 919-544-0954  
Jeffery Johnston, President  
20-20-20-20

Medical Marketing Research, Inc.  
1201 Melton Ct.  
Raleigh, NC 27709  
Ph. 919-870-6550  
Fax 919-848-2465  
George Matijow, President  
20-20-20-0  
(See advertisement on p. 35)

Nortex Research Group  
940 Ransdell Rd., Ste. 8  
Raleigh, NC 27603  
Ph. 919-552-3478  
Fax 919-557-0167  
Brian Gossett, Director  
25-5-25-25

InterNet Research Services, Inc.  
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Fax 919-783-7810  
Billy Gardner, Asst. Mgr.  
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Clint Brown, President  
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Fax 513-489-9130  
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Fax 513-683-9177  
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8005 Plainfield Rd.  
Cincinnati, OH 45236  
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Fax 513-793-9117  
Lynn Caudill, Project Dir.  
15-15-15-15

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Cincinnati, OH 45202  
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Fax 513-559-7555  
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Cincinnati, OH 45242  
Ph. 513-984-9708  
Patricia Calo  
14-0-14-0

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514 Forest Fair Dr.  
Cincinnati, OH 45240  
Ph. 513-671-1211  
Fax 513-346-4244  
Susan Lake-Carpenter  
12-6-12-12

Elrick & Lavidge  
1329 E. Kemper Rd., Bldg. 400  
Cincinnati, OH 45246  
Ph. 513-671-4491  
Fax 513-671-4493  
Barbara Riggs, Manager  
64-64-64-64  
(See advertisement on p. 53)

Fields Marketing Research, Inc.  
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Ph. 513-841-1199 or 800-323-8369  
Fax 513-841-0666/9966  
Brian Goret, Acct. Exec.  
75-75-75-75  
(See advertisement on p. 79)

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Ph. 513-891-2271  
Fax 513-791-7356  
Mary Swart-Cahall  
22-6-22-22

Service Industry Research Sys.  
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Highland Heights, KY 41076  
Ph. 606-781-9700  
Fax 606-781-8802  
Mirjana Popovich  
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Joanne Burnash  
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Fax 216-292-3048  
Ron Mayher, Vice President  
25-5-25-25

Cleveland Field Resources  
25109 Detroit Rd., Ste. 320  
Westlake, OH 44145  
Ph. 216-892-8555  
Fax 216-892-0002  
Daniel McCafferty, Dir. Client Svcs.  
12-9-12-12

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691 Richmond Rd.  
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Fax 216-461-9525  
Joan Miller  
10-1-10-0  
(See advertisement on p. 76)

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4301 Ridge Rd.  
Cleveland, OH 44144  
Ph. 216-351-4644  
Fax 216-351-7876  
Diane Eck  
30-16-30-30

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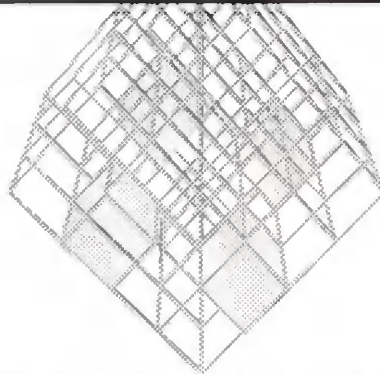
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Fax 419-866-3478  
Emily Barbour, President  
53-53-53-53

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Ph. 419-867-4444  
Fax 419-867-4470  
Dick Thielmann, Vice President  
100-100-100-100

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Toledo, OH 43606  
Ph. 419-534-4700  
Fax 419-531-8950  
Mark Iott, Principal  
20-14-20-20

NFO Research, Inc.  
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67-67-67-67

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Fax 918-338-2008  
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(See advertisement on p. 75)

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Ph. 918-665-3311 or 800-544-1494  
Fax 918-665-3388  
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Fax 503-281-1017  
Ann Kane, Manager  
8-0-8-0  
(See advertisement on p. 80)

The Gilmore Research Group  
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59-59-59-59

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Steve Boespflug, Vice President  
24-18-24-24

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Fax 503-245-9677  
Lester Harman, Field Mgr.  
46-46-32-32

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(See advertisement on p. 81)

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Fax 610-459-7898  
Gene Rullo, President  
40-25-30-40

Consumer Pulse of Philadelphia  
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Plymouth Meeting, PA 19462  
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Fax 610-825-6805  
Elanor Yates  
15-8-15-15

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Meetinghouse Business Ctr.  
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Plymouth Meeting, PA 19462  
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Fax 610-834-3035  
Michael Highberger, Vice President  
100-100-100-100

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Hatboro, PA 19040  
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Fax 215-674-1271  
Linda Celec, President  
23-23-23-23

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Kean Spencer  
60-32-60-60

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Media, PA 19063  
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Fax 610-565-2369  
Steve McFadden, Exec. V.P.  
180-180-180-180  
(See advertisement on pp. 33,35,37)

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Horsham, PA 19044  
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Bruce Shandler  
58-58-58-58

Intersearch Corporation  
5820 Castor Ave.  
Philadelphia, PA 19149  
Ph. 215-442-9000  
Bruce Shandler  
92-92-92-92

Intersearch Corporation  
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Philadelphia, PA 19114  
Ph. 215-442-9000  
Bruce Shandler  
52-52-52-52

**JRA**  
587 Bethlehem Pike, Ste. 800  
Montgomeryville, PA 18936  
Ph. 215-822-6220  
Fax 215-822-2238  
Frances Grubb  
30-10-30-22  
Member of **NETWORK**  
(See advertisements on pp. 46, 84)

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

**Market Dimensions, Inc.**  
203 E. Baltimore Pike  
Media, PA 19063  
Ph. 610-565-9610  
Fax 610-565-7293  
B.J. McKenzie, President  
25-0-25-25

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

**MSI International**  
Lafayette & Swede St.  
Norristown, PA 19401  
Ph. 610-239-0521  
Fax 610-239-0531  
Paul Strasser  
50-50-50-50

**PhoneLab Research, Inc.**  
100 N. 17th St., 4th fl.  
Philadelphia, PA 19103  
Ph. 215-561-7400  
Fax 215-561-7403  
Merrill Dubrow, V.P. Ops.  
60-35-60-60  
(See advertisement on p. 82)

**Quality Controlled Services (QCS)**  
2577 Interplex Dr.  
KOR Center A, Ste. 101  
Trevose, PA 19053  
Ph. 800-752-2027 or 800-325-3338  
Fax 215-639-8224  
Lynne Sitvarin  
14-0-14-0  
(See advertisement on p. 51)

**The Reich Group**  
Seven Penn Center  
1635 Market St., #200  
Philadelphia, PA 19103  
Ph. 800-331-9316  
Fax 215-972-1788  
Mort Reich  
200-30-200-200

**Research, Inc.**  
531 Plymouth Rd., Ste. 510  
Plymouth Meeting, PA 19462  
Ph. 610-941-2700  
Fax 610-941-2711  
Phyllis Santoro  
15-12-15-15

**The Response Center, Inc.**  
3440 Market St., 1st fl. E.  
Philadelphia, PA 19104  
Ph. 215-222-2800  
Fax 215-222-3047  
Patrick Baldasare  
70-50-70-0

**JRP**  
**Qualitative Research**

**RECRUITING**  
**FACILITIES**  
**MODERATING**

**All the Right Ingredients for a Successful Focus Group**

- **Quality Recruiting**  
We deliver the panelists that you require, no matter how hard they may be to find, using traditional sources plus our own malls and computerized bank of 15,000 households.
- **Experienced Moderators**  
Our moderators focus on your objectives with insight and sensitivity and deliver reports that are clear, complete and actionable.
- **Superb Facilities**  
Second to none in the Delaware Valley, our two focus group rooms are the centerpiece of our new Research Center in Media, Pennsylvania.  
Viewing rooms accommodate 20 observers comfortably.  
A fully equipped Test Kitchen and three one-on-one rooms complete this state-of-the-art facility.

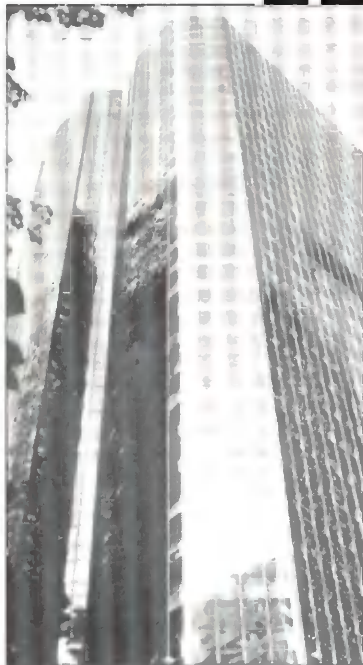
**CALL US AT (610) 565-8840. IT'S THE FIRST STEP TOWARDS A SUCCESSFUL FOCUS GROUP.**

**JRP—Focus Group Research with Confidence**

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

# Focused

ON



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**A**ttention to detail and impeccable client service – combined with a sense of style and an air of elegance.

J. Reckner Associates, Inc. is proud to announce the opening of our new focus group facility at 1600 Market Street in the heart of Center City Philadelphia. Convenient to the airport and numerous hotels, our new facility is the perfect business to business research location for medical or professional projects. All of today's latest technological innovations are in place, as well as JRA's professional staff to assure your focus groups run smoothly and efficiently. A focus group facility with a sense of style. Call today for a quote or moderator references. *JRA...a tradition of quality and service.*

**Opening August 1st**



Corporate Headquarters  
587 Bethlehem Pike,  
Suite 800  
Montgomeryville, PA 18936

(215) 822-6220 Fax: (215) 822-2238

### 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

**Ricci Telephone Research, Inc.**  
2835 W. Chester Pike  
Broomall, PA 19008  
Ph. 610-356-0675  
Fax 610-356-7577  
Chris Ricci or Sal Ricci, Partners  
50-50-50-50  
(See advertisement on p. 85)

**RSVP/Research Services**  
1916 Welsh Rd.  
Philadelphia, PA 19115  
Ph. 215-969-8500  
Fax 215-969-3717  
Neil Blefeld, President  
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  
Doug Elliott, President  
30-30-30-30

**Tele-Research Ctr., Inc.**  
2417 Welsh Rd., Ste. 202  
Philadelphia, PA 19114  
Ph. 215-464-7000  
Fax 215-602-2392  
Robert Malmud, Partner  
70-70-70-70

**TMR, Inc.**  
1974 Sproul Rd.  
Broomall, PA 19008  
Ph. 610-359-1190  
Fax 610-359-1824  
Tom Ramsburg  
50-50-50-50  
(See advertisement on p. 68)

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

**The Vanderveer Group (TVG)**  
520 Virginia Dr.  
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  
Dan Margherita, President  
70-70-70-70

## PITTSBURGH

**Campos Market Research**  
216 Blvd. of the Allies  
Pittsburgh, PA 15222  
Ph. 412-471-8484  
Fax 412-471-8497  
Rene Campos, V.P. Bus. Dev.  
40-20-40-40

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

**Direct Response Marketing, Inc.**  
150 Ardmore Blvd.  
Pittsburgh, PA 15221  
Ph. 412-242-6200  
Fax 412-731-9510  
A.F. Brattina, President  
50-50-50-50

**The Gilmore Research Group**  
500 Wood St., Ste. 2005  
Pittsburgh, PA 15222  
Ph. 412-338-0222  
Fax 412-338-0224  
Cathy Peda  
20-20-20-20

**PERT Survey Research**  
454 Perry Hwy.  
West View, PA 15229  
Ph. 412-939-1500  
40-35-40-40

## STATE COLLEGE

**Diagnostics Plus**  
111 Sowers St.  
State College, PA 16801  
Ph. 800-444-6093  
Fax 814-231-7672  
Dr. Paul Weener, CEO/Pres.  
20-20-10-10

## WILKES-BARRE

**Intersearch Corporation**  
Wilkes-Barre, PA 18708  
Ph. 215-442-9000  
Bruce Shandler  
81-81-81-81

## RHODE ISLAND

### PROVIDENCE

**Advantage Research Corp.**  
580 Ten Rod Rd.  
North Kingstown, RI 02852  
Ph. 401-294-6640  
Fax 401-295-2825  
Rick Nagele  
15-0-0-0

Alpha Research Associates, Inc.  
395 Smith St.  
Providence, RI 02908  
Ph. 401-861-3400  
Fax 401-861-0062  
James Gaffney  
22-0-22-0

**CONNECT RESEARCH**

2346 Post Rd.  
Warwick, RI 02886  
Ph. 800-422-4111  
Fax 401-736-5454  
Dr. Hollie Hurrell, President  
30-0-30-30  
(See advertisement on p. 86)

**CONNECT RESEARCH**

217 Westminster St.  
Providence, RI 02903  
Ph. 800-422-4111  
Dr. Hollie Hurrell, President  
75-70-75-75  
(See advertisement on p. 86)

**SOUTH CAROLINA**

**COLUMBIA**

MarketSearch Corporation  
2721 Devine St.  
Columbia, SC 29205  
Ph. 803-254-6958  
Fax 803-799-9180  
Melinda Mukofsky, Field Dir.  
31-0-31-0

Metromark Field Services  
3030 Devine St.  
Columbia, SC 29205  
Ph. 803-256-8694  
Fax 803-254-3798  
Pam Sheehan, Director  
19-0-15-0

**GREENVILLE**

Carolina Market Research  
88 Villa Rd.  
Greenville, SC 29615  
Ph. 803-233-5775  
Fax 803-233-6181  
Elizabeth Buchanan  
12-0-12-0

Research Inc.  
33 Villa Rd., #B-144  
Greenville, SC 29615  
Ph. 803-232-2314  
Fax 803-232-1408  
Leah Batson, Vice President  
28-0-0-0



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*OUR 20th YEAR*

- ALL TELEPHONE RESEARCH SERVICES -

- POLITICAL  COMMERCIAL  EXECUTIVE
- CONSUMER  PROFESSIONAL  MEDICAL

We are an independent owner-on-premises market research company dedicated to the highest standards of competence and integrity in telephone interviewing. Supported by forty-five years of marketing/research experience, we administer your project properly. We are the best in what we do...gathering data by telephone. No isolated or remote management levels, no burdensome expense producing pretests, no affiliation with full service research companies. Our clients will be happy to tell you we are what we say.

- ▶ free questionnaire pretests ▶ remote monitoring
- ▶ product placement/callback interviewing
- ▶ new computerized facilities

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**Broomall, PA 19008**

**610-356-0675**

**Fax: 610-356-7577**

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

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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

## SOUTH DAKOTA

### SIoux FALLS

American Public Opinion Survey  
and Market Research Corp.  
1320 S. Minnesota Ave.  
Sioux Falls, SD 57105-0625  
Ph. 605-338-3918  
Fax 605-394-7473  
Warren Johnson, President  
27-27-27-27

## TENNESSEE

### CHATTANOOGA

Wilkins Research  
1921 Morris Hill Rd.  
Chattanooga, TN 37421  
Ph. 615-894-9478  
Fax 615-894-0942  
Lisa Wilkins, Ops Mgr.  
24-24-24-24

## MEMPHIS

Accudata/Chamberlain Mkt. Rsch.  
1036 Oakhaven Rd.  
Memphis, TN 38119  
Ph. 901-763-0405  
Fax 901-763-0660  
Valerie Jolly  
10-0-10-10

Heakin Research, Inc.  
5501 Winchester Office Plaza  
Memphis, TN 38115  
Ph. 901-795-8180  
Fax 901-362-7014  
15-0-15-0

Market Development Associates, Inc.  
5050 Poplar Ave., Ste. 821  
Memphis, TN 38157  
Ph. 901-682-1011  
Fax 901-682-5352  
John Holmes, Field Dir.  
12-12-12-12

PWI Research  
5100 Poplar Ave., Ste. 3125  
Memphis, TN 38137  
Ph. 901-682-2444  
Fax 901-682-2471  
Lea Winstead, President  
35-10-35-35

## 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  
Nancy Proctor  
15-0-15-0  
*(See advertisement on p. 51)*

20/20 Research, Inc.  
2303 21st Ave. S.  
Nashville, TN 37212  
Ph. 800-737-2020  
Fax 615-297-5082  
Greg Fuson, V.P. Field Svcs.  
25-20-24-24

## TEXAS

### AMARILLO

Opinions Unlimited, Inc.  
8201 S.W. 34th  
Amarillo, TX 79121  
Ph. 806-353-4444  
Fax 806-353-4718  
Neil Norwood, Vice President  
50-50-50-50  
*(See advertisement on p. 89)*

### AUSTIN

First Market Research Corp.  
2301 Hancock Dr.  
Austin, TX 78756  
Ph. 512-451-4000  
Fax 512-451-5700  
Jim Heiman, President  
50-20-50-50  
*(See advertisement on p. 87)*

The Gallup Organization-Austin  
1016 LaPosada, Ste. 290  
Austin, TX 78752  
Ph. 512-454-5271  
Dave Hoepfner  
100-75-100-100

NuStats, Inc.  
4544 S. Lamar, Bldg. 200  
Austin, TX 78745  
Ph. 512-892-0002  
Fax 512-892-3806  
Bruce Walters  
65-30-45-45

Tammadge Market Research  
1616-B Rio Grande  
Austin, TX 78701  
Ph. 800-879-9198  
Fax 512-370-0339  
Melissa Pepper, Acct. Exec.  
35-20-35-20

**CONNECT RESEARCH** is a full service market research firm specializing in customer satisfaction studies and new product development research for:

- TELECOMMUNICATIONS
- BANKING & FINANCE
- INSURANCE
- TRAVEL & LEISURE
- CONSUMER PRODUCTS

We perform all, or any part of a routine or customized research project from initial idea generation through analysis, report preparation and presentation. We have international telephone interviewing capabilities with multi-site centers and 220 stations.



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1-800-422-4111  
fax: (401) 736-5454

## DALLAS/FORT WORTH

Edward Blank Associates  
100 S. Industrial Blvd.  
Euless, TX 76040  
Ph. 212-741-8133  
Ed Blank  
175-175-175-175

Edward Blank Associates  
1201 N. Watson Rd., Ste. 100  
Arlington, TX 76006  
Ph. 212-741-8133  
Ed Blank  
75-75-75-75

Decision Analyst, Inc.  
604 Ave. H East  
Arlington, TX 76011  
Ph. 817-640-6166  
Fax 817-640-6567  
Todd Williford  
51-38-51-0

DSS Research  
711 E. Lamar Blvd., #101  
Arlington, TX 76011  
Ph. 817-265-2422  
Fax 817-261-0707  
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  
Ann Fenton  
30-10-30-0

Focus On Dallas  
4887 Alpha Rd., #210  
Dallas, TX 75244  
Ph. 214-960-5850  
Fax 214-960-5859  
Kelly Lynn Ireland  
15-0-0-0

M/A/R/C  
1700 Wilshire  
Denton, TX 76201  
Ph. 817-566-6668  
Fax 817-566-0671  
Alice Bell  
123-123-123-123

**Nortex Research Group**  
1341 W. Mockingbird, Ste. 417E  
Dallas, TX 75247  
Ph. 214-630-TEXX  
Fax 214-630-6769  
Kelly Ireland, Director  
12-0-12-0

**Probe Research Inc.**  
2723 Valley View Ln.  
Dallas, TX 75234

Ph. 214-241-6696  
Fax 214-241-8513  
Richard Harris, Vice President  
25-0-25-25  
Member of **NETWORK**  
(See advertisement on p. 46)

**Quality Controlled Services (QCS)**  
14679 Midway Rd., Ste. 102  
Dallas, TX 75244  
Ph. 800-421-2167 or 800-325-3338  
Fax 214-490-3065  
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  
Harriet Silverman, Vice President  
110-60-110-110

## EL PASO

**Aim Research**  
10456 Brian Mooney Ave.  
El Paso, TX 79935  
Ph. 915-591-4777  
Fax 915-595-6305  
Linda Adams, Project Dir.  
25-15-5-0  
(See advertisement on p. 88)

## HOUSTON

Center For Quantitative Studies (CQS)  
5851 San Felipe, #650  
Houston, TX 77057  
Ph. 800-460-9111  
Fax 713-954-1520  
Noel Roulin  
50-15-50-50

The Center for Rsch. & Public Policy  
2000 W. Loop S., 16th fl.  
Houston, TX 77027  
Ph. 203-776-9222  
Fax 203-777-1807  
Jerry Lindsley  
25-25-25-0

Creative Consumer Research  
3945 Greenbriar  
Stafford, TX 77477  
Ph. 713-240-9646  
Patricia Pratt, Field Dir.  
60-4-60-0

The Gallup Organization-Houston  
14405 Walters Rd., Ste. 200  
Houston, TX 77014  
Ph. 713-444-0040  
Fax 713-586-1606  
Susan Boe  
160-160-160-160

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First Market Research helps  
its clients "get the facts" with:

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downtown Boston and  
downtown Austin
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computer aided with  
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- Special expertise in:  
business-to-business  
high technology  
consumer research  
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First  
Market  
Research

121 Beach Street, Boston, MA 02111  
(617) 482-9080  
2301 Hancock Drive, Austin, TX 75756  
(512) 451-4000

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Higginbotham Associates, Inc.  
3355 W. Alabama, Ste. 530  
Houston, TX 77098  
Ph. 713-626-3033  
Marie Kraft  
20-0-15-1



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Owner and Director

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FAX (915) 595-6305

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In-Touch Research, Inc.  
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Fax 713-773-8306  
Debbie Thigpen  
22-0-15-0

MVA Research  
5851 San Felipe, Ste. 600  
Houston, TX 77057  
Ph. 713-783-9109  
Fax 713-783-4238  
Michael Pope  
80-0-80-60

Opinions Unlimited, Inc.  
Three Riverway, Ste. 250  
Houston, TX 77056  
Ph. 713-888-0202  
Fax 713-960-1160  
Andrew S. Martin, Vice President  
24-0-24-0  
(See advertisement on p. 89)

Quality Controlled Services (QCS)  
17625 El Camino Real, Ste. 100  
Houston, TX 77058  
Ph. 800-522-2385 or 800-325-3338  
Fax 713-486-3831  
Diana Reid  
20-0-20-12  
(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  
Kerry Palermo, President  
36-0-36-0

## LUBBOCK

United Marketing Research  
1516 53rd St.  
Lubbock, TX 79412  
Ph. 806-744-6740  
Fax 806-744-0327  
David McDonald, Sales/Mktg. Dir.  
88-52-76-76

## SAN ANTONIO

Creative Consumer Research  
5411 Bandera Rd., Ste. 307  
San Antonio, TX 78238  
Ph. 210-520-7025  
Fax 210-680-9906  
Richard Weinhold  
50-0-50-0

Galloway Research Service  
4346 N.W. Loop 410  
San Antonio, TX 78229  
Ph. 210-734-4346  
Fax 210-732-4500  
Linda Brazel, Gen. Mgr.  
66-66-66-66

VNU Operations Center  
4944 Research Dr., Bldg. F  
San Antonio, TX 78240  
Ph. 305-753-6043  
David Lustig  
66-66-66-66

## UTAH

### PROVO

BRG Research Service  
50 E. 500 N., Ste. 200  
Provo, UT 84601  
Ph. 801-373-9923  
Fax 801-374-2751  
Spencer Robbins  
35-15-35-35

Western WATS Center  
288 W. Center St.  
Provo, UT 84601  
Ph. 801-373-7735  
Fax 801-375-0672  
Ron Lindorf  
175-175-175-175

The Wirthlin Group  
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Orem, UT 84058  
Ph. 801-226-1524  
Fax 801-226-3483  
Kevin Crandall, Exec. Dir.  
100-100-100-100

### SALT LAKE CITY

Discovery Research Group  
5525 S. 900 E., Ste. 300  
Salt Lake City, UT 84117  
Ph. 801-288-8890  
Fax 801-288-8897  
Tom McNiven  
144-80-144-144

Paria Research Group, Inc.  
390 W. 800 N., Ste. 104  
Orem, UT 84057  
Ph. 801-226-8200  
Fax 801-226-4819  
Stephen Zimmerman, Pres./CEO  
100-100-100-100

Utah Market Research  
Ruth Nelson Research Svcs.  
Crossroads Plaza Mall  
50 S. Main  
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  
Sally Christensen  
11-11-11-4



## VERMONT

### BURLINGTON

**Macro International Marketing Research & Consulting Division**  
126 College St.  
Burlington, VT 05401  
Ph. 802-863-9600  
Fax 802-863-8974  
Greg Mahnke, Managing Director  
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  
David Stanley  
100-75-100-75

Edward Blank Associates  
Pembroke Five, Ste. 200  
Virginia Beach, VA 23462  
Ph. 212-741-8133  
Ed Blank  
125-125-125-125

Continental Research Ascts.  
4500 Colley Ave.  
Norfolk, VA 23508  
Ph. 804-489-4887  
Nanci Glassman  
14-7-14-14

Issues & Answers Network, Inc.  
5151 Bonney Rd.  
Virginia Beach, VA 23462  
Ph. 804-456-1100  
Fax 804-456-0377  
Carla Lindemann, Vice President  
145-145-145-145

Quick Test, Inc.  
816 Greenbriar Circle, Ste. 208  
Chesapeake, VA 23320  
Ph. 804-523-2505  
Fax 804-523-0463  
Gerri Kennedy, Manager  
20-20-0-0

### RICHMOND

Southeastern Institute of Research  
2325 W. Broad St.  
Richmond, VA 23220  
Ph. 804-358-8981  
Fax 804-358-9761  
Robert Miller, President  
43-15-43-43

## WASHINGTON

### SEATTLE

**Consumer Opinion Services, Inc.**  
12825 1st Ave. S.  
Seattle, WA 98168  
Ph. 206-241-6050  
Fax 206-241-5213  
Jerry Carter, Vice President  
17-0-17-0  
(See advertisement on p. 80)

Decision Data, Inc.  
200 Kirkland Ave., Ste. C  
Kirkland, WA 98033  
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## Survey Monitor

continued from p. 39

down gardeners into smaller psychographic segments: Dabblers, Decorators, Cultivators, and Masters. Each of the four segments differs as to their motivations for gardening, gardening interests and habits, shopping behavior, level of expertise, and their sources for obtaining new gardening information. Factors such as level of commitment, activities, gender, age, and regionality are also broken down statistically to better explore the reasons why gardeners engage in the growing hobby.

The study also shows that during the last 12 months, only one in five gardeners didn't use any organic gardening techniques. (Organic methods include mulching, composting, using beneficial insects, etc.) Thirty-seven percent of the 78 million gardeners used primarily organic methods with 43 percent of advanced gardeners using organic methods. The main reason why gardeners don't use

organic methods, according to the survey, is that they don't know how to use them. Thirty-five percent of non-users say they don't know how to use organic products, and another 33 percent say they are simply not familiar with the benefits of organic methods. Among present non-users, 17 percent say they plan on using them or minimizing their chemical usage within the next year.

New findings indicate that each year gardeners spend nearly \$13 billion on lawn and garden products, including plants, soil amendments, and pesticides. The study explores buying habits such as: most purchased gardening products, where they're purchased, how much is bought, the loyalty of garden shoppers, and their shopping habits with regard to credit and impulse buying.

"Gardening is the most popular leisure activity in the United States and the passion to garden is growing as the baby boom generation approaches middle age," says *Organic Gardening* Publisher Barbara Newton. "More

and more Americans are also concerned with staying healthy, and the movement to garden, and garden organically, shows no sign of flagging."

With more people digging into gardening, the outlook for sales of lawn and garden supplies is rosy — a fact not lost on the large retail home centers like Wal-Mart, Target, Kmart, and Home Depot. These retail chains are courting gardeners with new and expanded garden centers within their stores.

"Gardening in America '95" will be distributed in three formats: a descriptive objective summary, a tabulation report consisting of several hundred pages of annotated tables, and as a database for IBM-compatible desktop computers. The executive summary may be purchased separately for \$750. The complete study in hard copy will be available for \$10,000. It will be available on disk with a software package for an additional \$600. For more information, call Barbara Newton at 610-967-8227.

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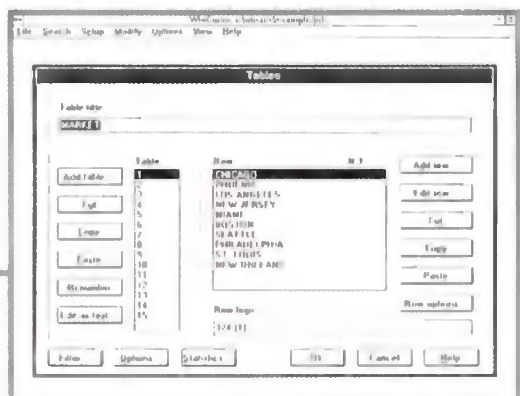
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## SUIC

continued from p. 16

*just tell me your quote and please send me a letter confirming your cost and assumptions."*

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*"It's 30 percent less to use your technology? Why is that? Never mind. My boss doesn't trust technology. He wouldn't listen to your recommendation anyhow. He likes to see respondent answers right in front of him."*

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*"I know you're right. He's just a little old-fashioned."*

"Old-fashioned is being kind! However, if we can give him the exact answers by question by respondent in printed form for \$2 more per interview that would look just like a fully completed paper interview, would your boss go for that? He would still realize a major cost savings."

*"Now, he's too much ingrained in the past to appreciate the future. That's probably why we only have a few clients left. Most of the others have left the old world to get into the new world of technology. I've been trying to get him to use simple computer-aided interviewing since 1993. He doesn't see the future because he... never mind. I'd better not say anymore. Just confirm the quote of \$23 in writing by fax."*

"Already done. The quote, confirmation letter with the specs we bid on, warnings about length, and an analysis

of our incidence computations should be printing out in your office now. I've also included quotes for 10, 20, 30, 40, 60, 70, 80, 90 and 100 interviews at incidence levels of 18.2 percent, 4.7 percent, and 23.4 percent."

*"My gosh, it is printing. How'd you do that? Never mind, don't tell me. You know I could learn a lot about this technology from you as well as from the Marketing Research Association. Do you ever get to New York City?"*

(Zap, clang, crunch, gurgle, gush.)

*"How did you get here so fast?!"*

(Buuuuuuuzzzzzz.)

"Honey, the alarm just went off, time to get up for work. Isn't today the day you do your final test for hologram transcendence over the interactive highway? You know, where you can send a real image of yourself anywhere in just a matter of seconds."

"Well, yes, but I don't know if it is fully perfected yet. The last test we did went without a hitch but I hope I don't fry myself with this technology. Remember what happened to Bill! I'm sure it will be okay, though, we've made many new improvements since Bill's original test. Let's forget that for a moment because I need to tell you something really important while I'm getting ready for work. Last night I had this really vivid dream. . . .

\* \* \*

Dream? Reality? A little of both?

Many of us in the research industry know that technology will affect our professional and personal lives dramatically in the next few years. This article contains information about many software applications that are being used in research and in other business fields. Some of the applications presented here are available only through the author's imagination. But we can never forget that the beauty of technology lies in the fact that it has an infinite life. It can only stop affecting us when there is no more world to be affected. To not embrace or learn about how we can apply technology to our business is shortsighted. Learning to apply it creatively is farsighted.

We need only check our eyesight. ☐

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## Listing Additions

Please note the change to the following listing from the 1994-95 *Researcher SourceBook*:

On p. 160, the phone number of Northeast Data Collection should be 201-785-4447.

## Classified Ads



U.S. HISPANIC MARKETING RESEARCH

**Target Market Research Group, Inc.**

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## Trade Talk

continued from p. 94

Here are a few:

- Higher fertility rates mean that by the beginning of the next century, over one-third of the U.S. Hispanic population will be under 20 years old, which translates to tremendous potential for companies that make products and services aimed at families, young parents, mothers and children.

- Years of unstable currencies, high inflation and political unrest in their native countries have made many Hispanics wary of banks and other major institutions, an attitude they carry with them when they come to this country.

- Since Hispanics are typically quite family-oriented and many have relatives in foreign countries, they are big users of long-distance service, more than non-Hispanic whites and African-Americans.

## Start from scratch

How can marketers avoid making huge mistakes in efforts to reach the Hispanic market?

"The only safe way is to get close to the Hispanic consumer," Valdés and Seoane advise. "Start from scratch — gather as much background information as possible on the sociocultural aspects of the group you are targeting. Some Hispanics have lived in the United States for many generations, others for a few years, and others are recent arrivals. Learn about their origins. Learn about the culture of each segment of the Hispanic market. Learn about people's motivations for coming to the United States. Become knowledgeable about your audience's political, religious, and social background."

Sounds like an excellent job for marketing research. □

*Hispanic Market Handbook (\$69.95, hardcover, 480 pages) by M. Isabel Valdés and Marta Seoane, is published by Gale Research Inc., Detroit. For information call 800-877-4253.*

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## Trade Talk

by Joseph Rydbolm  
QMRR editor

### They wrote the book on the Hispanic market

While many firms are rushing into overseas markets to take advantage of the opportunities they hold, some are realizing that there's a market with huge potential right in their own backyard. Growing by more than 15 million between 1960 and 1990, the U.S. Hispanic market is projected to grow to over 30 million by the year 2000.

But for as many opportunities as the U.S. Hispanic market presents, it's also full of potential pitfalls. It can't be approached as a single, homogenous entity that differs from the U.S. consumer market only in its native language. The

Hispanics who have come to the U.S. represent many countries and cultures, each with its own nuances. If you want to reach them, you can't just translate your marketing efforts into Spanish.

Helping marketers avoid these pitfalls is the aim of a new book, *Hispanic Market Handbook*, by M. Isabel Valdés, president of Hispanic Market Connections, a Los Altos, Calif., research firm, and Marta H. Seoane, a demographer and sociologist. For companies considering going after this market, this book is a good way to start the learning process.

Valdés and Seoane address just about every aspect of reaching the Hispanic market. They explain why Hispanics have come to the U.S., where they live, their habits as consumers, the importance of understanding culture and language, Hispanic media usage and how it's measured, and general strategies and guidelines for reaching Hispanic consumers. The book features several case studies of successful efforts to market everything from banking services to avocados. It also offers a directory of Hispanic market consultants, electronic resources, magazines, organizations and media firms.

At 488 pages, the book isn't a quick read. (With a market as large and diverse as this one, each segment almost merits its own book.) But the authors avoid information overload by keeping the chapters and their subsections fairly brief. And instead of incorporating the text and accompanying charts and graphs, they separate them.

The data comes from many sources and runs the spectrum from standard population data to interesting tables such as "Broad Cultural Differences between Hispanics and the American Middle Class."

#### Unique aspects

Marketing to Hispanics is really like trying to reach any other segment in the market. You have to know their spending and lifestyle habits and how to communicate with them. But as the book makes clear, like any consumer segment, the Hispanic market has many unique aspects that marketers must consider.

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- **Practical Experience** gained from doing numerous studies in all aspects of marketing research—positioning and segmentation, market structure analysis, competitive image assessment, copytesting, new product forecasting, concept screening and testing, product testing, test marketing, pricing and promotion assessment, tracking, distribution analysis, claim justification, and customer satisfaction.
- **Industry Experience** from working with companies representing consumer goods and services, industrial products, business to business services, pharmaceutical and health care organizations, advertising agencies, financial institutions, publishing and broadcasting, public utilities, and telecommunications.
- **Training Experience** exemplified by our seminar leaders who bring a wealth of practical know-how gained through years of working in the real world of marketing research, supported by impressive academic credentials and teaching experience.
- **Communications Experience** obtained from dealing with professionals at all levels in an organization, ranging from technically oriented researchers to decision oriented managers.
- **Consulting Experience** which is available to you even after the completion of a seminar to answer your technical questions.
- **Technical Experience** resulting from being on the cutting edge of information technology and analytical developments.
- **International Experience** which has taken us around the globe with seminars in 25 countries and operations in 29.
- **Administrative Experience** from having conducted over 2,000 seminars during the past 20 years and having counseled tens of thousands of participants on the program best suited to their needs.

These are just some of the reasons for the superlative evaluations we receive from our participants. Please call us toll free. We will be glad to send you a copy of some verbatims from recent seminar evaluations.

**The  
Burke  
Institute**

Cincinnati Corporate Headquarters  
50 E. Rivercenter Boulevard  
Covington, Kentucky 41011  
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## The Burke Institute

### Partial Schedule of Burke Institute Seminars Through December 1995

October-December 1994 dates precede the 1995 dates in the following list.

<b>101. Practical Marketing Research</b>	Toronto ..... Oct 31-Nov 2	<b>501. Applications of Marketing Research</b>	San Antonio ..... Dec 15-16
	New Orleans ..... Nov 21-23		Cincinnati ..... Mar 2-3
	San Antonio ..... Dec 12-14		Toronto ..... May 4-5
	Atlanta ..... Jan 9-11		Chicago ..... June 15-16
	New York ..... Jan 30-Feb 1		Cincinnati ..... Aug 10-11
	Cincinnati ..... Feb 27-Mar 1		Boston ..... Sept 14-15
	Chicago ..... Mar 27-29		Detroit ..... Nov 9-10
	Cincinnati ..... Apr 17-19	<b>502. Product Research</b>	
	Toronto ..... May 1-3		New York ..... Feb 21-22
	Boston ..... May 22-24		Cincinnati ..... July 6-7
	Chicago ..... June 12-14		Cincinnati ..... Oct 5-6
	New York ..... July 10-12	<b>504. Advertising Research</b>	
	Cincinnati ..... Aug 7-9		New York ..... Feb 16-17
	Boston ..... Sept 11-13		Cincinnati ..... May 18-19
	Cincinnati ..... Oct 2-4		Boston ..... July 27-28
	Boca Raton ..... Oct 16-18		Cincinnati ..... Oct 26-27
	Detroit ..... Nov 6-8	<b>505. Segmentation and Positioning Research</b>	
	Cincinnati ..... Dec 4-6		New York ..... Feb 14-15
<b>104. Questionnaire Construction Workshop</b>			Cincinnati ..... May 16-17
	Boca Raton ..... Nov 14-16		Boston ..... July 25-26
	Atlanta ..... Jan 16-18		Cincinnati ..... Oct 24-25
	Cincinnati ..... Mar 6-8	<b>506. Customer Satisfaction Research</b>	
	New York ..... Apr 24-26		Toronto ..... Nov 3-4
	Boston ..... June 19-21		New York ..... Feb 23-24
	Cincinnati ..... Aug 14-16		Cincinnati ..... Apr 20-21
	New York ..... Sept 25-27		New York ..... July 13-14
	Cincinnati ..... Nov 13-15		Boca Raton ..... Oct 19-20
<b>105. Questionnaire Design</b>		<b>601. Translating Data into Actionable Information</b>	
	Boca Raton ..... Nov 17-18		Cincinnati ..... Dec 19-20
	Atlanta ..... Jan 19-20		New York ..... Feb 2-3
	Cincinnati ..... Mar 9-10		Chicago ..... Mar 30-31
	New York ..... Apr 27-28		Cincinnati ..... June 1-2
	Boston ..... June 22-23		Chicago ..... Sept 7-8
	Cincinnati ..... Aug 17-18		Cincinnati ..... Dec 7-8
	New York ..... Sept 28-29	<b>602. Tools and Techniques of Data Analysis</b>	
	Cincinnati ..... Nov 16-17		Chicago ..... Oct 18-21
<b>201. Focus Groups</b>			Cincinnati ..... Dec 6-9
	Chicago ..... Oct 20-21		Boston ..... Jan 24-27
	New York ..... Mar 14-15		Cincinnati ..... Mar 14-17
	Boston ..... Sept 19-20		New York ..... May 9-12
<b>202. Focus Group Moderator Training</b>			Atlanta ..... July 11-14
	Cincinnati ..... Dec 6-9		Cincinnati ..... Aug 22-25
	Cincinnati ..... Jan 24-27		New York ..... Oct 10-13
	Cincinnati ..... Feb 21-24		Cincinnati ..... Nov 28-Dec 1
	Cincinnati ..... Apr 10-13	<b>603. Practical Multivariate Analysis</b>	
	Cincinnati ..... May 9-12		Cincinnati ..... Nov 29-Dec 2
	Cincinnati ..... June 13-16		New York ..... Feb 7-10
	Cincinnati ..... Aug 29-Sept 1		Cincinnati ..... Apr 10-13
	Cincinnati ..... Oct 3-6		Atlanta ..... June 6-9
	Cincinnati ..... Dec 5-8		New York ..... Aug 1-4
<b>203. Focus Group Applications</b>			Boston ..... Sept 19-22
	Cincinnati ..... Dec 12-14		Cincinnati ..... Nov 7-10
	Cincinnati ..... May 15-17	<b>701. International Marketing Research</b>	
	Cincinnati ..... Dec 11-13		Cincinnati ..... Oct 10-11
<b>204. Qualitative Research Reports</b>			Cincinnati ..... Mar 8-9
	Cincinnati ..... Dec 15-16		Boston ..... June 26-27
	Cincinnati ..... May 18-19		Cincinnati ..... Sept 26-27
	Cincinnati ..... Dec 14-15	<b>702. Business to Business Marketing Research</b>	
<b>301. Communicating Marketing Research</b>			Cincinnati ..... Apr 5-7
	Boston ..... Nov 7-9		Cincinnati ..... Nov 20-22
	Atlanta ..... Feb 6-8	<b>Four-Week Certificate of Achievement Program</b>	
	Cincinnati ..... Mar 20-22		Cincinnati ..... Feb 27-Mar 24
	Boston ..... May 31-June 2		Cincinnati ..... Aug 7-Sept 1
	New York ..... July 17-19	<b>Two-Week Certificate of Proficiency in Qualitative Research Program</b>	
	Cincinnati ..... Aug 28-30		Cincinnati ..... Dec 6-16
	Chicago ..... Oct 30-Nov 1		Cincinnati ..... May 9-19
<b>401. Managing Marketing Research</b>			Cincinnati ..... Dec 5-15
	Boston ..... Nov 10-11		
	Atlanta ..... Jan 12-13		
	Cincinnati ..... Mar 24-24		
	Boston ..... May 25-26		
	Cincinnati ..... Aug 31-Sept 1		
	Chicago ..... Nov 2-3		

Please call Lisa Raffignone at 800-543-8635 (ext. 6089) or 606-655-6089 for information for the following Burke Institute seminars which are also currently offered by the Institute:

- 102. Introduction to Marketing Research
- 103. Marketing Research for Decision Makers
- 205. Qualitative Marketing Research with Children
- 302. Effective In-person Presentation of Marketing Information
- 703. Industry Specific Seminars
  - to • Health Care • Telecommunications • Public Utilities
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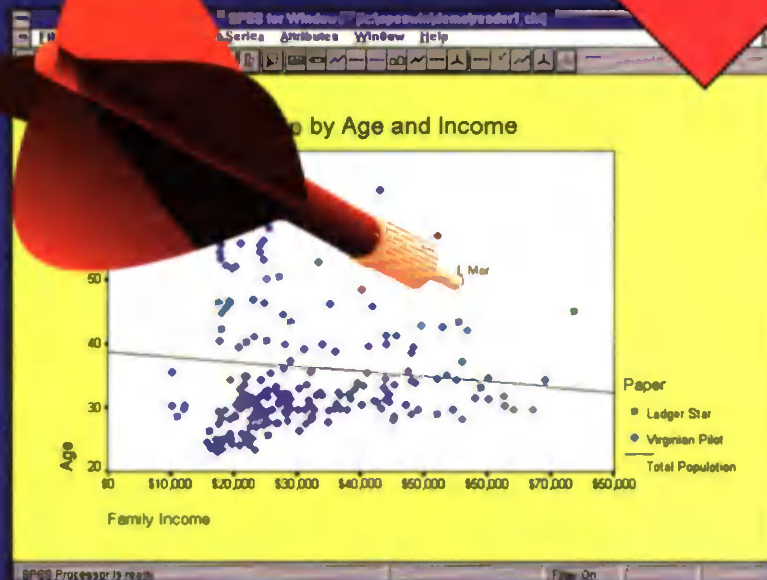
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