

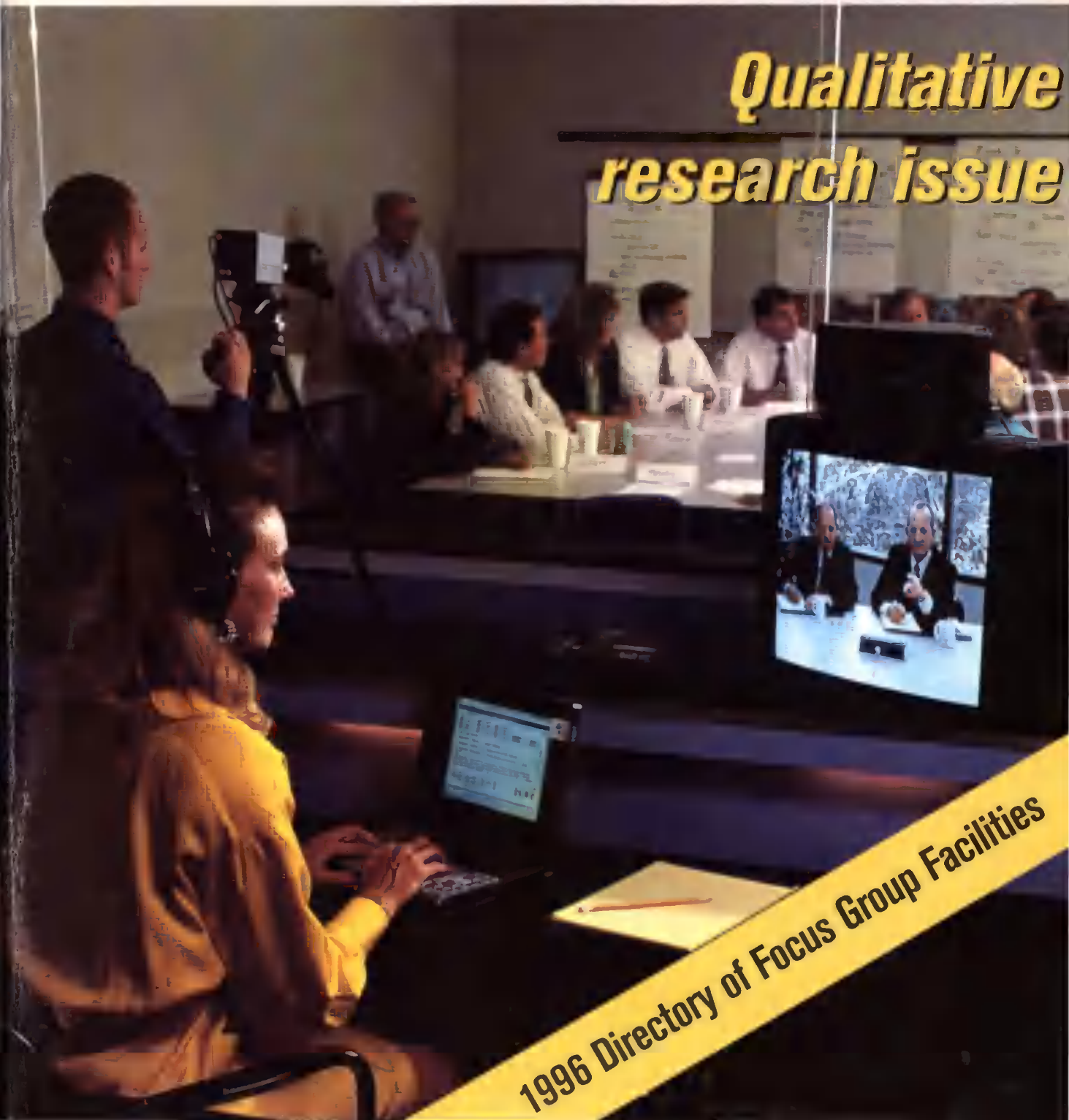
Quirk's

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**Qualitative  
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# C O N T E N T S



Volume IX, Number 10

December 1995

**Cover**

Our cover photo this month was supplied by Opinions Unlimited, Inc., Houston. The typist is using FocusReports software by Bennett Research Services, Boston, to transcribe the group as it happens.

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Marketing Research



# Survey Monitor

## On-liners want easy access, ease of use

Consumer use of on-line services and the Internet will continue increasing dramatically over the next 12 months, according to a recent survey

by Response Analysis Corp., Princeton, N.J. Telephone interviews with households with

annual income of \$35,000

or more found record levels of on-line service and Internet use along with plans to add on-line access capabilities.

More than 60 percent of these households have at least one personal computer, 38 percent report having data or fax modems, 18 percent use on-line services, and 10 percent access the Internet. In addition, many current nonusers report plans to acquire such services over the next year. Response Analysis predicts a 20 percent increase in the number of on-line service users and an even more significant increase in the number of Internet users by next summer.

Raymond Boggs, Response Analysis vice president, says that the explo-

sion of on-line interest comes despite consumer concerns that could limit the appeal of the technology. "Many people are still shy about taking the on-line plunge," Boggs says. In addition, the gender gap is still fairly wide regarding on-line access: Only 42 percent of Internet households identify a female user, while more than 80 percent identify a male user.

Response Analysis research points to three inhibiting factors that could

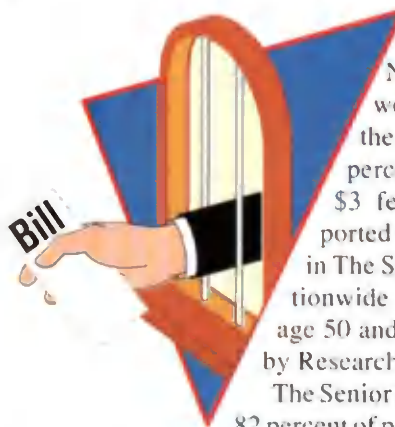
dampen the enthusiasm of both prospective and current users:

**Fear of Nerding** — Curiosity about on-line services can be offset by concern about the commitment required to be a successful user. Consumers with a general desire to be on-line literate are sometimes discouraged by the amount of effort they think is necessary to negotiate the Net. As new software tools make the benefits of on-line service more accessible, this concern will subside.

**Post-Traumatic Web Syndrome** — Once consumers do go on-line, they may find the experience less than satisfying. Providers of direct access to the Internet offer limited customer support, and some have been troubled with reliability problems as the number of users has increased. Even the major on-line services have been challenged to maintain support standards in the face of soaring subscriber enrollment. Although navigating the World Wide Web has become less complex in the past year, it can still be confusing for beginners. Some consumers enjoy the challenge of independent Web-browsing, but a growing number are more interested in the destination than the voyage. On-line dropouts rather than Nerd converts

## Seniors reject banks that charge teller fees

If banks charged a \$3 fee for using a teller, almost nine out of 10 seniors (84 percent) say they would find a new bank with no teller fees, according to a recent poll conducted the Special Markets Division of Research 100,



Princeton, N.J. Nine percent would begin to use the ATM, but only 4 percent would pay the \$3 fee. This was reported from 925 people in The Senior Panel, a nationwide survey of people age 50 and over, conducted by Research 100 in July.

The Senior Panel reports that 82 percent of people 50-plus use a teller for their transactions while 17 percent presently use the ATM machine. This teller use fee penalizes one of banking's most important customer groups, the mature market. "People over 50 own 80 percent of all savings dollars in the United States. They like to have a personal relationship with their bank and they consider the teller to be their banker," says Candace Corlett, president of the Special Markets Division of Research 100. For more information call 718-657-5100.

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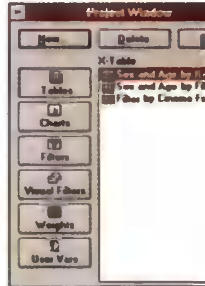
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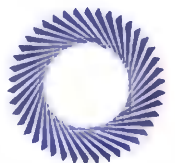
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# Product & Service Update

## SPSS is on the Web

SPSS Inc., Chicago, has launched a Web site, at <http://www.spss.com>. The site offers information on new product development and upcoming releases, free advice on creating and conducting surveys, access to user publications, answers to frequently asked questions about installing and running SPSS software, and contact information for each of its domestic and international offices. In addition, it includes general company and investor information as well as articles from the company's magazine, *Keywords*. The site also serves as a link between resources designed specifically to aid statisticians. Via "Stats on the Web," users can connect with university statistics departments, professional societies and research organizations, conferences and workshops, statistics archives, journals and Usenet newsgroups.

## New video transmission service debuts, another lowers its prices

Markets-on-Demand, Inc., Teaneck, N.J., is now offering Market Window, a service that allows corporate analysts and managers to watch focus groups from their individual offices or conference rooms, using MPEG digital compression and transmission of audio-video signals across fast (T-1) telephone lines. Market Window functions like commercial television, offering clients one-way audio and video access to focus groups. Clients have the service installed in their offices and are able to view focus groups in real time. Clients can contact the moderator, camera per-

son or backroom during the group if necessary via phone. Demonstration Sites are operating in Teaneck, N.J., at TAI-New Jersey, and in Chicago at TAI-Chicago. For more information call Hal Meier at 201-801-0055.

In other news, VideoFocus Direct, a network of eight independent focus group facilities, has announced a 60 percent reduction in rates for videoconferencing focus groups. The price reduction is a result of advances in technology, lower manufacturer costs and other economies, says Norman Spector, president of VideoFocus Direct. Each of the eight facilities can transmit live to all popular brands of videoconferencing equipment owned by clients. For a copy of the new price schedule, a list of facilities in the network and a free demo tape of a transmitted group, call 800-235-5028.

## EMS releases new survey module

Electronic Marketing Systems, Santa Rosa, Calif., now offers the QS-1000

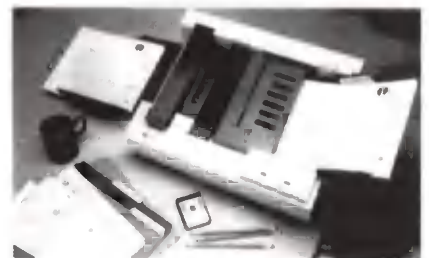


Electronic Survey Module, a lightweight, battery-operated unit designed

for self-administered surveys. It features a user-defined question format (five- or 10-point rating scale, multiple choice, true/false, yes/no) and software that allows the user to create questions in Windows, transfer questions to the module, change questions as needed, and upload data for use in reports or statistical programs. For more information call Cal Eriksen at 707-523-2002.

## Portable scanner goes where the surveys are

National Computer Systems (NCS), Minneapolis, has introduced a portable scanner that users can take on-site to scan and tabulate survey forms.



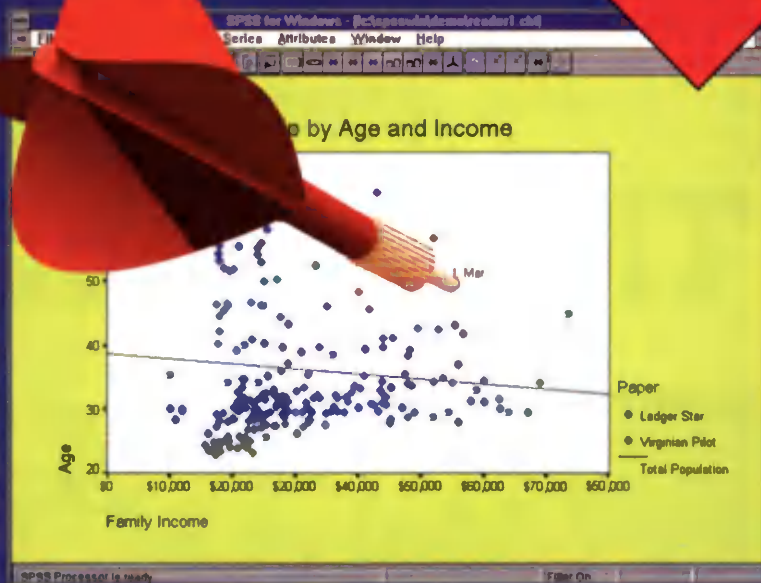
The NCS SelfScore option converts an OpScan 4 scanner into a self-contained processing unit that doesn't have to be attached to a computer. The SelfScore option consists of two cartridges and two print heads. One cartridge allows the scanner to be self-contained, the other connects it to a computer for scanning back at the office. The print heads make it possible for the stand-alone scanner to output tallies onto a SelfScore results form. For more information call 800-347-7226, ext. 3306.

continued on p. 43



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# The next best thing to being there?

## Qualitative research

*Researchers find videoconferenced focus groups save time, money*

By Joseph Rydholm, QMRR editor

**W**ith time and money in short supply, it's no wonder more and more companies are turning to videoconferencing to get the most out of their qualitative research efforts. Why send a handful of staffers to a distant city — and pay for their airfare, lodging and meals — to observe a group when you can shuttle them to a local focus group facility or into a conference room down the hall to watch the groups on a TV monitor?

While rates and capabilities vary, the services that specialize in serving the research market, such as the VideoConferencing Alliance Network (VCAN), FocusVision, VideoFocus Direct and Market Window, allow clients the basic ability to view groups remotely. Some clients view the groups on their own equipment, some buy or lease from the services.

At its Basking Ridge, N.J., offices, AT&T uses

GroupNet, a service provided by VCAN, a network of research firms that provide facilities for videoconferencing focus groups in 20 U.S. markets, using PictureTel equipment. AT&T has set up viewing rooms at its offices and at the offices of its ad agency partners in New York. It also uses the facilities of Wolf/Altschul/Callahan, Inc., a New York research firm and member of VCAN.

Sara Lipson, director of marketing sciences, AT&T Consumer Communication Services, says that videoconferencing makes better use of scarce time and also gets senior people re-involved in research. "We saw videoconferencing as a means to an end, which was to make our staff more efficient and get the active involvement of marketing and agency people in the qualitative research process," she says.

"Before we began using it, junior people from the product or agency side and research people were the only ones attending qualitative when it took place. We felt that we weren't really taking full advantage of the benefits of qualitative. Now we have a very robust backroom, which is where a lot of the creativity happens. Videoconferencing has allowed us to have more senior people in attendance and more vitality in the work that we do."

Having videoconferencing at multiple sites also helped AT&T resolve a sticky political situation, Lipson says. Ad executions from multiple agencies were being evaluated during a week-long series of focus groups in locations across the country. "Having multiple sites for viewing was imperative," Lipson says. "We had a focus group that two different agency groups had to watch but it would have been uncomfortable for them to do that together. We set up three different sites — one here at AT&T, one at an agency

and one at Wolf/Altschul/Callahan because one of the agencies didn't have videoconferencing capability. We were able to have consistent top-level participation with AT&T folks and people from the two agencies because — and only because of — this technology."

Lipson says that videoconferencing came in handy for the viewing of some focus groups that were conducted in Spanish at the Wolf/Altschul/Callahan facility. Via GroupNet, AT&T representatives watched from their offices and listened as a translator described the proceedings in English from the backroom.

***"We saw videoconferencing as a means to an end, which was to make our staff more efficient and get the active involvement of marketing and agency people in the qualitative research process," says Sara Lipson, director of marketing sciences, AT&T Consumer Communication Services.***

Rita McMahon, a New York-based moderator, says communication between distant observers and the moderators is easy with GroupNet. "Either the moderator can run back and speak to observers through the system between groups or a person from the client company can be there throughout the group, ready to take any communication back and forth. It's as good as being in the backroom."

"In my opinion, you don't lose anything when you observe a group by videoconferencing," says Lipson. "There is always someone in the backroom, so at any point we can communicate from our office to the person in the backroom, asking them to slip the moderator a note to do a real-time modification of the moderator's guide. You're not losing any of the benefits of being there."

#### **Larger audience**

For Nancy Canali Lucas, vice president of research for TBS Superstation, Atlanta, using videoconferencing has helped expose more TBS staffers to the live research

**TBS**



TBS Superstation has used videoconferencing to observe focus groups where marketing ideas for its original programming, such as the sports history program "Idols of the Game," were tested with consumers.

process. "It allows us to get a larger audience of people who don't normally attend focus groups, people like the head of the network, for example, or the head of the entertainment division, who may not be interested in the micro issues that we deal with but who can step in and take a look at the group because it's being shown right here."

On the other end of the hierarchy, it also allows assistants and coordinators who aren't directly involved in the project to see what research is all about. "A lot more people buy-in to the process when they understand it,"

continued on p. 50

# Toto, I don't think we're in Kansas anymore



## Issues in international focus groups, with a special view from Japan

By Walter S. Brown

*Editor's note: Walter S. Brown, Ph. D., is president of Focus Groups International, Seattle.*

**I**nternational focus group work demands some very special awarenesses and adaptations. Things that we take for granted in Chicago, New York, Los Angeles, Seattle, and so on, are no longer quite as predictable when you venture overseas.

The major issues that confront the project manager on the international front can be reduced to four basic categories:

- Socio-cultural differences
- Linguistic differences
- Differences in business practices
- World events and economic differences

In my 20-odd years of research experience, I have worked in many countries and with many cultures. I picked Japan to highlight here because it is perhaps among the more different and unique venues for research. Some countries might be a challenge on one or two fronts but Japan is a challenge on all of them!

• How are Japanese research companies different? There are relatively few research companies to choose from, even

in cities the size of Tokyo. This creates booking problems, especially when you realize that the facilities are very tiny by American standards. One or two rooms are the norm. Keep in mind that real estate is scarce and expensive in Japanese cities. In addition, research company staffs are lean, which adds its own complications to the process: It will take longer to accomplish things and it will also be considerably more expensive.

• What else increases the length of lead time? The cultural and linguistic differences between the U.S. and Japan require that your protocols and other materials be translated by your host organization and then translated back to English by an independent source to make sure that the correct nuances are getting across. This takes time. Often, direct translation is impossible and you have to rely on interpretation — getting the general idea across without word for word equivalence.

Scheduling a top-notch interpreting team is both critical and challenging. There are few of them and they are in demand. A team consists of two highly trained interpreters, each of whom interprets out loud for you for in 20-minute shifts. They do not rest while off "voice" duty, but rather support their teammate by listening for the subtleties of verb tense, word usage, classical allusions and idiomatic expression, as well as helping with numbers, which are particularly cumbersome to translate quickly in Japanese. So, one interpreter takes notes and feeds info to the "voice," while the "voice" races to keep a running commentary going for you. Also, the subtleties of nonverbal communication keep them both riveted to the task. Each facet of the overall task is exhausting and requires relatively frequent shifting of roles.

If the project requires the cooperation of any Japanese company or agency (other than the research company), add a few more months to your time line! The highly touted Japanese business setting has many strengths, but rapid decision making isn't one of them. On the contrary. Decision making in Japanese companies is group-oriented and is hierarchically pursued. All ramifications and implications of each aspect must be reviewed and completely thought through

(and I do mean completely!) before it is passed to the next level of consideration. Thus a decision that may take a few days or a week in the U. S. or Europe may take months in Japan.

One last time extender is that you can really only accomplish one group per evening instead of the two to which we are accustomed. The Japanese in urban areas like Tokyo must commute from one to three hours home. If they are working, they have a long day and must be given a full dinner on arrival at the group. Then the work of data gathering can begin, but they must be finished in time to catch their trains home. This is, obviously, particularly onerous if you are doing business-to-business research. Regardless, it increases your time investment and the cost of hotel, food, etc.

- What about the cost of doing foreign research? It is invariably higher than similar work domestically. As a general rule you can expect a project to cost two to two-and-a-half times more in Europe than it would in the U.S. and 4 to 6 times more in Japan. Higher real estate costs and salaries, make the cost of doing business in Japan very high for your subcontractors. Remember, when you have a group, you have two interpreters (hopefully U.N.-quality), a moderator, who may be the president of the firm, an English speaking project manager/liason who guides you through all the details and is your right hand during the whole project, plus a young woman who is the assistant to the moderator. Her job is to handle food, pass out papers and generally fluff the feathers of the participants and the moderator during the group. You will end up feeling like a movie star with a rather extensive (and expensive) entourage. Quite honestly, there is no way to pare this down. Every person has a very important function.

Cost is also increased by all the translation and back translation of the protocols and materials, the expense of full meals, high incentives (especially so for business executives) and finally, travel expenses. In addition to getting tapes of the groups, which would do you little good if you are not a native speaker of Japanese, you will be paying for

typed English translation/transcripts of each group. Flights, transportation, hotels and food can be very expensive, and since you can do fewer groups per day, you have to spend that much more time there.

Remember also that currencies inexplicably shift all the time, so if you bid in January and carry it out in September, the costs can vary considerably. Be careful how you write your contracts! Other problems can arise with major world events that occur just before your project — especially if it involves your two countries jostling one another politically or if your product category has had major negative news.

- What are some of the important cultural differences that will affect research? In the Japanese culture, nonverbal behavior is of equal importance to the verbal. The subtleties of both segments of communication would make the Byzantine court seem like child's play by comparison! There is tremendous deference to seniority, power and status as defined by their culture. Within moments of arrival, everyone in the group will know where they stand in and will tend to defer to the most powerful person. As a result, the native moderator has a daunting task with many groups. Female executives and decision makers are still rare in Japan. In most groups it is best not to mix women and men because the women may just sit and smile nervously and defer to the men. In my business-to-business research with executives, however, the few female executives we found were quite able to hold their own. I imagine they get a lot of practice!

In discussions, brainstorming and decision making there is a real discomfort with standing out or taking big risks

until everyone knows where everyone else stands and what the possible risks and ripple effects might be. This leads to what I call the circumnavigation syndrome. In the U.S. and Europe, you can ask fairly direct questions and get fairly direct answers — quickly. Not so in Japan. A direct question is often followed by a long discussion of things that may seem to be totally unrelated to the question on the table, as you sit

***In discussions, brainstorming and decision making there is a real discomfort with standing out or taking big risks until everyone knows where everyone else stands and what the possible risks and ripple effects might be. This leads to what I call the circumnavigation syndrome. In the U.S. and Europe, you can ask fairly direct questions and get fairly direct answers — quickly. Not so in Japan.***

listening to them, behind the glass. The discussion wanders here and there, on and on. You will ask yourself, "Why are they talking about that? Why isn't the moderator telling them to get back to the question?"

And, if you talk to the moderator during a break and tell him (rarely will it be a woman) to be more aggressive in channeling the discussion you will run into another prominent aspect of Japanese culture — politeness. It would be impolite to be more direct and the participants would be offended and might

continued on p. 58



# A comparison of missing value options in regression analysis

By Gary M. Mullet

*Editor's note: Gary M. Mullet, Ph.D., is president of Gary Mullet Associates, Lawrenceville, Ga.*

**W**henever you manage to get off the telephone long enough to even glance at your in-box, you're sure to notice that a large amount of correspondence deals with various facets of customer satisfaction measurement (CSM). It also seems that more and more promotion, compensation and retention decisions are based, at least in part, on the results of CSM studies.

One tool, although certainly not the only one, for evaluating such studies is regression analysis. As readers of this column are aware, regression analysis is certainly widely used in other types of marketing research studies. One bugaboo of multiple regression analysis is item non-response. When (most) computer packages encounter a missing value, they pitch all of the other data from the given respondent, by default.

There are various options for coping with item non-response in regression runs. We will compare the results of some of these below, using a real, albeit disguised, data set. If your livelihood depends on the results of a CSM study, you should be interested in the differing conclusions which may be drawn from these comparisons. All of the results reported below use a 95 percent confidence (5 percent significance) criterion and stepwise regression runs. There are certainly myriad other options available which are not examined below.

### Listwise deletion

As already noted, the default option in most programs is listwise deletion. In a very small nutshell, this means that if a respondent fails to answer even one of the many ratings, that respondent ceases to exist for the regression in question. As a case in point, a recent regression on 1200+ respondents yielded not a single valid case for a regression trying to use

only 15 (out of 60-some) independent variables to predict overall satisfaction. While this is extreme, it is not unusual to lose 50 percent or more of the respondents to item non-response. Thus, conclusions (and compensation) may be based on fewer than half of the respondents in your carefully designed study!

Our example comes from a data set of 500 respondents who were asked 10 ratings that were potentially related to an overall opinion measure. For proprietary reasons, the 10 scales used for the independent variables will be denoted below as X1, X2, . . . X10, rather than given more meaningful labels. The results of the first regression, using the listwise (default) option, are noted in Table 1 under column A.

As a variation on listwise deletion, some analysts use a portion of the column A results only to see which set of variables is significant and then instruct the computer to run another regression, using only those attributes and pretending that the others don't exist. This can accomplish a couple of things. First, almost assuredly, the base size will increase since fewer variables require answers from everyone. Secondly, (partial) regression coefficient magnitudes may change, as well as order of entry of the variables — just look below. In some cases, attributes that are statistically significant in the first pass through the data will not be so in this second pass. The results from this "variable screening" analysis are listed under column B.

### Pairwise option

In this variation of regression, attributes are (essentially) looked at two-by-two (sounds like Noah's Ark). Without beating anyone over the head with statistical theory, the effect of invoking this option changes the matrix upon which the computer program operates to find the estimated regression coefficients. The results of the pairwise option are under column C, in Table 1.

**Tabla 1**

Rating	A	B	C	D	E	F	G
X1			.09(2)	.10(6)			
X2			.18(5)	.16(3)	.28(3)	.19(4)	.16(5)
X3	.19(4)	.17(5)		.13(7)			
X4			.11(7)				
X5	.30(1)	.27(1)	.23(1)	.21(4)	.16(5)	.15(5)	.19(1)
X6	.18(3)	.21(2)	.19(3)	.15(1)	.18(1)	.13(1)	.21(2)
X7						.10(7)	
X8	.22(2)	.17(3)	.14(6)	.14(2)	.23(2)	.15(2)	.16(3)
X9							
X10	.13(5)	.17(4)	.19(4)	.14(5)	.19(4)	.19(3)	.17(4)
Constant	.03	.10	-.59	-.27	-.29	-.11	.07
R <sup>2</sup>	.86	.84	.85	.56	.57	.84	.84
n	207	259		500	358	289	289
n*			224				

(i) — order of stepwise entry into regression equation  
 n\* — minimum pairwise n of cases

**Mean substitution**

Be careful here! Mean substitution for missing values is a very attractive option since it's easy to invoke — just push a

computer key — and dramatically increases the base size on which these personnel and/or other decisions are made. The mean substitution option fills in the arithmetic mean value for everyone who did answer a given rating for the void existing for those who did not. Thus, everyone is assumed to be "average" on anything that they failed to answer.

Then why be careful? First, if you blithely select mean substitution without any filtering of the data, the mean on the dependent variable, here overall opinion, is also substituted for those who didn't answer it. You will then be running regressions that include a substantial number of people who did not give a rating on the criterion measure — be they no longer customers, no longer product users or whatever. See column D for this type of mean substitution.

O.K., let's say you're alert enough to run the mean substitution option on only those who gave an answer to the overall opinion question. The results, in column E of Table 1, still include several respondents who answered only one or two of the independent variable ratings, which may cause an eyebrow or two to be raised if the results are broadcast.

Finally, let's look at more intelligent mean substitution. You need to ask yourself, "How many questions should a respondent answer to convince me that they have a grasp of the interview?" For the data which we are looking at, the answer to this (arbitrarily) was set at eight. Then, mean substitution was used for those who met two criteria. One, there had to be a valid answer to the overall opinion question.

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# Focus on recruiting

*Editor's note: Based in New York City, the Qualitative Research Consultants Association (QRCA) is a not-for-profit professional organization of independent qualitative research consultants in North America. As members of the QRCA Field Committee, Grace Fuller, president of Fuller Research Services, Inc., a Portsmouth, Va., qualitative research consulting firm, and Gerard Pampalone, a partner in Carpenter & Pampalone, a qualitative research firm in Fairfield, Conn., regularly review aspects of recruitment in an effort to improve the process. With these goals in mind, they offer the following articles on recruitment.*

---

## Recruiting problems: How much responsibility should moderators shoulder?

By H. Grace Fuller

Late one Thursday afternoon I received a call from a local client seeking my quote to moderate a couple of focus groups, plus a quote to do them at my facility. After taking down the specs, I asked him when he wanted to do them. "Is tomorrow too soon?" he asked. Swallowing my gasp, I told him to give me some time to check and I'd call him right back. I understood he was dealing with an imminent public relations crisis and wanted information about how the community was reacting and whether the image of his firm was suffering. As a consultant, I wanted to help him in a timely manner with his research needs. As a facility owner, my mind kept screaming, "Tomorrow?!"

After consulting with my recruitment supervisor, I called him back and told him we could do it. However, I warned him that we would have to relax all but the essential screening

criteria — awareness, product usage and availability. To get the information he needed as quickly as possible, he agreed to accept some research trade-offs. The groups were recruited, the research was conducted and the project was successful. In fact, my client negotiated a fair settlement with the other party during the last half of the second group.

In the situation above, I understood my client's urgency. Too often, however, our facility received similar calls in which there was no clear reason for a panicked approach. Usually the urgency stemmed from inadequate planning and unclear research guidelines that were magnified throughout the research process like a game of Gossip. The inevitable results of inadequately planned research projects are reflected in the field.

Good research allows time to think through our goals, gather input from all interested parties prior to taking a project into the field, and to anticipate potential problems and develop strategies to deal with them. As consultants we must encourage our clients to build enough time into a project to conduct it properly. Oftentimes, we are not clear with our clients about the amount of time that is needed to do good research nor are we sufficiently firm about taking the time that's needed to do it right. In a sincere, but misguided, effort to satisfy our clients, we try to conduct research the best we can, even when they make unrealistic demands on us, the field and the entire research process. If we insist on good recruiting from the field, as we should, we also must insist with our clients that we give the field services enough time to do their jobs properly.

The first thing field services do, when given time, is schedule recruiters that are best for a particular project and train them adequately on the project's recruiting objectives and its screening instrument. To do a good job, it's essential to give recruiters time to assimilate the screening information and to ask questions, clear up areas of confusion, plus foresee potential problems. Adequate time gives field services time to get back to us to clarify objectives, make judgement calls as issues arise, and to correct or adjust if problems are identified.



In addition to allowing sufficient time for good recruitment, as qualitative researchers we can also contribute to the recruitment process by taking time to develop well-written, efficient screeners (see accompanying story). Inadequate planning and short deadlines can lead to quickly written screeners that result in overly difficult recruits. Screeners with extraneous questions and complicated, multiple skip patterns increase chances for honest mis-recruits. They also frustrate recruiters and may tempt some who don't fully understand research methodology to bend a little too much in order to get groups filled on time.

While it's important for researchers and their clients to be flexible regarding screening requirements, changing screening guidelines repeatedly can confuse recruiters. Screeners that are changed too frequently after a project is in the field, especially when changes are due to inadequate pre-planning, introduce another opportunity for mis-recruiting.

Projects with unrealistic screening criteria are the most difficult and frustrating of all recruits. They can lead to every moderator's nightmare — a focus group with inappropriate participants or worse, no participants at all.

Our staff had an unforgettable experience with an especially unreasonable recruit. A consultant who had reserved our facility called on the third day of her project's difficult recruit. We were recruiting young, fast-food patrons who had tried her client's new product. She said she needed to change the screener because her client's boss had decided he wanted to screen out all military personnel and their dependents. Since our facility was located in the heart of metro Norfolk, Va. — home to at least 10 military installations — I questioned this request, one that would disqualify close to half of the young adult population on one screening variable alone. I asked them if they wanted to move the study and said I would waive any charges incurred to date. They chose to go ahead because time was running short, plus schedules and travel arrangements were already made.

I believe they would have placed the study in another market in the first place

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## How Your Customers *Really* Make Decisions and How to Speed Them Up

By *George Silverman*,  
President, *Market Navigation, Inc.*

If you could make the decision to purchase your product easier, it would take less time for more people to buy!

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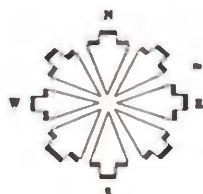
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# War stories:

## 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 (818-782-4252) or fax (818-782-3014) Shulman with stories of their own.*

**R**ecently, my six-year-old stepson John made my day. During kindergarten graduation ceremonies, each of the children was asked what he or she wanted to be when they grew up. After hearing a slew of children choose policeman or fireman or teacher, it was refreshing to hear John unequivocally state, "I want to be a research guy."

Turns out that rather than being intrigued by conceptual issues of attitude measurement and sample development, John was intrigued by all the toy testing we do. When he grows up, he wants a job where he can play with toys all day. As far as John is concerned, that's what market research is — playing with toys. The kid is in for a rude awakening!

Tony Kaye of Haagen-Dazs Company tells of conducting a survey in England some years ago where interviewers were sent to the homes of nerve tonic buyers. One interviewer was received at the door by a very elderly man who explained that his wife, the intended respondent, had only recently passed away. The interviewer, unwilling to be thwarted by

such a trivial technicality, proceeded with the questionnaire on the wife's behalf, asking, for example, "How often did she take it in the last seven days?" (The answer was none, since the woman had died before that), and "Did the nerve tonic cause an improvement in your wife's condition?" (Apparently not a strong enough improvement.)

It's not always the respondents who are elderly. Jack Ross of J. Ross Associates reports on a study he conducted at the drive-through area of a well-known fast food chain. Around 10 o'clock in the evening, in a not so nice area of town, their diligent, elderly male interviewer approached an attractive young female in a convertible, with the customary introduction, "Excuse me, miss. I'm conducting a survey for [client] and I'd like to ask a few questions."

Whereupon, the young "lady" lifted up her skirt and said, "Survey this!" Needless to say, she was not wearing anything under her skirt. Ross reports that fortunately, the interviewer did not have a heart attack and was able to resume his task after a short rest.

Speaking of clothes — or the lack of them — Yvonne Filla of Quality Controlled Services tells about an experience from the last time she personally went on a door-to-door survey. A middle-aged male respondent asked her to wait in the living room, which was devoid of furniture. The gentleman explained that the living


room lacked furniture because he owned dogs. He then excused himself. When he returned a few minutes later, he was naked, with two huge Great Danes by his side. Somehow Filla managed to leave the domicile without being bitten — either by the dogs or the man.

Decision Data Collection's Dale Brown reports a survey he conducted among large groups of Marines on race relations and equal opportunity in the military. Each research team was staffed by a bi-racial crew. The researchers introduced themselves — the white male, Mr. Brown, and his partner, an African-American named Mr. White.

During the survey work, a senior officer would occasionally say something like, "You say your survey's anonymous, but since I'm the only E-8 here with 22 years service you can't tell me you won't be able to tell which survey is mine."

Mr. Brown's typical response usually gained cooperation: "The Privacy Act is a federal law that prohibits me from telling anyone how you or any other individual answered any of these questions. Frankly, it isn't worth risking 10 years of my life in Leavenworth to divulge what your individual opinions are on this subject."

Tara J. Abrams of Columbia House reports mail studies she used to conduct in the pharmaceutical field, where physicians were asked, "In what state do you practice?" Some of the write-in answers were: "Denial," "Confusion," and "Psychosis." □

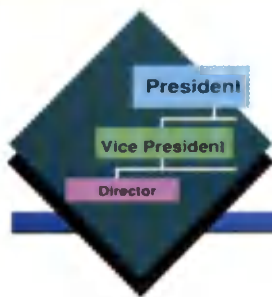


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# Names of Note

**Marian McCullough**, 85, of Naples, Fla., died November 8. She was the founder and former president of *Winona Research*. She is survived by one son, Richard, of Phoenix, seven grandchildren and three great-grandchildren.

*Kennedy Research*, Grand Rapids, Mich., has named **Anne Aldrich** account executive. **Gus Panos** has also joined the firm as an account executive.

*Research Data Analysis, Inc.*, Bloomfield Hills, Mich., has appointed

**Ben Hilverda** as a senior vice president and head of its consulting unit. The firm has also appointed **Dr. Mike Alioto** as a senior statistical consultant.

**Lisa Hidalgo** has joined *Simmons Market Research Bureau, Inc.*, New York, as senior vice president of marketing.

*M/A/R/C Research*, Dallas, has promoted **Kathleen Nussbaum** to director of research operations, **Tony Amador** to manager of the tabulation department, **Jennifer Miller** to senior analyst,

and **Michele Wilmoth** to analyst. Nussbaum, Amador and Miller are based in Dallas; Wilmoth is based in Atlanta. **Dean Wilson** has joined the firm as vice president, research services. The firm also added two employees to its Newport Beach, Calif., office: **Lynn DeVon** as senior vice president and general manager, and **Melissa Russell** as vice president.

*FGI*, a Chapel Hill, N.C., marketing



Dunivant

Barnard

firm, has added four to its research unit: **Noel Dunivant** has joined the firm as senior vice president; **Joann Barnard** as senior research project manager; and **Lee Hamilton** and **John DeRoche** as research data analysts. The company also promoted three in the research unit's telephone center: **Jeff Terry** to vice president of technical services; **Rick Saunders** to phone center supervisor; and **Don McLennan** to phone center supervisor.

**David Kalmus** has joined *The Dohring Company*, a Glendale, Calif., research firm, as vice president of business development.

*Argyle Associates, Inc.*, a management consulting firm in New Canaan,

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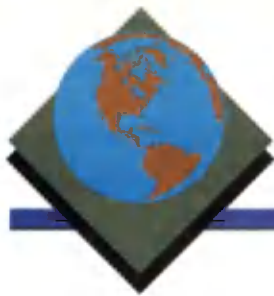
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# Research Company News

**Marketworks**, a marketing services firm, has moved from Syracuse, N.Y., to Seattle. For more information call Cynthia Baker at 206-217-9575. The firm's new address is 3447 33rd Ave. W., Seattle, Wash., 98199. The E-mail address is Marketwrkz@aol.com.

**MTA-EMCI**, a Washington, D.C., firm providing information to the telecommunications industry, has opened an office in Singapore. The office will be managed by Mei Huang and Timir Premjee. The office is located at 20 Maxwell Rd., #12-06 Maxwell House, Singapore 069113.

**MarketVision Research, Inc.**, Cincinnati, has opened its first MVR International division client service office in Toronto, under the management of Michael Gilligan. For more information call 416-253-6326.

**Total Research Corp.**, Princeton, N.J., has expanded its annual EquiTrend syndicated quality study to a new monthly survey of 1,000 consumers to track short-term changes in brand equity scores and their impact on a client's marketing actions.

**Business Location Research**, a Tucson, Ariz., GIS data products company, has inked a strategic alliance with Spatial Insights, Inc., a Vienna, Va., GIS company, in which BLR will represent its products in the Northeast sales region on a non-

exclusive basis.

**Business Information Group, Inc.**, has opened a new focus group room at 1114 Pennsylvania N.E., Ste. B, Albuquerque, N.M., 87110. Phone 505-265-4760. Fax 505-265-5062. The office, designed in response to client needs, features a larger workspace and state-of-the-art recording and playback equipment, says Jim Larson, the company's president.

**Gilmore Research Group**, Seattle, has added a Customer Satisfaction Division to its scope of services. Tim Kula was hired in June to create and manage the division. For more information call 206-726-5555.

**Marketing Evaluations/TVQ** and **The People Panel** have moved to 1615 Northern Blvd., Manhasset, N.Y., 11030. Phone 516-365-7979.

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## Making it work for you behind the one-way mirror



*Editor's note: Tom Greenbaum is president of Groups Plus, Wilton, Conn.*

**W**ith the growing popularity of focus group research, there is increased pressure for organizations using the technique to get the most possible out of each session. There has been a great deal written recently about new and different techniques of moderating groups, and also quite a bit about the importance of doing adequate planning before a series of groups to ensure that the proper efforts have been made relative to recruiting, discussion guide development and creating the most effective stimuli to show to the participants during the sessions.

However, one overlooked area is the dynamics of the backroom, and what each of the people attending a focus group should do to ensure that they get the maximum out of each session. The following is a series of suggestions that will enable you to get more information and better insights out of each focus group you attend.

By Tom Greenbaum

First, be totally familiar with the discussion guide before the groups begin. This will show you the specific types of information the moderator is after and the relative emphasis that will be placed on each before the discussion begins. As a result, you can concentrate on the discussion in front of the mirror rather than looking at your copy of the discussion guide to figure out whether the moderator will be covering some topic of interest to you later on in the session.

Second, be sure you have decided how to communicate with the moderator during the group session. There are many ways to do this, and different moderators have preferences as to what works best for them. For example, many moderators would prefer to come to the backroom during a group to talk with the observers, as they find this less distracting than receiving notes during the session. The important thing is that the clients get a chance to talk with the modera-

tor a few times during the session to share ideas about the inputs from the participants and to suggest new topics or new ways to approach a subject.

Third, before the group starts, write down the three to five most important things you would like to learn from the participants. Then while the group is in progress, make sure the moderator is adequately covering these topics. Take one page for each topic and jot down thoughts and feelings that emerge from the groups about each topic as they are mentioned by the participants.

Fourth, make sure it's quiet in the backroom during the group. It's difficult to concentrate on the conversations in front of the mirror if there is talking or laughing in the observation room.

Fifth, discipline yourself to focus on the big picture rather than the comments of the minority during the discussion. Don't listen only to the one or two people who are the most

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# Observations on researching seniors

By Terence Haller

*Editor's note: Terence Haller is chairman of the Older Americans Research Institute, Wilmette, Ill.*

**M**y firm specializes in research with senior citizens. Since this is how I now make a nice living, I'm willing to admit that I am a senior. I suppose it takes one to know one, at least that's the adage that comes to mind when I remember the frustration of confronting the elderly respondent in my salad days as a novice researcher.

I particularly recall the sheer terror, when, as a trainee with Procter & Gamble doing door-to-door interviews (wisely compulsory in those days), the door opened and I confronted an aged, gray-haired woman. The engagement that followed was seldom comfortable and the interviewing process was labored and awkward, frequently culminating in an "interviewer term."

These days you can't afford to alienate senior citizens so easily because they represent such a huge and growing market segment and many have wads of money to spend. Nor do you need to agonize through your interviews with them. With experience we have cultivated a better grasp of the senior situation. Here are some of our observations:

- *Skeptical and disputatious.* Many seniors are archly skeptical of anyone claiming to be conducting a marketing

research study. So are lots of younger people, but the senior has been stung more by phony telephone sales pitches purporting to be surveys. Having, sometimes with physical strain, managed to reach the phone to answer your call, they aren't exactly tickled pink to encounter (what they suspect to be) another bothersome telemarketer. We try to overcome this by using interviewers with older-sounding voices and by eliminating much of the traditional baggage that opens most interviews. If you jump right into the guts of the interview you can usually mollify the senior respondent's suspicions.

- *Age does not make people stupid.* Actually we have, time and time again, observed that in the true Biblical sense people do advance in wisdom with age. But you have to give them a chance. When they seem to take too long to fathom your questions it is usually because they are struggling to put it in a context that they understand. Clearly, there have been generational shifts in vocabulary. Seniors convert what you've just asked into the language of their day, much the same way that your word processing program converts files imported from different word processing programs.

In fact, the computer analogy is not inappropriate. What we dismiss as the senior respondents' slow comprehension emanates from their need to comb

through a broader storehouse of knowledge. The brain is the hard drive. It saves almost everything whether you ask it to or not. Like a hard drive, the more you store in the brain, the longer it takes to retrieve it. Furthermore, with age, the once simple process of answering a question is now complicated by the need to weigh and evaluate a greater array of options. This takes more time, but is not a sign of diminished intelligence. In healthy persons IQs do not decrease with age.

- *No longer shop until they drop.* Most older consumers have a decreased interest in accumulating material goods. This is not because they see the Grim Reaper coming for them. It's largely because they have become jaded about the whole idea of acquisition and brand preference. This is noted in interviews where you will often hear them say, "I don't care about Brand X, just put down anything you want." They can quickly change their tune when the discussion rolls around to something specifically interesting to them. Study design must take pains to customize the questions to suit the elderly.

- *Political correctness.* A big turn-off in any interview with seniors are questions that go into linguistic contortions to avoid that big sin of the '90s: political incorrectness. Most seniors are

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# A focus on food serves as food for thought:

*Is that moderator a good focus group researcher?*

By Jonathan E. Brill

*Editor's note: Jonathan E. Brill, Ph.D., is principal of Next Generation Research, Solon, Ohio.*

**T**he popularity of focus group research is understandable enough. Managers are often more comfortable with seeing, hearing or reading the experiences, beliefs and emotions expressed directly by respondents than they are with the conceptual and statistical abstractions of survey research. In addition, the experience of observing a live focus group session can be quite enjoyable: the viewing environment is comfortable; amenities are provided; and the proceedings are not only of professional interest, but they can be unpredictable in content and, quite often, delightfully lively.

Those facts can sometimes make it difficult for managers to remain mindful that each session represents a very serious endeavor — the collection of research data useful to support marketing and business decisions.

For this reason, managers may become impressed with a moderator solely because he or she seems to have a knack for generating particularly lively sessions. However, far more important than the liveliness of sessions is the study's overall suc-

cess or failure in providing the research user with information that truly assists in the marketing or business decision making process.

### **Theoretical expertise**

Eliciting enthusiastic involvement among focus group participants is an important and highly desirable moderator quality and, certainly, some degree of skill in this area is required. However, unless the only responsibility the moderator will have in the research process will be to conduct the session(s), it is not the only important skill. In fact, if the moderator is to be involved in decisions related to sample development, topical content of the session(s), and/or analysis and reporting of results, then this ability is not even the most important one to consider.

In cases where the moderator is to play a central role in the research process, having a moderator with genuine expertise in focus group research design and sample development, group process and interaction theory, and qualitative data analysis is essential. Without this expertise, the organization underwriting the costs of the study assumes a considerably increased risk of experiencing one or more undesirable and poten-

tially counterproductive research outcomes, such as:

(1) identification or specification of a sample population that is inappropriate or less useful than it could have been;

(2) use of screening interviews that fail to be sensitive to the need for homogeneity among participants;

(3) creation of a screening interview offering little capacity to discriminate between desirable and undesirable prospective participants;

(4) development of a poorly conceived discussion guide;

(5) poor data reporting;

(6) application of improper, overly crude or otherwise inappropriate data analysis methods;

(7) failure to discriminate between those elements of the group discussion representing artifacts of group development processes from those representing bona fide research findings; and

(8) development of unsound or otherwise inappropriate research conclusions and business or marketing recommendations.

When one or more of these problems surface, the value of the research is compromised. In some cases, this compromise can be so great that the research effort is reduced to a

valueless exercise that wastes time and money and produces distorted findings that may push management to make unhelpful and/or costly business decisions.

#### **A suggested approach for finding the required expertise**

Given this, the question naturally arises: How is a research buyer to identify a moderator with the necessary expertise? The soundest approach, of course, is to ask prospective moderators several questions that will effectively reveal his or her theoretical knowledge of social development and process — including individual role behaviors — in the context of task oriented small groups, such as focus groups. Unfortunately, research buyers rarely have sufficient theoretical background and training in these issues to make this feasible; needed is a simple, more universally manageable approach. One such solution is to ask about — or observe — how the moderator deals with serving food and beverage for the participants of dinner time focus groups!

This seemingly offbeat suggestion has validity because the theoretical underpinnings of the focus group methodology present unambiguous implications regarding the proper management of refreshments for group participants. Providing food and drink serves two purposes, one practical and one theoretical. The practical purpose is to provide an attendance incentive for respondents. The theoretical purpose — and, arguably, the more important one — is to provide a means through which group development processes may be stimulated and fostered. Indeed, the whole point of conducting a focus group, rather than a series of focused or in-depth individual interviews, is to benefit from the insights that naturally arise from task oriented group processes.

#### **Meat & potatoes: accomplishing group goals**

Keep in mind that a focus group session consists of a collection of individuals who, typically, have been recruited in a manner that makes it

*continued on p. 44*

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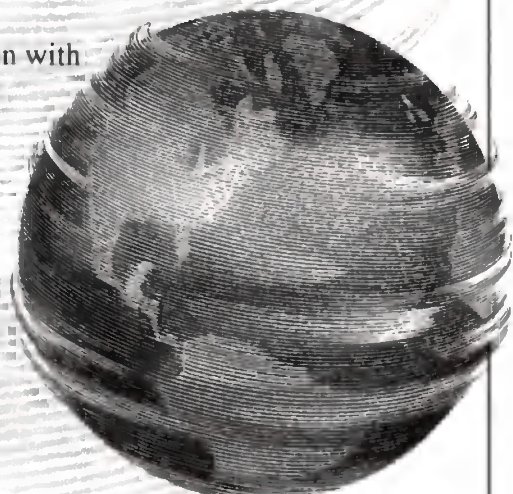
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## There's a bully in my group!

By Rusty Clowes and Diane Guise

*Editor's Note: Rusty Clowes and Diane Guise are principals of The Clowes Partnership, a Richfield, Conn., qualitative research firm.*

**F**act or fiction: every focus group has at least one bully, a respondent whose sole objective is to dominate the group and to browbeat fellow respondents into submitting to his or her point of view. It's a fact. At least, many marketers believe it is. They firmly believe that focus group bullies are commonplace and that they influence group findings.

While we don't deny they exist, the bully's presence is not a normal, every-group event, nor are group findings typically skewed by them. This myth of regular bully attendance in focus groups has been perpetuated for a variety of reasons and from a variety of perspectives. It's important to understand the reasons for the myth and the differing perspectives.

### A bully or not

First, let's define a bully. A focus group bully is an individual who tries to monopolize the group and force his opinions on the group as the only correct or acceptable ones. The bully will use almost any means to achieve dominance, even intimidation and ridicule. Left unchecked, this behavior is disruptive and destructive to the group.

Care must be taken, though, because the person you think is a bully may not be. The articulate respondent who garners group attention (and sometimes consensus) through persuasive reasoning and insight is not a bully. While at times overly enthusiastic, the articulate respon-

dent is a positive influence upon the group. In fact, most screeners include open-ended and multiple choice questions designed to find these articulate respondents. After all, it is through the open interchange of thoughts and the resulting cross fertilization of ideas (in part generated by these articulate respondents) that we glean some of the most valuable group findings.

### A bully excuse

For observers behind the mirror, focus groups can be a terribly unsettling experience. It's not enjoyable to watch and listen as respondents berate your product, concept, advertising or company. Often, observers react to this by responding to a specific group based on the input of one or two respondents rather than the input of the entire group.

If the input from an articulate respondent is negative, the charge of a "bully at work" can provide an excuse for dismissing group findings. In this scenario, the supposed bully is accused of monopolizing the group and directing its output.

In addition, changes of opinion that occur during the group are often cited as evidence of a bully at work, a reason to be suspicious of the group as a whole. However, these changes should be regarded as a learning opportunity. What triggered the change in feelings? Has a product or concept weakness been uncovered?

Of course, when the input is positive, the would-be bully is transformed into an eloquent respondent who captures and reflects the thoughts of the entire group. Naturally, in a perfect world observers would maintain an open ear and listen equally to all respondents. But this isn't a

perfect world: selective listening does occur. Furthermore, selective listening skews group findings and can truly obscure real issues.

### The bully fighter

Experienced moderators all have reliable techniques to help bring the potential bully in line as a productive — and sometimes even articulate — respondent. It is always tempting to dismiss an apparent bully (figuratively and literally) early in the group. However, such an early public dismissal can have a chilling effect on the participation of other group members. A little patience (and faith in your moderator) can often turn this seemingly unmanageable respondent into a useful group member.

The bully issue usually can be avoided by establishing group ground rules early on:

- There are no right or wrong answers.
- We expect to hear from all respondents.
- We want all to feel free to agree or disagree.
- We are not looking for a consensus.

And yes, as a last resort, the real bully who blatantly and consistently ignores these ground rules can be summoned out of the room for a "phone call" and simply not return.

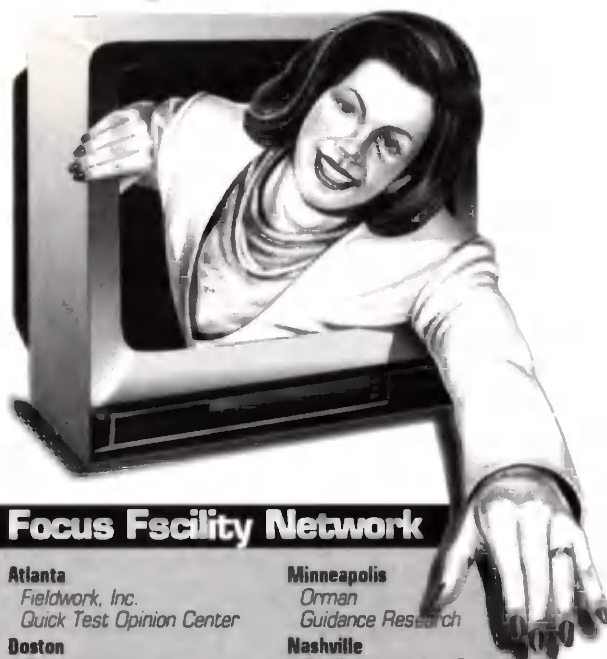
The next time you're behind the one-way mirror and think you spot a bully in your group, ask yourself:

- Is this a real bully or the articulate respondent we have screened for?
- Have negative responses and/or changes in opinion uncovered a weakness in the product or concept?
- Is there really a bully in my group or is it my bully excuse? ☐

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# Qualitative came of age in '95

*Moderators report on trends in qualitative research*

By Leslie M. Harris

*Editor's Note: Dr. Leslie M. Harris is chairman emeritus of Focus on Boston and founder of the International Network of Focus Group Research Centers.*

**T**his article summarizes trends during 1995 in the qualitative research industry identified through conversations with a representative group of qualitative research companies.

One researcher we spoke with perhaps summarized qualitative's progress in '95 best. Pat Sabena, owner of Patricia Sabena Research Services, Westport, Conn., and the 1995-96 president of the Qualitative Research Consultants Association, feels that qualitative research has achieved a new maturity. Focus groups have come of age, Sabena says, in the sense that they are increasingly and correctly seen as a respected methodology that complements quantitative research rather than competes with it.

**Broader use.** Sabena notes that qualitative research is now widely used outside of the consumer packaged goods industry. It is frequently conducted as part of customer satisfaction studies, car clinics, mock jury trials, political research, social issues, telecommunication, high-tech, medical research and a diverse group of non-profit and cultural organizations.

Richard Feder, president of The Mar-

keting Group in Stamford, Conn., says that gaming, financial services, motion pictures, pharmaceutical, publishing, sports, telecommunications and business-to-business companies are using more qualitative research.

Moderators continue to report an increase in focus groups in a wide range of product and service areas including, more recently, fashion oriented products such as shoes, clothing, sunglasses, accessories and legwear.

Feder says that clients are making greater use of individual depth interviews to learn about concept and copy communications and persuasion without the influence of the comments of other respondents.

**Technology.** The researchers we spoke to report that the fax has accelerated the movement of screeners to and from clients and to the recruiting facility. Laptop modems are being used to fax revised discussion guides or concepts to moderators at their hotels.

Karen Forcade, principal of The Youth Research Company in Danbury, Conn., is excited about the possibilities of incorporating computer graphics into children's research studies. For example, computerized research can test children's perception of products and children's behavior in different situations by creating different realistic environments.

**More variety in group structure.**

Cost concerns have reduced the size of groups from 10 to eight respondents. There is also the greater use of two-and-a-half and three-hour groups covering both the gathering of background information and the evaluation of concepts — things that used to be covered in separate waves of two-hour groups.

There is increasing reliance on other qualitative configurations such as dyads, triads, one-hour, five-person mini-groups, and couples research, as well as larger car clinics and mock jury trials.

**Teamwork.** Many corporations now use a team approach that combines brand management with market research, research and development personnel, and ad agency account planners in a group effort at building the brand. This approach makes oral presentation of qualitative research results especially important in order to give the team the opportunity to debrief together and to plan the next course of action.

**Indirect approaches.** Irv Merson, past president of QRCA, and a principal in Merson/Greener Associates, Tarrytown, N.Y., notes the increased use of indirect approaches to elicit reactions from respondents, including visualization exercises, collages, storytelling, art, and symbols and metaphors.

Merson says there are several reasons

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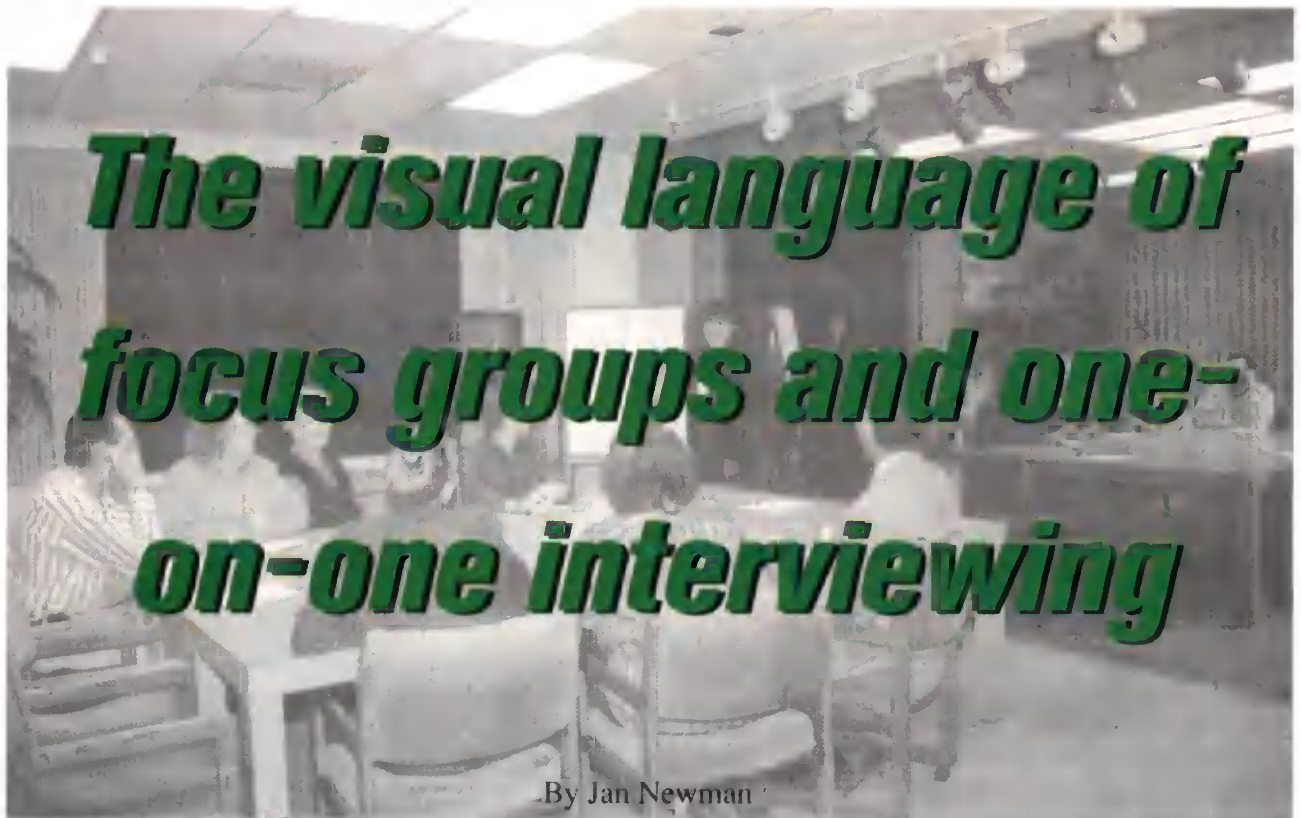
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*Editor's note: Jan Newman is president of The Newman Group, Burlingame, Calif.*

**N**o matter how experienced a moderator is in facilitating focus groups or one-on-one interviews, a certain nervous excitement generally precedes discussion. What we must also understand is that respondents may have the same feelings. By paying close attention to the visual language of focus groups — the respondents' facial expressions, body movements and postures — the moderator can learn a great deal about the group's feelings and attention levels. Respondents, in turn, also pick up subtle and not-so-subtle messages from the moderator.

### **The visual language of a focus group moderator**

**Attire** — One of the most important visual signs is the moderator's dress. Through years of conducting focus groups and one-on-one interviews, I have found that dressing "down" is usually the best approach. Save the latest outfit for another personal oc-

casional and dress like your respondents. The idea behind this action is that you would prefer to have respondents react to you and the questions you pose rather than be so caught up in what you are wearing. Wear only minimal jewelry since you do not want to encourage visual attention to yourself. You want respondents to focus on what you are saying, not what you are wearing.

Depending on the type of focus group or one-on-one interview, dress accordingly. Professional interviews generally suggest a more formal appearance. Check with the field service you are using to learn what the dress norms are for various business sectors match your attire to them.

**Body language** — Body language is very important in creating a comfortable environment for your respondents. Hands speak. Keep them on the table so people can see how comfortable you are during the conversation. If you are nervous simply hold on to your papers. Hands out of view may signal that you are not comfortable or at ease.

One of the easiest tricks to learn is

to lean slightly forward in your chair rather than leaning back. If you lean forward, this suggests that you want to be involved in serious conversation. You are interested and giving someone your full attention. Leaning back in a chair is fine if your respondents are talking among each other since a focus group is really their conversation. When questions are directed at respondents is it generally more productive if the moderator demonstrates visually how interested he or she is in the individual and the entire group.

**Eye contact** — Eye contact is vital in directing "traffic" in a focus group. With a simple eye movement, a moderator can signal a respondent to share their viewpoint. Eye contact can also cue a respondent to focus more on the meeting at hand and move away from conversation that is secondary or distracting. Eyes show sincerity, empathy and confusion. All of these messages are important in conveying focus group messages.

**The respondent's visual language**  
**Body language** — The body lan-



guage of a respondent is a visual clue toward how they are responding to various ideas. If a consumer seems to be quiet, it is the job of the moderator to draw them out of their shell. It is important to recognize that a quiet respondent may be that way due to some level of discomfort with the group format, or they may have an opinion that is vastly different from the majority of the group. In either case, a trained moderator can use their skill to help overcome these obstacles. It is crucial for a moderator to be aware of these visual clues.

A respondent's hands are just as important to look at as their face. The action of the hands speaks to the respondent's mood. Hands can be relaxed, nervous, fidgety, etc. Also pay close attention to the general tone of the facial expressions for the respondents.

Eye contact — Looking a respondent in the eye suggests that they are the individual in the meeting you wish to have speak. By maneuvering your eye contact, one can direct the conversation flow without using any verbal clues. A moderator should be able to recognize excitement, lack of interest, confusion, and understanding of the topics being discussed.

#### **The past and present**

I remember some 20 years ago that focus groups were only audio taped. Many of the visual clues used were simply lost except to those who observed the groups. Today, more often than not, the group dynamics are captured on video.

Interviewing in the '90s is also a challenge because many of the questions that once could be directed to an individual may be considered too sensitive or unacceptable. Constant monitoring of the way in which questions are asked of respondents is necessary.

Learn to recognize and utilize the visual language of qualitative research. It will be an invaluable tool in communicating to any size audience, and will help you to achieve a heightened understanding of any interview or meeting agenda. □

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# Metaphorically speaking

## *Using metaphors in focus groups can help tap consumer creativity*

By Charlotte Rettinger and Ann Brewer

*Editor's note: Charlotte Rettinger and Ann Brewer are partners in Delta<sup>3</sup> Research, Great Neck, N.Y.*

**I**t is 8 o'clock on a dark and rainy night in Niceville. Eight respondents are waiting to be called in to the focus group discussion. Where are the others? Should you wait until you have 10?

You decide to wait five minutes. One other person comes. The group members are ushered into the conference room. One woman checks her teeth in the one-way mirror. A man spills his coffee on the table. Everyone settles in and you ask them to introduce themselves. The men and women represent a broad cross section of the target audience. You tell them the purpose of the group is to obtain their reactions to six names developed by the client's ad agency. The discussion is lively and full of opinions but no one likes any of the options. So, you lay it on the table. What would they like to have the product named? Dead silence.

Just when you thought consumer creativity was a pipe dream, there is a way to make it a reality. It's a simple research procedure that breaks the lock on creative-phobia to obtain creative assistance from consumers. And, better yet, the technique can be used with traditional depth interviews or

focus groups. The procedure relies on metaphors, similes and symbolic language to decrease inhibitions, freeing respondents to access their emotions and take a chance by being creative.

Why care about consumer creativity? Consumer creativity can enrich the marketing process at any stage, but it is particularly effective in the early stages during strategic development. When consumers are creative they express themselves at an emotional level. Products and services that tap into that level are more successful because they touch consumers "where they live." For example, consumer creativity is not necessary when conducting a blind taste test of several different cheese brands and varieties. However, consumer creativity is very important when determining the positioning of a new line of low fat cheeses because the most successful positionings leverage their consonance with consumer emotions.

### **Creativity and the interview environment**

Most people enjoy being creative, but only when they are stimulated rather than challenged. Confrontation is a quick and easy way to dry up someone's creative juices. When the Niceville group participants said they disliked the product names and were asked to provide some of their own,

naturally they went blank.

The optimum way to stimulate consumer creativity is through a combination of environment and technique. Before describing the use of metaphors, similes and symbolic language, there are a few points to cover about the optimum interviewing environment.

When recruiting, screen for people who are receptive to expressing opinions in front of others. There are no other requirements with regard to group size, subject matter to be discussed or the demographic profile of the participants.

- State the rules of the road as you would for a brainstorming session. Offer as many ideas as you can and defer judgement. Be respectful of other peoples' ideas. Avoid being negative about any idea. Take ideas to the next level. Offer alternatives.

- Use a non-confrontational moderating style before and during the metaphor exercise.

- Do not introduce rating scales or other linear exercises before the creative portion. Keep the discussion oriented to right-brain thinking.

If the group is tense, do relaxation exercises as a preliminary warm-up. If tension persists, be funny!

### **The metaphor operating process**

To begin describing metaphor op-

erating process (MOPS), the first step is to define a metaphor and a simile. According to The Random House Dictionary of the English Language:

• A metaphor is "the application of a word or phrase to an object or concept which it does not literally denote in order to suggest comparison with another object or concept, as in 'A mighty fortress is our God.'"

• A simile is "a figure of speech in which two unlike things are explicitly compared, as in 'She is like a rose.'"

Throughout this article metaphors are referenced. However, when speaking of metaphors, we are including metaphors and similes as well as any other colorful language that enhances meaning.

There are three steps to unlocking consumer creativity through the use of metaphors: first, ask respondents to interpret a metaphor; second, ask for associations with their metaphor explanation and how they feel about those associations; third, ask respondents to connect those feelings to the issue at hand. Up to five metaphors

can be used in a single group or individual interview before respondent fatigue makes the exercise unproductive.

An abbreviated, hypothetical scenario of the MOPS process using the metaphor "lead a charmed life" is described below.

Moderator: "Let's talk about the phrase, 'Lead a charmed life.' What does it mean to you?"

Respondent A: "It means a very lucky person, someone who comes out ahead no matter what. Someone who hasn't taken any hard knocks in life."

Moderator: "Thinking about a lucky person who hasn't experienced hard knocks, what does that remind you of?"

Respondent A: "It reminds me of my sister, who always was the most popular, got the best grades and had the cutest boyfriends when we were growing up."

Respondent B: "It makes me think of a novel or a story that is not very realistic."

Respondent C: "That's Peter Pan

— the eternal child."

Moderator: "We've talked about someone who was popular as a youngster, someone who never grew up and something unrealistic. What feelings are elicited by these statements?"

Respondent A: "Jealous and green with envy, but also a little guilty that I feel that way."

Respondent B: "Lost in a fantasy, like when I read a romance novel."

Respondent C: "Safe."

Respondent D: "I feel left out."

Moderator: "How do these feelings apply or not apply to [the situation being researched]?"

The above example depicts a typical MOPS exchange in a focus group, except that fewer respondents' remarks are shown. Notice how easily respondents are able to speak about feelings. And once these feelings are part of the shared consciousness of the group, respondents find they can easily, enjoyably and creatively apply them to the subject at hand. After respondents work with one or two

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## Sorvey Monitor

continued from p. 6

are the inevitable result of user frustration.

**Windows 95 Overload** — The advent of the new Microsoft operating system with Microsoft Network's point-and-click access will ultimately encourage on-line service growth. In the short term, however, it could have the opposite effect for current PC owners. Rather than simply decide to add on-line capabilities, consumers must consider whether to upgrade to the new operating system and then whether to use the built-in MSN access. As Windows 95 momentum builds, PC owners will also have to consider whether their existing hardware will be powerful enough to accommodate the new software. These considerations may cause potential on-line customers to delay making any decision at all.

Looking to the future, children will play an increasingly important role in expanding the number of on-line households. Focus groups conducted by Response Analysis indicate that the development of computer literacy in children — including the ability to communicate on the Internet — is a critical motivator in a PC purchase. Children also might be able to help their parents find the modems in their computers. "We know that virtually all computers sold at retail over the past five years are equipped with modems, yet only about three in five PC owners surveyed are aware that they even have a modem," Boggs says. Response Analysis expects modem consciousness to increase as more households acquire PCs for the express purpose of going on-line.

The telephone survey was conducted in July with a random sample of 757 households with incomes of \$35,000 or more and was directed by the Response Analysis Telecommunications and Information Technology Group. For more information call Raymond Boggs at 609-921-3333.

## Car buying men are tire kickers oo more

Remember when Dad used to walk into a car dealership, kick a few tires of a wood paneled station wagon and haggle with the dealer over whether or not to pay extra for whitewalls? According to a survey, modern guys probably already know what car they're going to buy before they enter a dealer's showroom, and they're more than likely shopping when the dealer's home watching Sunday football games.

The survey, conducted by J.D. Power and Associates for *Men's Health* magazine reveals that nearly a third of the men surveyed (32 percent) say that they deliberately visited a closed dealership to examine cars and check prices.

In fact, the survey "How Men Buy Their Cars" finds that men spend an enormous amount of time just thinking about what car to buy even before they step on the showroom floor or dealer lot.

The survey finds that nearly half (48 percent) of men say that they spend between three weeks and three months thinking about purchasing a new vehicle before they visit the dealership. Another quarter of men (26 percent) spend three months or more examining their options before they enter the dealer's showroom.

On average the survey finds that men spend 13.7 weeks (over three months) thinking about purchasing a new car, spending their time talking to others, reviewing information and planning their options.

"Men hunt for cars the way an experienced tracker hunts for wild game," says Mike Lafavore, editor for *Men's Health* magazine. "They spend a lot of time just planning their attack, arming themselves with the necessary weapons and stalking their prey when hopefully it can't see them."

How do men decide what cars to purchase or what dealerships to visit in the first place? According to the study, the three most important

sources of information for men in choosing a make or model were articles in newspapers or magazines (42 percent), previous experience with the vehicle or manufacturer (41 percent), and recommendation of friends or relatives (29 percent).

Among the survey's highlights:

- Forty-one percent of men say they have already decided on the make of a vehicle before they visit a dealership. Similarly, 41 percent of men say they have narrowed their choices to two to three makes of a vehicle before visiting a dealership.

- Three out of four men (77 percent) had a price in mind prior to visiting a dealership.

- Half of men (50 percent) say they had already decided on whether or not to purchase a domestic or imported car prior to visiting a dealership.

- Among those men (50 percent) who had already decided on whether or not to purchase a domestic or imported car prior to visiting a dealership, 93 percent bought the nationality they were predisposed to.

- Nearly a third of men (29 percent) say that prior experience with a dealership and its location are very or somewhat very influential factors in their decision to purchase a car at that dealership.

- Younger men (under age 50) were more likely to visit a dealership when it was closed. In fact, 66 percent of men who deliberately visited closed dealerships were under age 50.

- The three most important factors for male auto shoppers in choosing a dealership were having the models they desired (48 percent), the service reputation of the dealership (45 percent), and the sales staff reputation (36 percent).

- Convenience is not always a factor in choosing a dealership. In fact, 38 percent of men did not buy from a convenient "same make" dealership.

- Why don't men buy from convenient dealerships? Key factors preventing them included high prices (48 percent), unavailability of mod-

els (29 percent), lack of trust in salespeople (27 percent), and a prior bad experience with the dealership cited by 16 percent of those surveyed.

Not surprisingly, Saturday is the most popular day for closing an auto sale, with twenty-one percent of men purchasing their car on that day. Tuesday was the second most popular day (17 percent) followed by Wednesday and Monday (14 percent). Sunday was the least popular day to close an auto

deal, with only 4 percent of men purchasing their car on that day.

"How Men Buy Their Cars," was conducted for *Men's Health* by J.D. Power and Associates and is based on male respondents to their 1995 Power Car and Truck Media Reports who purchased their light vehicles between May of 1993 and April 1994 and were recontacted during February through April 1995. For more information call 610-967-5171.

## Fastest-growing, Increasingly affluent, and diversified.

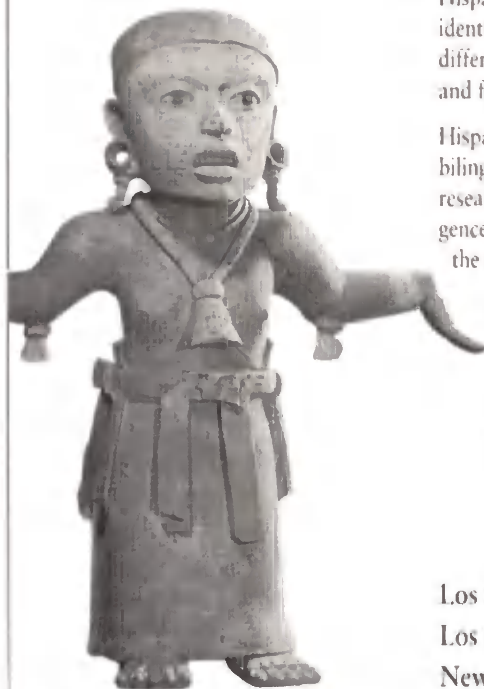
That's the Hispanic Market we know. With an annual rate of 3.4% compared to the national growth rate of .9%, it's the fastest growing ethnic minority in the U.S.

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## Annuities growing in popularity

Many Americans, especially the older and more affluent consumers, are turning to annuities as a way to secure savings and defer taxes on earnings, according to a poll conducted by Chilton Research Services, Radnor, Pa.

"Annuities are especially attractive to older, affluent investors because they offer higher yields compared to

money market funds and CDs and are less risky than investing in stocks and bonds," says Don Dietrich, Chilton Group vice president and head of its Business and Industry Services Division.

Like commodities, annuities strongly appeal to an older population segment. Two-thirds of annuities holders are 45 years or older and 41 percent are 55 years or older. Like investors in stocks and bonds, annuities holders tend to be affluent and well-educated with 40 percent earning \$50,000 or more a year. The poll shows that annuities are equally favored by men and women and that most annuity holders also own stocks (54 percent) or mutual funds (59 percent).

The Chilton survey shows that nearly half of all Americans (46 percent) currently hold one or more of the following kinds of investments: stocks, bonds, mutual funds, commodities or annuities. The most popular type of investment is stocks (26 percent), followed by bonds (24 percent) and mutual funds (22 percent). About one in seven Americans holds annuities (15 percent) and 3 percent own commodities.

The source of the data is the EXPRESS Omnibus survey conducted by telephone on June 7-11, 1995 among a random national sample of 1,000 adults age 18 or older. The results have a margin of error of  $\pm 3$  percentage points.

For more information about this survey or a copy of the latest report, "Profiles of Investors: Surveys of Consumers 1994-1995," contact Barbara Nuessle 610-964-4694.

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& Consulting Inc., the research subsidiary of the public relations firm Creamer Dickson Basford, New York.

Survey respondents were asked to rate the following food ingredients and additives using a scale of 1 to 10, where "10" means very healthy and "1" means very unhealthy.

<u>Ingredient/Additive</u>	<u>Rating</u>
Spices such as garlic or pepper .....	7.8
Olive oil .....	6.6
Corn oil .....	5.9
Soybean oil .....	5.7
Unsaturated fats .....	5.5
Peanut oil .....	4.8
Sweeteners such as	
NutraSweet or saccharine .....	4.8
Sugar .....	4.4
Caffeine .....	3.4
Salt .....	3.3
MSG .....	2.5
Saturated fats .....	2.1

"These results suggest that the efforts of nutritionists to communicate that spices are a healthy way to add flavor and excitement to food are working," says Penny Clark, M.S., R.D., and Creamer Dickson Basford's registered dietitian.

Larry Chiagouris, managing director of CDB Research & Consulting says, "The low ratings of certain ingredients — saturated fats, MSG, salt and caffeine — may be an indication that the public is reacting to the ongoing media coverage about the effect of these ingredients on their diets. On the other hand, the high ratings consumers gave to olive oil suggest olive oil manufacturers' efforts to create a health positioning for their product have been successful."

The company's proprietary National Research Panel follows consumer attitudes and trends, including perceptions about food and nutrition issues. Survey questionnaires were mailed to 1,079 National Research Panel members across the nation. A total of 356 completed and returned the survey, a response rate of 33 percent. For more information call David Kellis at 212-887-8015.

## Spices perceived as healthiest food ingredients

Americans rated spices as the healthiest food ingredients in a national survey that tracked consumer opinions about food ingredients. Saturated fats, MSG, salt and caffeine were rated as least healthy. The survey was conducted by CDB Research

## Few Spanish-speaking heads of household are registered to vote

A recent omnibus study with Spanish speaking female heads of household revealed that less than 40 percent of them are registered to vote. The study, by Hispanic Marketing Communication Research, Belmont, Calif., was conducted in Los Angeles, New York, and in Miami with a total of 900 respondents (300 per market).

Respondents in Los Angeles were considerably less likely than those in New York and Miami to be registered to vote, only 15 percent in Los Angeles, as opposed to 36 percent and 39 percent in New York and Miami, respectively.

Some of these market differences in Hispanic voter registration are most likely due to differences in the composition of the Hispanic populations across markets. For example, one reason that Hispanics in New York may be more likely to be registered voters is that many of them are Puerto Rican, and therefore have citizenship rights (due to Puerto Rico's commonwealth status). Likewise, the high representation of Cubans among Miami Hispanics may at least partially explain why Miami Hispanics are more likely to vote than those in New York or Los Angeles. Cubans have been more likely than other Hispanics to become citizens because of their antagonism towards the political regime in Cuba. Mexicans, who make up the overwhelming majority of Hispanics in Los Angeles, are more likely to believe they will return one day to Mexico and thus may be less likely to become U.S. citizens.

The results of this research indicate that the more education Spanish speaking Hispanics have, the more likely they are to be registered voters. Higher exposure to mainstream English language media is also associated with a higher likelihood of being registered to

vote, suggesting that Spanish media could play a more meaningful role in encouraging Hispanics to register to vote.

Hispanic women who have smaller households and who have been in the U.S. for longer periods of time were also more likely to be registered voters. Also, older and more economically prosperous Spanish speaking women heads of household were more likely to be registered voters.

The data shows that there are profound differences with respect to party affiliation among Hispanics from different countries of origin. The Hispanic groups most likely to vote Democratic are Dominicans (56 percent), followed by Mexicans (50 percent). Cubans are most likely to vote Republican (60 percent), compared to Hispanics from other countries of origin.

The implications of these trends are that political education and encouragement to register to vote seem to

be political priorities for Spanish speaking women in the U.S. For these primarily Spanish speaking Hispanics, information on voter registration in Spanish might help to increase their likelihood to register. Since these findings also indicate that those who are not registered tend to be less educated, it would be important for this information to be clear.

Another crucial implication of these findings is that while many politicians may think of Hispanics as a monolithic group, there are very significant differences within the Hispanic community with respect to not only the likelihood of being a registered voter but also with respect to party affiliation.

The omnibus study was conducted during August 1995 with female heads of household who reported speaking Spanish at home most of the time. The margin of error is  $\pm 5$  percent. For more information, call Rebecca Abravanel at 415-595-5028.

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## Recruiting

continued from p. 17

if they had allowed themselves more time to review and consider their research goals. Our recruitment staff wishes they had placed it elsewhere, for it caused us all some frantic days and sleepless nights! Inadequate planning resulted in a compromise project for everyone.

Problems can occur in the field under the best of circumstances. As qualitative research consultants and moderators, we can lessen that probability by insisting that we allow ourselves and the field enough time to adequately prepare for and execute our clients' projects.

---

# Writing effective screeners

By Gerard Pampalone and H. Grace Fuller

Imagine our industry without professional recruiters. Suppose qualitative consultants had to recruit their own respondents. Looking at the last screener you've written, would you be able to recruit your own study? Would you want to?

Here are some guidelines for effective screener development, based on input from recruiters in past

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QRCA Field Committee studies and a decade of personal experience. Keep these guidelines handy and see if they improve your screener writing skills.

### Format

- Establish a standard screener format and keep it consistent. It should include a "summary section," preferably on the front page, for recruiters to fill in qualifying respondents' names, addresses, phone numbers, both day and evening, date recruited, plus demographics and other qualifying information. This makes it easier to check quotas and send confirmation letters. Additionally, it's helpful to restate dates and times of scheduled interviews or focus groups on the front page so recruiters can repeat them to respondents just before hanging up.

- Screeners should be double-spaced with clear separations of questions. Put instructions to recruiters in capital letters enclosed in parentheses.

- Avoid lengthy screeners. If a screener is five to 10 pages long, respondents may think they are participating in a phone study. Avoid asking questions that are not directly related to the screening criteria, as this can tire respondents and discourage them from completing the screening process.

- A critical section of any screener is a final page of recruiter instructions. In addition to briefly stating the objectives of the recruitment, it provides recruiters with a checklist of quotas. Write recruiter notes in a bullet fashion, summarizing specifications.

- If terminate and tally numbers are needed, advise recruiting services before recruitment starts. It's difficult to guess or reconstruct this information after recruitment begins.

### Content

- Provide as much information as possible in the introduction and in the invitation. State the nature of the study and reassure respondents about the legitimacy of the research study and that no one will try to sell them anything.

- Mention the study topic in the introduction to pique respondent interest. This is especially vital when recruiting medical and executive studies. It is more difficult to recruit professionals with a blind screener.

- To make more efficient use of recruiters' time, place major qualifiers and disqualifiers in the front of the screener. Exceptions to this are sensitive questions such as age, race and income questions which may turn off respondents when asked too early in the recruiter-respondent relationship.

- Keep related questions together, such as behavioral or usage requirements, demographics and security screens. Random ordering of questions is disorienting for respondents.

- When asking rating or frequency questions, break them into two parts, e.g., "Do you agree or disagree?" Then ask, "Do you agree/disagree strongly or somewhat strongly?" Breaking the probe into two parts



forces respondents to put more thought into their responses.

- Employment questions should include respondents' occupations and industry. If married, spouses' occupations and industries should be recorded also.

- If an articulation question is needed, such as when recruiting for individual depth interviews, make it an open-ended probe that is timely and related to the subject matter of the study. For example, when recruiting for a toothpaste brand study, interjecting a question about the death penalty forces respondents to make a difficult transition.

- For respondents who qualify, the invitation paragraph should repeat the topic of the study and state the date, time and place of the interview or focus group. Additionally, provide respondents with a phone number to call if they have to cancel. Instruct respondents not to send anyone in his or her place.

- Most importantly, leave respondents with positive experiences of the research process. Even though some respondents won't qualify for a current study, it's good for everyone when respondents are willing to cooperate in future studies.

---

## What respondents should expect: An open letter to qualitative research participants

By H. Grace Fuller

There is much concern today about the most elusive yet absolutely necessary constituency of the research process — the respondent. Past abuse on the part of some companies, especially non-research companies using the guise of research, have angered many potential respondents who now seek protection from intrusive telephone calls. In efforts to respond to the public's demand for protection of its privacy, Congress is considering several bills that could severely limit or drastically change the way we solicit respondents for both qualitative and quantitative research.

Many consumers are wary about participating in any activity identified as marketing research. The majority of potential respondents are either unwilling or inaccessible. With increasing frequency, telephone recruiters encounter answering machines or consumers who hang up before an explanation of the call can be delivered.

In addition to legitimate respondents' reticence to participate, many qualitative researchers have other concerns regarding respondents' roles in the research process. Qualitative researchers are concerned about inappropriate research respondents, dubbed "cheaters" and "repeaters." These respondents undermine the research process either through dishonesty or ignorance.

Although reforming dishonest respondents is beyond the scope of this article, we hope it will inform and advise respondents who may behave inappropriately simply because they don't know what is expected. When respondents have a better understanding of what a legitimate qualitative research study entails, it is hoped they will be more cooperative and responsible. With this in mind, the following information and guidelines are offered directly to potential qualitative research respondents. These respondent expectations may be used as a guide to everyone in the research industry when interacting with our vital resource — respondents.

Dear Qualitative Research Respondent,

When being solicited and participating in a legitimate marketing research study, you should:

- Expect telephone recruiters to identify themselves and the recruiting company they represent. If you ask,

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expect the caller to give you the first and last names of her or his supervisor and manager. Although recruiters may not be able to answer all your questions, such as who is sponsoring the research, all information they do give to you is honest and true. If the caller asks you for money, then it's not legitimate marketing research.

- Expect not to have your name, address and phone number "sold" to mailing list companies or other firms that would contact you to solicit your business.

- Expect to be treated as the valuable resource you are, with consideration, respect and dignity. If timing of the initial phone call is not good for you, expect the recruiter to ask you what time would be better.

- Expect to be asked a few questions to see if you are appropriate for the current study. Expect the recruiter to give you an honest estimate of the time involved to ask the necessary questions. It usually takes only three or four minutes, at most. If you are appropriate for the study, expect to be invited to participate in an individual or group interview scheduled for a certain time. Expect to be offered some type of gift or cash fee for participating as a way of thanking you for your time and trouble. If you cannot attend the scheduled interview or are not appropriate for the current study, but you express a willingness to participate in the future, expect to be called again about other studies.

- Expect to receive a letter from the research company, confirming the date and time of the interview for which you were recruited, plus a reminder call about 24 hours prior to the interview.

- Expect to be advised that although a friend or family member may bring or accompany you to the place of the interview, no one can accompany you into the interview room. Adult friends or family members are welcome to wait for you in an adjoining or nearby reception area.

- Expect to arrive 10 to 15 minutes before the interview is to begin. Because interviews are frequently planned back to back, it is essential to stay on schedule. If you arrive late, realize that if a group interview has begun, it is unlikely that you will be able to participate and, thus, may not receive a participation fee.

- Expect to be asked for photo identification upon arrival. Research studies are proprietary and confidential so it's important to establish that only those people who are legitimately recruited to participate are present.

- Be aware that the number of people recruited for group interviews is always more than will be needed. Research companies know from experience that it is rare for everyone who has been invited to show up. On the infrequent occasions when there are more people than can participate, expect some people to be sincerely thanked for taking the time and trouble to come out, but told they will not be able to participate in that research project. If you are one of those dismissed,

expect to be given your gift or fee anyway if you arrived on time. It is likely that the research company will call you in the future to see if you qualify for another study.

- Expect the interview to last about two hours, unless advised otherwise at the time of your invitation. It is very disruptive to the dynamics of a group interview for people to enter late or leave before the group is dismissed. If you do not think you will be able to stay for the entire interview, advise the telephone research recruiter of this before you agree to participate. If you leave early, do not expect to receive your participation fee.

- Expect to share your opinions and experiences during the interview. Trust the process and save questions, such as the identity of the research sponsor or how the recruiting company got your name, until the end. Expect everyone in a group interview to be encouraged to talk and share equally in the discussion, with no one person dominating.

- Expect the interview or group proceedings to be taped. This is done to establish a record of what was said for oral or written reports. Expect not to be identified by name in any report.

- Expect safety and security. Expect no one to do anything that would either harm or embarrass you. You always have the right to leave if you are uncomfortable.

- Expect no one at the firm sponsoring the research to contact you without the recruiting service or interviewer contacting you first for permission.

- Expect to enjoy the interview, confident in the knowledge that your opinions and experiences are heard by people interested in satisfying the wants, needs and desires of people like you. Information gained in research interviews ultimately leads to improved quality of goods and services.

- Expect to participate in qualitative research interviews no more than once or twice a year and no more than three or four times in your life. As interesting and enjoyable as research interviews are, being a consumer research participant is not a hobby or second job. It is important for the research process that participants not be highly experienced in the interview or group discussion procedure.

- After your research interview, expect some recruiting companies to ask you for recommendations of family members and friends who may enjoy participating in future research.

- Be aware that there are people who try to cheat the research process and lie to get invited for interviews just for the cash fees. Such behavior robs all of us of accurate information for companies and institutions to base their decisions upon. Therefore, such behavior is discouraged and monitored.

Thank you for participating!

## Product & Service Update

continued from p. 8

### Pulsar the talking tab program

Pulse Train Technology, North Palm Beach, Fla., has released Pulsar Executive, a Windows-based data analysis tool that enables the user to crosstabulate and chart survey data without having to be an expert in tab programs. The interface permits the user to rearrange tables, create filters and customized user variables at the click of a mouse. Charts or tables can be exported to other Windows-based programs through the clipboard or by dragging and dropping the Pulsar object to any word processor, spreadsheet or charting program. It also allows users to analyze open-end questions with sound capabilities. By double-clicking on an open-end cell that is linked to voice files in a .WAV format, the user can listen to what the respondents in that cell said if the CATI system that collected the data can record it. Pulsar runs on any desktop PC with 8MB of memory and Windows 3.1. For more information call Henry Copeland at 407-842-4000.

### Raosoft simplifies form creatinn

Raosoft SURVEYWin Version 3.0 from Raosoft, Inc., Seattle, allows users to design data collection instruments with no database code needed for form creation. An object-oriented form design makes the development process simple with point-and-click selection. The program works in Windows 95, OS/2 and NT environments. Using the drag-and-drop option features, even novices can design customized electronic data entry screens. The database is automatically created. For more information call Catherine McDole Rao at 206-525-4025.

### TelePRIZM gives instant analysis of inbound, outbound calls

Claritas, Arlington, Va., has released TelePRIZM, a new product that lets companies to analyze inbound and outbound telephone numbers using Claritas' PRIZM lifestyle segmentation system. Users need the area code and the first three digits of the telephone number to obtain a PRIZM profile, including demo-

graphics (age, income, marital status), lifestyle characteristics (education, hobbies), spending habits (food, apparel, appliances), and media usage (cable, television, radio, newspaper). The product gives users instant analysis of inbound telephone inquiries or survey respondents and allows them to select phone numbers for outbound telemarketing based on target audiences rather than just sequential dialing. For more information, or to order a complimentary TelePRIZM profile, call 800-284-4868.

### Software maps, analyzes trade areas

Equifax National Decision Systems, San Diego, has introduced its latest PC-based data and mapping software package, Sparta-Trade Area, which enables retailers, banks and other businesses to display trade areas based on customer addresses and then analyze the demographic attributes, along with distance effects on patronage, and the business's market penetration. After customer data is brought into Sparta-Trade Area in dBASE format files, the system shows on a map where the business's customers live in relation to its location and can build up to three trade area zones around each site. By pointing to icons and pull-down menus and clicking with the mouse, the user selects the desired trade area parameters and method of analysis. For more information call 800-866-6510.

### System interactively measures brand quality

Brand Quality Monitoring, a research tool from M/A/R/C, Dallas, helps users assess the viability of their brands against the competition. BQM measures four areas of brand quality: product quality, packaging, imagery and distribution. With the BQM approach, consumers receive coupons and other incentives through the mail to purchase products from their regular retail outlets. They use the products in their homes and then, any time of day, seven days a week, they can report their experiences via M/A/R/C's automated, toll-free interactive voice response system. The system takes consumers through a scripted menu of options and allows them to record their opinions about the products they purchased and sampled using their touch-tone telephone. For more information and an interactive BQM demo call 800-774-0367.

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## Focus on food

continued from p. 27

likely that the group members won't already know each other. Furthermore, each member of the group is informed that the purpose of the session is to explore issues relevant to some real or potential product or service of interest, with the specific tasks being suggested and managed by the moderator during the session.

The presence of a group task requires group members to develop a shared commitment to achieving the group's goals. Such commitment requires the group to bond, to build some degree of cohesiveness among its members. Yet, the lack of mutual familiarity among participants creates social tensions which work against interpersonal bonding and group cohesiveness. This sense of common purpose, always present in constructive focus groups, can be achieved only through social interactions, with self-disclosures offered by individual members being especially productive in fostering interpersonal bonds and building unspoken commitments to the stated goals among members of the group.

The outcomes from the group's efforts to achieve its shared tasks or goals represent the findings produced by focus group research. These outcomes are what doing focus groups is

all about — the meat and potatoes, so to speak. Without bonding among group members, the group discussion will be at best slow and tortured; at worst, the results will be contrivances that lack validity. In either case, research results will be disappointing and of limited usefulness; in the latter case, much of the data is likely to be misleading.

### Appetizer: getting acquainted

Food is a helpful and important component of the focus group experience because it creates opportunities for social interaction. A common meal creates a pleasant social atmosphere within which it is difficult for attendees to remain isolated from the others present. In other words, it simply is not possible to ignore requests to pass the salt! In this way, food and beverage give rise to social bonding and break down inhibitions which might otherwise prevent group members from making the psychological commitment to help attain the group's common purpose.

The effectiveness of using food to induce social intercourse is greatly diminished when the meal is served before the session and outside the interview room. This approach reduces the opportunities for striking up a conversation. For example, it would only be natural for requests for condiments or other embellishments

to be directed toward the focus facility staff rather than to another group participant. Furthermore, the waiting area lacks the ambiance of social intimacy that a common dining table (i.e., the conference table) provides. Thus, much in the same way that an appetizer creates anticipation for the gustatory experiences to follow in a formal dinner, a shared meal at the beginning of a focus group session is an ice breaker that allows respondents to establish a basis for coordinated and cooperative behavior.

### Dessert: interpreting results

For this reason, the many moderators who either permit or instruct the focus group facility staff to provide refreshments to group members before the session and/or outside the meeting room demonstrate a lack of familiarity with and appreciation of the underlying theory of the focus group methodology. And, if they do not understand the underlying theory, they cannot have the expertise necessary to exploit group processes in ways likely to cull relevant and helpful information during the session. Perhaps more importantly, they are unlikely to know how to separate discussion elements representing the group development process from those representing valid research data.

This is not to suggest that any moderator who manages respondent refreshments properly necessarily must be a good and qualified professional: surely it is possible to develop a habit for serving dinnertime respondents food during the session without an appreciation of why this procedure is a desirable and useful one. Likewise, a knowledgeable moderator occasionally might allow food to be served to respondents before the session, judging other considerations to outweigh the advantages of serving food during the session.

Nevertheless, a general proclivity for insisting that food and beverage be served during the session does stand as an indicator of moderator qualifications. Avoiding the use of moderators who generally allow or encourage refreshments to be served apart from the session may help ensure that focus group research provides valid and productive results — that your organization gets its "just desserts." □

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## Seniors

continued from p. 24

not sympathetic to this movement and resent having to share its sentiments with you. This doesn't mean you can call all 90-year-old women "girls" but the best approach is to keep your interview free of anything smacking of "new-fangled" notions on society. Make sure your investigators understand that the interview is not a platform for any kind of proselytizing — no matter how worthy the cause.

• *They aren't cute.* For some reason younger people have a habit of talking down to older people, much like a nurse asking you if you've taken your "little pillies today." No older person we have ever interviewed felt cute or in need of coddling. They hate being patronized. It makes them feel you think they just beamed down from another planet. They have a whole life behind them and know a lot more about this world than you do. Many of them think younger people are the ones with the empty and demeaning

lives. They don't want cheap praise from you for being able to answer a few questions and they don't want a badge for still being alive. Your interviews should always regard them as normal, sentient beings. Prevail upon your interviewers to withhold any semblance of condescension.

• *Don't get chummy.* Older people don't really believe you want to be their friend. Remember, they grew up here. They know how this country worships youth and fully realize that anyone who makes a living asking people questions isn't hankering to cozy up to them. This doesn't mean that overt hostility will work, but it does mean that a faked familiarity will backfire.

• *Spatial problems.* The ability to cope with spatial relationships starts to decline in your 40s. By the time you get to be a senior it may present very obvious difficulties and certain kinds of questionnaires will be very challenging. For example, seniors have a lot of trouble with most kinds of rating scales. What you may see as

a simple matrix in your mind, they see as a jumble of words and numbers. On the other hand, if you can stand the expense, seniors are much better at open-ends than younger people. As we mentioned, they possess a larger body of knowledge and most of them are very gracious in sharing it.

• *Avoid slickness.* Don't try flattery and avoid facile promises in order to get through an interview. The elderly are often victims of various scams and are on the constant lookout for such things. They can smell a huckster a mile away, so purge your interview of verbiage even remotely suggesting a sales pitch.

The size of the senior market segment is slated to increase as Boomers become senior citizens. Sometime early in the next century there will be 60 million people in this market segment. More products and services will come along to cater to their needs. The marketing researchers who master the specialized methodologies of handling this segment will have their work cut out for them. □

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## Qualitative in '95

continued from p. 30

these approaches have been developed. First, there are fewer and fewer respondents who have not participated in prior focus groups and in some cases repeat respondents have developed response sets that have to be overcome. Second, respondents cannot always access deeper emotional feelings or experiences when asked directly. Indirect approaches that utilize pictures or symbols are more likely to overcome these barriers.

In response to the growing number of companies seeking a deeper understanding of product and brand imagery, including the underlying motivations for product interest and purchase, Dr. Sharon Livingston, a partner in Executive Solutions, a New York City research firm, reports that most of her qualitative projects now incorporate collages, benefit chains, photo sorts, and drawings.

This trend was also noted by Richard Feder, who says that he has seen greater use of facilitation techniques that get at

emotional issues and motivation, and those that involve physical movement and challenges between groups of respondents to increase group energy levels and involvement.

**Only a topline report.** Even within the formal report, the emphasis is on a one- to three-page executive summary, not the detail, says Terry Pranses, president of T. Pranses Consulting Services, Hoboken, N.J. And many clients just want a few quotes that best represent a specific idea.

**More rating exercises.** Although they understand that qualitative is not statistically representative, clients are looking for specific reactions, such as relative rankings, price ranges, scales of agree/disagree. In part, this reflects a need for hard answers when reporting back to management.

**Decision-making models.** Many purchase decisions, particularly those in business-to-business, have multiple decision makers with many influences. Increasingly, qualitative is used to analyze the impact of these different participants. Pranses says that in roughly half of his projects, he speaks with

influencers, to allow him to identify the complete decision making model.

**Accelerating pace.** According to Jim Bryson, president of 20/20 Research in Nashville, the accelerating pace of business has had a profound impact on the field. The compressed time available to make marketing decisions is the driving force behind many decisions on research methodology. A lack of time forces an increasing reliance on smaller projects with shorter turnaround times, the rationale being that some information is better than none. Specifically, short lead times have forced faster recruiting schedules, more in-home market research, and a reliance on technology such as videoconferencing, teleconferencing, and even on-line recruiting and interviewing.

Focus group facilities, in response to the growing needs of the industry, are becoming increasingly sophisticated and larger. The number of clients that are attending groups often approaches 15 or even 20. Client comfort levels are considered to be extremely important as is the quality of the video and audio recording equipment. Recruiting efforts are greatly assisted by the Sigma Validation system.

**In-depths.** Richard Dorr, chairman of Dorr Research Corporation in Boston, notes that in-depth one-on-ones are being employed in an increasing proportion of qualitative research studies. IDIs, or "intensive interviews," as they are sometimes called, are particularly appropriate when the research objectives contain a heavy evaluation component. For example, testing the viability of positioning themes. Compared with focus groups, the absence of peer influence greatly enhances the validity of IDI studies, and gradual accumulation of independently obtained "evidence" makes clients quite comfortable with the actionability of the findings.

**Going global.** One of the biggest trends in qualitative research over the past year, reports Tom Greenbaum, president of Groups Plus in Wilton, Conn., is the desire of clients to confirm the findings from U.S. qualitative research studies in overseas markets. While international research has been implemented from the U.S. for many years, the practice of confirming the findings from U.S. qualitative studies in foreign markets seems to be an emerg-



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ing trend in the current global marketplace.

For focus groups in Latin cultures, where respondent introductions follow different cultural conventions by country, Strategy Research Corporation, Miami, uses a technique called "immediate immersion," reports Richard Tobin, SRC's president, and Belkist Padilla, the company's qualitative research director. In essence, Strategy moderators forego the warm-up period, to avoid pre-conditioning respondents. Respondents are seated, and without any introductions, are immediately subjected to stimuli (such as a television commercial, slides, a concept statement or print advertisement) or several stimuli which lead to the primary focus of the session. These stimuli are shown for a short period and respondents are immediately administered a test on recall, comprehension and/or opinion. This immediate immersion into the subject helps respondents become quickly interested in the subject at hand and participate with greater involvement. The technique has also eliminated country-by-country variations in respondent pre-conditioning.

#### Insight and information

During the past year, qualitative researchers have continued to search for new techniques to provide the insight and information that clients need. Videoconferencing, teleconferencing and new software products have helped to reach respondents that are widely dispersed and/or to create dynamic presentations or assist in backroom notetaking.

Client involvement throughout the course of qualitative research projects also seems to be much stronger and more constructive than it was a few years ago. Clients are enriching the final product by not only observing the research but also adding valuable industry insight during discussions of research implications. More and more clients are providing an interesting perspective by visiting with respondents toward the end of interview sessions in order to exchange questions and answers.

Based on our discussions with research practitioners, it appears 1995 has been a growth year for the qualitative research industry. We are happy to report that qualitative research has indeed achieved a new maturity. □

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## Metaphorically speaking

continued from p. 35

metaphors, they associate to the subject without much probing.

When using MOPS, bear in mind that the selection of metaphors will direct the conversation of the group. Some metaphors appear to have intrinsic meanings which consistently surface in every group (e.g., comfortable as an old shoe) while others generate diverse meanings from group to group (e.g., shake, rattle and roll).

After several uses of a metaphor, its meaning is learned, and it can then be used with some assurance of what will arise. In deciding what metaphors to use, it is best to use a combination of broadly and narrowly interpreted metaphors. This allows the marketer to test existing hypotheses with the narrowly interpreted metaphors and develop new hypotheses with the more broadly interpreted metaphors.

In a project of three focus groups, as many as 15 different metaphors

can be used, five in each group with no overlap. The use of many metaphors in a single project circumvents a potential new market research problem — metaphor bias. Try to select metaphors that relate to the attributes and benefits of the subject being studied, but be prepared to be pleasantly surprised!

### Application of MOPS data

Consumer creativity has been applied to several different marketing challenges and opportunities. For example, a recent study was conducted for a major national retailer that was trying to determine which of three experimental store formats to select for expansion. Through MOPS, we were able to assess shopping experiences in the various store formats and determine the differing emotional rewards that were elicited due to store design. The retailer was able to examine the emotional outcomes and select the design for chain expansion that best supported the company's long term strategic objectives. The

three store formats elicited the following emotional responses:

#### STORE FORMAT A

Emotional response: Security, stability, self-satisfaction, and the feeling of being efficient.

Shopping response: Great for convenience shopping but not high in emotional vesting, thereby laying the chain open to competitors.

#### STORE FORMAT B

Emotional response: Excitement, the expression of artistic feelings by the choices made, feeling "rich" by the variety, and the satisfaction of filling many needs at one location.

Shopping response: Stimulated to shop there frequently in order to not miss anything, convenience of one-stop shopping with added incentive of gaining ideas and being surprised by new and different merchandise.

#### STORE FORMAT C

Emotional response: Warmth, being relaxed, and feeling cared for.

Shopping response: Wanting to linger when time permitted, bought more because spent more time there, somewhat claustrophobic due to homey atmosphere.

The information revealed through the MOPS technique led our client to select format B for chain expansion since it not only gained a deeper emotional response from customers — thereby better differentiating the store from competitors — but it also stimulated more revenue due to the increased number of shopping trips. Although format C also elicited an emotional response, it did not fulfill the convenience needs considered essential for today's shoppers.

Consumer creativity through MOPS can help you as it has helped other companies to: gain an understanding of how consumers experience a purchase occasion versus how they want to experience it; position a new product to satisfy the emotional component of use in addition to product-related factors; develop the emotional tone for an advertising campaign; describe and build a model of positive interaction between end-users and service provider. □

### OBJECTIVE:

*Define random digit samples for newspapers that circulate by zones, which are defined by ZIP Codes.*

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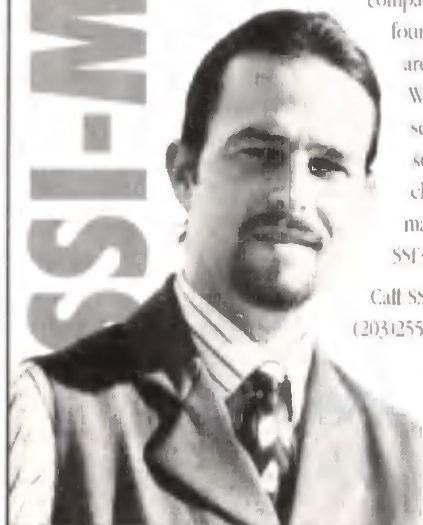
**Bill Truett** (project director at **KPC Research**, a subsidiary of Knight Publishing Company in Charlotte, NC) — "We use SSI's ZIP Exchange Analysis to define random digit samples for targeted study areas. The ZIP report tells us what we can expect for coverage and hit rate, and that's typically what we do find. I have compared other companies to SSI and found the other companies' samples are not as proportional or efficient. With SSI samples, areas are represented very well — one of the selling points that we use with our clients. And I believe our clients can make accurate decisions based on SSI's samples."

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## Data Use

continued from p. 15

Second, there had to be at least eight legal answers to the 10 predictor attribute ratings. The regression coefficients are shown in column F of the table.

### Respondent mean substitution

Many feel that the major drawback to using the automatic mean substitution option is that an individual with missing values is treated like everyone else: the mean of all who did answer is substituted as the value for those who did not, as already noted, variable-by-variable. Respondent mean substitution treats each individual as an independent entity: the mean for the questions that were answered (which may require some reverse coding) for each individual respondent is substituted for the value(s) for which there is no answer for that respondent and that respondent only. This, then makes use of scale usage differences between individuals or genuinely different (average) ratings on the independent variables between individuals. As before, the resulting regression may be run irrespective of the number of ratings which a respondent did answer, but in column G you'll find the results of substituting the respondents' own mean for items which had no answer for, as before, those who answered at least eight of the predictors and also gave an overall opinion rating.

### Are we done yet?

Just about. We'll leave perusal of Table 1 to the reader during your scarce leisure time. Note, however, that there are some common and uncommon threads between the columns. Depending on your actual application of regression analysis, none of these differences may be daunting at all. Certainly, in some applications they are somewhat scary.

It should be obvious by now that there are still other analytical variations, such as using the pairwise option on the respondent mean substitution data. That's not the point. The important conclusion to draw from the above mathematical manipulations is, it is essential for the analyst to know exactly which options are used on any regression analysis before blindly trying to implement the results, whether they be for sales force compensation, new product share forecasting, brand image analysis or whatever. As always, clear, careful, concise communication is what it's all about. And please, please don't use total mean substitution just to be able to show a regression base equal to the number of questionnaires in hand. While that sounds like a no brainer, it has been done. □

### CORRECTION:

The note on p. 32 at the end of the review of KnowledgeSEEKER in the November Data Use contained two editing errors: KnowledgeSEEKER is available from Sawtooth Technologies, not Sawtooth Software, and the phone number for Sawtooth should read 708-866-0870.

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## Videoconferencing

continued from p. 11

Canali Lucas says.

For recent research on how to market some original TBS programming, Canali Lucas was able to send a project manager on the road to supervise the groups while she tuned in from a TBS conference room. Respondents were shown print materials that were in development, taglines, photos of people featured in the program, some on-air promos and a trailer.

"The more meetings we're all in day after day, the more we have to travel, the less time it seems we have," Canali Lucas says. "Being able to watch groups during the day and have them beamed right into our offices is great.

"It's also very cost-effective. We usually average six people who will travel to outside cities to attend focus groups. The small cost associated with videoconferencing makes it well worth it if we all don't have to travel."

### Growing in popularity

Things are just as hectic at

Anheuser-Busch in St. Louis, where videoconferencing is growing in popularity, says Patrick Ayres, the company's director of video operations. "We're coming up with new applications all the time. People have been amazed at how successful it has been so we expect a lot more use of it in the near future," he says. In addition to testing ad executions and product concepts, Anheuser-Busch has used it to take legal depositions, perform crisis management, and train employees. (The corporate engineering department even used videoconferencing to check on the progress of a new building in another city by wheeling a camera over to a window and pointing it at the new structure.)

Early next year, Anheuser-Busch is hoping to set up a multi-city focus group broadcast, where viewers would dial up to connect with any location that interests them. "Sort of like channel surfing for focus groups," Ayres says.

### More enhancements

With technology changing and growing, and as more applications

are found, videoconferencing providers will introduce more enhancements to the basic service. For example, VCAN is working towards incorporating readings from handheld preference meters into the video feed, so that researchers can view respondent responses in real time.

But while technological savvy is an important feature to look for in a videoconferencing provider, so are things like good recruiting and customer service, Lipson says. "I think a magical component of some of the success of videoconferencing is not just the nifty technology but it's the quality of the facilities that are members of the network we use. One of the things that sold me on VCAN was seeing the names of the facilities in the network. Having been in research for a number of years I've had personal experience with their recruiting quality."

Nancy Canali Lucas agrees: "I've had good experiences in the past with a lot of the facilities on the list. From a facility standpoint I was impressed with their services. Everything went off without a hitch the very first time." □

## Behind the mirror

continued from p. 22

dominant, the most positive or the most negative about the subject being discussed. It is very easy to walk away from a group with a false sense of the group feeling due to the aggressive behavior of one or two participants. The best way to focus on the inputs from the full group is to jot down brief notes on the comments made regarding a particular topic by each of the participants.

Sixth, focus on the macro rather than the micro issues raised during the group. This is one reason we suggest making a list of what you hope to learn from the group before the session begins. To help you focus on the bigger issues, refer to this list during the session to ensure

that the moderator is addressing the important topics rather than letting the discussion get sidetracked.

Seventh, at the conclusion of each focus group, write a brief summary statement for yourself which indicates the following three thoughts:

- The most important things you learned during the group.
- Things you did not learn which you need to get from subsequent sessions.
- Suggestions for changes in the discussion guide relative to future focus group sessions which will result in more helpful inputs

If each of the backroom observers would take five minutes to do this at the end of each group session, it would dramatically improve the cumulative value of the focus groups.

Finally, ensure that the moderator conducts a brief post-mortem after each group and a more in-depth one after each day's sessions. The post-group debriefing is important to ensure that there is good communication between the backroom observers and the moderator on the quality and nature of the content the session generated. Also, talk to the moderator before the next session begins about any changes to the guide that seem warranted.

In summary, the backroom observers in a focus group session can dramatically increase the quality of the information they get from focus group sessions by following the simple guidelines outlined above. The net result will be more productive focus groups for your company. □

## Research Company News

continued from p. 21

Fax 516-365-9351.

**Q & A Research** was named the fastest-growing marketing research firm in Northern California in a list compiled by the *San Francisco Business Times*, *San Jose Business Journal* and *Sacramento Business Journal*.

**Walker Group**, Indianapolis, has acquired a Canadian research company, opened a Mexico office and changed its name. Now called Walker Information to more accurately reflect its capabilities, the company has agreed to acquire 100 percent of Toronto-based Elliott Research Corp. Terms were not disclosed. Walker also opened an office in Mexico City to take advantage of new business opportunities created, in part, by NAFTA. In addition, the company has consolidated its six operating divisions under the Walker Information name.

**Graff Works Marketing Research**, Eden Prairie, Minn., has new phone and fax numbers. Phone 612-829-4640. Fax 612-829-4645.

**Los Angeles Marketing Research Associates** has changed its name to **Focus & Testing, Inc.**, 20847 Ventura Blvd., Woodland Hills, Calif., 91364. Phone 818-347-7077. Fax 818-347-7073. For more information call William Bilkiss.

**Custom Research Inc.**, Minneapolis, was awarded the Minnesota Quality Award in November. The award was begun in 1991 and is patterned after the Malcolm Baldrige National Quality Award.

**Herron Associates**, with offices in Indiana and Florida, has opened a new qualitative and video-conferencing center in downtown Indianapolis. For more information call 317-882-3800.

## Names of Note

continued from p. 20

Conn., has hired **Karen M. Langevin** as research director.

**Andrea Hagood** has been promoted to office manager with *Northwest Research Group, Inc.*, Bellevue, Wash. In addition, **Ned McGarry** has been promoted to associate project manager.

**Diane Philyaw** has joined *CB&A Market Research*, Winston-Salem, N.C.,



Philyaw

Thrower

as a research associate. In addition, the firm promoted **Melissa Thrower** to assistant project manager.

**Dr. Carol Raffel** has joined Cincinnati-based *Burke Marketing Research*, the custom research division of Burke, Inc., as director of qualitative services.

**David Lubin** has joined *The Videoconferencing Center* of Philadelphia as administrator.

*The Gilmore Research Group*, Seattle, has tapped **Tim Kula** to create and



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Market Navigation, Inc.  
Marketing Advantage Research  
Monitor Research Corp.  
James Spanier Associates  
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Yarnell Inc.

## **CONSUMERS**

The Answer Group

The Clowes Partnership  
Consumer Opinion Services  
Creative & Response Rsch. Svcs.  
Doyle Research Associates  
Greenleaf Associates, Inc.  
Pat Henry Market Research, Inc.  
Marketing Advantage Research  
Research Data Services, Inc.  
Rodgers Marketing Research  
Paul Schneller - Qualitative  
Dan Wiese Marketing Research

## **CUSTOMER SATISFACTION**

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Fader & Associates  
Nancy Low & Associates, Inc.  
Research Data Services, Inc.  
Rockwood Research  
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## **DISTRIBUTION**

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## **ENTERTAINMENT**

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Dolobowsky Qual. Svcs., Inc.  
Fader & Associates  
First Market Research (J. Heiman)  
Marketing Advantage Research  
Paul Schneller - Qualitative  
James Spanier Associates  
Strategy Research Corporation  
Sweeney International, Ltd.

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Cambridge Research, Inc.  
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Creative & Response Rsch. Svcs.  
The Deutsch Consultancy  
Dolobowsky Qual. Svcs., Inc.  
Erick and Lavidge  
Fader & Associates  
Nancy Low & Associates, Inc.

Marketing Matrix, Inc.  
Matrixx Marketing-Research Div.  
MCC Qualitative Consulting  
Monitor Research Corp.  
Nordhaus Research, Inc.  
The Research Center  
James Spanier Associates  
Sweeney Int'l. Ltd.  
Widener-Burrows & Associates, Inc.

## **FOODS/NUTRITION**

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## **FOOD PRODUCTS**

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Creative & Response Rsch. Svcs.  
Doyle Research Associates  
Greenleaf Associates, Inc.  
KidFacts Research  
Outsmart Marketing  
POV  
Paul Schneller - Qualitative  
James Spanier Associates

## **HEALTH & BEAUTY PRODUCTS**

The Answer Group  
BAI  
Paul Schneller - Qualitative  
Jack M. Shapiro Healthcare Rsch. &  
Mgmt. Cnsltg.

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Access Research, Inc.  
The Answer Group  
Consumer/Industrial Research (C/I/R)  
Dolobowsky Qual. Svcs., Inc.  
D/R/S HealthCare Consultants  
Erick and Lavidge  
Erich Transcultural Consultants  
First Market Research (J. Reynolds)  
Irvine Consulting, Inc.  
Nancy Low & Associates, Inc.  
Market Access Partners  
Market Navigation, Inc.  
Matrixx Marketing-Research Div.  
MedProbe Medical Mktg. Rsch.  
Medical Marketing Research, Inc.  
Nordhaus Research, Inc.  
Rockwood Research  
Paul Schneller - Qualitative  
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Mgmt. Cnsltg.  
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Erich Transcultural Consultants  
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Erick and Lavidge  
Leichliter Associates  
Matrixx Marketing-Research Div.  
Monitor Research Corp.  
Outsmart Marketing  
POV  
Rockwood Research  
Paul Schneller - Qualitative  
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Cunninghis Associates  
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## MULTIMEDIA

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## NATURAL HEALTH CARE/REMEDIES

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Market Access Partners  
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Marketing Advantage Research  
Paul Schneller - Qualitative

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Irvine Consulting, Inc.  
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## PUBLIC POLICY RSCH.

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MCC Qualitative Consulting  
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## SENIORS

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Fader & Associates  
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## SERVICES

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POV  
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## TEENAGERS

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Doyle Research Associates  
Fader & Associates  
KidFacts Research  
Matrixx Marketing-Research Div.  
MCC Qualitative Consulting

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BAI  
Cunninghis Associates  
Daniel Associates  
Delta<sup>3</sup> Research  
Erick and Lavidge  
First Market Research (J. Heiman)  
Horowitz Associates Inc.  
Marketing Advantage Research  
MCC Qualitative Consulting  
POV  
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Pamela Rogers Research  
Strategy Research Corporation

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The Customer Center, Inc.  
Market Navigation, Inc.  
Medical Marketing Research, Inc.  
MedProbe Medical Mktg. Rsch.

## TOURISM/HOSPITALITY

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Greenleaf Associates, Inc.  
KidFacts Research

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## TRAVEL

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Greenleaf Associates, Inc.  
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Paul Schneller - Qualitative  
James Spanier Associates  
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## UTILITIES

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Fader & Associates  
Nancy Low & Associates, Inc.  
Nordhaus Research, Inc.  
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## VIDEO

## TELECONFERENCING

The Answer Group

## WEALTHY

The Deutsch Consultancy  
Strategy Research Corporation

## YOUTH

Fader & Associates  
Outsmart Marketing  
POV

*When contacting a moderator listed in this section, let them know you found them through the QMRR Focus Group Moderator Directory! It's featured in every issue of*

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*Review*

# Japan

continued from p. 13

clam up. Also, because of the decision making process they are used to, they need to wander around and examine the issue from every point of view — no matter how bizarre their perambulations may seem to you — before they will be comfortable committing themselves to a response. Often, at the end of one of these “around the world” discussions, the moderator will summarize

what he has been hearing with a statement that sounds like nothing you have been hearing, leaving you gasping over his putting words in their mouths. Oddly however, this is his way of finally getting the discussion down to brass tacks — and getting you some usable data! While his statement may seem off the wall to you, it gets everyone in the room to begin stating their positions. They will disagree strongly if they wish, or agree, but it gets them past the circumnavigation portion of the process.

Politeness and courtesy are paramount to every step of your work in Japan, and you will be wise to read up on it before you go, and then rely heavily on your English speaking liaison for the rest. Your liaison and the moderator will often explain why they do what they do on the basis of its perceived politeness or lack thereof. The rules mom or dad taught you will be useless.

The Japanese will not say “no” to you. That is impolite. They will often mean “no,” however, and will express it through phrases like the supreme crusher of all hope: “That would be difficult.” When you hear that, it’s time to go back to the drawing boards and summon your best creativity, because that means “No!”

There is a great deal of gender bias, racial bias and bias toward the handicapped in the Japanese culture. If you are a minority or a female doing business in Japan, or managing a project there, prepare yourself well and be flexible. Build your status before you arrive and before they know any details about who you are. While we may still be racist and sexist here, it is much more marked there. Also, this influences how you can structure groups and who you can safely mix with whom.

As you design questionnaires and screening procedures, two other issues arise. One is the impoliteness of asking for certain kinds of information, such as income and using certain standard occupational classifications. Also, Japanese corporate structure is very different than Western structure, so some classifications you may be seeking will not exist and you will have to again be flexible and creative to find an analogous set of people.

So, what’s the good news? If you are patient, creative, flexible, good at following up on details and cheerful, you will get your data and it will be solid. Japan is a fascinating place and the whole process will be a wonderful experience for you. On the personal side, there is much to see and do, the subway systems are wonderful and easy to use, people are generally friendly and anxious to help — even if they don’t speak English — and you can feel safe almost anywhere, day or night.

If you’re lucky enough to get a project overseas, dive in with a vengeance and have a ball. Just be prepared for some challenges that you won’t find conducting research in Hometown, USA. ☐

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# focus group facilities

## Codos

1 Conference Style Room	7B Located in Office Building
2 Living Room Style	7C Free Standing Building
3 Observation Room	8 1-on-1 Room
4 Test Kitchen	9 1-on-1 Viewing
5 Test Kitchen Obsv. Rm.	10 Video Conferencing
6 Video Equipment Available	†denotes living room style
7A Located in Shopping Mall	‡denotes one-on-one room

## ALABAMA

### BIRMINGHAM

Connections Inc.  
3928 Montclair Rd.  
Birmingham, AL 35213  
Ph. 205-879-1255  
Fax 205-868-4173  
Rebecca Watson, President  
1,3,6,7B,8,9

#### Consumer Pulse of Birmingham

Brookwood Village Mall, #612A  
Shades Creek Pkwy.  
Birmingham, AL 35209  
Ph. 205-879-0268  
Fax 205-879-1058  
Cindy Estes, Director  
1,3,4,6,7A,8  
Rm. 1) 21x16      Obs. Rm. Seats 12  
(See advertisement on p. 103)

Polly Graham and Associates, Inc.  
3000 Riverchase Galleria, Ste. 310  
Birmingham, AL 35244  
Ph. 205-985-3099  
Fax 205-985-3066  
Jim Jager  
1,2,3,4,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 20  
Rm. 2) 9x15      Obs. Rm. Seats 12  
†Rm. 3) 9x16      Obs. Rm. Seats 10

New South Research  
3000 Riverchase, Ste. 405  
Birmingham, AL 35244  
Ph. 800-289-7335  
Fax 205-985-3346  
1,3,6,7B  
Rm. 1) 20x18      Obs. Rm. Seats 10

TWM Research Group, Inc.  
2 Riverchase Office Plaza, Ste. 210  
Birmingham, AL 35244  
Ph. 205-987-8037  
Fax 205-987-8195  
Cheryl Whitlow  
1,3,4,6,7B

### HUNTSVILLE

Evelyn Drexler Research Services  
8807 Bridlewood Dr.  
Huntsville, AL 35802  
Ph. 205-881-9468  
Fax 205-881-8384  
Evelyn Drexler, Owner  
1,3,6,7B

Polly Graham & Associates, Inc.  
5901 University Dr., #111  
Huntsville, AL 35806  
Ph. 205-985-3099  
Fax 205-985-0146  
Jim Jager  
1,2,3,6,7A,8,9  
Rm. 1) 11x20      Obs. Rm. Seats 12  
†Rm. 2) 11x13      Obs. Rm. Seats 6

### MOBILE

Polly Graham & Associates, Inc.  
3289 Bel Air Mall  
Mobile, AL 36606  
Ph. 205-471-0059  
Fax 205-478-0015  
Cindy Eanes, Vice President  
1,2,3,4,6,7A,8,9  
Rm. 1) 12x13      Obs. Rm. Seats 12  
†Rm. 2) 9x12      Obs. Rm. Seats 7

### MONTGOMERY

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

## ALASKA

### ANCHORAGE

Craciun & Associates  
400 D St., Ste. 200  
Anchorage, AK 99501  
Ph. 907-279-3982  
Fax 907-279-0321  
Jean Craciun, President  
1,3,6,7B,8  
Rm. 1) 20x33  
Rm. 2) 13x19      Obs. Rm. Seats 3

Dittman Research Corp. of Alaska  
DRC Building  
8115 Jewel Lake Rd.  
Anchorage, AK 99502  
Ph. 907-243-3345  
Fax 907-243-7172  
Terry R. O'Leary, President  
1,3,6,7C  
Rm. 1) 12x20      Obs. Rm. Seats 6

## ARIZONA

### PHOENIX

Arizona Market Research Services  
Ruth Nelson Research Services  
10220 N. 31st Ave., #122  
Phoenix, AZ 85051  
Ph. 602-944-8001  
Fax 602-944-0130  
Kim Niemi, Manager  
1,3,4,6,7B,8,9

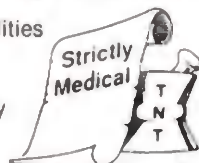
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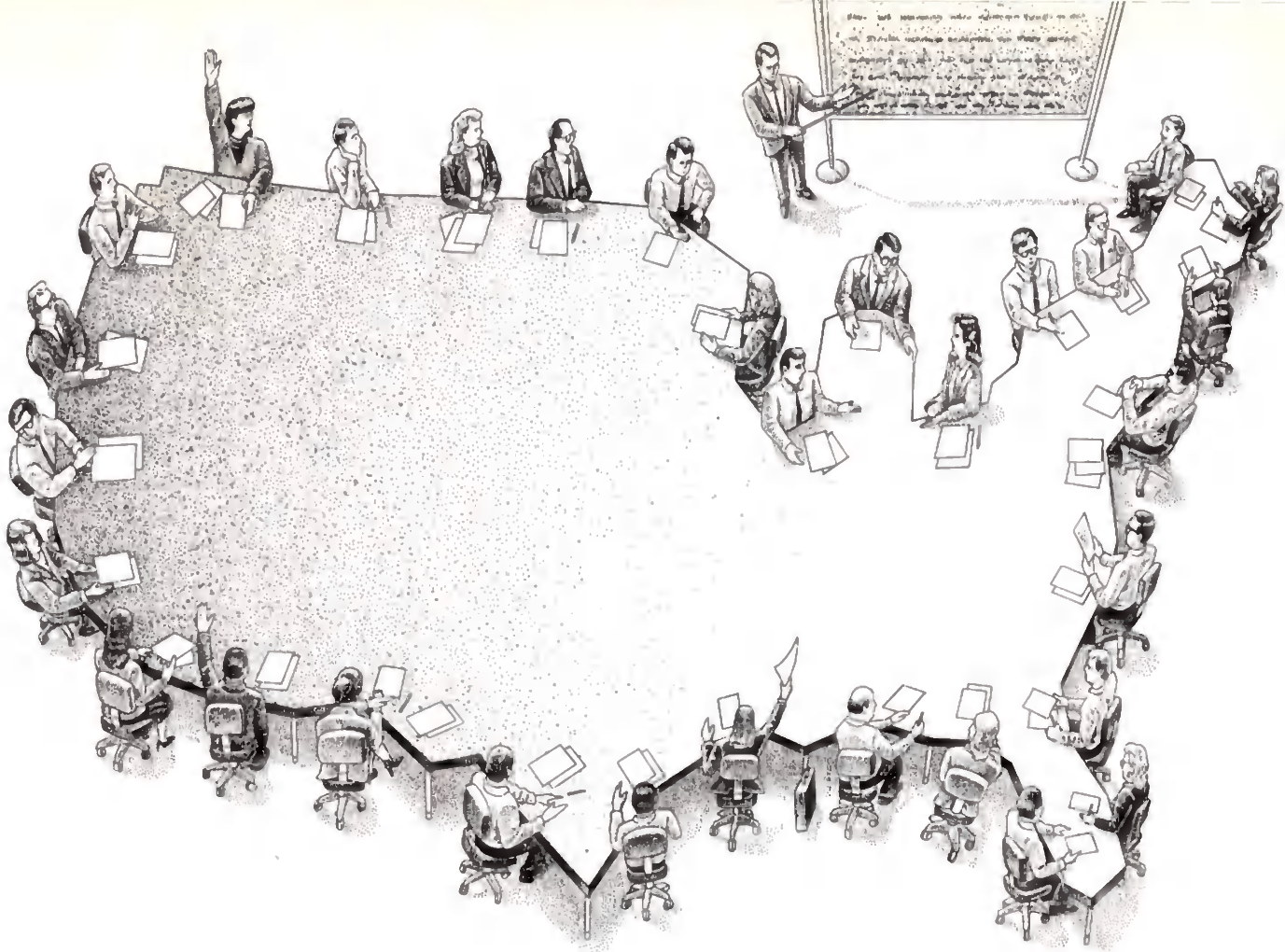
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| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | ‡denotes living room style     |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room      |

### Behavior Research Center

1105 N. First St., Ste. 1  
Phoenix, AZ 85004  
Ph. 602-258-4554  
Fax 602-252-2729  
Beverly Budoff  
1,3,6,7B,8  
Rm. 1) 14x28      Obs. Rm. Seats 10

### Fieldwork Phoenix Inc.

7776 Pointe Pkwy. West, Ste. 240  
Phoenix, AZ 85044  
Ph. 602-438-2800  
Fax 602-438-8555  
Barbara Willens  
1,3,4,5,6,7B,8,9,10  
Rm. 1) 19x22      Obs. Rm. Seats 20  
Rm. 2) 14x18      Obs. Rm. Seats 25  
Rm. 3) 16x23      Obs. Rm. Seats 12  
Member FocusVision  
(See advertisements on pp. 29, Back Cover)

### Fieldwork Phoenix-Scottsdale

6263 N. Scottsdale Rd., Ste. 380  
Scottsdale, AZ 85250  
Ph. 602-438-2800  
Fax 602-438-8555  
Barbara Willens  
1,3,4,6,7B  
Rm. 1) 15x15      Obs. Rm. Seats 20  
Rm. 2) 19x20      Obs. Rm. Seats 20  
Rm. 3) 19x17      Obs. Rm. Seats 20  
(See advertisement on Back Cover)

Friedman Marketing/Phoenix  
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4550 E. Cactus  
Phoenix, AZ 85032  
Ph. 602-494-7813 or 914-698-9591  
Fax 602-996-7465  
1,3,4,6,7A  
Rm. 1) 14x16      Obs. Rm. Seats 8

O'Neil Associates, Inc.  
412 E. Southern Ave.  
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Ph. 602-967-4441  
Fax 602-967-6122  
Michael O'Neil, President  
1,3,4,6,7C  
Rm. 1) 16x25      Obs. Rm. Seats 18

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1,3,4,6,7B  
Rm. 1) 17x27      Obs. Rm. Seats 12  
Rm. 2) 19x23      Obs. Rm. Seats 10  
(See advertisement on p. 61)

### Strictly Medical Market Research

2400 E. Arizona Biltmore Cir., Ste. 1100  
Phoenix, AZ 85016  
Ph. 602-224-7979  
Fax 602-224-7988  
Wendy Walker, Exec. Vice President  
1,3,4,6,7B,8,9  
Rm. 1) 16x18      Obs. Rm. Seats 14  
Rm. 2) 15x16      Obs. Rm. Seats 12  
(See advertisement on p. 60)

### Time N Talent Market Research

2400 E. Arizona Biltmore Cir., Ste. 1100  
Phoenix, AZ 85016  
Ph. 602-956-1001  
Fax 602-224-7988  
Myra Balaban, President  
1,3,4,6,7B,8,9  
Rm. 1) 16x18      Obs. Rm. Seats 14  
Rm. 2) 15x16      Obs. Rm. Seats 12  
(See advertisement on p. 62)

Valleywide Research Inc.  
1107 S. Gilbert Rd., #110  
Mesa, AZ 85204  
Ph. 602-892-5583  
Ph. 602-497-3272  
DeAnn Corey, Manager  
1,3,4,6,7A

WestGroup Marketing Research  
1110 E. Missoun Ave., Ste. 780  
Phoenix, AZ 85014  
Ph. 800-999-1200  
Fax 602-631-6842  
Beth Aguirre  
1,3,6,7B  
Rm. 1) 14x16      Obs. Rm. Seats 15

## TUCSON

FMR Associates  
6045 E. Grant Rd.  
Tucson, AZ 85712  
Ph. 602-886-5548  
Fax 602-886-0245  
Lynn Moore, Dir. Rsch.  
1,3,4,5,6,7C,8,9

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

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### FORT SMITH

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

### LITTLE ROCK

Miller Research Group Inc.  
10 Corporate Hill Dr., Ste. 100  
Little Rock, AR 72205  
Ph. 501-221-3303  
Fax 501-221-2554  
Sandy Gourley  
1,3,4,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 10

### PINE BLUFF

Friedman Marketing/Little Rock  
The Pines Mall  
2901 Pines Mall Dr.  
Pine Bluff, AR 71601  
Ph. 501-535-1688 or 914-698-9591  
Fax 501-535-1754  
1,3,4,6,7A,8  
Rm. 1) 16x14      Obs. Rm. Seats 8

## It takes Time N Talent... to get the job done right!

You know the value of *time* and *talent* in your business — so do we.

For over 25 years our clients have benefitted from consistent personalized quality service. Our Commitment: To get the facts to you accurately, efficiently and timely in areas such as:

- Consumer, Business and Medical interviews
- One-On-One qualitative interviewing
- In-house computerized data base recruiting
- National Wats Studies
- Kids Count Too — our specialized childrens' division

When scheduling your next project, contact Time N Talent first.  
Visit our new, spacious focus group facility at:

Edens Office Plaza  
4801 W. Peterson Ave.  
Suite 608  
Chicago, Illinois 60646  
312-202-3500  
FAX 312-202-3511

Scottsdale Place,  
5725 N. Scottsdale Road,  
Suite C-1115  
Scottsdale, Arizona 85250  
602-423-0200  
FAX 602-423-1548

Carbondale, Illinois  
Route 1, Box 158 AA  
Carterville, Illinois 62918.  
618-985-2666.

Member American Marketing Association  
Marketing Research Association

Time N Talent, Inc.



## CALIFORNIA

### BAKERSFIELD

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

Obs. Rm. Seats 12  
Obs. Rm. Seats 6  
Obs. Rm. Seats 12

### FRESNO

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

Bartels Research Corp.  
145 Shaw Ave., Ste. C-1 & 2  
Clovis, CA 93612  
Ph. 209-298-7557  
Fax 209-298-5226  
Joellen Bartels, Owner  
1,3,4,6,7B,8

Nichols Research  
557 E. Shaw  
Fresno, CA 93710  
Ph. 209-226-3100  
Fax 209-226-9354  
Amy Shields  
1,3,4,6,7A,8  
Rm. 1) 15x20  
(See advertisement on p. 74)

Obs. Rm. Seats 10

### LOS ANGELES

Adept Consumer Testing/Beverly Hills  
345 N. Maple Dr., Ste. 325  
Beverly Hills, CA 90210  
Ph. 818-905-1525  
Fax 818-905-8936  
Mark Tobias, Partner  
1,3,4,6,7B,8,9,10  
Rm. 1) 20x18  
Rm. 2) 21x15  
Rm. 3) 12x14  
Rm. 4) 12x12  
Member VCAN  
(See advertisements on pp. 3, 63)

Obs. Rm. Seats 20  
Obs. Rm. Seats 18  
Obs. Rm. Seats 8  
Obs. Rm. Seats 8

Adept Consumer Testing/Los Angeles  
17323 Ventura Blvd., Ste. 308  
Encino, CA 91316  
Ph. 818-905-1525  
Fax 818-905-8936  
Mark Tobias, Partner  
1,3,4,6,7B,8,9,10  
Rm. 1) 21x15  
Rm. 2) 20x14  
Rm. 3) 18x16  
Rm. 4) 12x12  
Member VCAN  
(See advertisements on pp. 3, 63)

Obs. Rm. Seats 14  
Obs. Rm. Seats 10  
Obs. Rm. Seats 12  
Obs. Rm. Seats 4

F12

## Name Change Likely For Los Angeles.

By Scott Hames  
Staff Writer

In a move that was deemed unthinkable just two years ago, state officials are now strongly considering changing the name of Los Angeles to L' Adept.

"It's of popular opinion that Los Angeles has become synonymous with Adept Consumer Testing," states M.R. Answers, an independent researcher. A research study conducted by her company has shown that a growing number of qualitative researchers across the nation now find it increasingly difficult to think of one without thinking of the other. A name change for Los Angeles appears to be the next natural step.

"What's the difference? Adept is Los Angeles. No other firm in the area has a deeper understanding of it's diverse population. Adept offers on the mark recruiting, and is one of the finest facilities in the country. All I can say is it's about time."  
- Mauda Erater  
AA Advertising

A vote is expected to take place early next with proponents of the movement backing a huge blitz including a high television, radio campaign development agency.

## Nobody knows L.A. like Adept. Nobody.

Awesome qualitative facilities located in Beverly Hills and suburban Encino.  
For more information call 1 800 ADEPT95.

### ADEPT CONSUMER TESTING

## Codee

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	6. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

### Adler Weiner Research/L.A. Inc.

11911 San Vicente Blvd., Ste. 200  
Los Angeles, CA 00049  
Ph. 310-440-2330  
Fax 310-440-2348  
Anita Wallace, Facility Dir.  
1,3,7B,10

Rm. 1) 20x12      Obs. Rm. Seats 12  
Rm. 2) 20x15      Obs. Rm. Seats 18  
Rm. 3) 21x13      Obs. Rm. Seats 12

Member FocusVision

(See advertisement on p. 29)

### Area Phone Bank

3607 W. Magnolia Blvd., Ste. N  
Burbank, CA 91505  
Ph. 818-848-8282  
Fax 818-846-9912  
Ed Goldbaum, Owner  
1,3,6,7B

### Assistance In Marketing/Los Angeles

3760 Kilroy Airport Way, Ste. 100  
Long Beach, CA 90808  
Ph. 310-981-2700  
Fax 310-981-2705  
David Weinberg  
1,3,4,6,7B,8,9  
Rm. 1) 24x32      Obs. Rm. Seats 22  
Rm. 2) 20x22      Obs. Rm. Seats 12

### Car-Lene Research Inc.

Santa Fe Springs Mall  
Santa Fe Springs, CA 90670  
Ph. 310-946-2176  
Fax 310-944-4167  
Danella Hawkins, Manager  
1,3,4,6,7A

### Consumer Pulse of Los Angeles

Galleria at South Bay, #269  
Redondo Beach, CA 90278  
Ph. 310-371-5578  
Fax 310-542-2669  
Angie Abell  
1,3,4,5,6,7A, 8,9  
Rm. 1) 16x18      Obs. Rm. Seats 18  
Rm. 2) 18x18      Obs. Rm. Seats 18  
Rm. 3) 14x18      Obs. Rm. Seats 18  
(See advertisement on p. 103)

### Tom Dale Market Research

9440 Cherokee Ln.  
Beverly Hills, CA 90210  
Ph. 212-758-9777  
Tom Dale, President  
1,2,3,4,6,7D

### Davis Market Research Services

23801 Calabasas Rd.  
Calabasas, CA 91302  
Ph. 818-591-2408  
Fax 818-591-2488  
Carol Davis, President  
1,3,4,6,7B  
Rm. 1) 16x22      Obs. Rm. Seats 15  
Rm. 2) 11x14      Obs. Rm. Seats 5

### Facts 'N Figures

Panorama Mall  
14550 Chase St., Ste. 78B  
Panorama City, CA 91402  
Ph. 818-891-6779  
Fax 818-891-6119  
Steve Escoc, Vice President  
1,3,4,6,7A,8,9

### Facts 'N Figures

Antelope Valley Mall  
1233 W. Ave. P, #701  
Palmdale, CA 93551  
Ph. 805-272-4888  
Fax 805-272-5676  
Rene Stapleton, Manager  
1,3,7A,8,9

### Field Dynamics Marketing Research

17547 Ventura Blvd., Ste. 308  
Encino, CA 91316  
Ph. 818-783-2502  
Fax 818-005-3216  
Tony Blass, President  
1,2,3,4,6,7B,8,9  
Rm. 1) 19x17      Obs. Rm. Seats 20  
Rm. 2) 16x14      Obs. Rm. Seats 20

### Focus & Testing, Inc.

20847 Ventura Blvd.  
Los Angeles (Woodland Hills), CA 91364  
Ph. 818-347-7077  
Fax 818-347-7073  
William Bilkiss, Vice President  
1,2,3,4,6,7C,8,9  
Rm. 1) 37x28      Obs. Rm. Seats 10  
Rm. 2) 24x20      Obs. Rm. Seats 15  
Rm. 3) 20x16      Obs. Rm. Seats 15  
Rm. 4) 18x15      Obs. Rm. Seats 10  
Rm. 5) 10x10      Obs. Rm. Seats 6  
†Rm. 6) 24x20      Obs. Rm. Seats 15  
†Rm. 7) 20x16      Obs. Rm. Seats 15  
†Rm. 8) 18x15      Obs. Rm. Seats 10  
(See advertisement on p. 64)

### Fox Research

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

### Girard & Girard Creative Concepts

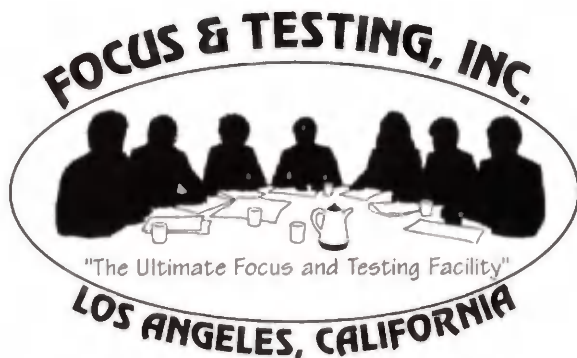
20854 Laurent St.  
Chatsworth, CA 91311  
Ph. 818-773-8801  
Fax 818-773-8803  
Arlyne Girard, Partner  
1,3,6,7B,8,9

### Heakin Research Inc.

6633 Fallbrook Ave., Ste. 304  
Canoga Park, CA 91304  
Ph. 818-712-0660  
Fax 818-712-9229  
Gail Stutz, Manager  
1,3,4,6,7A

### Ted Heiman & Associates

20350 Ventura Blvd., Ste. 140  
Woodland Hills, CA 91364  
Ph. 818-710-0940  
Fax 818-887-2750  
Ted Heiman, Owner  
1,3,4,6,7B  
Rm. 1) 16x20      Obs. Rm. Seats 12



## A Luxurious Setting at Affordable Prices

- \* An 8,000 sq. ft. facility
- \* Five spacious focus group/observation rooms
- \* A 1,200 sq. ft. commercial test kitchen
- \* Luxurious client lounges
- \* One/ones to 50 respondents per session per room
- \* Any size taste-test study easily handled
- \* State-of-the-art stereo and video equipment
- \* Complimentary limousine service may be arranged in advance
- \* Free parking
- \* Four commercial ovens with 24 burners
- \* Three Utility Distribution Systems (U.D.S.)
- \* 20 high-powered full-sized microwave ovens
- \* Walk-in refrigerators/walk-in freezer
- \* All respondents prescreened and confirmed prior to session
- \* A quality conscious/reliable full-field service to handle any study to your satisfaction

*Our Knowledge and Experience Makes Us*  
**"The Ultimate Focus & Testing Facility"**

20847 Ventura Boulevard, Woodland Hills, CA 91364  
(818) 347-7077 • FAX (818) 347-7073



House of Marketing  
95 N. Marengo Ave.  
Pasadena, CA 91101  
Ph. 213-661-1109  
Fax 213-661-9124  
E.mail: HMRResearch@aol.com  
Amy Siadak, General Manager  
1,2,3,4,6,7C,8  
Rm. 1) 28x15           Obs. Rm. Seats 25  
Rm. 2) 17x7            Obs. Rm. Seats 5

House of Marketing  
3446 Madera Ave.  
Los Angeles, CA 90039  
Ph. 213-661-1109  
Fax 213-661-9124  
E.mail: HMRResearch@aol.com  
Amy Siadak, General Manager  
1,2,3,4,6,7C,8  
Rm. 1) 9x20            Obs. Rm. Seats 9  
†Rm. 2) 9x20           Obs. Rm. Seats 9

Juarez and Associates  
12139 National Blvd  
Los Angeles, CA 90064  
Ph. 310-478-0826  
Fax 310-479-1863  
E-mail: juarez@ix.netcom.com  
Nicandro Juarez, President  
1,3,7C  
Rm. 1) 10x25

**L.A. Focus**  
17337 Ventura Blvd., Ste. 301  
Encino, CA 91316  
Ph. 818-501-4794  
Fax 818-907-8242  
Wendy Fineberg, Partner  
1,3,4,6,7B,8,9  
Rm. 1) 21x16           Obs. Rm. Seats 22  
Rm. 2) 17x13           Obs. Rm. Seats 12  
Rm. 3) 13x14           Obs. Rm. Seats 6  
Member Network  
(See advertisement on p. 147)

L.A. Research, Inc.  
9010 Reseda Blvd., #109  
Northridge, CA 91324  
Ph. 818-993-5500  
Fax 818-993-5664  
Adrienne Goldbaum, President  
1,3,4,5,6,7A,8,9  
Rm. 1) 16x23           Obs. Rm. Seats 10

**Marketing Matrix, Inc.**  
2566 Overland, Ste. 716  
Los Angeles, CA 90004  
Ph. 310-842-8310  
Fax 310-842-7212  
Lynn Walker Moran  
1,3,6,7B,8,9  
Rm. 1) 11x22           Obs. Rm. Seats 20  
Rm. 2) 10x13           Obs. Rm. Seats 6  
(See advertisement on p. 65)

Meczka Mktg./Rsch./Cnsltg. (MMRC)  
5757 W. Century Blvd.  
Los Angeles, CA 90045  
Ph. 310-670-4824  
Dona Browne, Exec. Dir.  
1,3,4,6,7B  
Rm. 1) 20x22           Obs. Rm. Seats 18  
Rm. 2) 18x18           Obs. Rm. Seats 12

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

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

### Convenient Location

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

### Comfortable Setting

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

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



### Professional Recruiting

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

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

### Client Service

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

### Competitive Pricing

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



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

## Csdes

1. Conference Style Room	7B Located in Office Building
2. Living Room Style	7C Free Standing Building
3. Observation Room	8 1-on-1 Room
4. Test Kitchen	9 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10 Video Conferencing
6. Video Equipment Available	1denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room

Mid-America Research  
301 Santa Monica Pl.  
Santa Monica, CA 90401  
Ph. 310-260-3237  
Fax 310-260-3241  
David Ottenfeld, Manager  
1,3,4,6,7A,8,9

Rm. 1) 9x10                      Obs. Rm. Seats 10  
Rm. 2) 10x10                  Obs. Rm. Seats 12

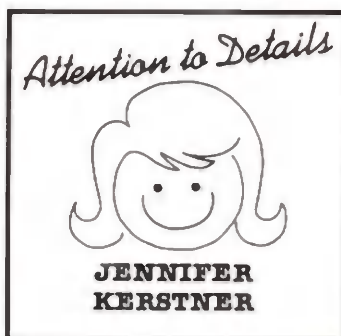
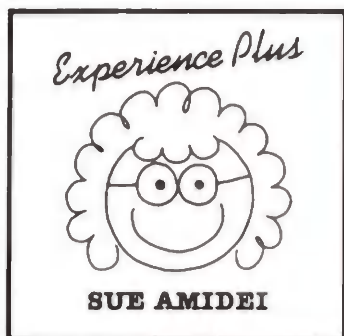
MSI International  
12604 Hiddencreek Way, #A  
Cerritos, CA 90701  
Ph. 310-802-8273  
Fax 310-802-1643  
Maggie Schmitt  
1,3,6,7C

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

Pacific Research  
1210 S. Shenandoah, #104  
Los Angeles, CA 00035  
Ph. 310-273-2477  
Fax 310-273-2533  
Kim McDermott, Manager  
1,3,6,7B  
Rm. 1) 20x16                      Obs. Rm. Seats 12  
Rm. 2) 15x21                      Obs. Rm. Seats 10

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

## Your Partners in Southern California Are Smiling.



## Visit Our Versatile Facilities At City View and See Why.

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

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

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

### 800-644-4ASK

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



**Plaza Research**  
6053 W. Century Blvd.  
Los Angeles, CA 90045  
Ph. 310-645-1700 or 800-654-8002  
Fax 310-645-3008  
Deanna Glenn  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x20                      Obs. Rm. Seats 15  
Rm. 2) 15x20                      Obs. Rm. Seats 15  
Rm. 3) 15x20                      Obs. Rm. Seats 15  
(See advertisement on p. 121)

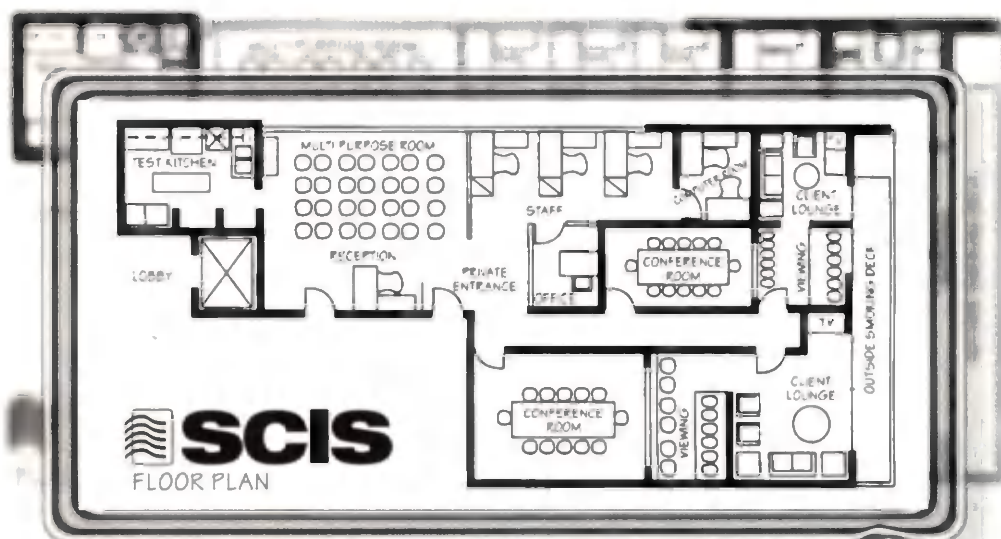
Plog Research Inc.  
18631 Sherman Way  
Reseda, CA 91335  
Ph. 818-345-7363  
Fax 818-345-9265  
Peter Ostrowski, Sr. Vice President  
1,3,4,6,7C

**Quality Controlled Services**  
3528 Torrance Blvd., Ste. M120  
Torrance, CA 90503  
Ph. 310-316-0626  
Fax 310-316-4815  
Carol Amundson, Branch Manager  
1,3,4,6,7B,8,9  
Rm. 1) 18x17                      Obs. Rm. Seats 12  
Rm. 2) 18x17                      Obs. Rm. Seats 12  
(See advertisement on p. 61)

**Quick Test, Inc.**  
15315 Magnolia Blvd., Ste. 120  
Sherman Oaks, CA 91403  
Ph. 818-995-1400  
Fax 818-995-1529  
Susan Perl, Manager  
1,3,6,7B,8  
Rm. 1) 20x20                      Obs. Rm. Seats 15  
Rm. 2) 20x20                      Obs. Rm. Seats 15  
(See advertisement on p. 89)

**Southern California Interviewing Service**  
17277 Ventura Blvd., Ste. 200  
Encino, CA 91316  
Ph. 800-872-4022 or 818-783-7700  
Fax 818-783-8626  
Doug Phillips  
1,3,4,6,7A,8,9  
Rm. 1) 14x22                      Obs. Rm. Seats 20  
Rm. 2) 12x19                      Obs. Rm. Seats 14  
(See advertisement on p. 67)

# When it comes to Market Research... We're in Focus.



Southern California Interviewing Service —  
—Offering Complete Field Service for:

### Focus Groups

In-House Recruiting  
Jury Simulation  
Executive/Professional/Medical  
One-On-One Interviews  
Location Studies

Mall Intercepts  
Taste Tests  
Product Testing/Placements  
Hispanic Studies  
Door-to-Doors



Southern California Interviewing Service

*Serving The  
Marketing Research Community*

*Since 1957*

**ENCINO FACILITY:** toll free (800) 472-4022  
tel (818) 783-7700 • fax (818) 783-8626  
17277 Ventura Boulevard Suite 200, Encino, CA 91316

**BURBANK FACILITY:**  
tel (818) 843-6166 • fax (818) 954-8261  
148 North San Fernando Boulevard, Burbank, CA 91502

ETHEL BROOK • ANNE MOISEYEV • DOUG PHILLIPS • JEFF SACHER

**Codos**

1. Conference Style Room	7B Located in Office Building
2. Living Room Style	7C Free Standing Building
3. Observation Room	8 1-on-1 Room
4. Test Kitchen	9 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10 Video Conferencing
6. Video Equipment Available	†denotes living room style
7A Located in Shopping Mall	‡denotes one-on-one room

**Trotta Associates**

13160 Mindanao Way, Ste. 180  
 Marina Del Rey, CA 90292  
 Ph. 310-306-6866  
 Fax 310-827-5198  
 Diane Trotta, President  
 1,2,3,4,6,7B,8,9,10  
 Rm. 1) 20x20      Obs. Rm. Seats 15  
 Rm. 2) 18x18      Obs. Rm. Seats 12  
 Rm. 3) 16x18      Obs. Rm. Seats 12  
 †Rm. 4) 14x16      Obs. Rm. Seats 8

Member FocusVision

(See advertisements on pp. 29, 69)

The Viewing Room/ASI Market Research  
 101 N. Brand Blvd., 17th fl.  
 Glendale, CA 91203  
 Ph. 818-637-5600  
 Fax 818-637-5615  
 Paul Lenbure, Exec. V.P.  
 1,2,3,6,7B

**MONTEREY/SALINAS**

**Friedman Marketing-Monterey/Salinas**

Northridge Mall  
 Salinas, CA 93906  
 Ph. 408-449-7921 or 914-698-9591  
 Fax 408-449-0187  
 1,3,4,6,7A,8  
 Rm. 1) 14x16      Obs. Rm. Seats 10

**ORANGE COUNTY**

**Ask Southern California, Inc.**

City View Office Plaza  
 12437 Lewis St., Ste. 100  
 Garden Grove, CA 92640  
 Ph. 714-750-7566  
 Fax 714-750-7567  
 Sue Amidei  
 1,3,4,6,7C,8,9  
 Rm. 1) 27x28      Obs. Rm. Seats 20  
 Rm. 2) 20x28      Obs. Rm. Seats 12  
 Rm. 3) 27x28  
 (See advertisement on p. 66)

**Assistance in Marketing**

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

**Beta Research West**  
 14747 Artesia Blvd., #1-D&E  
 La Mirada, CA 90638  
 Ph. 714-904-1206  
 Fax 714-994-1835  
 Jay Zelinka  
 1,3,6,7C  
 Rm. 1) 20x10  
 Rm. 2) 14x10

**Discovery Research Group**  
 17815 Sky Park Circle, Ste. L  
 Irvine, CA 92714  
 Ph. 714-261-6353  
 Fax 714-852-0110  
 1,3,4,6,7B  
 Rm. 1) 15x19      Obs. Rm. Seats 10  
 Rm. 2) 18x20      Obs. Rm. Seats 14

**Fieldwork Los Angeles, Inc.**

In Orange County  
 Lakeshore Towers  
 18101 Von Karmen Ave.  
 Irvine, CA 92715  
 Ph. 714-252-8180  
 Fax 714-251-1661  
 Toni Day  
 1,3,4,6,7B  
 Rm. 1) 19x20      Obs. Rm. Seats 25  
 Rm. 2) 19x20      Obs. Rm. Seats 22  
 Rm. 3) 18x20      Obs. Rm. Seats 20  
 (See advertisement on the Back Cover)

**FMJ Marketing Research Services**

610 Newport Center Dr.  
 Newport Beach, CA 92660  
 Ph. 714-759-9500  
 Fax 714-759-1265  
 Denise M. DuChene, Dir. Mkt. Rsch.  
 1,3,6,7B,8  
 Rm. 1) 22x28      Obs. Rm. Seats 12  
 Rm. 2) 18x18

**Friedman Marketing/Los Angeles**

Buena Park Mall  
 8623 On-The-Mall, #123  
 Buena Park, CA 90620  
 Ph. 714-995-6000 or 914-698-9591  
 Fax 714-995-0637  
 1,3,4,5,6,7A,8,9  
 Rm. 1) 14x18      Obs. Rm. Seats 8

**The Question Shop, Inc.**

2860 N. Santiago Blvd., Ste. 100  
 Orange, CA 92667  
 Ph. 714-974-8020  
 Fax 714-974-6968  
 Ryan Reasor  
 1,3,4,6,7B,8,9  
 Rm. 1) 17x23      Obs. Rm. Seats 15  
 Rm. 2) 14x18      Obs. Rm. Seats 8  
 (See advertisement on p. 68)

**Quick Test, Inc.**

18003 Sky Park S., Ste. L  
 Irvine, CA 92714  
 Ph. 714-261-8800  
 Fax 714-261-9037  
 Nik Jangocyan  
 1,3,4,6,7B  
 Rm. 1) 13x15      Obs. Rm. Seats 8  
 (See advertisement on p. 89)

**IN SOUTHERN CALIFORNIA**



**THE QUESTION SHOP, inc.**

2860 N. Santiago Blvd. • Suite 100  
 Orange, California 92667  
**Ph. 714/974-8020 • Fax 714/974-6968**  
*Successfully Serving Clients Since 1982*  
 For All Your Data Collection Needs  
 Call Ryan Reasor

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

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

## Trotta Associates

5 Park Plaza, Ste. 200  
Irvine, CA 92714  
Ph. 714-251-1122  
Fax 714-251-1188  
Ingrid Robertson  
1,2,3,4,6,7B,8,9,10

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

Member FOCUSVision

(See advertisement on p. 29, 69)

## RIVERSIDE

### Field Management Associates

3601 Riverside Plaza, #3601  
Riverside, CA 92500  
Ph. 909-369-0800  
Fax 909-369-0957  
Robert Hellman, President  
1,3,4,6,7A,8,9

Rm. 1) 15x15      Obs. Rm. Seats 10  
Rm. 2) 12x16      Obs. Rm. Seats 4

## SACRAMENTO

### Heakin Research Inc.

1589 Arden Way, #1281  
Sacramento, CA 95815  
Ph. 916-920-1361  
Fax 916-920-1371  
Nancy Cunningham, Manager  
1,3,4,6,7A

### Opinions...

2025 Hurley Way, Ste. 110  
Sacramento, CA 95825  
Ph. 916-568-1226  
Fax 916-568-6725  
Hugh Miller, Co-owner  
1,3,4,6,7C,8,9

Rm. 1) 16x20      Obs. Rm. Seats 12  
Rm. 2) 16x20      Obs. Rm. Seats 12

### Research Unlimited

1012 Second St.  
Sacramento, CA 95814  
Ph. 916-446-6064  
Fax 916-448-2355  
Jaclyn Benson, Business Mgr.  
1,3,4,6,7B

Rm. 1) 14x24      Obs. Rm. Seats 14  
Rm. 2) 15x19      Obs. Rm. Seats 14

### Sacramento Research Center

VideoFocus Direct  
2410 Fair Oaks Blvd., #170  
Sacramento, CA 95825  
Ph. 800-235-5028  
Fax 800-448-1569  
Norman Spector  
1,3,6,7B,10

Rm. 1) 20x20      Obs. Rm. Seats 15

## QUALITATIVE RESEARCH AND FACILITIES



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

*For more information call Trotta Associates:*

LOS ANGELES/MARINA DEL REY:  
13160 Mindanao Way, Suite 180  
Marina del Rey, California 90292  
Telephone: 310-306-6866  
Fax: 310-827-5198

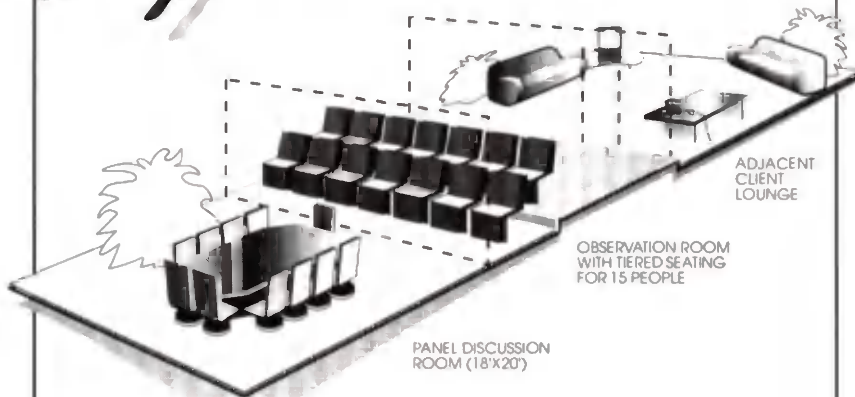
ORANGE COUNTY/IRVINE:  
Jamboree Center, 5 Park Plaza, Suite 200  
Irvine, California 92714  
Telephone: 714-251-1122  
Fax: 714-251-1188



FOCUSVISION  
NETWORK™  
MEMBER

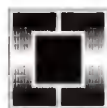
S A N F R A N C I S C O

*Superrooms*<sup>TM</sup>



**ALL THE AMENITIES...**

- Luxurious full-size focus group suites.
- Mini-priced mini-group/one-on-one room.
- Floor to ceiling mirrors; professional audio system.
- Silent, 24-hour air conditioning.
- Fully-equipped client's office.
- Sumptuous client meals catered by fine San Francisco restaurants.
- Convenient downtown location; close to major hotels, shopping, theaters and nightlife.
- Completely reliable recruiting.
- Consistently rated tops in Bay Area by Impulse surveys.



**Consumer Research Associates**

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

**Codos**

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

**SAN DIEGO**

**Directions in Research, Inc.**  
 5353 Mission Center Rd., Ste. 310  
 San Diego, CA 92108  
 Ph. 619-299-5883  
 David Phife  
 1,3,4,6,7B  
 (See advertisement on p. 47)

**Eastcoast Westcoast Field Market Research**  
 523 N. Horne St.  
 Oceanside, CA 92054  
 Ph. 619-721-4114  
 Fax 619-721-6684  
 Mickey McKenna  
 1,3,4,6,7B

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

**Intercontinental Marketing Investigations Inc.**  
 P.O. Box 2147  
 Rancho Santa Fe, CA 92067  
 Ph. 619-756-1765  
 Fax 619-756-4605  
 Martin Buncher, President  
 1,3,6,7D  
 Rm. 1) 20x20      Obs. Rm. Seats 10

**Jagorda Interviewing Services**  
 3615 Kearny Villa Rd., Ste. 111  
 San Diego, CA 92123  
 Ph. 619-573-0330  
 Fax 619-573-0533  
 Gerald Jagorda  
 1,2,3,4,6,7B,8,9

**Luth Research**  
 2365 Northside Dr., Ste. 100  
 San Diego, CA 92108  
 Ph. 619-283-7333  
 Fax 619-283-1251  
 Charlie Rosen  
 1,3,6,7B,8  
 Rm. 1) 18x13      Obs. Rm. Seats 14  
 Rm. 2) 22x18      Obs. Rm. Seats 16  
 Member NETWORK  
 (See advertisement on p. 31)

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

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

San Diego Surveys, Inc.  
3689 Midway Dr., Ste D  
San Diego, CA 92110  
Ph. 619-224-3113  
Fax 619-582-1562  
Jean Van Arsdale  
1,3,4,6,7A,8,9

**Taylor Research**  
Video Conferencing Center  
1545 Hotel Circle S., Ste. 350  
San Diego, CA 92108  
Ph. 619-299-6368 or 800-922-1545  
Fax 619-299-6370  
Harriett Huntley, Ops. Mgr.  
1,2,3,4,6,7B,8,9,10  
Rm. 1) 20x17      Obs. Rm. Seats 16  
Rm. 2) 18x14      Obs. Rm. Seats 16  
Rm. 3) 18x14      Obs. Rm. Seats 16  
Rm. 4) 560 sf      Obs. Rm. Seats 10  
Member VCAN  
(See advertisements on pp. 3, 71)

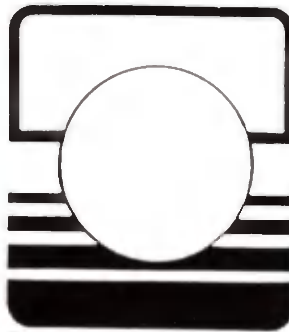
## SAN FRANCISCO

ConStat, Inc.  
135 Main St., 16th fl.  
San Francisco, CA 94105  
Ph. 415-512-7800  
Fax 415-512-9790  
E-mail: constat@aol.com  
Amanda Jenkins  
1,3,6,7B  
Rm. 1) 20x16      Obs. Rm. Seats 14

**Consumer Research Associates/Superrooms**  
111 Pine St., 17th fl.  
San Francisco, CA 94111  
Ph. 415-392-6000 or 800-800-5055  
Fax 415-392-7141  
Rich Anderson or Venetia Kourakos  
1,2,3,4,6,7B,8,9  
Rm. 1) 18x22      Obs. Rm. Seats 15  
Rm. 2) 18x20      Obs. Rm. Seats 12  
Rm. 3) 17x19      Obs. Rm. Seats 10  
Rm. 4) 20x21      Obs. Rm. Seats 25  
Rm. 5) 10x16      Obs. Rm. Seats 7  
(See advertisement on p. 70)

Corey Canapary and Galanis  
447 Sutter St.  
San Francisco, CA 94108  
Ph. 415-397-1200  
Fax 415-433-3809  
1,3,6,7B  
Rm. 1) 18x22      Obs. Rm. Seats 7

**Ecker & Associates**  
220 S. Spruce Ave, Ste. 100  
S. San Francisco, CA 94080  
Ph. 415-871-6800  
Fax 415-871-6815  
Betty Rosenthal  
1,2,3,4,6,7B,8,10  
Rm. 1) 16x25      Obs. Rm. Seats 15  
Rm. 2) 16x19      Obs. Rm. Seats 10  
Rm. 3) 15x17      Obs. Rm. Seats 10  
Member FocusVision  
(See advertisements on pp. 29, 72)

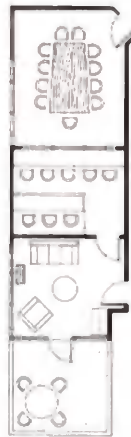


San Diego's

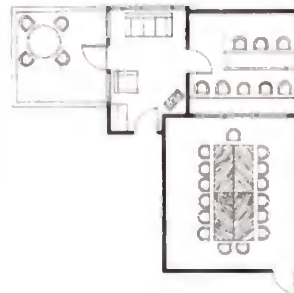
## Taylor Research!

*A Full Service Research Firm with Complete QUANTITATIVE and QUALITATIVE Capabilities*

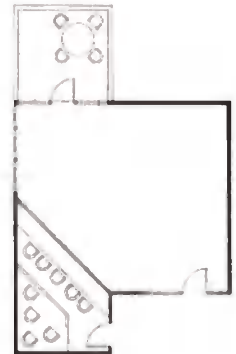
- Video Conferencing
- Superlative Recruiting, SIGMA Validation
- Three Custom-Built Focus Group Suites, each with Conference, Viewing, and Client Lounge
- Multi-Purpose Room, with Viewing, that seats 32 seminar style or 75 auditorium style
- Test Kitchen, 300+ square feet, designed and used specifically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



STANDARD #1



OVERSIZED



MULTI-PURPOSE

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

\*32 Seminar, 75 Auditorium

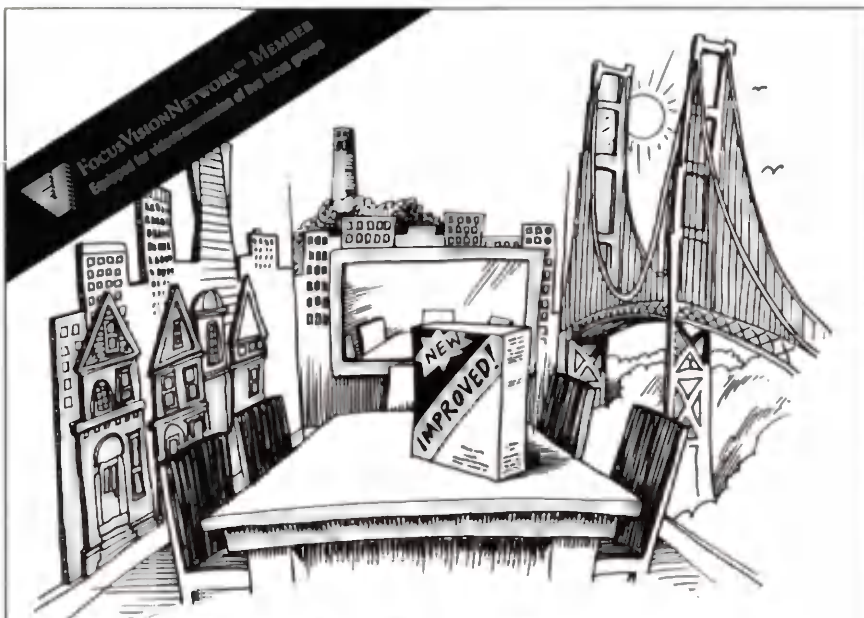
## Taylor Research

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

PHONE: 1-800-922-1545

(from any USA location)





**FOCUSVISIONNETWORK™ MEMBER**  
 Featured for representation of the focus group

## Get inside San Francisco.

We can offer you two points of view in the Bay Area. One conveniently close to San Francisco International Airport. And the other downtown, in the heart of the financial district. Either way, you'll have our undivided attention.



**ECKER**  
 & ASSOCIATES

220 So. Spruce Ave., Ste. 100, San Francisco, CA 94080  
 222 Front Street, 3rd Floor, San Francisco, CA 94111  
 Phone: 415 871-6800 • Fax: 415 871-6815

## Codes

- |                             |                               |
|-----------------------------|-------------------------------|
| 1 Conference Style Room     | 7B Located in Office Building |
| 2 Living Room Style         | 7C Free Standing Building     |
| 3 Observation Room          | 6 1-on-1 Room                 |
| 4 Test Kitchen              | 9 1-on-1 Viewing              |
| 4 Test Kitchen Obs. Rm      | 10 Video Conferencing         |
| 6 Video Equipment Available | ‡denotes living room style    |
| 7A Located in Shopping Mall | ‡ denotes one-on-one room     |

### Ecker & Associates

222 Front St., 3rd fl.  
 San Francisco, CA 94111

Ph. 415-871-6800

Fax 415-871-6815

Botty Rosenthal

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

Rm. 1) 19x20

Obs. Rm. Seats 14

Rm. 2) 18x23

Obs. Rm. Seats 15

‡Rm. 3) 9x9

Obs. Rm. Seats 4

(See advertisements on pp. 29, 72)

### Elneck & Lavidge Inc.

111 Maiden Ln., 6th fl

San Francisco, CA 94108

Ph. 415-434-0536

Fax 415-391-0946

Sandra O'Boyle

1,3,4,6,7B

Rm. 1) 16x20

Obs. Rm. Seats 12

### Fleischman Field Research, Inc.

220 Bush St., Ste. 1300

San Francisco, CA 94104

Ph. 415-398-4140 or 800-277-3200

Fax 415-989-4506

Molly Fleischman, Principal

1,2,3,6,7B

Rm. 1) 17x17

Obs. Rm. Seats 15

Rm. 2) 15x17

Obs. Rm. Seats 15

Rm. 3) 18x17

Obs. Rm. Seats 12

(See advertisement on p. 72)

### Fleischman Field Research, Inc.

1655 N. Main St., Ste. 320

Walnut Creek, CA 94596

Ph. 415-398-4140 or 800-277-3200

Fax 415-989-4506

Molly Fleischman, Principal

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

Rm. 1) 16x15

Obs. Rm. Seats 12

(See advertisement on p. 72)

### Friedman Marketing/San Francisco

5820 Northgate Mall

San Rafael, CA 94903

Ph. 415-472-5394 or 914-698-9591

Fax 415-472-5477

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

Rm. 1) 15x16

Obs. Rm. Seats 10

### H&AMRC, Inc.

1301 Shoreway Rd., Ste. 100

Belmont, CA 94002

Ph. 415-595-5028

Fax 415-595-5407

Adrien Lanusse

1,3,6,7B

Rm. 1) 14x20

Obs. Rm. Seats 10

(See advertisement on p. 15)

## Fleischman Field Research

SF's Premier Recruiting &  
 Data Collection Service

Berkeley

● Walnut  
 Creek

Oakland

San ●  
 Francisco

- 4 Luxury Focus Group Suites
- Downtown & Suburban Locations
- Consistently Superior Recruiting/Interviewing
- Now in Spanish, Mandarin, Cantonese and many other Asian Languages

220 Bush Street, Suite 1300, San Francisco, CA 94104

Toll Free: 800/277-3200

Fax: 415/989-4506

&

1655 North Main Street, Walnut Creek, CA 94596



# 1996 FOCUS GROUP FACILITY DIRECTORY

**Heakin Research of California**  
262 Bay Fair Mall  
San Leandro, CA 94578  
Ph. 510-278-2200  
Fax 510-278-6736  
Steve Teichner, Manager  
1,3,4,6,7A

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

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

**Nichols Research**  
2300 Clayton Rd., Ste. 1370  
Concord, CA 94520  
Ph. 510-687-9755  
Fax 510-686-1384  
Sherne Thomas  
1,2,3,4,6,7B,8,9  
Rm. 1) 24x18      Obs. Rm. Seats 20  
Rm. 2) 19x17      Obs. Rm. Seats 10  
(See advertisement on p. 74)

**Nichols Research**  
44 Montgomery St., Ste. 1550  
San Francisco, CA 94104  
Ph. 415-986-0500  
Fax 415-986-2248  
Paul Valdez  
1,2,3,4,6,7B,8,9,10  
Rm. 1) 20x17      Obs. Rm. Seats 15  
Rm. 2) 20x17      Obs. Rm. Seats 14  
Rm. 3) 18x15      Obs. Rm. Seats 8  
†Rm. 4) 18x15      Obs. Rm. Seats 8  
†Rm. 5) 17x15  
Member VCAN  
(See advertisements on pp. 3, 74)

**Plaza Research**  
55 Stockton St.  
San Francisco, CA 94108  
Ph. 415-984-0400 or 800-654-8002  
Fax 415-984-0446  
Kris Lamb  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15  
Rm. 2) 15x20      Obs. Rm. Seats 15  
Rm. 3) 15x20      Obs. Rm. Seats 15  
(See advertisement on p. 121)

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

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

**Tragon Corporation**  
365 Convention Way  
Redwood City, CA 94063  
Ph. 415-365-1833  
Fax 415-365-3737  
Brian McDermott, Mgr. Mkt. Rsch.  
1,3,4,6,7C,8  
Rm. 1) 16x22      Obs. Rm. Seats 10

**Margaret Yarbrough & Associates**  
934 Shorepoint Ct., Ste. 100  
Alameda, CA 94501  
Ph. 510-521-6900  
Fax 510-521-2130  
Margaret Yarbrough  
1,2,3,4,5,6,7B  
Rm. 1) 15x17      Obs. Rm. Seats 15  
Rm. 2) 17x17      Obs. Rm. Seats 8  
(See advertisement on p. 73)

## PARTNERSHIP FOR SUCCESS



## LET US BE YOUR MARKET RESEARCH PARTNER

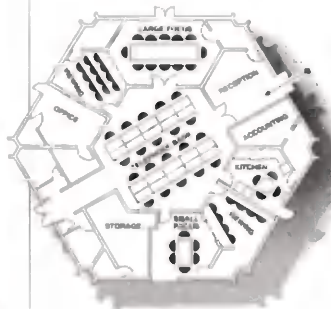
The Bay Area's Premier Focus Group Facility,  
Over 18 years of marketing research experience.

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

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

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

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



**MARGARET YARBROUGH & ASSOC.**

934 Shorepoint Court Ste. 100 Alameda, CA 94501

## Codos

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Conference Style Room     | 7B. Located in Office Building |
| 2. Living Room Style         | 7C. Free Standing Building     |
| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 6. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | †denotes living room style     |
| 7A. Located in Shopping Mall | ‡denotes one-on-one room       |

## SAN JOSE

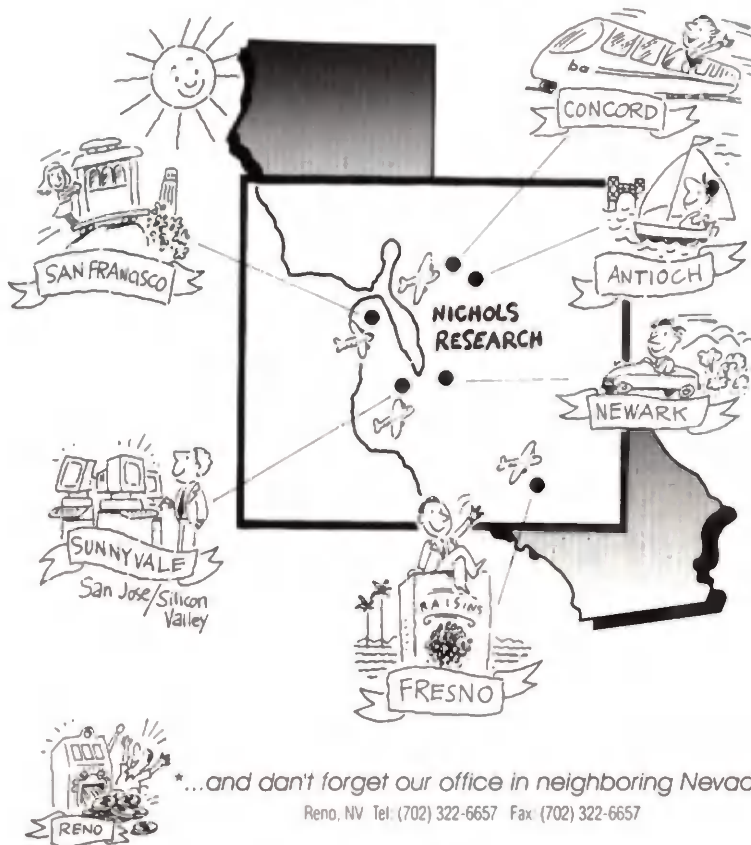
**Nichols Research**  
 333 W. El Camino Real, #180  
 Sunnyvale, CA 94087  
 Ph. 408-773-8200  
 Fax 408-733-8564

Mimi Nichols  
 1,2,3,4,6,7B,8,9  
 Rm. 1) 15x21                      Obs. Rm. Seats 12  
 Rm. 2) 15x23                      Obs. Rm. Seats 10  
 Rm. 3) 14x16                      Obs. Rm. Seats 8  
 (See advertisement on p. 74)

Phase III Market Research  
 1150 N. First St., Ste. 211  
 San Jose, CA 95112  
 Ph. 408-947-8661  
 Fax 408-293-9909  
 Nancy Pitta  
 1,3,6,7B,8  
 Rm. 1) 12x26                      Obs. Rm. Seats 16

**San Jose Focus**  
 3032 Bunker Hill Ln., #105  
 Santa Clara, CA 95054  
 Ph. 408-988-4800  
 Fax 408-988-4866  
 Colleen Flores  
 1,2,3,6,7B  
 Rm. 1) 16x22                      Obs. Rm. Seats 17  
 Rm. 2) 16x20                      Obs. Rm. Seats 17  
 Rm. 3) 16x20                      Obs. Rm. Seats 17  
 †Rm. 4) 12x16  
 (See advertisement on p. 147)

## YOU NEED IT— WE'RE THERE



\*...and don't forget our office in neighboring Nevada  
 Reno, NV Tel: (702) 322-6657 Fax: (702) 322-6657

**NICHOLS**  
 RESEARCH  
 VIDEO CONFERENCING  
 a member of the ALLIANCE NETWORK

San Francisco, CA (415) 986-0500 Fax (415) 986-2248 Newark, CA (510) 794-2990 Fax (510) 794-3471  
 Sunnyvale, CA (408) 773-8200 Fax: (408) 733-8564 Antioch, CA (510) 757-4200 Fax: (408) 757-5744  
 Concord, CA (510) 687-9755 Fax: (510) 686-1384 Fresno, CA (209) 226-3100 Fax: (209) 226-9354

For a brochure or additional information please call (800) 801-9991 or Email us at nichols@interserv.com

## COLORADO

### COLORADO SPRINGS

Brewer Research/The Springs Research  
 750 Citadel Dr. E., Ste. 3122  
 Colorado Springs, CO 80909  
 Ph. 719-597-9869  
 Fax 719-597-9869  
 Esther Brewer  
 1,3,4,5,6,7A,8,9  
 Rm. 1) 11x24                      Obs. Rm. Seats 10

**Consumer Pulse of Colorado Springs**  
 750 Citadel Dr. E.  
 Colorado Springs, CO 80909  
 Ph. 719-596-6933  
 Fax 719-596-6935  
 Mary Schneider  
 1,3,6,7D,8  
 (See advertisement on p. 103)

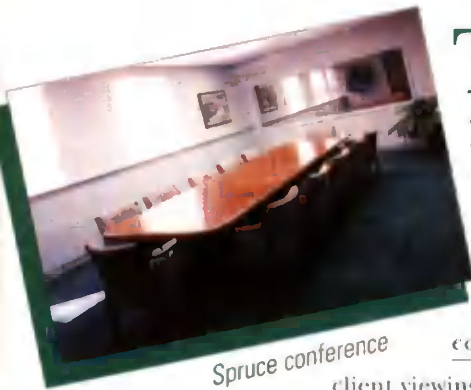
### DENVER

Colorado Market Research  
 Ruth Nelson Research Services  
 2149 S. Grape St.  
 Denver, CO 80222  
 Ph. 803-758-6424  
 Fax 303-756-6467  
 Ruth Nelson, President  
 1,3,4,6,7B,8

**Consumer Pulse of Denver**  
 14200 E. Alameda Ave.  
 Aurora, CO 80012  
 Ph. 303-280-9747  
 Fax 303-280-9744  
 Steve Ansel  
 1,3,4,5,6,7B,8,9  
 Rm. 1) 18x20                      Obs. Rm. Seats 12  
 (See advertisement on p. 103)

**Eagle Research**  
 12157 W. Cedar Dr.  
 Denver, CO 80228  
 Ph. 303-980-1909  
 Fax 303-980-2270  
 Freddi Wayne, Dir. Field Ops.  
 1,2,3,4,6,7C,8  
 Rm. 1) 27x15                      Obs. Rm. Seats 25  
 Rm. 2) 16x30                      Obs. Rm. Seats 18  
 †Rm. 3) 27x15                      Obs. Rm. Seats 25  
 (See advertisement on p. 75)

# “Eagle Research is Denver’s newest research facility and best field service.”



Spruce conference

## The Facility

Two exceptional and plush focus group suites. The Spruce Suite has a beautiful wood conference table & client viewing for 18. The Aspen

Suite has a modular table for customized shapes/sizes & client viewing for 25. Both viewing rooms offer comfortable furnishings and tiered seating.

Complimentary 1/2" video taping.



Spruce Viewing

Two client lounges designed for comfort and privacy.

On-site Auditorium to accommodate 75 theatre or 45 classroom style. Large, fully equipped Test Kitchen.

**110 Station CATI**  
Phone Center With In-Bound 800 Lines

Our quality control standards are without equal. Our priorities are in the details of data collection, interviewer training, coaching, monitoring and questionnaire/sample management. We deliver accurate and reliable data on time — every time.



## Recruiting

From our fresh database to our state-of-the-art monitoring and 100% validation, our recruiting is first-class. All recruiting is conducted and supervised in-house. To ensure quality respondents, we offer duplicate number search, past participant screen-out by date, client, moderator and topic.



Christine Balthaser-Farber

## The People

A total of 25 years of research experience. Christine Balthaser is Director of Research Operations and Freddi Wayne is Director of Field Operations.



Freddi Wayne

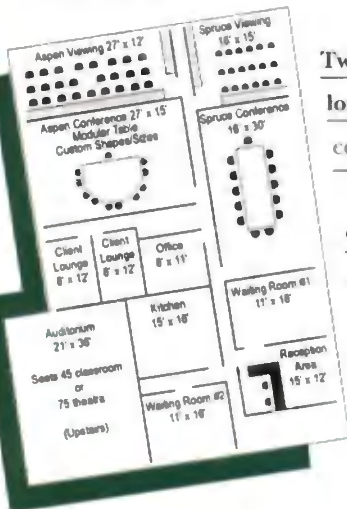
## Our Commitment

We are dedicated to being the best field service in the country. Denver’s newest facility was designed by researchers for researchers. Emphasis is on delivering a “total client experience” that defines the new industry standard.



**EAGLE RESEARCH**  
**DENVER • ATLANTA**

303-980-1909 • (FAX) 303-980-2270



## Codos

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Conference Style Room     | 7B. Located in Office Building |
| 2. Living Room Style         | 7C. Free Standing Building     |
| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | ‡denotes living room style     |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room      |

### Fieldwork Denver Inc.

900 Auraria Pkwy.  
Denver, CO 80204  
Ph. 303-825-7788  
Fax 303-623-8006

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

Rm. 1) 16x23            Obs. Rm. Seats 16  
Rm. 2) 12x16            Obs. Rm. Seats 16  
Rm. 3) 15x15            Obs. Rm. Seats 12  
Rm. 4) 10x15            Obs. Rm. Seats 8

(See advertisement on the Back Cover)

### Friedman Marketing/Denver

6510 W. 91st Ave., Ste. 106  
Westminster, CO 80030  
Ph. 303-428-8803 or 914-698-9591  
Fax 303-430-4719

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

Rm. 1) 14x16            Obs. Rm. Seats 12

### Friedman Marketing/Denver

Westminster Mall  
5513 W. 88th Ave., Space 65A  
Westminster, CO 80030  
Ph. 303-428-6117 or 914-698-9591  
Fax 303-428-6513

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

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

### Information Research Inc.

10650 E. Bethany Dr.  
Denver, CO 80014  
Ph. 303-751-0190  
Fax 303-751-8075

Norman Peilit

1,2,3,4,5,6,7C,8,9,10

Rm. 1) 16x20            Obs. Rm. Seats 25  
Rm. 2) 20x15            Obs. Rm. Seats 25  
Rm. 3) 21x16            Obs. Rm. Seats 8

Member FocusVision

(See advertisement on p. 29)

### Message Factors, Inc.

2620 S. Parker Rd., Ste. 275  
Aurora, CO 80014  
Ph. 303-750-5005

John Maben

1,3,6,7B

### Plaza Research

One Tabor Center  
Denver, CO 80202  
Ph. 303-572-6000 or 800-654-8002  
Fax 303-572-6902

Katie Barker

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

Rm. 1) 15x20            Obs. Rm. Seats 15  
Rm. 2) 15x20            Obs. Rm. Seats 15  
Rm. 3) 15x20            Obs. Rm. Seats 15

(See advertisement on p. 121)

### The Research Center

550 S. Wadsworth, Ste. 101  
Denver, CO 80226  
Ph. 303-935-1750  
Fax 303-935-4390

Annie Reid

1,3,4,6,7B

Rm. 1) 20x18            Obs. Rm. Seats 15  
Rm. 2) 24x24            Obs. Rm. Seats 15

(See advertisement on p. 77)

## CONNECTICUT

### BRIDGEPORT

#### Firm Facts Interviewing

307 Kenyon St.  
Stratford, CT 06497  
Ph. 203-375-4686  
Fax 203-375-6034  
Harriet Quint, Partner  
1,3,4,6,7D

#### Shapiro Research Services, Inc.

Trumbull Shopping Park  
5065 Main St.  
Trumbull, CT 06611  
Ph. 203-373-9391  
Fax 203-371-4257  
Sandy Shapiro  
1,3,4,5,7A,9  
Rm. 1) 12x19            Obs. Rm. Seats 10

### DANBURY

#### Marketview, Inc.

26 Mill Plain Rd.  
Danbury, CT 06811  
Ph. 203-791-1644  
Fax 203-791-1525  
Gail Friedman, President  
Rm. 1) 18x22            Obs. Rm. Seats 12  
Rm. 2) 20x26            Obs. Rm. Seats 20  
†Rm. 3) 20x26            Obs. Rm. Seats 20

### Performance Plus

7 Backus Ave.  
Danbury, CT 06810  
Ph. 508-872-1287  
Fax 508-879-7108  
Shirley Shames, President  
1,2,3,4,6,7A

Rm. 1) 15x20            Obs. Rm. Seats 20  
Member NETWORK  
(See advertisement on p. 31)

## HARTFORD

#### Access Research, Inc.

8 Griffin Rd. N.  
Windsor, CT 08095  
Ph. 203-688-8821  
Fax 203-688-2053  
Gerald O'Connor  
1,3,6,7B  
Rm. 1) 14x21            Obs. Rm. Seats 8

#### Beta One/Focus Facility Hartford

270 Farmington Ave., Ste. 126  
Farmington, CT 06032  
Ph. 800-447-BETA  
Mamie Honiberg  
1,3,4,6,7B  
Rm. 1) 18x13            Obs. Rm. Seats 14

#### Hartford Research Center

VideoFocus Direct  
530 Silas Deane Hwy., #LL  
Wethersfield, CT 06109  
Ph. 800-235-5028  
Fax 800-448-1569  
Mary Ann Pacocha  
1,3,6,7B,9,10  
Rm. 1) 17x20            Obs. Rm. Seats 25  
Rm. 2) 17x20            Obs. Rm. Seats 25  
Rm. 3) 10x12            Obs. Rm. Seats 4

## NEW HAVEN

#### New Haven Research Center

VideoFocus Direct  
140 Washington Ave., #LL  
North Haven, CT 06473  
Ph. 800-235-5028  
Fax 800-448-1569  
Nancy Neumann  
1,3,6,7B  
Rm. 1) 15x20            Obs. Rm. Seats 30

#### Res-A-Vue®, Inc.

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

## NORWALK

#### Trost Associates Inc.

585 Main Ave.  
Norwalk, CT 06851  
Ph. 203-847-7204  
Fax 203-846-2796  
Al Ritchie  
1,3,4,6,7C

# New for 1996

Quirk's  
**MARKETING RESEARCH**  
*Review*

Introduces

# Mystery Shopping

Special emphasis articles  
and directory of firms  
that specialize in  
mystery shopping.  
*Coming in January 1996*



# THE RESEARCH CENTER

OUTSTANDING PEOPLE AND FACILITIES COMBINE TO  
CREATE DENVER'S EXCEPTIONAL FOCUS GROUP  
AND CENTRAL LOCATION FACILITY.

550 S. Wadsworth Blvd.  
Suite 101  
Denver, Colorado 80226

(303) 935-1750

Fax : 935-4390



## People

Annie Reid, Director of Research Services  
Experienced, Innovative, Quality driven.

Directs the most experienced, highly-trained  
specialized staff in the industry.



## Services

- Highest quality telephone & national wats interviewing for consumers, business to business and the medical community.
- In-house 40-line telephone bank equipped with CRT & ACS Query interviewing software.
- Duplicate number tracking system using Paradox interactive software.
- Quality Assurance Dept. guarantees validation on 100% of all qualitative projects and ensures a quality editing process on quantitative work.

## Facilities

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

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





## Word of mouth



## says everything.

One moderator after another has told us they are telling someone else about Focus First America. Maybe it's our staff of dedicated professionals who listen before they speak and have the experience to act on what you say. Our recruiting talent is superb. Our facilities are new, spacious and offer a host of technical equipment, including videoconferencing capabilities.

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

For complete information on Focus First America, including all the reasons we're the talk of the town, call or fax today and ask for Susan L. Weiss, or Rose Israel.



969 HIGH RIDGE RD., STAMFORD, CT 06905/203-322-1173/FAX 203-966-0421

A FULL SERVICE  
QUALITATIVE  
RESEARCH FACILITY



A MEMBER OF THE  
VIDEOCONFERENCING  
ALLIANCE NETWORK

## Codoo

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Conference Style Room     | 7B. Located in Office Building |
| 2. Living Room Style         | 7C. Free Standing Building     |
| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | †denotes living room style     |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room      |

## STAMFORD

The Consumer Dialogue Center®  
25 Third St.  
Stamford, CT 06905  
Ph. 203-356-1678  
Fax 203-327-9061  
Sharon Hallock  
1,3,4,6,7B  
Rm. 1) 15x23      Obs. Rm. Seats 20

Focus Room-Stamford  
1011 High Ridge Rd.  
Stamford, CT 06905  
Ph. 203-322-5996  
Fax 203-322-0819  
Kim Angione  
1,2,3,4,6,7B  
Rm. 1) 14x20      Obs. Rm. Seats 24  
Rm. 2) 15x16      Obs. Rm. Seats 20

Focus First America  
969 High Ridge Rd.  
Stamford, CT 06905  
Ph. 203-322-1173  
Fax 203-966-0421  
Susan Weiss  
1,2,3,4,5,6,7B,8,9,10  
Rm. 1) 20x22      Obs. Rm. Seats 20  
Rm. 2) 16x20      Obs. Rm. Seats 20  
‡Rm. 3) 10x10      Obs. Rm. Seats 8  
Rm. 4) 16x20      Obs. Rm. Seats 20  
Member VCAN  
(See advertisements on pp. 3, 78)

Strategic Focus, Inc.  
274 Riverside Ave.  
Westport, CT 06880  
Ph. 203-221-0789  
Fax 203-221-0783  
Yanawan Saguansataya  
1,2,3,6,7B,8,9  
Rm. 1) 25x16      Obs. Rm. Seats 14  
(See advertisement on p. 79)

## DELAWARE

### WILMINGTON

The Bartlett Group  
Society Hill Office Complex  
1003 Society Dr.  
Wilmington, DE 19703  
Ph. 302-798-4333  
Fax 717-540-9338  
Jeff Bartlett, President  
1,3,6,7B  
Rm. 1) 12x24      Obs. Rm. Seats 8

## WASHINGTON, D.C.

Area Wide Market Research  
16017 Comprint Circle  
Gaithersburg, MD 20877  
Ph. 301-590-1160  
Fax 301-990-6690  
Ann Weinstein, President  
1,3,4,6,7B

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

### Consumer Pulse of Washington

8310 C Old Court House Rd.  
Vienna, VA 22182  
Ph. 703-442-0960  
Fax 703-442-0967  
Jeff Davis  
1,3,4,5,6,7A,8,9  
Rm. 1) 20x20            Obs. Rm. Seats 20  
(See advertisement on p. 103)

### Covington-Burgess Focus Suite

666 Eleventh St. N.W., Ste. 730  
Washington, DC 20001  
Ph. 202-628-4841  
Fax 202-628-3840  
E. Burgess  
1,3,6,7B,8,9  
Rm. 1) 17x17            Obs. Rm. Seats 20  
Rm. 2) 17x17            Obs. Rm. Seats 20  
(See advertisement on p. 80)

### The Dominion Group

8229 Boone Blvd., Ste. 710  
Vienna, VA 22182  
Ph. 703-848-4233  
Fax 703-848-9469  
Catherine Hinton  
1,3,6,7B  
Rm. 1) 20x16            Obs. Rm. Seats 10

### Facts In Focus, Inc.

5000 Rte. 301, #2006  
Waldorf, MD 20603  
Ph. 301-870-7799  
Fax 301-705-8348  
Ann O'Connor, Manager  
1,3,6,7A

### G.M.K. Market Focus

1700 Wisconsin Ave. N.W.  
Washington, DC 20007  
Ph. 202-337-0700  
Fax 202-298-3400  
1,3,6,7C  
Rm. 1) 15x25            Obs. Rm. Seats 10

### House Market Research Inc.

1201 Seven Locks Rd., Ste. 200  
Potomac, MD 20854  
Ph. 301-424-1930  
Fax 301-424-3128  
Elaine House  
1,3,4,6,7B,10  
Rm. 1) 30x19            Obs. Rm. Seats 25  
Rm. 2) 24x22            Obs. Rm. Seats 15  
Rm. 3) 20x18            Obs. Rm. Seats 12  
Rm. 4) 22x22            Obs. Rm. Seats 15  
Member FocusVision  
(See advertisement on p. 29)

# STRATEGIC FOCUS INC.

274 Riverside Avenue • Westport, CT 06880  
(203) 221-0789 • Fax: (203) 221-0783



## Our single-room facility provides:

- The ultimate in security and confidentiality -- only one client in the facility at a time;
  - Personalized service with 100% attentiveness and responsiveness to you and your clients;
  - On-spec recruiting including medical, professional, legal, and consumer studies;
  - Quality control assured by employing our "Triple Check" respondent screening procedure;
  - A comfortable, spacious and well-appointed viewing room;
- ...and all offered at competitive prices.



*Serving the New York Metro Area and southern Connecticut.*

**NANCY LOW & ASSOCIATES INC**

**FOCUS GROUP FACILITY**

Deluxe focus group facility  
Precision in-house recruiting  
Full service marketing research

Ideally located one block from  
exclusive major hotels,  
shops and theaters

Minutes from downtown  
Washington, DC, at Metro station

Elegant and spacious viewing  
rooms/professional audio/video  
systems/electronic whiteboard



**NANCY LOW & ASSOCIATES INC**

MARKET RESEARCH, MARKETING &  
COMMUNICATIONS

5454 Wisconsin Ave. Suite 1300  
Chevy Chase, Maryland 20815

For more information, please call  
**301/951-9200**  
Fax 301/986-1641

**Reliable and  
reputable in the  
greater Washington,  
D.C. Metropolitan  
area, Maryland  
and Virginia**

- CENTRAL TELEPHONE INTERVIEWING
- SUPERVISED INTERVIEWERS
- FOCUS GROUPS
- ON-SITE INTERVIEWING
- PRODUCT PLACEMENTS
- IN-STORE AUDITS
- DEMONSTRATORS
- SAMPLING
- 1 1/2 BLOCKS FROM CONVENTION CENTER - ACROSS THE STREET FROM METRO CENTER

**KEYED TO FLEXIBILITY  
IN MARKETING**



COVINGTON-BURGESS

**MARKET RESEARCH SERVICES INC.**

666 ELEVENTH ST., N.W., SUITE 730  
WASHINGTON, D.C. 20001

**202-628-4641**

**Codos**

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Conference Style Room     | 7B. Located in Office Building |
| 2. Living Room Style         | 7C. Free Standing Building     |
| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | †denotes living room style     |
| 7A. Located in Shopping Mall | ‡denotes one-on-one room       |

**Jackson Associates, Inc.**

6691 B Springfield Mall  
Springfield, VA 22150  
Ph. 770-394-8700  
Fax 770-394-8702  
Margaret Hicks  
1,3,4,6,7A  
Rm. 1) 16x12      Obs. Rm. Seats 8  
Member NETWORK  
(See advertisements on pp. 31, 81)

**Nancy Low & Associates, Inc.**

5454 Wisconsin Ave., #1306  
Chevy Chase, MD 20815  
Ph. 301-951-9200  
Fax 301-986-1641  
Nan Russell-Hannapel  
1,3,6,7B,8,9  
Rm. 1) 21x21      Obs. Rm. Seats 20, 6  
(See advertisement on p. 80)

**Macro International, Inc.**

11785 Beltsville Dr.  
Calverton, MD 20705  
Ph. 301-572-0200  
Fax 301-572-0999  
E-mail: Bryant@macroint.com  
or http://www.macroint.com.  
Lynn Bryant, Project Manager  
1,3,6,7B,8  
Rm. 1) 24x17      Obs. Rm. Seats 8  
(See advertisement on p. 141)

**Metro Research Services, Inc.**

9990 Lee Hwy., Ste. 110  
Fairfax, VA 22030  
Ph. 703-385-1108  
Fax 703-385-8620  
Nancy Jacobs, President  
1,3,4,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 18  
Rm. 2) 8x10      Obs. Rm. Seats 6

**Metro Research Services, Inc.**

1729 King St., Ste. 302  
Alexandria, VA 22314  
Ph. 703-385-1108  
Fax 703-385-8620  
Nancy Jacobs, President  
1,3,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 18  
Rm. 2) 8x10      Obs. Rm. Seats 6

**OMR-Olchak Market Research**

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

**Shugoll Research, Inc.**

7475 Wisconsin, Ste. 200  
Bethesda, MD 20814  
Ph. 301-656-0310  
Fax 301-657-9051  
Joan Shugoll  
1,3,4,6,7B,8,9,10  
Rm. 1) 20x22      Obs. Rm. Seats 12  
Rm. 2) 17x22      Obs. Rm. Seats 12  
Rm. 3) 19x20      Obs. Rm. Seats 12  
Rm. 4) 18x25      Obs. Rm. Seats 22  
Member VCAN  
(See advertisement on p. 3)

**T.I.M.E. Market Research**

425 Spotsylvania Mall  
Fredricksburg, VA 22407  
Ph. 703-786-3376  
Fax 703-786-3925  
Steve Ingalls  
1,3,4,6,7A,8

**Woelfel Research, Inc.**

2222 Gallows Rd., #220  
Vienna, VA 22027  
Ph. 703-560-8400  
Fax 703-560-0365  
Adam Weinstein  
1,3,6,7B

**FLORIDA**

**DAYTONA BEACH**

Cunningham Field & Research  
770 W. Granada, #101  
Daytona Beach, FL 32174  
Ph. 904-677-5644  
Fax 904-677-5534  
1,3,4,5,6,7B

**FORT LAUDERDALE /  
BOCA RATON**

Florida in Focus, Inc.  
915 Middle River Dr.  
Ft. Lauderdale, FL 33304  
Ph. 305-506-5729  
Fax 305-566-6819  
Doris M. Wagman, President  
1,3,4,6,7B  
Rm. 1) 14x16      Obs. Rm. Seats 20  
Rm. 2) 14x16      Obs. Rm. Seats 8

**Heakin Research, Inc.**

Coral Square Mall  
9569 W. Atlantic Blvd.  
Coral Springs, FL 33071  
Ph. 305-753-4466  
Fax 305-753-4981  
Linda Bonneville, Manager  
1,3,4,6,7A

**Mar's Surveys, Inc.**

1706 N. University Dr.  
Coral Spngs, FL 33071  
Ph. 954-755-2805  
Fax 954-755-3061  
Eric Lipson or Joyce Gutfreund  
1,3,4,6,7B,8,9  
Rm. 1) 15x20



## FORT MYERS

### Bernett Research Services

Edison Mall  
4125 Cleveland Ave.  
Ft. Myers, FL 33901  
Ph. 813-939-1200  
Fax 813-939-1413  
1,3,4,6,7,8  
Rm. 1) 14x16      Obs. Rm. Seats 8  
(See advertisement on p. 46)

### T.I.M.E. Market Research

1441 Tamariane Tr., #505  
Port Charlotte, FL 33948  
Ph. 813-625-5111  
Fax 813-625-6416  
Sharon Peoples  
1,3,4,6,7A,8  
Rm. 1) 12x16      Obs. Rm. Seats 10

## GAINESVILLE

### Irwin Research Services, Inc.

4112 N.W. 22nd Dr.  
Gainesville, FL 32605  
Ph. 904-371-7800  
Fax 904-371-0087  
Denise Henry  
1,3,6,7A  
Rm. 1) 18x16      Obs. Rm. Seats 15  
Member NETWORK  
(See advertisement on p. 31)

Perceptive Market Research, Inc.  
2306 S.W. 13th St., Ste. 807  
Gainesville, FL 32608  
Ph. 904-336-6760 or 800-749-6760  
Fax 904-336-6763  
Elaine Lyons-Lepke, Ph.D., President  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 18x30      Obs. Rm. Seats 15

## JACKSONVILLE

### Tom Dale Market Research

235 Margaret St.  
Neptune Beach FL 32266  
Ph. 212-758-9777  
Tom Dale, President  
1,2,3,4,6,7B

### Irwin Research Services, Inc.

Sun Bank Building  
9250 Baymeadows Rd., Ste. 350  
Jacksonville, FL 32256  
Ph. 904-731-1811  
Fax 904-731-1225  
Kathryn Blackburn  
1,3,4,6,7B  
Rm. 1) 18x22      Obs. Rm. Seats 15  
Rm. 2) 18x16      Obs. Rm. Seats 10  
Member NETWORK  
(See advertisement on p. 31)

Kirk Research Services, Inc.  
4525 Roosevelt Blvd.  
Jacksonville, FL 32210  
Ph. 904-387-0883  
Fax 904-367-0268  
Rebecca Kirk, Vice President  
1,3,6,7C,8,9  
Rm. 1) 12x8      Obs. Rm. Seats 8  
Rm. 2) 12x8      Obs. Rm. Seats 8

### Market Horizons, Inc.

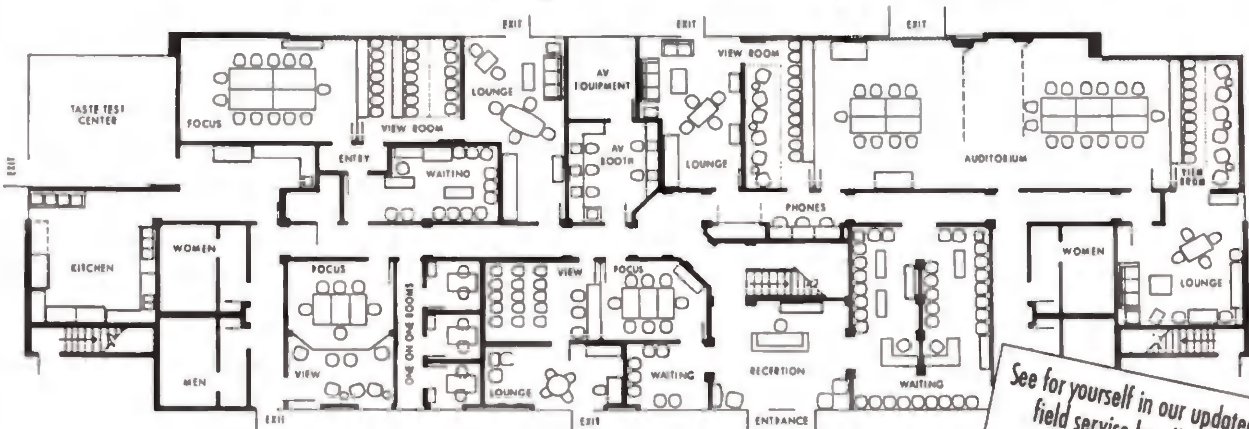
9452 Phillips Hwy., Ste. 5  
Jacksonville, FL 32256-1332  
Ph. 904-260-2001  
Fax 904-260-6266  
Charles A. McMillin, CEO  
1,3,6,7B,8  
Rm. 1) 14x20      Obs. Rm. Seats 10

## MIAMI

### Behavioral Science Research Corp.

2121 Ponce de Leon Blvd., 12th fl.  
Coral Gables, FL 33134  
Ph. 305-443-2000  
Fax 305-448-6825  
Ethel Owery  
1,3,6,7B,8,9  
Rm. 1) 23x13      Obs. Rm. Seats 10

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## Codee

1 Conference Style Room	7B Located in Office Building
2 Living Room Style	7C Free Standing Building
3 Observation Room	8 1-on-1 Room
4 Test Kitchen	9 1-on-1 Viewing
5 Test Kitchen Obsv. Rm.	10 Video Conferencing
6 Video Equipment Available	†denotes living room style
7A Located in Shopping Mall	‡denotes one-on-one room

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

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

Market Segment Research, Inc.  
1320 S. Dixie Hwy., #120  
Miami, FL 33146  
Ph. 305-669-3900  
Fax 305-669-3901  
Gary L. Berman, President  
1,3,4,6,7B,8,9

National Opinion Research Services  
760 Northwest 107 Ave., Ste. 115  
Miami, FL 33172  
Ph. 800-940-9410  
Fax 305-553-8586  
Daniel Clapp, President  
1,3,4,6,7B,8,9  
Rm. 1) 18x22

Rife Market Research, Inc.  
1111 Park Center Blvd., Ste. 111  
Miami, FL 33169  
Ph. 305-620-4244  
Fax 305-621-3533  
Mary Rife, President  
1,3,4,6,7B  
Rm. 1) 15x15 Obs. Rm. Seats 14  
Rm. 2) 15x15 Obs. Rm. Seats 12  
(See advertisement on p. 82)

Rife Market Research, Inc.  
Skylake Mall  
1688 N.E. Miami Gardens  
N. Miami, FL 33179  
Ph. 305-620-4244  
Fax 305-621-3533  
Mary Rife, President  
1,3,4,6,7A  
(See advertisement on p. 82)

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

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

## NAPLES

Gazelle International, Inc.  
4949 Tamiami Trail N., #204  
Naples, FL 33940  
Ph. 941-649-8808  
Fax 941-649-8861  
Douglas J. Calhoun  
1,3,4,6,7B,8,9  
Rm. 1) 12x14 Obs. Rm. Seats 12

## ORLANDO

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

Central Florida Market Research, Inc.  
1065 Maitland Center Commons, #204  
Maitland, FL 32751  
Ph. 407-660-1808  
Fax 407-660-9674  
Vicky Stevens  
1,3,6,8B  
Rm. 1) 13x19 Obs. Rm. Seats 12

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

Barbara Nolan Market Research  
218 Jackson  
Maitland, FL 32751  
Ph. 407-629-8800  
Fax 407-629-7633  
Ellen Shamblin, Study Coord.  
1,3,4,5,6,7C

Barbara Nolan Market Research  
999 Douglas Ave., Ste. 3307  
Altamonte Springs, FL 32714  
Ph. 407-629-8800  
Fax 407-629-7633  
Ellen Shamblin, Study Coord.  
1,3,6,7B  
Rm. 1) 19x20 Obs. Rm. Seats 15

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Suite 111, Miami, FL 33169

Tel. (305) 620-4244  
Fax: (305) 621-3533

# 1996 FOCUS GROUP FACILITY DIRECTORY

Barbara Nolan Market Research  
1650 Sand Lake Rd., Ste. 213  
Orlando, FL 32809  
Ph. 407-629-8800  
Ellen Shamblin, Study Coord.  
1,3,4,6,7B

## PENSACOLA

Sand Dollar Research, Inc.  
4400 Bayou Blvd., Bldg. 4C  
Pensacola, FL 32503  
Ph. 904-478-9274  
Fax 904-476-4450  
Ann Brown, Manager  
1,3,6,7B

## SARASOTA

Starr Research  
8201 S. Tamiami Trail  
Sarasota, FL 34238  
Ph. 941-925-7827  
Fax 941-922-3289  
Vicki Pobicki, President  
1,2,3,4,6,7A  
Rm. 1) 15x12                      Obs. Rm. Seats 10

## TALLAHASSEE

Friedman Marketing/Florida  
Tallahassee Mall  
2415 N. Monroe St.  
Tallahassee, FL 32303  
Ph. 904-385-4399 or 914-698-9591  
Fax 904-385-3481  
1,3,4,6,7A  
Rm. 1) 9x12                      Obs. Rm. Seats 6

## TAMPA/ST. PETERSBURG

Accudata Market Research, Inc.  
3815 W. Humphrey St., #105  
Tampa, FL 33614  
Ph. 813-935-2151  
Fax 813-932-6265  
Suzanne Cattell  
1,3,4,6,7B  
Rm. 1) 18x24                      Obs. Rm. Seats 18  
Rm. 2) 13x16                      Obs. Rm. Seats 8

Adam Market Research, Inc.  
4010 Boy Scout Blvd., Ste. 755  
Tampa, FL 33607  
Ph. 813-875-4005  
Fax 813-875-4055  
Mark Siegel, President  
1,3,4,6,7B,8,9  
Rm. 1) 16x21                      Obs. Rm. Seats 15

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

The Consumer Center of Mid-Florida  
101 Philippe Pkwy., Ste. A  
Safety Harbor, FL 34695  
Ph. 813-726-0844  
Fax 813-724-3944  
Ann Hudson, V.P./Managing Ptnr.  
1,2,3,4,6,7B,8,9  
Rm. 1) 27x19                      Obs. Rm. Seats 25  
Rm. 2) 15x13                      Obs. Rm. Seats 6  
†Rm. 3) 27x19                      Obs. Rm. Seats 25

Davis & Davis Research, Inc.  
8001 N. Dale Mabry Hwy., Ste. 401B  
Tampa, FL 33614-3263  
Ph. 813-873-1908  
Fax 813-935-5473  
Irene Davis, President  
1,3,4,6,7C,8,9  
Rm. 1) 15x24                      Obs. Rm. Seats 12  
†Rm. 2) 11x12

Herron Associates, Inc.  
600 N. Westshore Blvd., Ste. 702  
Tampa, FL 33609  
Ph. 813-282-0866  
Fax 813-282-3553  
Elaine Herron-Cravens  
1,3,4,6,7B,10  
Member VCAN  
(See advertisement on p. 3)

IDD Market Research  
5811 Memorial Hwy. #103  
Tampa, FL 33615  
Ph. 813-888-9480  
Fax 813-888-9577  
Isabel Dunn, President  
1,3,4,6,7B  
Rm. 1) 20x12                      Obs. Rm. Seat 6

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

Barbara Nolan Market Research  
Two Corporate Dr., Ste. 670  
Clearwater, FL 34622  
Ph. 407-629-8800  
Fax 813-573-0235  
Ellen Shamblin, Study Coord.  
1,3,4,6,7B

Premack and Associates, Inc.  
8130 66th St. N., #10  
Pinellas Park, FL 34665  
Ph. 813-544-3191  
Fax 813-544-2777  
Irwin J. Premack, President  
1,3,6,7B  
Rm. 1) 12x15                      Obs. Rm. Seats 6

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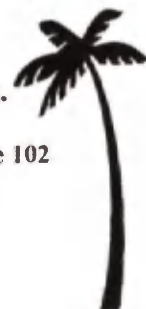
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Schwartz-Field Service Inc.  
Paramount Triangle Building  
8902 N. Dale Mabry Hwy, Suite 102  
Tampa, FL 33624

(813) 933-8060  
(813) 935-3496 Fax



## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

Research Data Services, Inc.  
600 Magnolia Ave., Ste. 350  
Tampa, FL 33606  
Ph. 813-254-2975  
Fax 813-254-2986  
Walter Klages, Ph.D.  
1,3,6,7B  
Rm. 1) 22x12

Obs. Rm. Seats 5

Schwartz-Field Service, Inc.  
8902 N. Dale Mabry, Ste. 102  
Tampa, FL 33614  
Ph. 813-933-8060  
Joyce Powell, Facility Manager  
1,2,3,4,6,7B  
(See advertisement on p. 83)

Suburban Associates Inc.  
4350 W. Cypress, Ste. 535  
Tampa, FL 33607  
Ph. 813-874-3423  
Fax 813-875-6789  
Mandy Murphy O'Neill  
1,3,4,6,7B,8,10  
Rm. 1) 14x18 Obs. Rm. Seats 12  
Rm. 2) 14x16 Obs. Rm. Seats 10  
Member FocusVision  
(See advertisement on p. 29)

Superior Research  
3001 N. Rocky Point Rd., #400  
Tampa, FL 33607  
Ph. 813-282-1660  
Fax 813-287-0605  
Shari Gonzales  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x20 Obs. Rm. Seats 12  
Rm. 2) 15x20 Obs. Rm. Seats 12  
Rm. 3) 15x20 Obs. Rm. Seats 12  
†Rm. 4) 14x22 Obs. Rm. Seats 12  
(See advertisements on pp. 85, 88)



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- Consumers, professionals, executives, technicians, business owners

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- Portable, company owned *Videoconferencing*
- Separate client, respondent and staff entrances

### Facilities Designed to Meet Unique Research Needs

- *Test Kitchen*: ( 25 x 24 ) large refrigeration units, conventional oven, microwave, freezer, warehouse, product storage
- *Display Room*: ( 25 x 29 ) wide double doors, drive up ramp to accommodate cars, boats, etc.
- *Multipurpose Room*: 500 square foot room right off test kitchen ideal for taste tests, theatre seating
- *CRT Telephone Interviewing*: 110 Stations, fast turn around, fulltime monitoring



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Theatre Room

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3725 DaVinci Ct. Suite 100  
Norcross (Atlanta), GA 30092

## WEST PALM BEACH

Field & Focus  
4020 S. 57th Ave.  
Lake Worth, FL 33463  
Ph. 407-965-4720  
Fax 407-965-7439  
Lois Stermer, Field Dir.  
1,3,6,7C,8  
Rm. 1) 15x18 Obs. Rm. Seats 116

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

## GEORGIA

### ATLANTA

Arena Research  
1 Dunwoody Park, Ste. 128  
Atlanta, GA 30338  
Ph. 770-395-6090  
Fax 770-671-9708  
Steve Israel, Exec. V.P.  
1,3,4,6,7B,8,9  
Rm. 1) 14x20 Obs. Rm. Seats 16  
Rm. 2) 14x20 Obs. Rm. Seats 12  
Rm. 3) 15x17 Obs. Rm. Seats 12  
Rm. 4) 24x36 Obs. Rm. Seats 25  
(See advertisement on p. 87)

## Atlanta Focus

Druid Chase Office Park  
2801 Buford Hwy., Ste. 250  
Atlanta, GA 30329  
Ph. 404-636-9054  
Fax 404-636-8927

Marianne Polk, President  
1,3,6,7B,8,9

Rm. 1) 15x20      Obs. Rm. Seats 18  
Rm. 2) 15x20      Obs. Rm. Seats 18  
Rm. 3) 15x25      Obs. Rm. Seats 18  
‡Rm. 4) 7x7        Obs. Rm. Seats 10

(See advertisement on p. 147)

## Atlanta Marketing Research Center

Ten Lenox Pointe  
Atlanta, GA 30324  
Ph. 404-239-0001  
Fax 404-237-1235  
1,3,4,5,6,7C

## C I A Market Research

3825 Presidential Pkwy., Ste. 106  
Atlanta, GA 30340  
Ph. 770-454-7000  
Fax 770-452-7225  
Charles Fargason  
1,3,6,7B

Rm. 1) 23x14      Obs. Rm. Seats 9

## Compass Marketing Research

3725 Davinci Ct., Ste. 100  
Norcross, GA 30092  
Ph. 770-448-0754  
Fax 770-416-7556  
Anne Rast  
1,3,4,6,7C

Rm. 1) 16x24      Obs. Rm. Seats 12  
Rm. 2) 16x20      Obs. Rm. Seats 12

(See advertisement on p. 84)

## Consumer Search

4166 Buford Hwy.  
Atlanta, GA 30345  
Ph. 404-321-1770  
Fax 404-636-3037  
Scott Tannenbaum  
1,3,4,6,7D

Rm. 1) 20x20      Obs. Rm. Seats 35  
Rm. 2) 20x20      Obs. Rm. Seats 35

## Consumer Search

2801 Candler Rd.  
Atlanta, GA 30034  
Ph. 404-321-1770  
Fax 404-635-3037  
Scott Tannenbaum  
1,3,4,6,7A,8,9

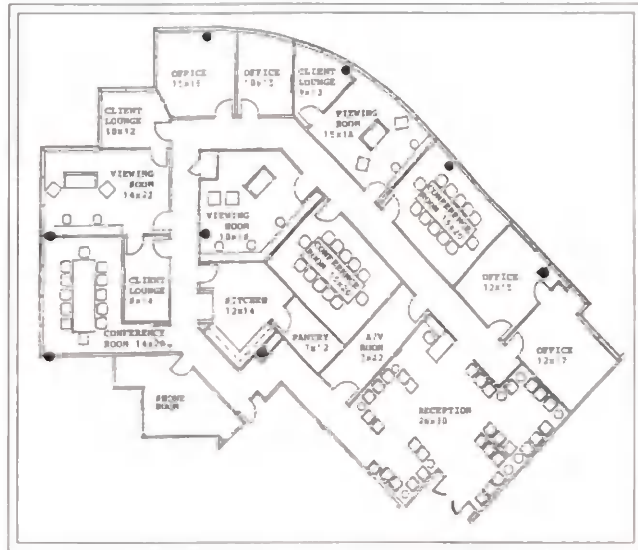
Rm. 1) 20x20      Obs. Rm. Seats 15

## Erick & Lavidge Inc.

1990 Lakeside Pkwy., 3rd fl.  
Tucker, GA 30084  
Ph. 404-938-3233  
Fax 404-621-7666  
Barbara Fackler  
1,3,4,6,7B

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

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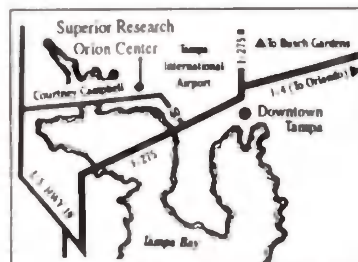


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  - FULLY EQUIPPED TEST KITCHEN
  - SIMULTANEOUS VIEWING CAPABILITY
  - FIXED VIDEO EQUIPMENT
- LOUNGES ADJACENT TO VIEWING ROOMS
- EASY ACCESS TO HOTELS, RESTAURANTS,  
SHOPS AND WATER SPORT RENTALS
  - BEAUTIFUL BEACHES NEARBY
- FIVE MINUTES FROM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



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TEL. 813-282-1660 • FAX 813-287-0605

SHARI DAVIS GONZALES/DIRECTOR

## Codos

1 Conference Style Room	7B, Located in Office Building
2 Living Room Style	7C, Free Standing Building
3 Observation Room	8, 1-on-1 Room
4 Test Kitchen	9, 1-on-1 Viewing
5 Test Kitchen Obsv. Rm.	10, Video Conferencing
6 Video Equipment Available	†denotes living room style
7A Located in Shopping Mall	‡denotes one-on-one room

### Fieldwork Atlanta

200 Gallena Pkwy., Ste. 1850  
Atlanta, GA 30339  
Ph. 404-988-0330  
Fax 404-955-1555  
Carolyn Lee  
1,3,4,5,6,7B,8,9,10  
Rm. 1) 19x17      Obs. Rm. Seats 25  
Rm. 2) 35x16      Obs. Rm. Seats 20  
Rm. 3) 17x14      Obs. Rm. Seats 20  
Member FocusVision  
(See advertisements on pp. 29, Back Cover)

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



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Gwinnett Plaza Mall  
2100 Pleasant Hill Rd.  
Duluth, GA 30136  
Ph. 404-476-0714  
Fax 404-476-3194  
Terri Clark, Manager  
1,3,6,7A

Heakin Research Inc.  
Shannon Mall  
Union City, GA 30921  
Ph. 404-964-9634  
Sara Durre, Manager  
1,3,4,6,7A

Kenneth Hollander Associates  
3490 Piedmont Rd., Ste. 424  
Atlanta, GA 30305  
Ph. 404-231-4077  
Fax 404-231-0763  
Kimberly Moore  
1,3,6,7B  
Rm. 1) 11x9      Obs. Rm. Seats 7

Jackson Associates, Inc.  
1140 Hammond Dr., Bldg. H  
Atlanta, GA 30328  
Ph. 770-394-8700  
Fax 770-394-8702  
Margaret Hicks  
1,3,4,6,7B,8,9,10  
Rm. 1) 24x16      Obs. Rm. Seats 20  
Rm. 2) 22x22      Obs. Rm. Seats 15  
Rm. 3) 22x29      Obs. Rm. Seats 15  
Rm. 4) 12x16      Obs. Rm. Seats 7

Member NETWORK, VCAN  
(See advertisements on pp. 3, 31, 81)

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

MacConnell Research Services, Inc.  
10 Perimeter Park Dr., Ste. 110  
Atlanta, GA 30341  
Ph. 404-451-6236  
Fax 404-451-6184  
Joy MacConnell  
1,3,4,6,7B,8  
Rm. 1) 14x16      Obs. Rm. Seats 8  
Rm. 2) 14x16      Obs. Rm. Seats 8

MacConnell Research Services, Inc.  
Avondale Mall  
3588 Memorial Dr.  
Decatur, GA 30032  
Ph. 404-451-6236  
Fax 404-451-6184  
Joy MacConnell  
1,3,6,7A,8,9  
Rm. 1) 13x16      Obs. Rm. Seats 8

MacFarlane & Company, Inc.  
1900 Emery St. NW., Ste. 450  
Atlanta, GA 30318  
Ph. 404-352-2290  
Fax 404-352-2299  
1,3,6,7B,8,9  
Rm. 1) 16x15      Obs. Rm. Seats 3

Message Factors  
1140 Hammond Dr., Ste. F-6200  
Atlanta, GA 30328  
Ph. 404-604-9983  
Fax 404-604-9187  
Tony Kagel  
1,3,6,7B

Mid-America Research  
Lenox Square Mall  
3393 Peachtree Rd. NE  
Atlanta, GA 30326  
Ph. 404-261-8011  
Fax 404-261-5576  
Deborah Wilson, Manager  
1,3,4,6,7A  
Rm. 1) 17x14      Obs. Rm. Seats 10  
Rm. 2) 19x12      Obs. Rm. Seats 12

Nordhaus Research, Inc.  
3405 Piedmont Rd. NE, Ste. 175  
Atlanta, GA 30305  
Ph. 404-848-8188  
Fax 404-848-8199  
1,3,4,5,7B,8,9  
Rm. 1) 16x17      Obs. Rm. Seats 15  
Rm. 2) 16x27      Obs. Rm. Seats 15  
(See advertisement on p. 104)

Plaza Research  
2401 Lake Park Dr.  
Atlanta, GA 30080  
Ph. 404-432-1400 or 800-654-8002  
Fax 404-432-0730  
Michele Borea  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15  
Rm. 2) 15x20      Obs. Rm. Seats 15  
Rm. 3) 15x20      Obs. Rm. Seats 15  
(See advertisement on p. 121)

PVR, Inc.  
11445 Johns Creek Pkwy.  
Atlanta, GA 30155  
Ph. 770-232-0322  
Fax 770-232-0344  
Glenda Fears, Ops. Mgr.  
1,3,4,6,7B,8  
Rm. 1) 20x22      Obs. Rm. Seats 18  
Rm. 2) 17x22      Obs. Rm. Seats 15

Quality Controlled Services  
2635 Century Pkwy., #100  
Atlanta, GA 30345  
Ph. 800-227-2974  
Fax 404-636-3276  
Susan Lipsitz  
1,3,4,8,7B  
Rm. 1) 15x22      Obs. Rm. Seats 10  
Rm. 2) 15x20      Obs. Rm. Seats 12  
Rm. 3) 15x20      Obs. Rm. Seats 8  
(See advertisement on p. 61)

# NEED TO FIND THAT QUALIFYING RESPONDENT?



Our Database  
Contains...



...over 50 precise demographic,  
psychographic and lifestyle  
details maintained on over  
30,000 diverse respondents

## Our facility features:

*A convenient location  
within the Atlanta  
Metro area*

4 plush suites including  
a 24' x 36' multi-use  
auditorium

*A newly expanded phone  
room featuring 110 CAT1  
phone stations*



# ARENA RESEARCH

770-395-6090

ATLANTA ● DENVER

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

### Quick Test, Inc.

4205 Roswell Rd.  
Atlanta, GA 30342  
Ph. 404-843-3807  
Fax 404-843-9733

Lisa Nickell  
1,3,4,6,7B,10

Rm. 1) 13x15

Obs. Rm. Seats 8

Member FocusVision

(See advertisements on pp. 29, 89)

### John Stolzberg Market Research

1800 Century Blvd., Ste. 1000  
Atlanta, GA 30345  
Ph. 404-329-0954  
Fax 404-329-1596

John Stolzberg  
1,3,4,6,7B

Rm. 1) 21x18

Obs. Rm. Seats 15

Rm. 2) 19x17

Obs. Rm. Seats 15

Rm. 3) 20x12

Obs. Rm. Seats 10

### Superior Research

1155 Hammond Dr.  
Atlanta, GA 30328  
Ph. 404-394-4400  
Fax 404-391-9345

Rhoda Davis  
1,2,3,4,5,6,7B

Rm. 1) 14x23

Obs. Rm. Seats 12

Rm. 2) 14x20

Obs. Rm. Seats 12

Rm. 3) 14x20

Obs. Rm. Seats 12

†Rm. 4) 15x19

Obs. Rm. Seats 12

(See advertisements on pp. 85, 88)

### T & K Research Associates, Inc.

245 Peachtree Center, #308  
Atlanta, GA 30303  
Ph. 770-578-9085  
Fax 770-977-0833

Darlene McWilliams

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

Rm. 1) 21x18

Obs. Rm. Seats 12

Rm. 2) 22x14

Obs. Rm. Seats 10

Rm. 3) 15x9

Obs. Rm. Seats 10

### T & K Research Associates, Inc.

1501 Johnson Ferry Rd., Ste. 250  
Marietta, GA 30062  
Ph. 770-578-9058  
Fax 770-977-0633

Darlene McWilliams

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

Rm. 1) 15x20

Obs. Rm. Seats 12

### Whaley Research & Associates, Inc.

5001 Riverdale Court  
College Park, GA 30337  
Ph. 800-263-4701  
Fax 800-263-4733

Marilynn Whaley, CEO

1,3,4,6,7D

Rm. 1) 16x24

Obs. Rm. Seats 16

## AUGUSTA

### Answers, Inc.

109 8th St.  
Augusta, GA 30901  
Ph. 706-724-2679  
Fax 706-724-1093

Mark Alison

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

Rm. 1) 20x40

Obs. Rm. Seats 25

†Rm. 2) 20x40

Obs. Rm. Seats 25

## GAINESVILLE

### Jackson Associates, Inc.

1265 W. Washington St.  
Gainesville, GA 30501 (Rural GA)  
Ph. 770-394-6700  
Fax 770-394-8702

Margaret Hicks

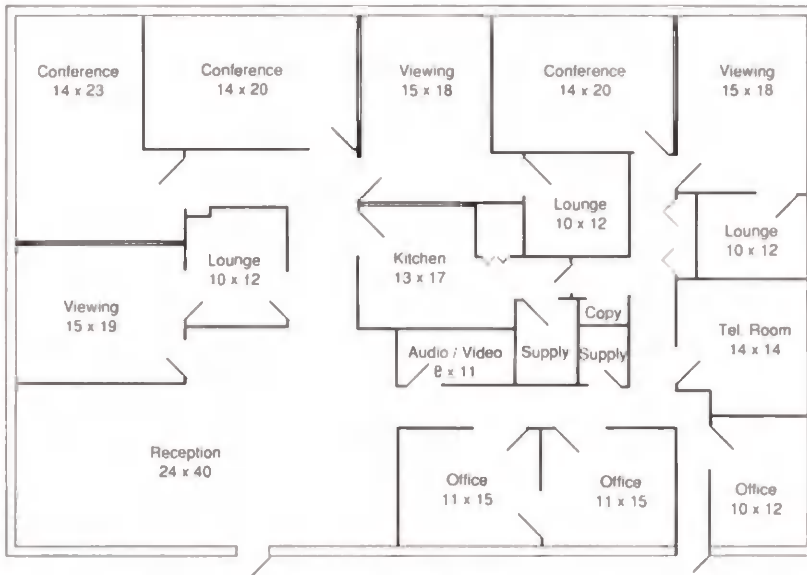
1,3,6,7A

Rm. 1) 16x14

Obs. Rm. Seats 6

Member NETWORK

(See advertisements on pp. 31, 81)



# SUPERIOR RESEARCH

ATLANTA'S NEWEST FOCUS GROUP FACILITY

OWNED AND MANAGED BY RHODA DAVIS AND DEBBIE HUNTER

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

## SUPERIOR RESEARCH

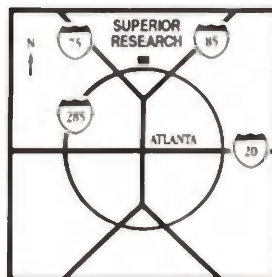
1155 HAMMOND DRIVE

SUITE 5090-E

ATLANTA, GA 30328

TELEPHONE 404-394-4400

FAX 404-391-9345





In The New World Of Qualitative Facilities  
One Company Stands Alone ...

## NATIONAL QUALITATIVE NETWORK

A Service of Quick Test Inc.



America's premier data collection company now applies its vast resources and expertise to all of your qualitative research needs. Input from a panel of independent qualitative consultants has enabled us to create facilities that provide the perfect atmosphere of quality and service.

We offer:

- State-of-the-Art Facilities
- Concise Uniformity in Operation of Each Facility
- Nationwide Coverage
- Project Coordination
- Personalized Service
- Computerized Database Recruiting

National Coverage: 1-800-759-9967

Fax: 1-602-985-6321

Boston Metro  
Framingham  
(508) 620-5490

Atlanta  
(404) 843-3807

Minneapolis  
(612) 894-5868

Norfolk  
(804) 523-2505

Los Angeles Metro  
Sherman Oaks  
(818) 995-1400

Dedham  
(617) 326-0865

Orange County  
(714) 261-8800

## Codee

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

## HAWAII

### HONOLULU

OmniTrak Group, Inc.  
220 S. King St., Ste. 975  
Honolulu, HI 96813  
Ph. 808-528-4050  
Fax 808-538-6227  
1,3,6,7B,8,9  
Rm. 1) 18x20      Obs. Rm. Seats 10

QMark Research & Polling  
Pacific Tower, 19th fl.  
1001 Bishop St.  
Honolulu, HI 96813  
Ph. 808-524-5194  
Fax 808-524-5487  
Barbara Ankersmit, President  
1,3,6,7B  
Rm. 1) 16x20      Obs. Rm. Seats 10

SMS Research  
1042 Fourt St. Mall, #200  
Honolulu, HI 96813  
Ph. 808-537-3356  
Fax 808-537-2686  
Jim Dannemiller, President  
1,3,6,7B

Ward Research, Inc.  
126 Queen St., Ste. 212  
Honolulu, HI 96813  
Ph. 808-522-5123  
Fax 808-522-5127  
Rebecca S. Ward  
1,3,6,7B,8,9  
Rm. 1) 12x22      Obs. Rm. Seats 6

## IDAHO

### BOISE

Clearwater Research, Inc.  
2136 N. Cole Rd.  
Boise, ID 83704  
Ph. 208-376-3376  
Fax 208-376-2008  
Steve Swann  
1,3,4,6,7B,9  
Rm. 1) 15x12      Obs. Rm. Seats 10

## ILLINOIS

### CHICAGO

Adler Weiner Research/Chicago, Inc.  
John Hancock Center  
875 N. Michigan Ave., Ste. 3260  
Chicago, IL 60611  
Ph. 312-944-2555  
Fax 312-944-7639  
Eileen Dorfman  
1,3,4,6,7B,10  
Rm. 1) 17x16      Obs. Rm. Seats 20  
Rm. 2) 20x20      Obs. Rm. Seats 20  
Rm. 3) 20x20      Obs. Rm. Seats 20  
Rm. 4) 20x16      Obs. Rm. Seats 20  
Rm. 5) 20x30      Obs. Rm. Seats 20  
Member FocusVision  
(See advertisement on p. 29)

Adler Weiner Research/Chicago, Inc.  
6500 N. Lincoln Ave., #200  
Chicago, IL 60645  
Ph. 708-675-5011  
Fax 708-675-5698  
Eileen Dorfman  
1,3,4,6,7C,10  
Rm. 1) 22x19      Obs. Rm. Seats 30  
Rm. 2) 16x18      Obs. Rm. Seats 18  
Member FocusVision  
(See advertisement on p. 29)

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

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

The Blackstone Group  
360 N. Michigan Ave., Ste. 1501  
Chicago, IL 60601  
Ph. 312-419-0400  
Fax 312-419-8419  
Claire K. Rose  
1,3,4,6,7B,8,9  
Rm. 1) 14x26      Obs. Rm. Seats 15  
Rm. 2) 15x20      Obs. Rm. Seats 10  
Rm. 3) 13x20      Obs. Rm. Seats 10  
(See advertisement on p. 90)

Bryles Survey Service  
6847 W. 159th St.  
Tinley Park, IL 60477  
Ph. 708-532-6800  
Fax 708-532-1880  
Bob Bryles, President  
1,3,4,6,7A,8,9  
Rm. 1) 15x18      Obs. Rm. Seats 15

## At the Blackstone Group,

**95%**

**is very significant...**

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

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

### Complete Focus Group Facilities

Three Focus Group Suites

Secure Audio/Video Room

Dual Language Taping Capability

Fully Equipped Kitchen

Private Client Lounge

60+ Interviewing Stations for Recruitment  
Moderators on Staff

## The Blackstone Group

360 North Michigan Avenue

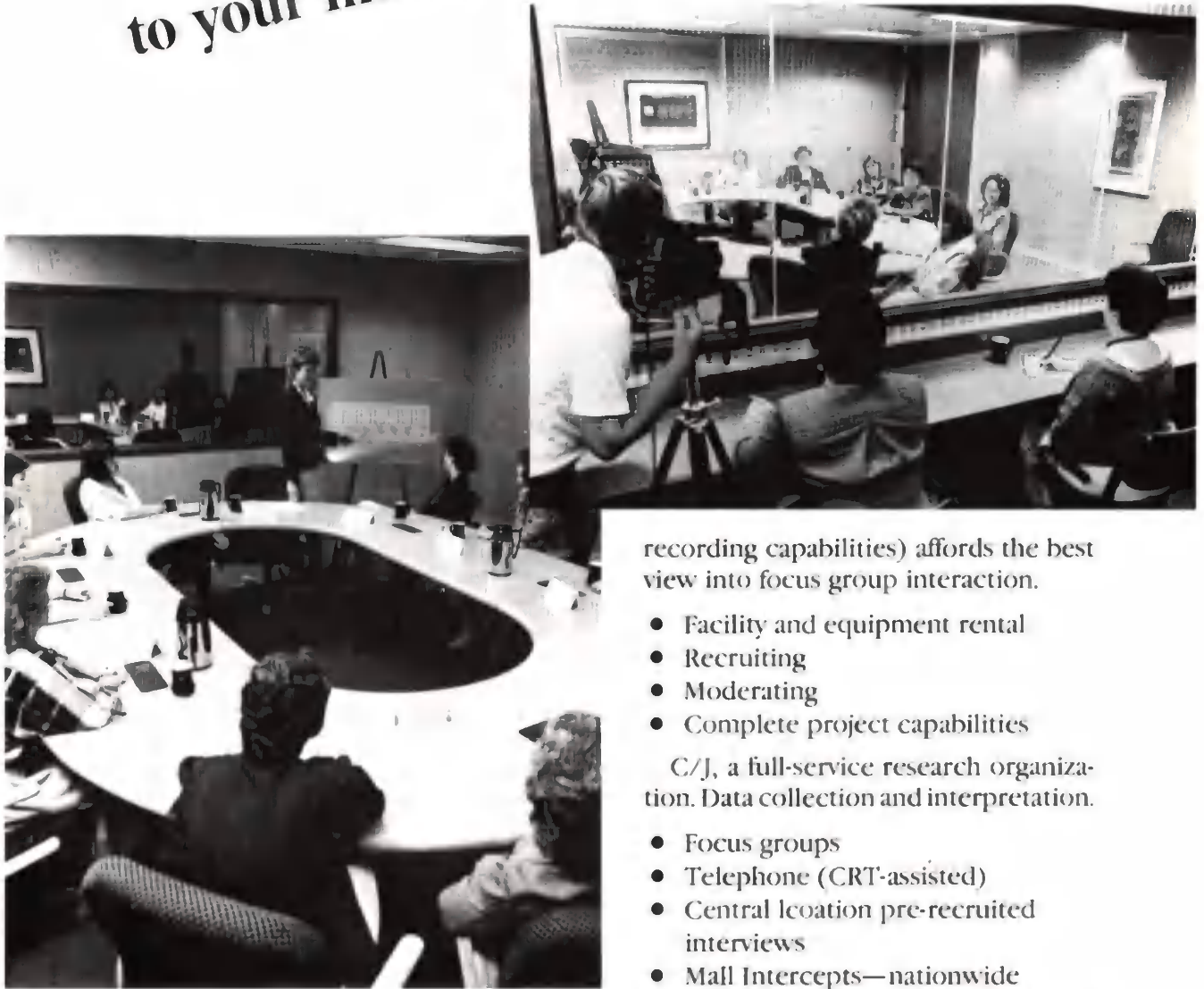
Chicago, Illinois 60601

(312) 419-0400

Fax (312) 419-8419

C/J IN FOCUS

# Another answer to your marketing research questions.



The new C/J Focus Group Room.

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

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

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

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

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

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

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



## C/J RESEARCH, INC.

3150 Salt Creek Lane • Arlington Heights, IL 60005

708/253-1100

## Codos

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Conference Style Room     | 7B. Located in Office Building |
| 2. Living Room Style         | 7C. Free Standing Building     |
| 3. Observation Room          | 8 1-on-1 Room                  |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | †denotes living room style     |
| 7A. Located in Shopping Mall | ‡denotes one-on-one room       |

**Bryles Survey Service**  
8275 Broadway  
Merrillville, IN 46410  
Ph. 708-532-6800  
Fax 708-532-1880  
Bob Bryles, President  
1,3,4,6,7A,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15

**C/J Research, Inc.**  
3150 Salt Creek Ln.  
Arlington Heights, IL 60005  
Ph. 800-323-0266  
Fax 708-253-1587  
Sherrie Binke  
1,3,6,7C  
Rm. 1) 24x11      Obs. Rm. Seats 12  
(See advertisement on p. 91)

**Car-Lene Research, Inc.**  
Northbrook Court, #1187  
Northbrook, IL 60062  
Ph. 708-498-1305  
1,3,4,6,7A



**When contacting  
a company  
through this  
directory let them  
know that you  
found them in**

Quirk's  
**MARKETING RESEARCH**  
Review

**Chicago Focus**  
7 E. Huron  
Chicago, IL 60611  
Ph. 312-951-1616  
Fax 312-951-5099  
Lynn Rissman, President  
1,3,6,7C  
Rm. 1) 21x13      Obs. Rm. Seats 8  
Rm. 2) 21x13      Obs. Rm. Seats 8  
Rm. 3) 21x13      Obs. Rm. Seats 20  
(See advertisement on p. 147)

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

**Communications Workshop**  
Div. of Conway/Milliken & Assoc.  
168 N. Michigan Ave.  
Chicago, IL 60601  
Ph. 312-263-7551  
Fax 312-332-6115  
Paula King, Field Director  
1,2,3,4,6,7B  
Rm. 1) 16x21      Obs. Rm. Seats 18  
Rm. 2) 20x24      Obs. Rm. Seats 10

**Consumer Pulse of Chicago**  
Springhill Mall  
West Dundee, IL 60118  
Ph. 708-428-0885  
Fax 708-428-4554  
Doria Kramer, Director  
1,3,4,6,7A,8  
Rm. 1) 15x15      Obs. Rm. Seats 15  
(See advertisement on p. 103)

**Consumer Surveys Company**  
Northpoint Shopping Center  
304 E. Rand Rd.  
Arlington Heights, IL 60064  
Ph. 708-394-9411  
Fax 708-394-0001  
Deanna Kohn  
1,3,4,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15  
Member NETWORK  
(See advertisement on pp. 31, 93)

**Conway/Milliken & Associates**  
875 N. Michigan Ave., Ste. 2511  
Chicago, IL 60611  
Ph. 312-787-4060  
Fax 312-787-4156  
Gayle Moberg  
1,3,4,6,7B,8  
Rm. 1) 21x18      Obs. Rm. Seats 15

**Data Research, Inc.**  
1319 Butterfield Rd., Ste. 510  
Downers Grove, IL 60515  
Ph. 708-971-2880  
Fax 708-971-2267  
Ken Jennrich, Exec. V.P.  
1,3,6,7B

**Elrick & Lavidge, Inc.**  
3 Westbrook Corp. Ctr., #600  
Westchester, IL 60154  
Ph. 708-449-5300  
Fax 708-449-4498  
Bonnie Schroeder  
1,3,6,7B  
Rm. 1) 15x24      Obs. Rm. Seats 10

**Facts In Focus, Inc.**  
2260 Fox Valley Center  
Aurora, IL 60504  
Ph. 708-898-2166  
Fax 708-898-2172  
Matt Johnson, Manager  
1,3,4,5,6,7A,8,9

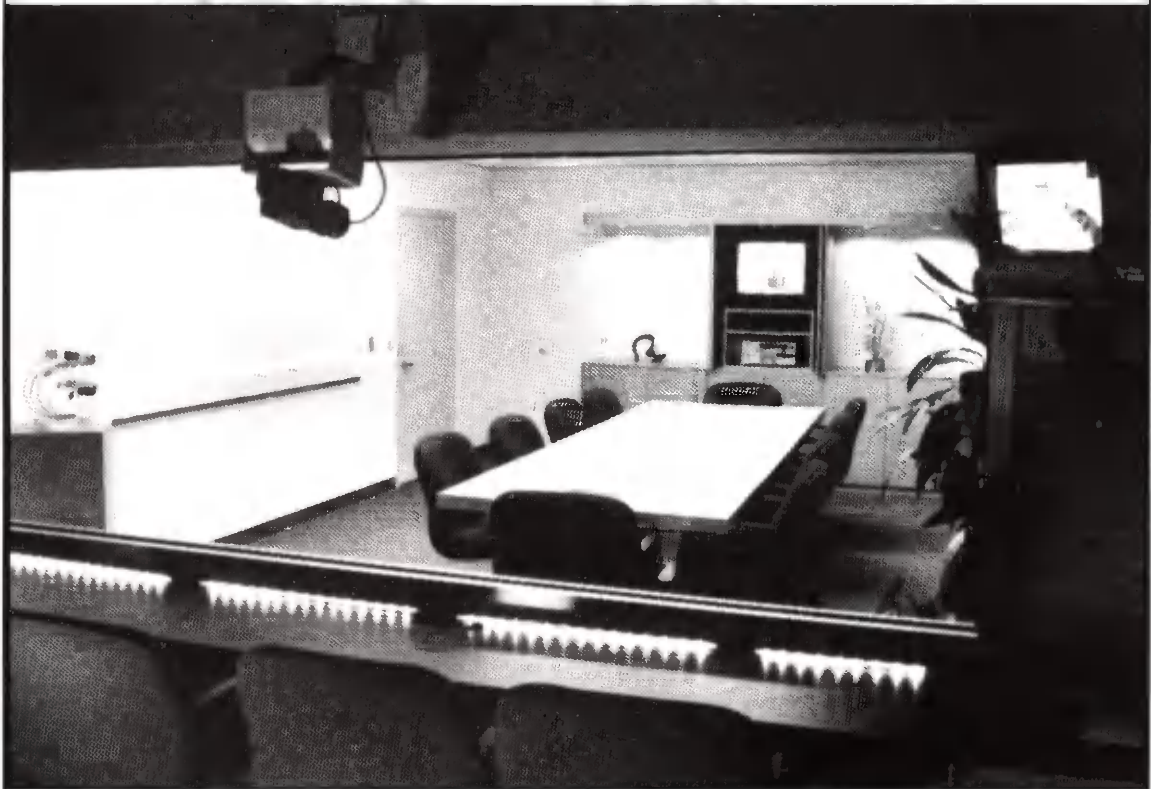
**Fieldwork Chicago-North, Inc.**  
6200 N. Hiawatha, Ste. 720  
Chicago, IL 60646  
Ph. 312-282-2911  
Fax 312-282-8971  
Karen Borgardt or Judy Piechocki  
1,3,4,5,6,7B,8,9  
Rm. 1) 16x20      Obs. Rm. Seats 20  
Rm. 2) 16x20      Obs. Rm. Seats 25  
Rm. 3) 16x20      Obs. Rm. Seats 25  
Rm. 4) 17x16      Obs. Rm. Seats 15  
(See advertisement on the Back Cover)

**Fieldwork Chicago-O'Hare, Inc.**  
8420 W. Bryn Mawr, Ste. 650  
Chicago, IL 60631  
Ph. 312-714-8700  
Fax 312-714-0737  
Susan Brody  
1,3,4,6,7B,8,9  
Rm. 1) 21x21      Obs. Rm. Seats 35  
Rm. 2) 21x15      Obs. Rm. Seats 20  
Rm. 3) 20x20      Obs. Rm. Seats 30  
(See advertisement on the Back Cover)

**Fieldwork Chicago-West, Inc.**  
1450 E. American Ln.  
Schaumburg, IL 60173  
Ph. 708-413-9040  
Fax 708-413-9064  
Pam White  
1,3,4,6,7B,8  
Rm. 1) 21x14      Obs. Rm. Seats 20  
Rm. 2) 20x18      Obs. Rm. Seats 15  
Rm. 3) 20x15      Obs. Rm. Seats 17  
(See advertisement on the Back Cover)

**Focuscope, Inc.**  
1100 W. Lake St., Ste. 60  
Oak Park, IL 60301  
Ph. 708-386-5086  
Fax 708-386-1207  
Kevin Rooney  
1,3,4,5,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15  
Rm. 2) 15x20      Obs. Rm. Seats 15  
Rm. 3) 13x16      Obs. Rm. Seats 7  
Rm. 4) 15x20      Obs. Rm. Seats 6  
(See advertisement on p. 94)

# PAMPER YOUR CLIENTS



## Consumer Surveys Company In Chicago, when you demand excellence

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

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

## CS Consumer Surveys Company

Northpoint Shopping Center • 304 E. Rand Rd • Arlington Heights, IL 60004

Tel 847/394-9411 • Fax: 847/394-0001



## Codoo

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Conference Style Room     | 7B. Located in Office Building |
| 2. Living Room Style         | 7C. Free Standing Building     |
| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm     | 10. Video Conferencing         |
| 6. Video Equipment Available | †denotes living room style     |
| 7A. Located in Shopping Mall | ‡denotes one-on-one room       |

### Focusscope, Inc.

1 E. Erie, Ste. 305  
Chicago, IL 60611  
Ph. 312-587-1893

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

Rm. 1) 23x20            Obs. Rm. Seats 15  
Rm. 2) 16x23            Obs. Rm. Seats 15

(See advertisement on p. 94)

Heakin Research, Inc.  
3615 Park Dr., Ste. 101  
Olympia Fields, IL 60461  
Ph. 708-503-0100  
Fax 708-503-0101  
Maureen Southwick  
1,3,4,6,7B

### Home Arts Guild Research Center

35 E. Wacker Dr.  
Chicago, IL 60601  
Ph. 312-726-7406

Fax 312-346-3746

Roy Roberts

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

Rm. 1) 14x30            Obs. Rm. Seats 20  
Rm. 2) 15x20            Obs. Rm. Seats 12  
Rm. 3) 13x19            Obs. Rm. Seats 15  
Rm. 4) 14x19            Obs. Rm. Seats 11  
‡Rm. 5) 14x14            Obs. Rm. Seats 15

(See advertisement on p. 95)

### Illinois Center Market Research

155 N. Michigan Ave., Ste. 400  
Chicago, IL 60601

Ph. 312-856-1697

Fax 312-856-0122

Peggy Ryan

1,3,4,6,7B

### Marketing 52 (Bullard)

215 W. Ayres  
Hinsdale, IL 60521

Ph. 708-325-0471

Fax 708-325-0568

Bob King

1,3,6,7B

### Marketing Services

2525 Gross Point Rd.

Evanston, IL 60201

Ph. 708-864-4100

Carolyn Ripley, Principal  
1,3,6,7C

### Mid-America Research

Orland Square Shopping Ctr., #280

Orland Park, IL 60462

Ph. 708-349-0888

David Ottenfeld, President

1,3,4,6,7A

Rm. 1) 14x13            Obs. Rm. Seats 10

Rm. 2) 14x8            Obs. Rm. Seats 4

### Mid-America Research

Randhurst Shopping Center

999 N. Elmhurst Rd., #17

Mt. Prospect, IL 60056

Ph. 708-392-0800

Fax 708-259-7259

1,3,4,6,7A

Rm. 1) 15x23            Obs. Rm. Seats 10

Rm. 2) 15x17            Obs. Rm. Seats 12

### National Data Research, Inc.

770 Frontage Rd., #110

Northfield, IL 60093

Ph. 708-501-3200

Fax 708-501-2865

Val Maxwell, President

1,3,4,6,7B,8,9,10

Rm. 1) 16x19

Rm. 2) 18x21

Rm. 3) 21x18

Rm. 4) 21x17

Member VCAN

(See advertisement on p. 3)

### National Data Research, Inc.

737 N. Michigan Ave., Ste. 1310

Chicago, IL 60611

Ph. 708-501-3200

Fax 708-501-2865

Val Maxwell, President

1,3,6,7B,10

Rm. 1) 25x17            Obs. Rm. Seats 15

Rm. 2) 21x17            Obs. Rm. Seats 15

Rm. 3) 24x17            Obs. Rm. Seats 15

Member VCAN

(See advertisement on p. 3)

### National Qualitative Centers

625 N. Michigan Ave., Ste. 200

Chicago, IL 60611

Ph. 312-642-1001 or 800-335-1222

Fax 312-649-5812

Sandy Nidetz, Office Manager

1,3,4,6,7B

### Oakbrook Interviewing Center

1415 W. 22nd St., Ste. 220

Oak Brook, IL 60521

Ph. 708-574-0330

Fax 708-574-0358

Dorothy Polzin, Facility Mgr.

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

Rm. 1) 22x15            Obs. Rm. Seats 11

Rm. 2) 16x16            Obs. Rm. Seats 13

Rm. 3) 9x14            Obs. Rm. Seats 10

Rm. 4) 21x16            Obs. Rm. Seats 18

## FOCUSCOPE.

*We'll Blow  
You Away!*



In the Windy City, Focuscope makes market research a breeze. With a choice of locations...amid the prevailing westerlies of Oak Park or the gusts of the Magnificent Mile. With fresh qualified respondents, not windbags. With luxurious facilities that let you breathe easy. And with costs that won't blow your budget.

We don't put on airs. But our attention to detail will sweep you off your feet.

Focuscope — Downtown  
1 East Erie, Suite 305  
Chicago, IL 60611  
312.587.1893

Focuscope — Oak Park  
1100 Lake Street, Suite 60  
Oak Park, IL 60301  
708.386.5086

FOCUSCOPE. 16 YEARS OF INCOMPARABLE SERVICE.

# 1996 FOCUS GROUP FACILITY DIRECTORY

## O'Hare in Focus

1011 E. Touhy Ave., Ste. 440  
Des Plaines, IL 60018  
Ph. 708-299-6636  
Fax 708-824-3259  
Renie Vitellaro  
1,3,4,5,6,7B  
Rm. 1) 18x20      Obs. Rm. Seats 20  
Rm. 2) 17x19      Obs. Rm. Seats 20  
Rm. 3) 15x18      Obs. Rm. Seats 15  
(See advertisement on p. 97)

## Plaza Research

5450 N. Cumberland Ave.  
Chicago, IL 60656  
Ph. 312-714-9600  
Fax 312-714-9604  
Hollie Epstein  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15  
Rm. 2) 15x20      Obs. Rm. Seats 15  
Rm. 3) 15x20      Obs. Rm. Seats 15  
†Rm. 4) 20x15  
(See advertisement on p. 121)

## Precision Field Services

O'Hare Corporate Tower  
10600 W. Higgins Rd., Ste. 100  
Rosemont, IL 60018  
Ph. 708-390-8666  
Fax 708-390-8885  
Scott Adelman, Vice President  
1,3,4,5,6,7B,8,9  
Rm. 1) 16x24      Obs. Rm. Seats 18  
Rm. 2) 17x17      Obs. Rm. Seats 18  
Rm. 3) 23x24      Obs. Rm. Seats 10  
Rm. 4) 8x10      Obs. Rm. Seats 5

## Quality Controlled Services

2000 Spring Rd., Ste. 100  
Oak Brook, IL 60521  
Ph. 800-322-2376  
Fax 708-990-8188  
Therese Duenas  
1,3,4,6,7B,8,9,10  
Rm. 1) 17x18      Obs. Rm. Seats 12  
Rm. 2) 17x18      Obs. Rm. Seats 12  
Rm. 3) 12x10      Obs. Rm. Seats 6  
Member FocusVision  
(See advertisements on pp. 29, 61)

## Research House

6901 N. Lincoln Ave.  
Lincolnwood, IL 60464-2605  
Ph. 708-677-4747  
Fax 708-677-7990  
Darlene Piell, President  
1,3,4,6,7C,8  
Rm. 1) 16x20      Obs. Rm. Seats 14  
Rm. 2) 21x20      Obs. Rm. Seats 14  
Rm. 3) 10x10

## Bernadette Schleis & Associates, Inc.

1740 Ridge Ave., Ste. 201  
Evanston, IL 60201-3616  
Ph. 708-869-5999  
Fax 708-869-6644  
Bernadette N. Schleis, President  
1,3,4,6,7B,8  
Rm. 1) 17x20      Obs. Rm. Seats 10

## CHICAGO'S LUXURIOUS FOCUS GROUP CENTER

Plus 1-on-1's, taste tests,  
complete quantitative facilities



"Your facility is the nicest I've seen anywhere." "... absolutely first rate center. I was extremely impressed. Client had never seen such outstanding service."  
High above the city and lake, a block from N. Michigan Avenue, is our unique "testing center in the sky", an ultra-modern 6,800 sq. ft. facility.

**America's most experienced facility will put its staff of professionals to work for you.**  
We have been collecting opinions since 1927 and recruiting focus groups for blue-chip clients for 37 years. Now with 5 focus group suites we are superbly equipped to put our resources to work for you.



### Client Amenities

Each client suite has a tiered viewing room with wall-to-wall mirror, swivel chairs and writing shelves.

We serve you delicious food in your own adjoining lounge with hot & cold beverage center and splendid views of the city.

You also have your own phone room.



### On-Site Recruiting

Computer-assisted recruiting by our own staff, rigidly supervised to ensure that we meet all specs, no matter how difficult. Because of our location we are able to recruit consumers, doctors, business executives from ALL parts of the Chicago area, suburbs and city.



### Fully-Equipped Kitchen

Our large kitchen has commercial as well as home equipment and can be observed through a one-way mirror.

The facility can be set up for 1-on-1's, taste and design tests or a small auditorium, and we have access to a 100-seat building conference center



Send for our color brochure.

**HOME ARTS GUILD RESEARCH CENTER**  
35 East Wacker Drive, Chicago, IL 60601 (312) 726-7406

\*All quotes on file

## Codee

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

### Smith Research

1181-B Lake Cook Rd.  
Deerfield, IL 60015

Ph. 708-948-0440

Fax 708-948-8350

Kevin Smith, President

1,2,3,4,6,7B,10

Rm. 1) 18x16                      Obs. Rm. Seats 15

Rm. 2) 16x15                      Obs. Rm. Seats 14

Rm. 3) 15x14                      Obs. Rm. Seats 12

Member FocusVision

(See advertisement on p. 29)

### Smith Research

150 E. Huron, Ste. 720

Chicago, IL 60611

Ph. 708-948-0440

Fax 708-948-8350

Kevin Smith, President

1,2,3,4,6,7B,10

Rm. 1) 24x19                      Obs. Rm. Seats 18

Rm. 2) 16x18                      Obs. Rm. Seats 14

Rm. 3) 15x12                      Obs. Rm. Seats 10

Rm. 4) 16x10                      Obs. Rm. Seats 12

Member FocusVision

(See advertisement on p. 29)

### Strictly Medical Market Research

Edens Office Plaza

4801 W. Peterson Ave., Ste. 608

Chicago, IL 60546

Ph. 312-202-3500

Fax 312-202-3511

Harry Balaban

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

Rm. 1) 18x14

Obs. Rm. Seats 14

(See advertisement on p. 60)

Survey Center, Inc.

455 E., Illinois

Chicago, IL 60611

Ph. 312-321-8100

Fax 312-321-8110

Susan Stanacek

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

Rm. 1) 22x16

Obs. Rm. Seats 10

Rm. 2) 22x16

Obs. Rm. Seats 10

Rm. 3) 30x17

Obs. Rm. Seats 20

Rm. 4) 40x17

Obs. Rm. Seats 20

TAI-Chicago, Inc.

Two Prudential Plaza, Ste. 4450

Chicago, IL 60601-6710

Ph. 312-565-4343

Fax 312-565-4450

Maggie Brown or Karen Russell

1,3,4,6,7B

Rm. 1) 18x20

Obs. Rm. Seats 15

Rm. 2) 20x20

Obs. Rm. Seats 25

Rm. 3) 19x18

Obs. Rm. Seats 15

### Time N Talent Market Research

Edens Office Plaza

4801 W. Peterson Ave., Ste. 608

Chicago, IL 60646

Ph. 312-202-3500

Fax 312-202-3511

Harry Balaban

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

Rm. 1) 18x14

Obs. Rm. Seats 14

(See advertisement on p. 62)

## PEORIA

Scotti Research, Inc.

1118 N. Sheridan Rd.

Peoria, IL 61606

Ph. 309-673-6194

Fax 309-673-5942

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

Rm. 1) 20x30

Obs. Rm. Seats 14

## INDIANA

### EVANSVILLE

Gore Research, Inc.

800 Green River Rd., #428

Evansville, IN 47715

Ph. 812-473-7112

Cathy Raider, President

1,3,4,6,7A

### Product Acceptance & Research (PAR)

1510 W. Franklin St.

Evansville, IN 47710

Ph. 812-425-3533

Fax 812-421-6806

1,3,4,6,7B

Rm. 1) 19x15

## FORT WAYNE

### Dennis Research Services, Inc.

3502 Stellhorn Rd.

Ft. Wayne, IN 46815

Ph. 219-485-2442

Fax 219-485-1476

Pat Slater, Director

1,3,4,6,7B

Member NETWORK

(See advertisement on p. 31)

## INDIANAPOLIS

### Herron Associates, Inc.

First Indiana Plaza

135 N. Pennsylvania, Ste. 1550

Indianapolis, IN 46204

Ph. 317-882-3800

Fax 317-882-4716

Sue Nielsen, Dir. Data Collection

1,3,4,6,7B,8,9,10

Rm. 1) 16x25

Obs. Rm. Seats 15

Rm. 2) 17x23

Obs. Rm. Seats 14

Member VCAN

(See advertisement on p. 3)

### Herron Associates, Inc.

710 Executive Park Dr.

Greenwood IN 46143

Ph. 317-882-3800

Fax 317-882-4716

Sue Nielsen, Dir. Data Collection

1,3,4,6,7B

### Indianapolis Research Company

3037 S. Meridian St.

Indianapolis, IN 46217

Ph. 317-788-0861

Fax 317-784-1331

Judy Young, Office Manager

1,3,4,6,7B

### Strategic Marketing & Research, Inc.

9200 Keystone Crossing, Ste. 400

Indianapolis, IN 46240

Ph. 317-574-7700 or 800-424-6270

Fax 317-574-7777

Melanie Schumacher

1,3,6,7B

### Walker Information

8101 Clearvista Pkwy., Ste. 200

Indianapolis, IN 46256

Ph. 317-849-9234

Fax 317-576-5438

Barb Miller, V.P. Ops.

1,2,3,6,7C,8,9

Rm. 1) 17x21

Obs. Rm. Seats 12

Rm. 2) 12x14

Obs. Rm. Seats 10

(See advertisement on p. 19)

# Attention

**Additional  
information from  
advertisers can  
be found in the  
expanded index of  
advertisers  
section located  
on page 81.**

# Readers



## SOUTH BEND

Market Strategies, Inc.  
108 N. Main St., #311  
South Bend, IN 46530  
Ph. 219-233-3453  
Fax 219-287-1165  
1,3,4,6,7B  
Rm. 1) 15x17  
Rm. 2) 20x50

Obs. Rm. Seats 6

Midwest Marketing Research  
214 S. Indiana St.  
Goshen, IN 46526  
Ph. 219-533-0548  
Fax 219-533-0540  
Clifford Ahonen  
1,3,6,7C,8,9  
Rm. 1) 20x30  
Rm. 2) 25x30

Obs. Rm. Seats 12

Obs. Rm. Seats 12

## TERRE HAUTE

Williams Research  
641 Ohio St.  
P.O. Box 1800  
Terre Haute, IN 47808  
Ph. 812-232-0360  
Fax 812-232-1298  
Gerard Randall  
1,3,7B  
Rm. 1) 26x13  
Rm. 2) 13x13

## IOWA

### CEDAR RAPIDS/ WATERLOO

Frank N. Magid Associates  
One Research Center  
Marion, IA 52302  
Ph. 319-377-7345  
Fax 319-377-5861  
Jane Cook  
1,3,6,7B  
Rm. 1) 15x15  
Rm. 2) 19x52

Obs. Rm. Seats 6

Obs. Rm. Seats 0

## DAVENPORT

Personal Marketing Research, Inc.  
322 Brady St.  
Davenport, IA 52801  
Ph. 319-322-1960  
Fax 319-322-1370  
Patricia E. Duffy  
1,3,6,7C



## Your CHICAGO Area Focus Group Center

### Excellent Location

Just minutes from O'Hare International Airport.

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

### State-of-the-Art Focus Group Center

Three large conference rooms.

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

Two client lounges.

Private client entrance.

Professional quality video and audio equipment.

Flexible areas for large displays.

Available with or without recruiting.

### Test Kitchen

Fully-equipped test kitchen with freezer storage.

Direct observation of the kitchen through one-way mirror.

### Our People

Experienced staff of in-house recruiters.

Highly qualified moderators available.

### O'HARE IN FOCUS

a division of Irwin Broh & Associates, Inc.

1011 East Touhy Avenue • Des Plaines, Illinois 60018  
(708) 299-6636 • FAX (708) 824-3259

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

## DES MOINES

T.L. Grantham & Associates  
100 E. Euclid  
Des Moines, IA 50313  
Ph. 515-288-7156  
Fax 515-288-0661  
Vada Grantham  
1,3,4,6,7A,8,9  
Rm. 1) 12x18      Obs. Rm. Seats 6  
Rm. 2) 17x20

Iowa Field Research  
2302 S.W. 3rd Ave.  
Ankeny, IA 50021  
Ph. 515-964-1379  
Fax 515-965-8270  
Focus Group Manager  
1,3,4,6,7B,8  
Rm. 1) 14x20      Obs. Rm. Seats 12

Mid-Iowa Interviewing  
1551 Valley W. Dr., #157A  
W. Des Moines, IA 50266  
Ph. 515-225-6232  
Fax 515-225-1164  
Debbie Gudehus  
1,3,4,6,7A,8,9  
Rm. 1) 14x16

Personal Marketing Research, Inc.  
200 Merle Hay Mall  
3800 Merle Hay Rd.  
Des Moines, IA 50310  
Ph. 515-270-1703  
Fax 515-270-9070  
Bonnie Howard  
1,3,6,7A

Pirro Research  
5835 Grand Ave.  
Des Moines, IA 50312  
Ph. 515-255-3244  
Fax 515-255-1764  
Ellen Pirro  
1,3,6,7B,8,9  
Rm. 1) 14x21      Obs. Rm. Seats 8

## KANSAS

### KANSAS CITY (See Kansas City, MO)

### TOPEKA

Central Research Corp.  
900 Bank IV Tower  
Topeka, KS 66603  
Ph. 913-233-8948  
Fax 913-233-8956  
Phil Lange, Vice President  
1,3,6,7B  
Rm. 1) 15x15      Obs. Rm. Seats 10

### WICHITA

Data Net-Wichita  
7700 E. Kellogg, #231  
Wichita, KS 67207  
Ph. 316-682-6655  
Fax 316-682-6664  
Deanna Carter  
1,3,4,6,7A  
Rm. 1) 14x21      Obs. Rm. Seats 10

Marketing Support Services, Inc.  
200 N. Broadway, #220  
Wichita, KS 67202  
Ph. 316-263-3949  
Fax 316-292-3274  
Kenneth F. Smith  
1,3,7B

Name Services Unlimited  
1786 S. Seneca, #6  
Wichita, KS 67213  
Ph. 316-264-3670  
Linda McFadden  
1,3,6,7B

The Research Center  
825 E. Douglas  
P.O. Box 820  
Wichita, KS 67201-0820  
Ph. 316-268-6532  
Fax 316-268-6609  
Marna Young  
1,3,6,7B  
Rm. 1) 16x20      Obs. Rm. Seats 8

The Research Partnership, Inc./  
Wichita Marketing Research  
224 N. Ohio  
Wichita, KS 67214  
Ph. 316-263-6433  
Fax 316-263-0885  
Esther Headley, President  
1,3,7C  
Rm. 1) 14x19      Obs. Rm. Seats 8

U.S. Research Corp.  
Town West Square, Store 804  
Wichita, KS 67209  
Ph. 316-943-1153  
Fax 316-943-4435  
1,3,4,6,7A

## KENTUCKY

### LEXINGTON

Lexington Opinion Research  
131 Prosperous Place, Ste. 19B  
Lexington, KY 40509  
Ph. 606-263-4999  
Fax 606-263-2838  
Lori A. Adkins  
1,3,6,7B  
Rm. 1) 12x17      Obs. Rm. Seats 8

The Matrix Group, Inc.  
501 Darby Creek Rd., #25  
Lexington, KY 40509  
Ph. 606-263-8177  
Fax 606-263-1223  
Martha L. DeReamer  
1,3,6,7B  
Rm. 1) 13x17  
Rm. 2) 14x19

### LOUISVILLE

Davis Research Services, Inc.  
4100 Cadillac Ct.  
Louisville, KY 40213  
Ph. 502-456-4344  
Fax 502-456-4445  
Leslie Poore, President  
1,3,4,6,7A,8

Fangman Research, Inc.  
1941 Bishop Ln., #806  
Louisville, KY 40218  
Ph. 502-456-5300  
Fax 502-456-2404  
Allen Fangman, Exec. V.P.  
1,3,4,6,7B,8,9  
Rm. 1) 12x20      Obs. Rm. Seats 6

## SRS FOR EXCELLENCE IN QUALITATIVE SERVICES

- Tiered client viewing room (24 feet x 14 feet)
- Private client office attached
- One way mirror (18 feet x 5 feet) with writing shelf
- Expertise in random recruitment
- Experienced moderator on staff

## SOUTHERN RESEARCH SERVICES

1930 Bishop Ln. • Louisville, KY 40218 • Phone: (802) 484-0771

Wilkerson & Associates  
3339 Taylorsville Rd.  
Louisville, KY 40205  
Ph. 502-459-3133  
Fax 502-459-8392  
Tom Wilkerson, President  
1.3.4.5.6.7C

Personal Opinion, Inc.  
999 Breckenridge Ln.  
Louisville, KY 40207  
Ph. 502-899-2400  
Linda Schulz, Dir. Mktg. Rsch.  
1.2.3.4.6.7C.8.9  
Rm. 1) 19x24      Obs. Rm. Seats 30  
Rm. 2) 17x20      Obs. Rm. Seats 25  
Rm. 3) 20x21      Obs. Rm. Seats 21  
†Rm. 4) 19x24      Obs. Rm. Seats 30

Southern Research Services, Inc.  
1930 Bishop Ln., #918  
Louisville, KY 40218  
Ph. 502-454-0771  
Sharron Hermanson, President  
1.3.4.6.7B.8  
Rm. 1) 24x24      Obs. Rm. Seats 16  
(See advertisement on p. 98)

Southern Surveys, Inc.  
1519 Gagel Ave.  
Louisville, KY 40216  
Ph. 502-367-7199  
Doris Kaberle, Owner  
1.3.4.6.7B

## LOUISIANA

### BATON ROUGE

Gulf State Research Center  
Bon Marche Mall  
7361 Florida Blvd.  
Baton Rouge, LA 70806  
Ph. 800-848-2555 or 504-926-3827  
Fax 504-925-9990  
Robert H. Landsberger, President  
1.3.4.6.7A  
Rm. 1) 14x16      Obs. Rm. Seats 8  
(See advertisement on p. 99)

JKB and Associates  
2223 Quail Run Dr., C-2  
Baton Rouge, LA 70808  
Ph. 504-766-4065  
Fax 504-766-9597  
Joan Berg  
1.3.4.6.7B  
Rm. 1) 14x14      Obs. Rm. Seats 8

### NEW ORLEANS

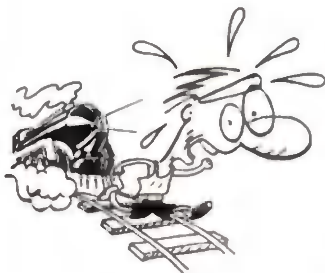
Analytical Studies, Inc.  
708 Rosa Ave.  
Metairie, LA 70005  
Ph. 504-835-3508  
Myrtle Grosskopf, Field Dir.  
1.3.6.7B  
Rm. 1) 16x16      Obs. Rm. Seats 10

Friedman Marketing/New Orleans  
Belle Promenade Mall  
1701 Baratana Blvd., Ste. 666  
Marrero, LA 70072  
Ph. 504-340-0972 or 914-698-9591  
Fax 504-341-4264  
1.3.4.6.7A.8  
Rm. 1) 16x18      Obs. Rm. Seats 10

Gulf State Research Center  
4539 N. I-10 Service Rd.  
Metairie, LA 70002  
Ph. 800-845-GULF (4853) or 504-885-3689  
Fax 504-454-2461  
Tim Villar, Vice President  
1.3.4.6.7C  
Rm. 1) 28x22      Obs. Rm. Seats 16  
Rm. 2) 21x20      Obs. Rm. Seats 16  
(See advertisement on p. 99)

Heakin Research, Inc.  
Esplanade Mall  
1401 W. Esplanade, Ste. 118  
Kenner, LA 70065  
Ph. 504-464-9188  
Fax 504-464-9936  
1.3.4.6.7A

## We Can Put You on the Right Track!



Our beautiful new focus group facilities are premier in New Orleans. These outstanding focus group facilities, located on the first floor of a free standing professional office building, **NOT IN A MALL**, features multiple meeting rooms, floor to ceiling mirrors, a complete test kitchen and other fine outstanding features.

The rooms are expansive, yet extremely comfortable, measuring 28' x 22' and 21' x 20'. Each room has comfortable adjoining client viewing rooms that can seat 12 to 16.

Gulf States Research is the leading field research firm in New Orleans, who has been in business for 30 years. Consequently, we employ the most trained, experienced and professional interviewers and recruiters in New Orleans.

If you are considering conducting focus group in the South and planning to come to one of the most exciting and romantic cities in the U.S., then you need to select the Gulf States Focus Group Center as your headquarters. We guarantee you and your clients will be pleased that you did.

7361 Florida Blvd.  
Bon Marche' Mall  
Baton Rouge, LA 70806  
1-800-848-2555  
In La. (504) 926-3827  
Fax (504) 925-9990



RESEARCH CENTER

4539 N. I-10 Service Rd.  
Metairie, LA 70002  
1-800-845-GULF (4853)  
In La. (504) 885-3689  
Fax (504) 454-2461

**Batnn Rouge • Metairie • New Orleans**

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

Linden Research Services Corp.  
197-36 Westbank Exp.

Gretna, LA 70053  
Ph. 504-368-9825  
Fax 504-368-9866  
Marty Olson, Dir. Ops.  
1,3,4,6,7A,8,9  
Rm. 1) 16x20      Obs. Rm. Seats 14  
Rm. 2) 8x12      Obs. Rm. Seats 5

Linden Research Services Corp.

3301 Veterans Blvd.  
Metairie, LA 70002  
Ph. 504-368-9825  
Fax 504-368-9866  
Marty Olson, Dir. Ops.  
1,3,4,6,7A  
Rm. 1) 16x20      Obs. Rm. Seats 18

New Orleans Field Services Associates

257 Bonnabel Blvd.  
Metairie, LA 70005-3738  
Ph. 504-833-0641  
Fax 504-834-2005  
Andrea Gereighty  
1,3,6,7C,8,9

NGL Research Svcs., Inc. - New Orleans

4300 S. I-10 Service Rd., Ste. 115  
Metairie, LA 70001  
Ph. 504-456-9025  
Fax 504-456-9072  
Lena Webre, Project Director  
1,3,4,6,7B  
Rm. 1) 17x16      Obs. Rm. Seats 10

Southern Spectrum Research, Inc.

1600 Canal St., Ste. 400  
New Orleans, LA 70112  
Ph. 504-539-9222  
Ph. 504-539-9228  
Linda DeCuir  
1,3,4,6,7B,8,9  
Rm. 1) 17x19      Obs. Rm. Seats 20  
Rm. 2) 11x14      Obs. Rm. Seats 8

## MAINE

### AUBURN

Austin Associates  
Two Great Falls Plaza  
Auburn, ME 04210  
Ph. 207-783-9111  
Fax 207-783-9130  
Rich Livingston, Dir. Mktg. Svcs.  
1,3,6,7B  
Rm. 1) 12x15      Obs. Rm. Seats 8

### PORTLAND

Consumer Research of Maine

5 1/2 Moulton St.  
Portland, ME 04101  
Ph. 207-773-3849  
Fax 207-774-0808  
Susan W. Jordan  
1,2,3,4,6,7D,8,9

Market Research Unlimited, Inc.

40 Atlantic Place  
S. Portland, ME 04106  
Ph. 207-775-7249  
Fax 207-775-5223  
Fran Mavodones, President  
1,3,4,5,6,7B

Strategic Marketing Services

148 Middle St.  
Portland, ME 04101  
Ph. 207-774-6738  
Fax 207-772-4842  
Nancy Drapeau  
1,3,4,6,7B,8,9  
Rm. 1) 15x25      Obs. Rm. Seats 10  
Rm. 2) 16x18

## MARYLAND

### BALTIMORE

A-H Interviewing  
3610 Milford Mill Rd.  
Baltimore, MD 21207  
Ph. 410-922-9186  
Alma Honkofsky  
1,3,4,6,7B  
Rm. 1) 17x18      Obs. Rm. Seats 10

Assistance In Marketing/Baltimore

6901 Security Blvd.  
Baltimore, MD 21207  
Ph. 410-597-9904  
Fax 410-597-9908  
Shelly Isaacs  
1,3,4,6,7A,8,9

Assistance In Marketing/Baltimore

1410 N. Crain Hwy., Ste. 9B  
Glen Burnie, MD 21061  
Ph. 410-760-0052  
Fax 410-760-6744  
Debbie Michocki  
1,3,4,6,7B,8,9

Assistance In Marketing/Baltimore

101 E. Chesapeake Ave.  
Towson, MD 21204  
PH. 410-337-5000  
Fax 410-337-5089  
Carl Iseman  
1,3,4,6,7C,8,9  
Rm. 1) 20x28      Obs. Rm. Seats 15  
Rm. 2) 16x20      Obs. Rm. Seats 15  
Rm. 3) 16x20      Obs. Rm. Seats 15

Assistance In Marketing/Baltimore

6400 Rossville Blvd.  
Baltimore, MD 21237  
Ph. 410-391-7750  
Fax 410-391-7850  
Sue Roberts  
1,3,4,6,7A,8,9

Baltimore Research Agency

8320 Bellona Ave., Ste. 40  
Baltimore, MD 21204  
Ph. 410-484-2177  
Fax 410-484-0252  
1,3,6,7B,8,9  
Rm. 1) 14x22      Obs. Rm. Seats 12  
Rm. 2) 14x11      Obs. Rm. Seats 6

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### Downtown Baltimore's Premier Focus Group Facility

- Consumer
- B to B
- Medical

- Focus Groups
- IDI's
- Moderating

THE  
**FAMILY RESEARCH**  
GROUP

**410-332-0400**

Bay Area Research  
9936 Liberty Rd.  
Randallstown, MD 21133  
Ph. 410-922-6600  
Fax 410-922-6675  
Tamara Zwingelberg  
1,3,4,6,7D,8,9

#### Chesapeake Surveys

4 Park Center Court, Ste. 100  
Owings Mills, MD 21117  
Ph. 410-356-3566  
Fax 410-581-6700  
Elizabeth S. Beirne  
1,3,4,6,7B,8,9  
Rm. 1) 16x18      Obs. Rm. Seats 12  
Rm. 2) 16x18      Obs. Rm. Seats 12  
Rm. 3) 16x20      Obs. Rm. Seats 12  
(See advertisement on p. 101)

#### Consumer Pulse of Baltimore

1232 Race Rd.  
Baltimore, MD 21237  
Ph. 410-687-3400  
Fax 410-687-7015  
Diane Torrey Watson  
1,3,4,5,6,7A  
Rm. 1) 20x40      Obs. Rm. Seats 20  
Rm. 2) 20x23      Obs. Rm. Seats 20  
(See advertisement on p. 103)

#### The Family Research Group

575 S. Charles St., Ste. 505  
Baltimore, MD 21201  
Ph. 410-332-0400  
Fax 410-332-0403  
Barbara Gassaway  
1,3,4,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 14  
Rm. 2) 10x12      Obs. Rm. Seats 8  
(See advertisement on p. 100)

Heakin Research, Inc.  
7839 Eastpoint Mall, Ste. 3  
Baltimore, MD 21224  
Ph. 410-282-3133  
Fax 410-282-5782  
Lorraine Church, Manager  
1,3,4,6,7A

House Market Research, Inc.  
1829 Reisterstown Rd., Ste. 200  
Baltimore, MD 21208  
Ph. 410-602-2800  
Fax 410-602-2806  
Karen House Sapp  
1,3,6,7B  
Rm. 1) 26x22      Obs. Rm. Seats 26  
Rm. 2) 24x22      Obs. Rm. Seats 15  
Rm. 3) 24x20      Obs. Rm. Seats 12

Maryland Marketing Source, Inc.  
817 Maiden Choice Ln., #150  
Baltimore, MD 21228  
Ph. 410-247-3276  
Fax 410-536-1858  
Barbara Bridge  
1,3,6,7B  
Rm. 1) 12x18      Obs. Rm. Seats 12

## MASSACHUSETTS

### BOSTON

#### Bennett Research Services, Inc.

1505 Commonwealth Ave.  
Boston, MA 02135  
Ph. 617-254-1314  
Fax 617-254-1857  
Stacey Black/Trish Herman  
1,3,4,5,6,7B,8  
Rm. 1) 21x18      Obs. Rm. Seats 16  
Rm. 2) 21x18      Obs. Rm. Seats 16  
Rm. 3) 21x18      Obs. Rm. Seats 15  
Rm. 4) 27x26      Obs. Rm. Seats 18  
(See advertisement on p. 46)

# 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.



**Chesapeake Surveys • 4 Park Center Court • Suite 100 • Owings Mills, MD 21117 • (410) 356-3566**

# FIRST, MARKET RESEARCH.

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

- Focus-group rooms in downtown Boston and downtown Austin
- National telephone interviewing - paper & pencil or computer aided with remote monitoring
- Special expertise in: business-to-business high technology consumer research health care
- Multivariate analysis & affordable conjoint designs

The common-sense comma. It turns our name into an agenda.

<http://www.firstmarket.com>

1-800-FIRST-1-1  
1-800-FIRST-TX



**First  
Market  
Research**

121 Beach Street, Boston, MA 02111

(617) 482-9080

2301 Hancock Drive, Austin, TX 75756

(512) 451-4000

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	6. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room

### Boston Field and Focus

4 Faneuil Hall Marketplace

Boston, MA 02109

Ph. 508-720-1870

Fax 508-879-7108

Shirley Shames, President

1,2,3,4,6,7B,10

Rm. 1) 12x27 Obs. Rm. Seats 25

Rm. 2) 12x27 Obs. Rm. Seats 25

Member VCAN

(See advertisement on p. 3)

Dorr & Sheff, Inc.

190 N. Main St.

Natick, MA 01760

Ph. 508-650-1292

Fax 508-650-4722

Garry Sheff, President

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

Rm. 1) 20x21 Obs. Rm. Seats 15

Rm. 2) 19x15 Obs. Rm. Seats 12

### Fieldwork Boston-Downtown, Inc.

The Prudential Tower/Prudential Center

Boston, MA 02199

Ph. 617-899-3660

Fax 617-893-5574

Vincent Stolo

1,3,4,6,7B

Rm. 1) 17x15 Obs. Rm. Seats 24

Rm. 2) 17x16 Obs. Rm. Seats 20

Rm. 3) 20x17 Obs. Rm. Seats 20

(See advertisement on the Back Cover)

### Fieldwork Boston-Waltham, Inc.

800 South St.

Waltham, MA 02154

Ph. 617-899-3660

Fax 617-893-5574

Vincent Stolo

1,3,4,6,7B,8,9,10

Rm. 1) 17x16 Obs. Rm. Seats 18

Rm. 2) 19x17 Obs. Rm. Seats 12

Rm. 3) 19x19 Obs. Rm. Seats 15

Member FocusVision

(See advertisements on pp. 29, Back Cover)

### First Market Research Corp.

121 Beach St.

Boston, MA 02111

Ph. 617-482-9080 or 800-347-7811

Fax 617-482-4017

Jodi Gerber or Jack Reynolds

1,3,6,7B

Rm. 1) 9x15 Obs. Rm. Seats 12

(See advertisement on p. 102)

### Focus On Boston

30 Rowes Wharf

Boston, MA 02110

Ph. 617-946-0755

Fax 617-946-0850

Terri-Lyn Hawley, Dir. Acct. Svcs.

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

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

Rm. 2) 20x22 Obs. Rm. Seats 15

Rm. 3) 20x20 Obs. Rm. Seats 20

Rm. 4) 6x9 Obs. Rm. Seats 8

### National Field & Focus, Inc.

190 N. Main St.

Natick, MA 01760

Ph. 508-655-1926

Brenda Chartoff, President

1,3,4,6,7B

### National Qualitative Centers

545 Boylston St.

Boston, MA 02116

Ph. 617-424-8800 or 800-335-1222

Fax 617-262-2156

Diane Brooks, Ops. Mgr.

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

### Panel Opinions, Inc.

155 Middlesex Turnpike

Burlington, MA 01803

Ph. 617-229-6226

Fax 617-273-5380

Ann McDonald, Office Manager

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

Rm. 1) 20x23 Obs. Rm. Seats 15

Rm. 2) 16x18 Obs. Rm. Seats 12

Rm. 3) 13x18 Obs. Rm. Seats 12

Rm. 4) 12x12 Obs. Rm. Seats 6

### Pathfinder Research Group

179 Great Rd.

Acton, MA 01720

Ph. 508-263-0400

Fax 508-264-4065

James F. Shur

1,3,4,6,7B

### Performance Plus

111 Speen St., Ste. 105

Framingham, MA 01701

Ph. 508-872-1287

Fax 508-879-7108

Shirley Shames, President

1,2,3,4,6,7B,8,9,10

Rm. 1) 15x20 Obs. Rm. Seats 25

Rm. 2) 15x20 Obs. Rm. Seats 25

Rm. 3) 10x10 Obs. Rm. Seats 12

Member NETWORK, VCAN

(See advertisement on pp. 3, 31)

### Qualitative Focus

Div. of Research Data, Inc.

624 Worcester Rd.

Framingham, MA 01701

Ph. 508-875-1300

Fax 508-872-2001

Brenda Bellin, Director

1,3,4,6,7B

# 1996 FOCUS GROUP FACILITY DIRECTORY

## Quick Test, Inc.

Dedham Mall  
300 VFW Pkwy., Route 1  
Dedham, MA 02026  
Ph. 617-326-0865  
Fax 617-320-0049  
Dolly Rooney  
1,3,4,5,6,7B  
Rm. 1) 13x15      Obs. Rm. Seats 8  
(See advertisement on p. 89)

## Quick Test, Inc.

Hamilton Plaza  
680 Worcester Rd.  
Framingham, MA 01701  
Ph. 508-620-5490  
Fax 508-620-0919  
Chris Rigopoulos  
1,3,4,6,7B  
Rm. 1) 13x15      Obs. Rm. Seats 8  
(See advertisement on p. 89)

## Survey and Research Service, Inc.

2400 Massachusetts Ave.  
Cambridge, MA 02140  
Ph. 617-864-7794  
Fax 617-661-8425  
Agnes Plandes, President  
1,3,4,6,7B

## SPRINGFIELD/HOLYOKE

### Quality Controlled Services

Holyoke Mall at Ingleside  
50 Holyoke Rd.  
Holyoke, MA 01040  
Ph. 413-533-6180  
Fax 413-532-6855  
Ivy Ward  
4,7A,8,9  
(See advertisement on p. 16)

### Trends of Springfield

**Performance Plus**  
591 Memorial Dr.  
Chicopee, MA 01020  
Ph. 508-872-1287  
Fax 508-879-7108  
Shirley Shames, President  
1,3,4,6,7A  
Rm. 1) 15x15      Obs. Rm. Seats 12  
Member NETWORK  
(See advertisement on p. 31)

## MICHIGAN

### BATTLE CREEK

Midwest Marketing Research  
660 Country Club Dr.  
Battle Creek, MI 49015  
Ph. 616-963-6529  
Fax 219-533-0540  
Frank August  
1,3,6,7B,8,9

## WJ Schroer Co.

Two West Michigan  
Battle Creek, MI 49017  
Ph. 616-963-4874  
Fax 616-963-5930  
Bill Schroer, Principal  
1,3,6,7B  
Rm. 1) 11x18      Obs. Rm. Seats 10

## DETROIT

### Amrigon

2750 S. Woodward  
Bloomfield Hills, MI 48304  
Ph. 810-332-2300  
Richard Smith, President  
1,3,6,7B

### Consumer Pulse of Detroit

725 S. Adams, Ste. 265  
Birmingham, MI 48009  
Ph. 313-540-5330  
Fax 313-645-5685  
Leslie Fortaine  
1,3,4,5,6,7A  
Rm. 1) 15x15      Obs. Rm. Seats 20  
Rm. 2) 20x18      Obs. Rm. Seats 16  
(See advertisement on p. 103)

## Crimmins-Forman Market Research

26237 Southfield Rd.  
Lathrup Village, MI 48076  
Ph. 810-569-7095  
Fax 810-569-2211  
Paula Crimmins, Partner  
1,2,3,4,5,6,7C  
Rm. 1) 20x20      Obs. Rm. Seats 10

## Crimmins-Forman Market Research

29955 Southfield Rd.  
Southfield, MI 48076  
Ph. 810-569-7095  
Fax 810-569-8927  
Paula Crimmins, Partner  
1,2,3,4,6,7C,8,9  
Rm. 1) 27x24      Obs. Rm. Seats 15  
Rm. 2) 16x15  
†Rm. 3) 15x15      Obs. Rm. Seats 8

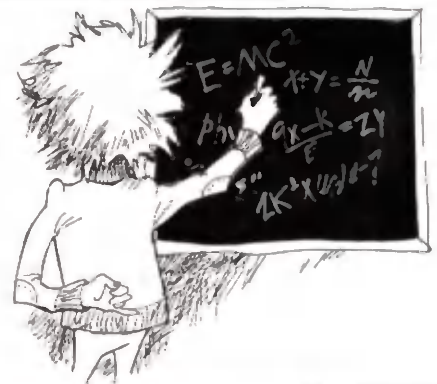
## Friedman Marketing/Detroit

Oakland Mall  
350B W 14 Mile Rd.  
Troy, MI 48063  
Ph. 810-589-0950 or 914-698-9591  
Fax 810-589-0271  
1,3,4,6,7A,8,9  
Rm. 1) 20x40      Obs. Rm. Seats 14

**Working with  
the right  
people is a  
critical matter**

You don't have to be a rocket scientist to know that the data you get depends very much on the people that obtain it.

That's why, at CPI, only the most quality-oriented people work on your projects. Our Corporate Staff, Directors and Interviewers not only understand your expectations but exceed them.



For field management, full-service data collection and data processing, you can count on CPI-trained professionals for timely, reliable results achieved within your budget.

Qualified people for unqualified success. That's what you get from CPI.



**CONSUMER PULSE, INC.**

**800-336-0159**

*Taking the field to a higher level.*

Baltimore • Birmingham • Charlotte • Cincinnati • Chicago • Colorado Springs • Denver  
Detroit • Los Angeles • Milwaukee • Philadelphia • Washington, D.C.

## Codoo

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	‡denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room

Friedman Marketing/Detroit  
 French-Town Square Mall  
 2121 N. Monroe St., Unit 105  
 Monroe, MI 48161  
 Ph. 313-241-1610 or 914-698-9591  
 Fax 313-241-6804  
 1,3,4,6,7A,8  
 Rm. 1) 16x16

Obs. Rm. Seats 10

Friedman Marketing of Detroit  
 25130 Southfield Rd., #102  
 Southfield, MI 48075  
 Ph. 810-569-0444 or 914-698-9591  
 Fax 810-569-2813  
 1,3,4,6,7B  
 Rm. 1) 12x15

Obs. Rm. Seats 5

Heakin Research-Detroit  
 Eastland Mall  
 1800 Bernier Rd., Ste. 731  
 Harper Woods, MI 48225  
 Ph. 313-521-8811  
 Fax 313-521-9152  
 Clyde Mayberry, Manager  
 1,3,4,6,7A,8

Heakin Research-Detroit  
 Macomb Mall  
 32165 Gratiot. Ste. 440  
 Roseville, MI 48066  
 Ph. 810-294-3232  
 Janet Baker, Manager  
 1,3,4,6,7A

### Market Opinion Research

31700 Middlebelt Rd.  
 Farmington Hills, MI 48334  
 Ph. 800-878-7223 or 810-737-5300  
 Fax 810-737-5326  
 Lisa Witherspoon, Project Director  
 1,3,4,6,7B,8,9,10  
 ‡Rm. 1) 10x18  
 Rm. 2) 18x22  
 Rm. 3) 20x28  
 Rm. 4) 28x38  
 ‡Rm. 5) 8x11

Obs. Rm. Seats 6

Obs. Rm. Seats 14

Obs. Rm. Seats 20

Obs. Rm. Seats 14

Member VCAN

(See advertisements on pp. 3, 105)

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

200 Renaissance Ctr., Ste. 2010  
 Detroit, MI 48243  
 Ph. 800-878-7223 or 810-737-5300  
 Fax 810-737-5326  
 Lisa Witherspoon, Project Director  
 1,3,4,6,7B

Rm. 1) 26x22

Obs. Rm. Seats 20

(See advertisements on pp. 3, 105)

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

31700 Middlebelt Rd.  
 Farmington Hills, MI 48334  
 Ph. 800-878-7223 or 810-737-5300  
 Fax 810-737-5326  
 Lisa Witherspoon, Project Director  
 1,3,4,6,7B,8,9,10

‡Rm. 1) 10x18

Obs. Rm. Seats 6

Rm. 2) 18x22

Obs. Rm. Seats 14

Rm. 3) 20x28

Obs. Rm. Seats 20

Rm. 4) 28x38

Obs. Rm. Seats 14

‡Rm. 5) 8x11

Member VCAN

(See advertisements on pp. 3, 105)

### Nordhaus Research, Inc.

20300 W. 12 Mile Rd., Ste. 102  
 Southfield, MI 48076  
 Ph. 810-827-2400  
 Fax 810-827-1380  
 1,3,4,6,7B,8,9

Rm. 1) 15x16

Obs. Rm. Seats 20

Rm. 2) 19x24

Obs. Rm. Seats 12

(See advertisement on p. 104)

### Opinion Search

21800 Melrose, #12  
 Southfield, MI 48075  
 Ph. 810-358-9922  
 Fax 810-358-9914  
 Joanne Levin, Vice President  
 1,2,3,4,5,6,7C,8,9

Rm. 1) 16x18

Obs. Rm. Seats 30

Rm. 2) 12x18

Obs. Rm. Seats 12

†Rm. 3) 16x18

Obs. Rm. Seats 30

## We Put The Quality



## In Qualitative

### With a facility that focuses on you:

- Our viewing room in Southfield, Michigan has a 2-tier observation area that wraps around the conference room to provide an unobstructed view of all respondents.
- Comfortable viewing for 20 persons
- Fully-equipped test kitchen
- First floor location provides easy access
- Less than 30 minutes from Detroit Metropolitan Airport
- Gourmet client meals
- Advanced audio and video systems
- One on one room

### And a company that's been serving clients for 21 years.

- Over 90% of our clients return to do additional business with us
- We can quickly and efficiently recruit the exact type of respondents you're looking for - from homemakers to newsmakers
- 5 experienced moderators on staff, male and female
- We can handle every aspect of the job, from designing the research, to delivering the finished report
- We're a large company, but not too large for our capable and experienced staff to remain personally involved in fulfilling your needs

### NORDHAUS



## What The World Is Thinking

RESEARCH, INC.

Call for a cost estimate and ask about our other focus group facilities in Grand Rapids, MI and Atlanta, GA.

20300 W. Twelve Mile Rd., Southfield, MI 48076, Tel 810 827-2400, Fax 810 827-1380



# M.O.R.-PACE FOCUS GROUP STUDIOS "Best in the Midwest!"



Focus Group Studio



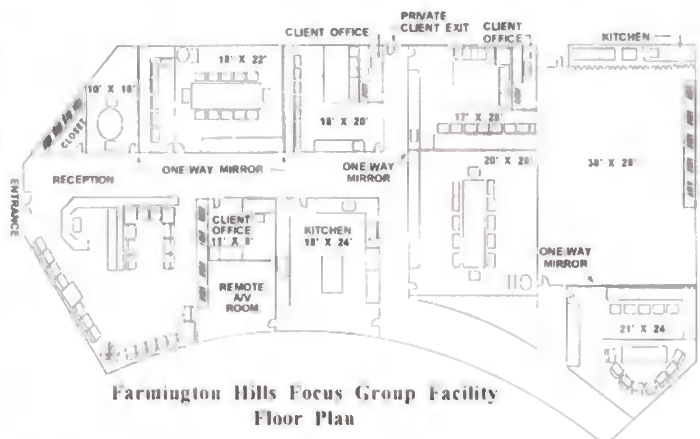
Observation Room

## Focus Group Studio Amenities:

- **QUALITY RECRUITING** to your specifications.
- **STATE-OF-THE-ART SUBURBAN FACILITY** includes three spacious group studios and two one-on-one interviewing rooms.
- **STATE-OF-THE-ART DOWNTOWN FACILITY** offers one spacious focus group studio with all amenities, located in Detroit's Renaissance Center.
- **SPACIOUS VIEWING ROOMS** combine tiered seating and writing tables with living room comfort. Floor-to-ceiling observation mirrors, wet bar, refrigerator and private office. Private client exit.
- **BROADCAST QUALITY VIDEO EQUIPMENT**, S.M.P.T.E. time code.
- **MEMBER VCAN GroupNet**, providing video conferencing utilizing PictureTel Concorde 4500.
- **FULLY EQUIPPED TEST KITCHEN**, gourmet catering.
- **FULL RANGE OF SERVICES** include moderating and multiple city project management.

## In Addition, M.O.R.-PACE Offers Data Collection/Data Processing:

- 190 WATS/CATI equipped interviewing stations.
- Bilingual interviewers.
- Sophisticated in-house data processing capabilities.



Farmington Hills Focus Group Facility  
Floor Plan

For more information contact Lisa Witherspoon at:

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

31700 Middlebelt Road, Farmington Hills, MI 48334 • 1-800-878-7223

## CODOO

1. Conference Style Room	7B Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8 1-on-1 Room
4. Test Kitchen	9 1-on-1 Viewing
6. Test Kitchen Obsv. Rm.	10 Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

### Product & Consumer Evaluations, Inc.

31700 Middlebelt Rd.  
Farmington Hills, MI 48334  
Ph. 800-878-7223 or 810-737-5300  
Fax 810-737-5326

Lisa Witherspoon, Project Director

1,3,4,6,7B,8,9,10

Rm. 1) 10x18	Obs. Rm. Seats 6
Rm. 2) 18x22	Obs. Rm. Seats 14
Rm. 3) 20x28	Obs. Rm. Seats 20
Rm. 4) 28x38	Obs. Rm. Seats 14
†Rm. 5) 8x11	

Member VCAN

(See advertisements on pp. 3, 105)

### Research Data Analysis

450 Enterprise Ct.  
Bloomfield Hills, MI 48302  
Ph. 810-332-5000  
Fax 810-332-4168

Terry Reed

1,3,6,7B

Rm. 1) 20x21	Obs. Rm. Seats 20
--------------	-------------------

Shifrin-Hayworth  
17117 W. Nine Mile Rd., Ste. 1020  
Southfield, MI 48075

Ph. 810-559-1934

Fax 810-559-0411

Arlene Speiser, Vice President

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

Rm. 1) 15x25	Obs. Rm. Seats 10
Rm. 2) 13x12	

### Yee/Minard and Associates

27300 W. 11 Mile Rd., Ste. 500  
Southfield, MI 48034

Ph. 810-352-3300

Fax 810-352-3787

Ann Scott-Montgomery

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

Rm. 1) 16x20	Obs. Rm. Seats 20
Rm. 2) 18x18	Obs. Rm. Seats 10

## GRAND RAPIDS

### Datatrack, Inc.

2401 Camelot Dr. S.E.  
Grand Rapids, MI 49546

Ph. 616-954-0303

Fax 616-954-0001

Kevin Schepman

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

Rm. 1) 16x19	Obs. Rm. Seats 14
Rm. 3) 16x19	

### Nordhaus Research, Inc.

2449 Camelot Court  
Grand Rapids, MI 49546

Ph. 616-942-9700

Fax 616-942-1325

Margaret Heyburn

1,3,6,7B

Rm. 1) 16x17	Obs. Rm. Seats 12
--------------	-------------------

(See advertisement on p. 104)

### Western Michigan Research, Inc.

6143 1/2 28th St. SE  
Grand Rapids, MI 49546

Ph. 616-949-8724

Fax 616-949-8511

Nancy Vanderveer

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

Rm. 1) 24x23	Obs. Rm. Seats 6
Rm. 2) 18x32	Obs. Rm. Seats 15

## KALAMAZOO

### Haworth College of Business

Western Michigan University  
Kalamazoo, MI 49008-3801

Ph. 616-387-5066

Doralee DeRyke

1,3,6,7C

## LANSING

### Capitol Research Services

2940 E. Lake Lansing Rd.

East Lansing, MI 48823

Ph. 517-333-3388

Fax 517-333-4402

Rachelle Souser Neal

1,3,4,6,7C

Rm. 1) 18x20	Obs. Rm. Seats 14
Rm. 2) 13x10	Obs. Rm. Seats 8

### Pace & Partners

2417 N. Cedar St.

Holt, MI 48842

Ph. 517-694-9711

Fax 517-694-7910

Lisa Crumley

1,3,6,7C,8,9

Rm. 1) 13x11	Obs. Rm. Seats 9
--------------	------------------

## MINNESOTA

## MINNEAPOLIS/ST. PAUL

### Comprehensive Research Group, Inc.

2900 Rice St., Ste. 290

St. Paul, MN 55113

Ph. 612-481-6937

Fax 612-481-0020

Nancy Fidel

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

Rm. 1) 21x22	Obs. Rm. Seats 15
Rm. 2) 15x13	Obs. Rm. Seats 10
Rm. 3) 9x14	Obs. Rm. Seats 6
†Rm. 4) 18x22	Obs. Rm. Seats 20

### Cook Research & Consulting, Inc.

6600 France Ave. S., Ste. 214

Minneapolis, MN 55435

Ph. 612-920-6251

Fax 612-920-1230

Harold Cook

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

Rm. 1) 17x18	Obs. Rm. Seats 15
--------------	-------------------

### Bette Dickinson Research, Inc.

3900 36th Ave. N.

Minneapolis, MN 55422

Ph. 612-521-7635

Bette Dickinson, President

1,3,4,6,7C

### Focus Market Research, Inc.

801 W. 106th St., Ste. 201

Bloomington, MN 55420

Ph. 612-881-3635

Fax 612-881-1880

Judy Opstad

1,2,3,4,5,6,7B,10

Rm. 1) 24x15	Obs. Rm. Seats 14
Rm. 2) 21x12	Obs. Rm. Seats 10
Rm. 3) 19x15	Obs. Rm. Seats 14
Rm. 4) 15x15	Obs. Rm. Seats 14

Member VCAN

(See advertisements on pp. 3, 107)



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research  
information  
10 times a  
year.**

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**MARKETING RESEARCH**  
Review

## Focus Market Research, Inc.

4956 Lincoln Dr.  
Edina, MN 55436  
Ph. 612-933-0449  
Judy Opstad  
1,2,3,4,5,6,7B,10  
Member VCAN  
(See advertisements on pp. 3, 107)

## N.K. Friedrichs & Associates

2500 Centre Village  
431 S. 7th St.  
Minneapolis, MN 55415  
Ph. 612-333-5400  
Fax 612-344-1408  
Betty Hill  
1,3,4,6,7B,8  
Rm. 1) 16x21

Obs. Rm. Seats 20

## Heakin Research, Inc.

Knollwood Mall  
8332 Hwy. 7  
St. Louis Park, MN 55426  
Ph. 612-936-0940  
Bruce Bale, Manager  
1,3,4,6,7A

## Heakin Research, Inc.

Mall of America  
300 E. Broadway  
Bloomington, MN 55425  
Ph. 612-854-3535  
Fax 612-854-4375  
Elena Johnson, Manager  
1,3,4,6,7A

## Ideas To Go, Inc

One Main St. S.E., Ste. 504  
Minneapolis, MN 55414  
Ph. 612-331-1570  
Fax 612-331-1602

## Virginia Morse, Sr. Associate

1,2,3,6,7B  
Rm. 1) 24x20  
Rm. 2) 22x18

Obs. Rm. Seats 10

Obs. Rm. Seats 10

## Minnesota Opinion Research

Three Paramount Plaza  
7831 Glenroy Rd., Ste. 100  
Bloomington, MN 55439  
Ph. 612-835-3050  
Fax 612-835-3385  
Kristin McGrath, President  
1,3,6,7B

## C.J. Olson Market Research, Inc.

708 S. 3rd St., Ste. 105 E.  
Minneapolis, MN 55415  
Ph. 612-339-0085  
Fax 612-339-1788  
Carolyn J. Olson, President  
1,3,6,7B

Rm. 1) 15x22

Obs. Rm. Seats 10

## Orman Guidance Research®, Inc.

715 Southgate Office Plaza  
5001 W. 80th St.  
Minneapolis, MN 55437  
Ph. 612-831-4911 or 800-605-7313  
Fax 612-831-4913  
Allan Orman  
1,2,3,4,5,6,7B,9,10  
Rm. 1) 17x16  
Rm. 2) 17x16  
Rm. 3) 17x16

Obs. Rm. Seats 18

Obs. Rm. Seats 18

Obs. Rm. Seats 18

Member FocusVision

(See advertisements on pp. 29, 108)

## Project Research, Inc.

10000 State Hwy. 55  
Plymouth, MN 55441  
Ph. 612-542-9442  
Fax 612-542-9240  
Laura Anhalt  
1,3,4,5,6,7B,8,9  
Rm. 1) 15x26  
Rm. 2) 12x14

## FOCUS in the Minneapolis/St. Paul Market

When your projects include the Minneapolis/St. Paul market, turn to FOCUS. We will provide you and your client with respondents screened in strict accordance to your specifications, within your deadline. Established in 1972, FOCUS is an experienced field service agency with reliable and conscientious staff. Our clients are our best source of new business... so please feel free to ask us for references.

- Focus Group Facilities
- Recruitment
- Test Kitchens with one-way mirrors
- Central Phone — WATS
- Executive & Medical
- All phases of consumer interviewing
- VideoConferenced Focus Groups

### For Your Special Qualitative Needs Two Locations

Each location has two focus rooms and a test kitchen. The four large and accommodating conference rooms have ample space for display and demonstration. The client viewing rooms are spacious and seat 12 in comfort. Test kitchens are fully equipped and provide excellent viewing. All rooms offer:

- Large one-way mirrors
- Client guest offices with private phones
- Security lock up in all areas
- Appetizing meal service
- Minutes from the airport and better hotels

Our goal is to make you and your clients comfortable at our facility. We believe that a combination of quality control standards, spacious working conditions and a professional, hospitable staff will provide you with the working atmosphere you deserve.

Contact Judy Opstad at 612/881-3635

## FOCUS Market Research, Inc.

801 West 106th Street, Bloomington, MN 55420  
4956 Lincoln Drive, Edina, MN 55436

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VIDEOCONFERENCING  
ALLIANCE NETWORK

now offering GroupNet™ Video Conferencing for Focus Groups

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8 1-on-1 Room
4. Test Kitchen	9 1-on-1 Viewing
5. Test Kitchen Obsv. Rm	10 Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room

### Quality Controlled Services

2051 Killebrew Dr.  
Bloomington, MN 55425  
Ph. 800-526-5718  
Fax 612-858-1580  
Roger Mayland  
1,3,4,6,7B,8  
Rm. 1) 19x21           Obs. Rm. Seats 20  
Rm. 2) 21x17           Obs. Rm. Seats 12  
(See advertisement on p. 61)

### Quick Test, Inc.

Skyline Square Professional Bldg.  
12940 Harnet Ave. S.  
Burnsville, MN 55337  
Ph. 612-894-5868  
Fax 612-894-8270  
Helen Nelson, Manager  
1,3,4,6,7B,8  
Rm. 1) 20x20           Obs. Rm. Seats 12  
Rm. 2) 20x20           Obs. Rm. Seats 12  
(See advertisement on p. 89)

Research Systems  
1809 S. Plymouth Rd., Ste. 325  
Minnetonka, MN 55305  
Ph. 612-544-6334  
Fax 612-544-6764  
Bill Whitney, President  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 14x21           Obs. Rm. Seats 10  
‡Rm. 2) 10x14           Obs. Rm. Seats 5

Rockwood Research  
1751 W. County Rd. B  
St. Paul, MN 55113  
Ph. 612-631-1977  
Fax 612-631-8198  
E-mail: rockwdplus@aol.com  
Karen Wagner  
1,3,6,7B  
Rm. 1) 12x24           Obs. Rm. Seats 9

Twin City Interviewing Service, Inc.  
3225 Hennepin Ave. S.  
Minneapolis, MN 55408  
Ph. 612-823-6214  
Fax 612-823-6215  
Beth Fischer, President  
1,2,3,4,6,7C

## ST. CLOUD

Meyer Associates  
14 N. 7th Ave.  
St. Cloud, MN 56303  
Ph. 612-259-4000  
Fax 612-259-4044  
Murdoch Johnson, Rsch. Dir.  
1,3,6,7B,8  
Rm. 1) 15x22           Obs. Rm. Seats 5

## MISSISSIPPI

### JACKSON

Focus One  
1501 Lakeland Dr., Ste. 351  
Jackson, MS 39216  
Ph. 601-829-1231  
Fax 601-829-1958  
Linda Harmon  
1,2,3,6,7B  
Friedman Marketing/Jackson  
1275 Metro Center Mall  
Jackson, MS 39209  
Ph. 601-352-9340 or 914-698-9591  
Fax 601-355-3530  
1,3,4,6,7A,8,9  
Rm. 1) 10x12           Obs. Rm. Seats 6

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**Equipped for Video Transmission**

**Minneapolis/St. Paul**

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Allan D. Orman, Ph.D., President

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Fax: 612-831-4913

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## MISSOURI

### JEFFERSON CITY

Klein Market Test, Inc.  
226 E. Dunklin  
Jefferson City, MO 65101  
Ph. 314-635-9600  
Fax 913-338-3039  
Ann Klein  
1,3,6,7B

### KANSAS CITY

Decision Insight  
2600 Grand Ave.  
Kansas City, MO 64108-4620  
Ph. 816-221-0445  
Betsy Stewart, Principal  
1,3,4,6,7B  
Rm. 1) 14x17      Obs. Rm. Seats 10

**The Field House, Inc.**  
7220 W. 98th Terrace  
Overland Park, KS 66212  
Ph. 913-341-4245  
Fax 913-341-1462  
Tina Benz  
1,2,3,4,5,6,7C,8,9,10  
Rm. 1) 16x20      Obs. Rm. Seats 12  
†Rm. 2) 16x20      Obs. Rm. Seats 12  
†Rm. 3) 19x21      Obs. Rm. Seats 18  
Member VCAN  
(See advertisement on p. 3)

Flaspholer-Rose Marketing Research, Inc.  
4330 Shawnee Mission Pkwy., #222  
Shawnee Mission, KS 66205  
Ph. 913-384-1337 or 800-426-1612  
Fax 913-831-0671  
Janet Rose/Bill Sullivan/Susan Donovan  
1,3,6,7B  
Rm. 1) 20x25      Obs. Rm. Seats 15

Heakin Research, Inc.  
Bannister Mall  
Kansas City, MO 64137  
Ph. 816-767-8300  
Pat Stoeckman, Manager  
1,3,4,6,7A

Heakin Research, Inc.  
116 Independence Center  
Independence, MO 64057  
Ph. 816-795-0706  
Jackie Sparks, Manager  
1,3,4,5,7A

Market Directions  
911 Main St., Ste. 300  
Kansas City, MO 64105  
Ph. 816-842-0020  
Fax 816-472-5177  
Chawnlae Applegate, Field Mgr.  
1,3,6,7B  
Rm. 1) 18x20      Obs. Rm. Seats 10

Market Research Institute, Inc.  
7315 Frontage Rd., Ste. 260  
Merriam, KS 66204  
Ph. 913-236-6060  
Fax 913-236-6094  
Donald Weston, President  
1,2,3,4,6,7B  
Rm. 1) 20x20      Obs. Rm. Seats 10  
Rm. 2) 20x20      Obs. Rm. Seats 10  
†Rm. 3) 20x16      Obs. Rm. Seats 10

**Quality Controlled Services**  
Corporate Woods Office Park  
10875 Grandview St., Ste. 2230  
Overland Park, KS 66210  
Ph. 800-525-1952  
Fax 913-345-2070  
Shirley Musgrave  
1,3,4,5,6,7B,10  
Rm. 1) 20x25      Obs. Rm. Seats 20  
Rm. 2) 17x23      Obs. Rm. Seats 12  
Rm. 3) 20x20      Obs. Rm. Seats 15  
Member FocusVision  
(See advertisements on pp. 29, 61)

**Quality Controlled Services**  
8600 Ward Pkwy.  
Kansas City, MO 64114  
Ph. 800-628-3428  
Fax 816-361-3580  
Iva Schlatter  
1,3,4,6,7A,10  
Rm. 1) 18x19      Obs. Rm. Seats 18  
Rm. 2) 12x19      Obs. Rm. Seats 8  
Rm. 3) 12x14      Obs. Rm. Seats 6  
Member FocusVision  
(See advertisements on pp. 29, 61)

## ST. LOUIS

**ACG Research Solutions**  
120 S. Central, Ste. 1750  
St. Louis, MO 63105  
Ph. 314-726-3403  
Fax 314-726-2503  
Vicki Savala  
1,2,3,6,7B  
Rm. 1) 19x17  
†Rm. 2) 19x9  
(See advertisement on p. 109)

Consumer Opinion  
10403 Clayton Rd.  
St. Louis, MO 63131  
Ph. 314-692-2686  
Fax 314-692-2427  
Carol McGill, Partner  
1,3,4,6,7B,8,9

Consumer Opinion  
1720 Mid Rivers Mall  
St. Louis, MO 63376  
Ph. 314-397-8473  
Fax 314-965-8042  
Carol McGill, Partner  
1,3,4,6,7A

Chromalloy Plaza  
Suite 1750  
120 South Central  
St. Louis, Missouri  
63105

PHONE: (314) 726-3403  
FAX: (314) 726-2503

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-Wireless electronic interactive audience measurement system

Quantitative data collection utilizing computer-aided phone interviews.

Focus group facility in St. Louis with FREE videotaping.

Experienced focus group moderators and one-on-one executive interviewers.

Multivariate analyses, including conjoint analysis and perceptual mapping

Comprehensive written reports, including strong marketing recommendations

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

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St. Louis, MO 63105  
Ph. 314-863-3780 or 800-467-5959  
Fax 314-863-2880  
Subra Iyer  
1,2,3,4,6,7B,8,9  
Rm. 1) 14x19      Obs. Rm. Seats 10

Fact Finders  
11960 Westline Industrial Dr., Ste. 105  
St. Louis, MO 63146  
Ph. 314-469-7373  
Fax 314-469-0758  
Betsy Leonard  
1,3,6,7B  
Rm. 1) 15x20

Horizon Research Services  
409 Vandiver Dr., Bldg. 6, Ste. 102  
Columbia, MO 65202  
Ph. 314-874-1333  
Fax 314-874-6904  
Susan Yesilada, Dir. Client Relations  
1,3,6,7B,8,9  
Rm. 1) 12x22      Obs. Rm. Seats 8

Lucas Market Research  
13250 New Halls Ferry Rd.  
Florissant, MO 63033  
Ph. 314-838-0696  
Fax 314-838-1996  
Mary Lucas, President  
1,3,4,5,6,7C

Marketeam Associates  
1807 Park 270 Dr., Ste. 300  
St. Louis, MO 63146  
Ph. 314-878-7667  
Fax 314-878-7616  
Liz Wagner  
1,3,4,6,7B  
Rm. 1) 13x20  
Rm. 2) 12x18

Marketing Horizons, Inc.  
1001 Craig Rd., Ste. 100  
St. Louis, MO 63146  
Ph. 314-432-1957  
Fax 314-432-7014  
E-mail: horizons/646-1915@mcimail.com  
Stephanie Feeney, Dir. Field Svcs.  
1,3,4,6,7B,8  
Rm. 1) 18x12      Obs. Rm. Seats 10  
(See advertisement on p. 110)

Marketing Horizons, Inc.-South  
11166 Tesson Ferry  
St. Louis, MO 63123  
Ph. 314-432-1957  
Fax 314-432-7014  
E-mail: horizons/646-1915@mcimail.com  
Stephanie Feeney, Dir. Field Svcs.  
1,3,6,7B,8  
Rm. 1) 24x20      Obs. Rm. Seats 10  
(See advertisement on p. 110)

Peters Marketing Research, Inc.  
12400 Olive Blvd., Ste. 225  
St. Louis, MO 63141  
Ph. 314-469-9022  
Fax 314-469-7436  
Tina Peters-Price  
1,3,4,6,7B  
Rm. 1) 12x22      Obs. Rm. Seats 14  
Rm. 2) 17x18      Obs. Rm. Seats 18

Quality Controlled Services  
1655 Des Peres Rd.  
Des Peres, MO 63131  
Ph. 800-992-2139  
Fax 314-822-4294  
Yvonne Filla  
1,3,4,6,7B,10  
Rm. 1) 17x21      Obs. Rm. Seats 12  
Rm. 2) 18x20      Obs. Rm. Seats 12  
Rm. 3) 10x11      Obs. Rm. Seats 4  
Member FocusVision  
(See advertisements on pp. 29, 61)

Superior Surveys of St. Louis  
10403 Clayton Rd.  
St. Louis, MO 63131  
Ph. 800-325-4982  
Fax 314-692-2427  
Trish Dunn, Partner  
1,3,4,6,7B,8,9,10  
Member NETWORK, VCAN  
(See advertisements on pp. 3, 31)

Superior Surveys of St. Louis  
1720 Mid Rivers Mall  
St. Louis, MO 63376  
Ph. 314-397-8463  
Fax 314-965-8042  
Trish Dunn, Partner  
1,3,4,6,7A,10  
Member NETWORK, VCAN  
(See advertisements on pp. 3, 31)

U. S. Research Corp.  
338 Jamestown Mall  
Florissant, MO 63034  
Ph. 314-741-0284  
Fax 314-741-6971  
1,3,4,6,7A

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customer satisfaction.  
Large consumer and medical databases.



Westgate Research, Inc.  
650 Office Pkwy.  
Creve Coeur, MO 63141  
Ph. 314-567-3333  
Germaine Eley  
1,3,6,7B

## SPRINGFIELD

Bryles Survey Service  
227 Battlefield Mall  
Springfield, MO 65804  
Ph. 708-532-6800  
Fax 708-532-1880  
Bob Bryles  
1,3,4,6,7A,8,9  
Rm. 1) 13x15      Obs. Rm. Seats 8

## MONTANA

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Great Falls, MT 59405  
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Fax 406-727-7847 or 406-727-2430  
Jan Reagor  
1,3,6,7B

## NEBRASKA

## LINCOLN

Coy Interviewing Services, Inc.  
380 Bruce Dr.  
Lincoln, NE 68510  
Ph. 402-488-3753  
Edna Coy  
1,3,6,7A

## OMAHA

Midwest Survey & Mktg.  
8922 Cuming  
Omaha, NE 68114  
Ph. 402-392-0755  
Fax 402-392-1068  
Elaine Bosilevav, Gen. Mgr.  
1,3,4,6,7C,8,9  
Rm. 1) 12x14      Obs. Rm. Seats 10

### Three Cedars Research Services

533 N. 86th St.  
Omaha, NE 68114  
Ph. 402-393-6729  
Fax 402-393-1330  
John Lee, President  
1,3,4,6,7C,8,9  
Rm. 1) 20x28      Obs. Rm. Seats 10  
(See advertisement on p. 111)

# Omaha's Premier Focus Group Facility



- Executive meeting space (20x28) with fully mirrored wall, connecting observation room, respondent reception/holding area and private office.
- Full kitchen and catering
- Respondent recruitment and experienced moderators
- Dual audio and dual video recording and transcription
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Three Cedars is located on two acres of wooded hills in the heart of Omaha. Architects designed the facility expressly to emphasize the importance of form and function, and to nurture creativity and communication. Call on the experienced professionals at Three Cedars. We can provide you with the expertise needed to organize and stage effective focus groups.



## THREECEDARS

533 N. 86th Street  
Omaha, Nebraska 68114-3505  
(402)393-6729 FAX (402)393-1330

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	‡denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room

Wiese Research Associates  
10707 Pacific St., Ste. 202  
Omaha, NE 68114  
Ph. 402-391-7734  
Fax 402-391-0331  
Cathy Morrissey  
1,3,6,7B  
Rm. 1) 26x14

Obs. Rm. Seats 7

## NEVADA

### LAS VEGAS

#### Consumer Research Center

1370 E. Flamingo., Ste. J  
Las Vegas, NV 89119  
Ph. 702-737-3272  
Fax 702-737-1023  
1,3,4,5,6,7A,8,9  
Rm. 1) 20x22

Obs. Rm. Seats 15

(See advertisement on p. 112)

#### Las Vegas Surveys

1516 S. Eastern  
Las Vegas, NV 89104  
Ph. 702-598-0400  
Fax 702-598-0883  
Carlos Kelley, Manager  
1,3,4,6,7C,8,9

### RENO

Sierra Market Research  
63 Keystone Ave., #202  
Reno, NV 89503  
Ph. 702-786-6556  
Fax 702-786-6844  
Carl Bergemann  
1,3,6,7B

## NEW HAMPSHIRE

### MANCHESTER/NASHUA

#### American Research Group, Inc.

814 Elm St.  
Manchester, NH 03101  
Ph. 603-624-4081  
Fax 603-627-1746  
Dick Bennett  
1,3,6,7B,8  
Rm. 1) 11x16

Obs. Rm. Seats 6

#### Granite State Mktg. Research, Inc.

Park II West  
78 Nashua Rd., Ste. 3  
Londonderry, NH 03053  
Ph. 603-434-9141  
Fax 603-434-4176  
Dorothy Bacon, President  
1,3,6,7B,8,9  
Rm. 1) 16x14

Obs. Rm. Seats 10

#### Hollis Research Centre

P.O. Box 922  
Hollis, NH 03049  
Ph. 603-465-3034  
Fax 603-924-2009  
Rick Hardy or Lou Zivic  
1,2,3,4,6,7C,8  
Rm. 1) 30x43  
Rm. 2) 14x32

Obs. Rm. Seats 12

Obs. Rm. Seats 10

# cRc

GOALS

FACTS

IDEAS

OPINION

INFORMATION

**Consumer Research Center**

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- **Separate central A/C** for each suite
- **Modern office building**
- **Theater seating 85** available
- **In-house recruiting**
- **Conference table flexibility:**  
rectangle, inverted V, horseshoe, etc.

### A La Carte Research, Inc.

North Shore Atrium  
6800 Jericho Turnpike  
Syasset, New York 11791  
(516) 364-4004  
Fax (516) 364-4683



New England Interviewing, Inc.  
124 S. River Rd.  
Bedford, NH 03110  
Ph. 603-641-1222  
Fax 603-666-5920  
Stella McDaniel  
1,3,4,6,7B,8,9  
Rm. 1) 26x16            Obs. Rm. Seats 20  
Rm. 2) 12x14

New England Interviewing, Inc.  
5 Coliseum Ave.  
Nashua, NH 03063  
Ph. 603-889-8222  
Fax 603-883-1119  
Joan Greene, President  
1,3,4,6,7B,8  
Rm. 1) 16x17            Obs. Rm. Seats 14

## NEW JERSEY

(Also See New York City  
and Philadelphia)

### ATLANTIC CITY

Survey Central, Inc.  
503 Mill Rd.  
Northfield, NJ 08225  
Ph. 609-383-1700  
Fax 609-383-1783  
Jody Davis  
1,3,6,7C  
Rm. 1) 15x15            Obs. Rm. Seats 10

### PRINCETON

Research 100  
29 Emmons Dr.  
Princeton, NJ 08540  
Ph. 609-924-6100  
Fax 609-452-0138  
Harriet Mack  
1,3,4,6,7B  
Rm. 1) 12x22            Obs. Rm. Seats 12

Response Analysis  
377 Wall St.  
Princeton, NJ 08540  
Ph. 609-921-3333  
Fax 609-921-2611  
Steph Walker, Field Director  
1,3,6,7B

### SOUTHERN NEW JERSEY

Group Dynamics/Cherry Hill, Inc.  
Plaza 100 @ Main St., Ste. 406  
Voorhees, NJ 08043  
Ph. 609-424-1011  
Fax 609-424-2538  
Merle Holman  
1,3,4,6,7B,8,9  
Rm. 1) 16x24            Obs. Rm. Seats 22  
Rm. 2) 17x22            Obs. Rm. Seats 18  
(See advertisement on p. 132)

When contacting a company through this directory be sure to let them know that you found them in . . .

*Quirk's*  
**MARKETING RESEARCH**  
*Review*

## THE BEST JUST GOT BETTER

In our continuing effort to provide the best facilities and services possible, we reached out to our clients to identify their needs. The result is our new focus group facility which was designed for optimal functionality and comfort.

This facility is located in our free standing office building and features:

- Spacious, tiered client viewing room
- Client lounge with a work area and closed circuit monitor
- Remote controlled video system that has been tested rigorously for flawless audio and video production

*Our goal is to insure that your experience at Survey Service, Inc. exceeds your expectations.*

For a company brochure or a bid on your next focus group or pre-recruited project, contact Susan Adelman at...

**1-800-507-7969**

**SURVEY SERVICE, INC.**



*Providing quality research services  
for over 40 years  
to clients who demand excellence*

1911 Sheridan Drive Buffalo, N.Y. 14223  
716-876-6450            Fax: 716-876-0430

## Codos

1. Conference Style Room.	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room.
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

## NEW MEXICO

### ALBUQUERQUE

Business Information Group, Inc.  
1114 Pennsylvania N.E., Ste. B  
Albuquerque, NM 87110  
Ph. 800-321-9244 or 505-265-4760  
Fax 505-265-5062  
James Larson, Ph.D., President  
1,3,4,6,7c  
Rm. 1) 14x25      Obs. Rm. Seats 12

Sandia Marketing Services, Inc.  
2201 San Pedro N.E., Bldg. 1, Ste. 230  
Albuquerque, NM 87110  
Ph. 800-950-4148  
Fax 505-883-4776  
Lana Scutt, President  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x17      Obs. Rm. Seats 15  
†Rm. 2) 15x17      Obs. Rm. Seats 15

## NEW YORK

### ALBANY

Albany Field Research Center  
7 Hudson St.  
Kinderhook, NY 12106  
Ph. 518-758-6400  
Fax 518-758-6451  
Hans Blomér  
1,3,6,7C  
Rm. 1) 12x20      Obs. Rm. Seats 6

J.L. Whalen Markette Research  
521 visher Ferry Rd.  
Clifton Park, NY 12065  
Ph. 518-383-1661  
Fax 518-371-0791  
Joyce Whalen, President  
1,3,6,7B

### BUFFALO

Buffalo Survey & Research, inc.  
1249 Eggert Rd.  
Buffalo, NY 14226  
Ph. 716-833-6639  
Fax 716-834-0372  
Jeanette Levin, President  
1,3,4,6,7C,8,9,10  
Rm. 1) 11x21      Obs. Rm. Seats 8

Ruth Diamond Market Research  
770 Alberta Dr.  
Buffalo, NY 14226  
Ph. 716-836-1110  
Harvey Podolsky, President  
1,2,3,4,6,7A,8,9  
Rm. 1) 20x21      Obs. Rm. Seats 16  
†Rm. 2) 20x21      Obs. Rm. Seats 16

Goldhaber Research Associates  
One NFA Park  
Amherst, NY 14228  
Ph. 716-689-3311  
Fax 716-689-3342  
Richard Ludwig, Mkt. Rsch. Mgr.  
1,4,6,7B

Marketing Decisions Group, Inc.  
9141 Main St.  
Buffalo, NY 14031  
Ph. 716-634-2045  
Fax 716-634-9560  
Arup K. Sen, President  
1,3,4,6,7C,8

Marion Simon Research Services  
C103 Walden Galleria  
Cheektowaga, NY 14225  
Ph. 716-684-8025  
Fax 716-684-3009  
Sharon Liedy, Office Manager  
1,3,4,6,7A

## Triangulate the most comprehensive market in America

FROM OUR THREE PRIME LOCATIONS



Dense, diverse and enormously rich, **metrapolitan New York** is like no other market in America. But, to penetrate it, you've got to know the angles. And how to make them work for you.

**That's where EMK can help**

From our three full-service mall facilities in **Jersey City, Queens, the Bronx**, we can help you evaluate virtually any ethnic, specialized or mainstream market segment.

Whether your focus is inward toward the city or outward toward the suburbs, call EMR. We've got the reach, the range and the rapport to give you **fresh new perspectives** on this vital region.

**From many angles you could not see for.**

Ebony Marketing Research, Inc.  
2100 Bartow Avenue  
Baychester, NY 10475

**Year Key to Ethnic Marketing**

**Phone: 718-217-0842 Fax: 718-320-3996**

# 1996 FOCUS GROUP FACILITY DIRECTORY

## Survey Service, Inc.

1911 Sheridan Dr.  
Buffalo, NY 14223  
Ph. 718-876-8450  
Fax 718-876-0430  
Susan Adelman, President  
1,2,3,4,6,7C,8,9  
Rm. 1) 17x17      Obs. Rm. Seats 2  
Rm. 2) 14x27      Obs. Rm. Seats 12  
(See advertisement on p. 113)

## NEW YORK CITY

### Accu-Trend Inc.

1045 Route 109  
Lindenhurst, NY 11757  
Ph. 516-957-8811  
Fax 516-957-8938  
Grace Goldstein, President  
1,3,6,7C

### A La Carte Research

6800 Jericho Tpke., Ste. 113E  
Syosset, NY 11791  
Ph. 516-364-4004  
Fax 516-364-4683  
Phyllis Gorin, President  
1,3,4,6,7B,8,9  
Rm. 1) 19x20      Obs. Rm. Seats 20  
Rm. 2) 17x19      Obs. Rm. Seats 16  
Rm. 3) 12x9      Obs. Rm. Seats 6  
(See advertisement on p. 112)

### Beta Research Corp.

6400 Jericho Turnpike  
Syosset, NY 11791  
Ph. 516-935-3800  
Fax 516-935-4092  
Virginia Redus, Field Coord.  
1,3,6,7B  
Rm. 1) 12x16  
Rm. 2) 12x14

### Bernett Research Services, Inc.

Menlo Park Mall  
312 Menlo Park  
Edison, NJ 08837  
Ph. 908-548-2900  
Fax 908-549-0026  
Jill Teiler  
1,3,4,6,7A,8  
Rm. 1) 9x15      Obs. Rm. Seats 8  
(See advertisement on p. 46)

### The Conference Center of New Rochelle

3 Cottage Place  
New Rochelle, NY 10801  
Ph. 914-576-3800  
Fax 914-576-0469  
Annette Capawana, Manager  
1,2,3,4,6,7B,8,9  
Rm. 1) 21x18      Obs. Rm. Seats 18  
Rm. 2) 21x16      Obs. Rm. Seats 14  
†Rm. 3) 10x11      Obs. Rm. Seats 4

## Tom Dale Market Research

160 E. 48th St.  
New York, NY 10017  
Ph. 212-758-9777  
Fax 212-758-7520  
Tom Dale, President  
1,2,3,4,5,6,7D

### Downtown Focus Center

Two World Trade Center, 27th fl.  
New York, NY 10048  
Ph. 212-837-7160  
Fax 212-837-7079  
Marcia Holland, Vice President  
1,3,6,7B  
(See advertisement on p. 115)

### Ebony Marketing Research, Inc.

2100 Bartow Ave.  
Bronx, NY 10475  
Ph. 718-217-0842  
Fax 718-320-3996  
Bruce Kirkland, Vice President  
1,3,4,6,7B  
(See advertisement on p. 114)

### Elrick & Lavidge, Inc.

Mack Centre II  
1 Mack Centre Dr.  
Paramus, NJ 07652  
Ph. 201-599-0755  
Fax 201-599-9896  
Barbara Evans  
1,3,4,6,7B  
Rm. 1) 15x18      Obs. Rm. Seats 8

### Fieldwork East, Inc.

Two Executive Dr.  
Fort Lee, NJ 07024  
Ph. 201-585-8200  
Fax 201-585-0096  
Carol Tauben  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 18x18      Obs. Rm. Seats 20  
Rm. 2) 14x17      Obs. Rm. Seats 20  
Rm. 3) 16x16      Obs. Rm. Seats 20  
Rm. 4) 18x14      Obs. Rm. Seats 18  
(See advertisement on the Back Cover)

### Fieldwork East at Westchester, Inc.

555 Taxter Rd.  
Elmsford, NY 10523  
Ph. 914-347-2145  
Fax 914-347-2298  
Maria Garcia  
1,2,3,4,5,6,7B,8,9,10  
Rm. 1) 22x15      Obs. Rm. Seats 20  
Rm. 2) 22x17      Obs. Rm. Seats 20  
Rm. 3) 17x16      Obs. Rm. Seats 12  
Rm. 4) 14x15      Obs. Rm. Seats 10  
Member FocusVision  
(See advertisements on pp. 29, Back Cover)

## Focus On Hudson

350 Hudson St.  
New York, NY 10014  
Ph. 212-727-7000  
Fax 212-727-7023  
Frank O'Blak, President  
1,3,6,7B,8  
Rm. 1) 27x20      Obs. Rm. Seats 15  
Rm. 2) 10x10      Obs. Rm. Seats 2

## NEW FOCUS GROUP FACILITY IN WORLD TRADE CENTER

Downtown Focus Center, located in the heart of NYC's financial district, is the ideal setting for business-to-business market research and off-site meetings.

As the only facility of its kind in the WTC, it offers accessibility to the large concentration of up-scale business executives working in downtown NYC and NJ.

The facility is equipped with modern features including:

- 12-seat conference room
- 10-seat client room
- Full video capability
- Modems
- Slide & overhead projectors
- Professional recruiting
- Freelance moderators
- Full-service catering
- Reasonable rates

## DOWNTOWN FOCUS CENTER

Open Monday to Thursday evenings from 6 PM on. For further information, please contact:

**Marcia S. Holland**  
c/o The Journal of Commerce  
Two World Trade Center  
27th Floor  
New York, NY 10048  
(212) 837-7160  
FAX (212) 837-7079

## Focus Plus...

Qualitative research with all the pluses

Expanded in 1995



Three custom-designed, state-of-the-art focus suites, each with its own:

- Large, professional focus room
- Over-sized client room with living room comfort (seating up to 24)
- Private client office/lounge
- Separate respondent waiting room



Other pluses . . .

- + Owner operated + International network
- + Professional in-house recruiting + Fast turn-around
- + Mid-sized and personal, NOT a "supermarket" facility
- + Located between Midtown and Wall Street
- + Comfort and luxury

## Focus Plus

79 Fifth Avenue, 5th Floor, NYC 10003

Tel: 212-675-0142 Fax: 212-645-3171

### Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
6. Test Kitchen Obsv. Rm	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

#### Focus Plus, Inc.

79 Fifth Ave., 5th fl.  
New York, NY 10003

Ph. 212-675-0142

Fax 212-645-3171

John Markham or Liz Lobrano Markham

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

Rm. 1) 19x22

Obs. Rm. Seats 14

†Rm. 2) 18x20

Obs. Rm. Seats 24

Rm. 3) 14x21

Obs. Rm. Seats 16

(See advertisement on p. 116)

#### Focus Room-White Plains

231 Central Ave.

White Plains, NY 10606

Ph. 914-682-8404

Fax 914-428-3925

Wendy Weinstein

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

Rm. 1) 14x19

Obs. Rm. Seats 25

Rm. 2) 14x19

Obs. Rm. Seats 25

Rm. 3) 14x16

Obs. Rm. Seats 15

#### Focus Room-New Jersey

285 Grand Ave.

5 Patriot Center

Englewood, NJ 07631

Ph. 201-569-1919

Fax 201-569-8128

Donna Weinberg, Manager

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

Rm. 1) 17x16

Obs. Rm. Seats 24

Rm. 2) 19x15

Obs. Rm. Seats 14

#### Focus Suites of New York

355 Lexington Ave., 13th fl.

New York, NY 10017

Ph. 212-867-7373

Fax 212-867-9184

Bill Falvo, Director

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

Rm. 1) 19x19

Obs. Rm. Seats 15

Rm. 2) 19x19

Obs. Rm. Seats 15

Rm. 3) 19x19

Obs. Rm. Seats 15

Rm. 4) 19x19

Obs. Rm. Seats 15

Rm. 5) 18x18

Obs. Rm. Seats 10

Rm. 6) 18x18

Obs. Rm. Seats 10

(See advertisements on pp. 130, 131)

#### Friedman Marketing/New York

Jefferson Valley Mall

650 Lee Blvd.

Yorktown Heights, NY 10598

Ph. 914-962-9400 or 914-698-9591

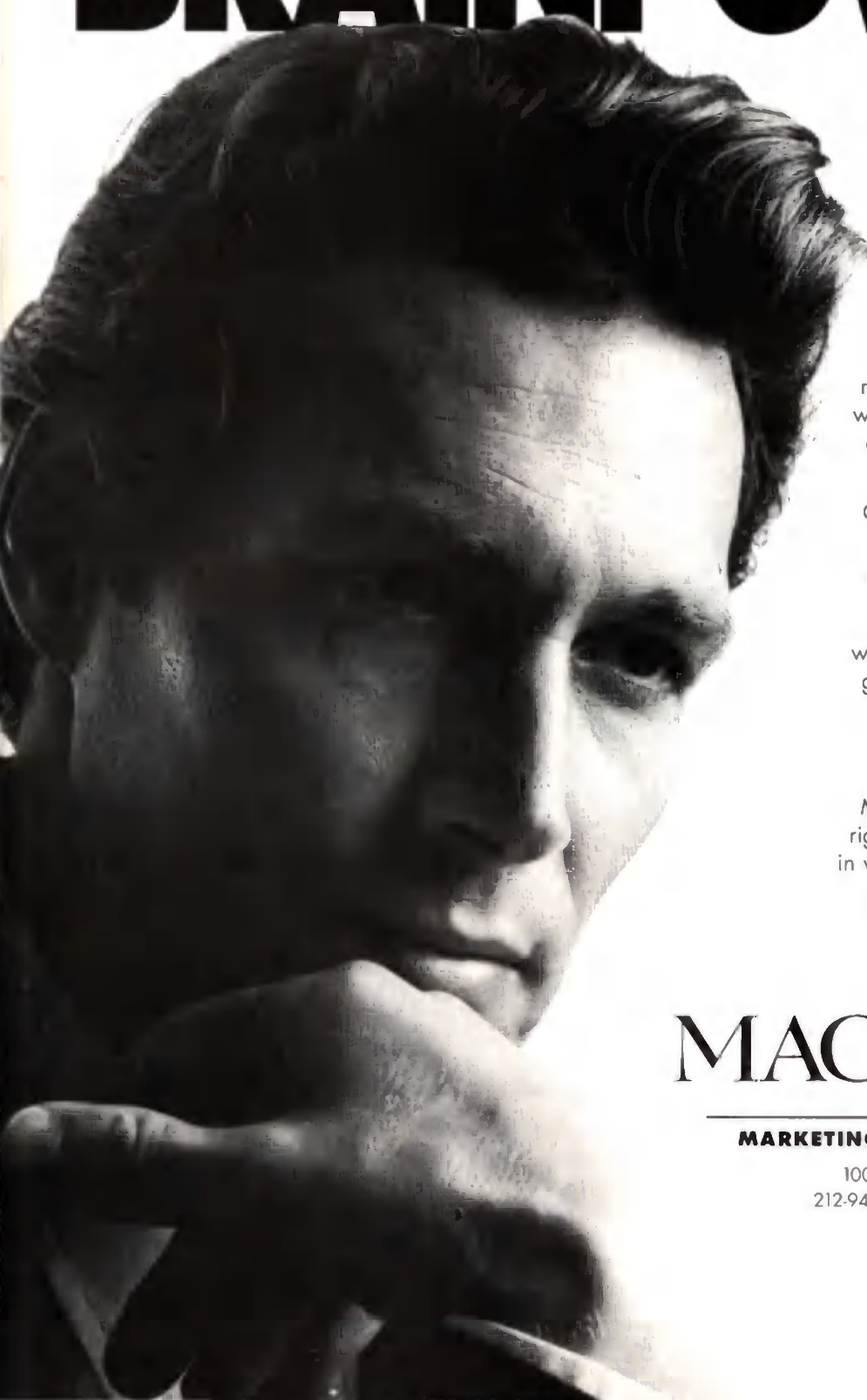
Fax 914-962-1067

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

Rm. 1) 16x16

Obs. Rm. Seats 10

# ADDED BRAINPOWER



Consider the depth of analytical talent at MacroAHF. A major new marketing research and consulting firm, we offer all the brainpower, experience, and capabilities of Macro International and AHF combined.

Our merged resources include two fully staffed 100-station CATI centers with predictive dialing, multiple focus group facilities, an international network of offices, and experience in 80 markets worldwide. Our expertise runs the entire gamut—from qualitative to quantitative, from data collection and tabulation to analysis, strategic planning, and consulting.

MacroAHF is ready to meet your needs right now. To learn more about the ways in which we can help, contact MacroAHF President Scotty Levitt in our New York office, or Greg Mahnke in Burlington.

**MACRO**  **AHF**

**MARKETING RESEARCH AND CONSULTANCY**

100 Avenue of the Americas, New York, NY 10013  
212-941-5555 1-800-TAKE AHF Fax 212-941-7031

126 College Street, Burlington, VT 05401  
802-863-9600 Fax 802-863-8974

A Division of Macro International, Inc.

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

GRA Focus Center  
160 Paris Ave.  
Northvale, NJ 07647  
Ph. 201-767-8888  
Fax 201-767-6933  
Lynda Broer  
1,3,6,7B  
Rm. 1) 14x18

Obs. Rm. Seats 15

Hygeia Marketing Associates, Inc.  
1120 Bloomfield Ave.  
West Caldwell, NJ 07006  
Ph. 201-227-8239  
Fax 201-227-8319  
Fran Libis, Proj. Coord.  
1,3,6,7B,8  
Rm. 1) 19x13      Obs. Rm. Seats 8

Ideal Field Services, Inc.  
1063 Green Acres Mall  
Valley Stream, NY 11581  
Ph. 516-561-1723  
Barbara Prince, President  
1,3,4,6,7A

Long Island Groups In Focus Ltd.  
1185 Northern Blvd.  
Manhasset, NY 11030  
Ph. 516-365-8630  
Fax 516-365-4913  
Mary Garofalo, Managing Dir.  
1,2,3,4,5,6,7C

Macro-AHF Conference Center  
100 Avenue of the Americas  
New York, NY 10013  
Ph. 800-825-3243  
Fax 212-941-7031  
E-mail: Rhindress@macroint.com  
Mindy Rhindress, Sr. Vice President  
1,3,4,6,7B,8,9  
Rm. 1) 24x18      Obs. Rm. Seats 24  
Rm. 2) 19x11      Obs. Rm. Seats 24  
Rm. 3) 10x11      Obs. Rm. Seats 24  
(See advertisement on p. 117)

Manhattan Opinion Center  
369 Lexington Ave., 2nd fl.  
New York, NY 10017  
Ph. 212-972-5553  
Fax 212-557-3085  
Lisa Ratteray, Manager  
1,3,6,7B  
Rm. 1) 20x13      Obs. Rm. Seats 14  
Rm. 2) 21x12      Obs. Rm. Seats 14  
Rm. 3) 15x14      Obs. Rm. Seats 8  
(See advertisement on p. 119)

Meadowlands Consumer Center  
The Plaza at the Meadows  
100 Plaza Dr.  
Secaucus, NJ 07094  
Ph. 201-865-4900 or 800-998-4777  
Fax 201-865-0408  
Lauren A. Heger, Field Director  
1,2,3,4,5,6,7B, 8,9,10  
Rm. 1) 25x24      Obs. Rm. Seats 25  
Rm. 2) 18x24      Obs. Rm. Seats 20  
Rm. 3) 18x24      Obs. Rm. Seats 20  
Rm. 4) 14x16      Obs. Rm. Seats 12  
†Rm. 5) 18x24      Obs. Rm. Seats 20  
(See advertisement on p. 118)

MetroMarket Research Center  
855 Valley Rd.  
Clifton, NJ 07013  
Ph. 201-470-0044  
Fax 201-470-0397  
Sandy Ianuzzi  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 22x14      Obs. Rm. Seats 15  
Rm. 2) 17x17      Obs. Rm. Seats 10  
†Rm. 3) 22x14      Obs. Rm. Seats 15

## Something *Established.* Something **New.**

**Exciting news!** Meadowlands Consumer Center has moved to a new location in a beautiful atrium building! Now you can enjoy the established quality of services you've come to expect from us in a completely new environment. With our eleven years of experience in the field, you can also be assured of a successful research experience from beginning to end, including our professional staff who can handle the toughest recruit to our warm and friendly "home away from home" working environment.

- New location in a beautiful atrium building
- All-suite focus group facility with choices of large, jumbo or mini-group settings
- Viewing rooms with three-sided panoramic mirrors with seating for 20+
- Modern test kitchen
- All rooms fully sound-proofed with individual thermostatic controls
- Separate client and respondent entrances
- Fully supervised in-house recruiting
- Private Client Business Center with computer, printer, copier and fax



### Meadowlands Consumer Center Inc.

100 Plaza Drive  
Secaucus, New Jersey 07094  
(800) 998-4777 (outside NJ)  
(201) 865-4900  
Fax (201) 865-0408

# 1996 FOCUS GROUP FACILITY DIRECTORY

Mid-America Research  
131 Livingston Mall  
Livingston, NJ 07039  
Ph. 201-740-1566  
Fax 201-740-0569  
Rhonda Whetstein, Manager  
1,3,4,6,7A,8,9  
Rm. 1) 17x11      Obs. Rm. Seats 10  
Rm. 2) 17x11      Obs. Rm. Seats 12

T. A. Miller Company, Inc.  
1060 Clifton Ave.  
Clifton, NJ 07015  
Ph. 201-778-6011  
Fax 201-778-5975  
Thomas Miller, President  
1,3,4,6,7B,8,9

Mornstown Market Research  
80 Washington St.  
Morristown, NJ 07960  
Ph. 201-326-9461  
Fax 201-326-9767  
Melody Whitelaw, President  
1,2,3,4,5,6,7C,8,9  
Rm. 1) 22x14      Obs. Rm. Seats 8  
†Rm. 2) 22x14      Obs. Rm. Seats 8

Murray Hill Center  
373 Park Ave. S., 10th fl.  
New York, NY 10016  
Ph. 212-889-4777  
Fax 212-889-5869  
Sue Winer, Manager  
1,3,4,6,7B,10  
Member FocusVision  
(See advertisement on p. 29)

N.D.C.-I.D.I. Center  
Wayne Towne Center  
Wayne, NJ 07470  
Ph. 203-797-0666  
Fax 203-748-1735  
Karen M. Forcade, President  
1,3,4,6,7A,8,9  
Rm. 1) 16x18      Obs. Rm. Seats 10

New York Conference Center, Inc.  
240 Madison Ave., 5th fl.  
New York, NY 10016  
Ph. 212-682-0220  
Fax 212-682-0214  
Anne McLaughlin, Manager  
1,3,6,7B,8,9

New York Focus  
12 E. 41st St.  
New York, NY 10017  
Ph. 212-481-3780  
Fax 212-779-8623  
Nancy Opczynski  
1,3,6,7B  
Rm. 1) 17x20      Obs. Rm. Seats 12  
Rm. 2) 16x21      Obs. Rm. Seats 10  
Rm. 3) 16x20      Obs. Rm. Seats 10  
Rm. 4) 15x20      Obs. Rm. Seats 10  
(See advertisement on p. 147)

**Get more  
information  
from  
advertisers  
on p. 146**



**Manhattan Opinion Center, Inc.**  
309 Lexington Avenue, at 41st Street  
New York NY 10017  
Phone (212) 972-5553 • Fax (212) 557-3005

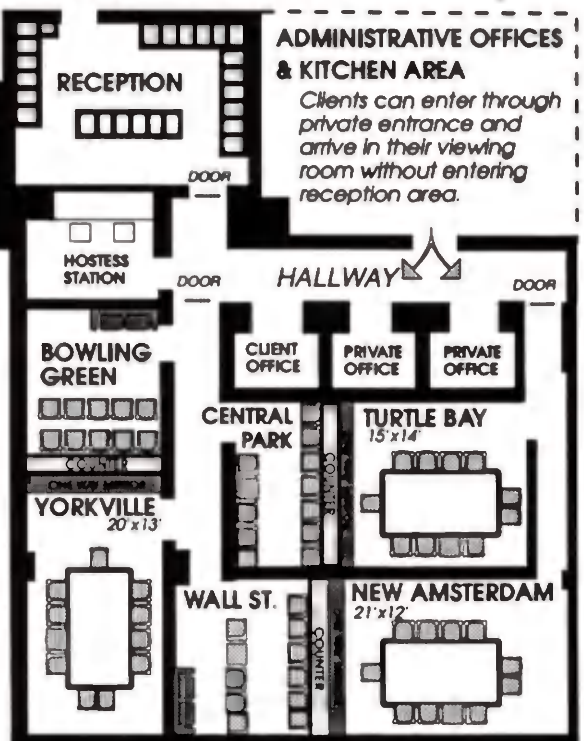
*... Yes, we can do that!*

**NOW A FULL-SERVICE RESEARCH FACILITY!**

Focus group rooms • Recruiting  
Interviewing • Moderating  
Taste testing • Mock juries  
Audio/video services  
Private client offices

• **NATIONWIDE FIELD SERVICES  
NOW AVAILABLE**

**Main Entrance** Facilities include: 3 Conference Rooms with 3' x 9' one-way mirrors and 3 Viewing Rooms



Manhattan Opinion Center, Inc. has been certified as a Woman-owned Business Enterprise by the NY State Dept. of Economic Development (D/MAWB)

## Codoo

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Conference Style Room     | 7B. Located in Office Building |
| 2. Living Room Style         | 7C. Free Standing Building     |
| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | †denotes living room style     |
| 7A. Located in Shopping Mall | ‡denotes one-on-one room       |

## 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 efforts, examining the goals behind a 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 in the following areas to profile: packaging research, service quality/customer satisfaction, focus groups, and health care research. If your company or organization has a research project in any of these areas 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, managing editor, for more information or to discuss a story idea.

Quirk's  
**MARKETING RESEARCH**  
Review

P.O. Box 23536  
Minneapolis, MN 55423  
Ph. 612-854-5101  
Fax: 612-854-8191

Partners In Research, Inc.  
200 Braen Ave.  
Wyckoff, NJ 07481  
Ph. 201-652-6900  
Fax 201-652-7060  
Wanda Gorman  
1,3,4,5,6,7C,8,9

Peters Marketing Research  
4 Century Dr.  
Parsippany, NJ 07054  
Ph. 201-539-5750  
Fax 201-539-3616  
Toni McClard, Vice President  
1,3,6,7B

Plaza Research  
120 Rte. 17 N.  
Paramus, NJ 07652  
Ph. 201-265-7500 or 800-654-8002  
Fax 201-265-7269  
Jill Gottesman  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x25           Obs. Rm. Seats 15  
Rm. 2) 15x25           Obs. Rm. Seats 15  
Rm. 3) 15x20           Obs. Rm. Seats 15  
(See advertisement on p. 121)

The Product Development Workshop  
195 Columbia Turnpike  
Florham Park, NJ 07932  
Ph. 201-765-0077  
Fax 201-765-9087  
Irene Bing, Manager  
1,3,4,5,6,7B  
Rm. 1) 18x13           Obs. Rm. Seats 15  
Rm. 2) 17x14           Obs. Rm. Seats 20

RDJ Market Research  
2 Kavey Place  
Armonk, NY 10504  
Ph. 914-273-8470  
Fax 914-273-8473  
Steve Genovese, President  
1,3,4,6,7A

Recruiting Resources Unlimited  
131 Beverley Rd.  
Brooklyn, NY 11218  
Ph. 718-435-4444  
Fax 718-972-3926  
Connie Livia  
1,3,6,7B  
Rm. 1) 16x12           Obs. Rm. Seats 5

A. Rudman & Associates, Inc.  
151-17 82 St.  
Howard Beach, NY 11414  
Ph. 718-835-3100  
Fax 718-641-6310  
Marcia DiGirolomo, President  
1,3,6,7C,8,9

Sachs Communication Group, Inc.  
200 Varick St., Ste. 910  
New York, NY 10014  
Ph. 212-924-1600  
Fax 212-924-1638  
Tammy Sachs, President  
1,2,3,6,7B,8,9

Seaport Surveys, Inc.  
34 Cliff St.  
New York, NY 10038  
Ph. 212-608-3100  
Fax 212-608-4966  
Andrea Waller, President  
1,3,4,6,7C

Schlesinger Associates, Inc.  
Executive Plaza, Ste. 400  
10 Parsonage Rd.  
Edison, NJ 08837  
Ph. 908-906-1122  
Fax 908-906-8792  
E-mail: sas\_mkt@aol.com  
Steven Schlesinger, President  
1,2,3,4,6,7B,8,9  
Rm. 1) 16x20           Obs. Rm. Seats 16  
Rm. 2) 16x16           Obs. Rm. Seats 16  
Rm. 3) 16x24           Obs. Rm. Seats 16  
Rm. 4) 16x24           Obs. Rm. Seats 16  
†Rm. 5) 16x16           Obs. Rm. Seats 16  
(See advertisement on p. 123)

Audrey Schiller Market Research  
3601 Hempstead Turnpike  
Levittown, NY 11756  
Ph. 516-731-1500  
Fax 516-731-4235  
Audrey Schiller  
1,3,4,6,7A,8,9

Suburban Associates  
1966 Hempstead Tpke.  
East Meadow, NY 11554  
Ph. 516-794-3030  
Fax 516-754-3519  
Contract: Sherry Salus  
1,3,4,6,7A,8  
Rm. 1) 12x17           Obs. Rm. Seats 10

Suburban Associates  
1230 Monmouth Mall  
Eatontown, NJ 07724  
Ph. 908-542-5554  
Fax 908-389-3921  
Madeline Smith  
1,3,4,6,7A,8  
Rm. 1) 14x17           Obs. Rm. Seats 10

Suburban Associates  
517 Route 1 S.  
Iselin, NJ 08830  
Ph. 201-855-8900  
Fax 201-855-9291  
David Schreier  
1,3,4,6,7B,9  
Rm. 1) 16x20           Obs. Rm. Seats 15  
Rm. 2) 14x16           Obs. Rm. Seats 12  
Rm. 3) 12x12           Obs. Rm. Seats 10

Suburban Associates  
579 Franklin Turnpike  
Ridgewood, NJ 07450  
Ph. 201-447-5100  
Fax 201-447-9536  
1,2,3,4,5,6,7B,8  
Rm. 1) 16x18           Obs. Rm. Seats 15  
Rm. 2) 16x18           Obs. Rm. Seats 15



# PLAZA

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3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Videc Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

TAI - New Jersey  
20 E. Oakdene Ave.  
Teaneck, NJ 07666

Ph. 201-836-1500  
Fax 201-836-1959  
Joan Vicenzotti, Ops. Mgr.  
1,2,3,4,6,7B  
Rm. 1) 18x18      Obs. Rm. Seats 15  
Rm. 2) 16x18      Obs. Rm. Seats 12  
Rm. 3) 18x21      Obs. Rm. Seats 12

TAI - New Jersey  
Atrium at Glenpointe Complex  
400 Frank W. Burr Blvd.  
Teaneck, NJ 07666  
Ph. 201-836-1420  
Kathy Wilson, Manager  
1,2,3,4,6,7B

Telephone Rsch. & Analysis Ctr. (TRAC)  
270 Davidson Ave., 3rd fl.  
Somerset, NJ 08873  
Ph. 800-TRAC-NOW  
Fax 908-560-1587  
Sandie Fleck, Ops. Mgr.  
1,3,6,7B  
Rm. 1) 17x23      Obs. Rm. Seats 18

Wolf/Altschul Callahan, Inc.  
60 Madison Ave., 5th fl.  
New York, NY 10010-1600  
Ph. 212-725-8840  
Fax 212-213-9247  
1,3,8,7B,10  
Rm. 1) 17x18      Obs. Rm. Seats 11  
Rm. 2) 16x20      Obs. Rm. Seats 10  
Rm. 3) 11x14      Obs. Rm. Seats 10  
Member VCAN  
(See advertisement on p. 3)

## ROCHESTER

Gordon S. Black Corp.  
135 Corporate Woods  
Rochester, NY 14623-1457  
Ph. 716-272-8400 or 800-866-7655  
Fax 716-272-8680  
Beth Fredrickson  
1,3,6,7B  
Rm. 1) 18x30      Obs. Rm. Seats 18

BRX Global, Inc.  
169 Rue De Ville  
Rochester, NY 14618  
Ph. 716-442-0590  
Fax 716-442-0840  
Marilyn Sawit  
1,3,4,5,6,7B,8  
Rm. 1) 13x20      Obs. Rm. Seats 15  
(See advertisement on p. 122)

Car-Lene Research, Inc.  
Marketplace Mall  
301 Miracle Mile Dr.  
Rochester, NY 14623  
Ph. 716-424-3203  
Fax 716-292-0523  
Anne Hossenlopp, Manager  
1,3,4,5,6,7A

Marion Simon Research Services  
49 Wildbriar Rd.  
Rochester, NY 14623  
Ph. 716-359-1510  
Fax 716-334-9423  
Marion Simon, President  
1,3,4,6,7C

The Sutherland Group, Ltd.  
1160-B Pittsford-Victor Rd.  
Pittsford, NY 14534  
Ph. 716-586-5757  
Fax 716-586-5664  
Julie Donohue  
1,3,6,7B  
Rm. 1) 20x24      Obs. Rm. Seats 15

## SUFFOLK COUNTY

J & R Mall Research  
800 Montauk Hwy.  
Shirley, NY 11967  
Ph. 516-399-0200  
Fax 516-791-5033  
Patricia Bryant, Manager  
1,3,4,6,7A

## SYRACUSE

KS&R Consumer Testing Center  
Shoppingtown Mall  
DeWitt, NY 13214  
Ph. 800-645-5469  
Fax 315-471-0115  
Lynnette VanDyke, Dir. Mkt. Svcs.  
1,2,3,4,6,7A,8,9  
Rm. 1) 14x19      Obs. Rm. Seats 10

LaValle Research Service  
9763 Carousel Center Dr.  
Syracuse, NY 13290  
Ph. 315-466-1609  
Fax 315-466-7101  
Maureen Colson, Manager  
1,3,6,7D

McCarthy Associates, Inc.  
6075 E. Molloy Rd.  
Rodax Park. Bldg. #1  
Syracuse, NY 13211  
Ph. 315-431-0660  
Fax 315-431-0672  
Teresa McCarthy, President  
1,2,3,4,6,7B,8,9  
Rm. 1) 12x17      Obs. Rm. Seats 14  
†Rm. 2) 9x19      Obs. Rm. Seats 14  
Rm. 3) 10x10

Marion Simon Research Services  
Northern Lights Mall  
Syracuse, NY 13212  
Ph. 315-455-5952  
Fax 315-455-1826  
Angie Macri, Manager  
1,3,4,6,7A

## NORTH CAROLINA

### CHARLOTTE

AOC Marketing Research  
10100 Park Cedar Dr., Ste. 100  
Charlotte, NC 28210  
Ph. 704-341-0232  
Fax 704-341-0234  
Betty Collins, Vice President  
1,3,4,6,7B,8  
Rm. 1) 30x35      Obs. Rm. Seats 20

Charlotte Research Services  
301 E. Kingston Ave.  
Charlotte, NC 28203  
Ph. 704-333-5028  
Elizabeth Peeler, President  
1,3,6,7B

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## Consumer Pulse of Charlotte

Eastland Mall  
5625 Central Ave.  
Charlotte, NC 28212  
Ph. 704-536-6067  
Fax 704-536-2238  
John Crowell  
1,3,4,5,6,7A  
Rm. 1) 18x12      Obs. Rm. Seats 8  
(See advertisement on p. 103)

## FacFind, Inc.

6230 Fairview Rd., Ste. 108  
Charlotte, NC 28210  
Ph. 704-365-8474  
Fax 704-365-8741  
Tracey Snead, Proj. Coord.  
1,3,6,7B,8  
Rm. 1) 20x14      Obs. Rm Seats 10

## Homer Market Research

333 Four Seasons Town Centre  
Greensboro, NC 27407  
Ph. 919-294-9415  
Fax 919-294-6116  
Leonard Homer  
1,3,4,6,7A  
Rm. 1) 13x20      Obs. Rm. Seats 10

## Jackson Associates, Inc.

Carolina Place  
9599 Pineville-Matthews Rd.  
Pineville (Charlotte), NC 28134  
Ph. 770-394-8700  
Fax 770-394-8702  
Margaret Hicks  
1,3,6,7A  
Rm. 1) 14x18      Obs. Rm. Seats 8  
Member NETWORK  
(See advertisements on pp. 31, 81)

## KPC Research

968 S. Tryon St.  
Charlotte, NC 28202  
Ph. 704-358-5757 or 800-852-2794  
Fax 704-358-5745  
Judie Bickel, Foc. Grp. Mgr.  
1,3,6,7B

## Leibowitz Market Research Assoc., Inc.

One Parkway Plaza, Ste. 110  
4824 Parkway Plaza Blvd.  
Charlotte, NC 28217-1968  
Ph. 704-357-1961  
Fax 704-357-1965  
Teri Leibowitz, President  
1,3,4,6,7B,8,9,10  
Rm. 1) 18x24      Obs. Rm. Seats 12  
Rm. 2) 18x24      Obs. Rm. Seats 12  
Rm. 3) 18x21      Obs. Rm. Seats 8  
Rm. 4) 18x25      Obs. Rm. Seats 24  
Member VCAN  
(See advertisement on p. 3)

## W.H. Long Marketing, Inc.

Golden Gate Shopping Center  
2240 Golden Gate Dr.  
Greensboro, NC 27408  
Ph. 910-292-4146  
Fax 910-299-6165  
John Voss  
1,2,3,4,6,7A

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- |                              |                                |
|------------------------------|--------------------------------|
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| 3. Observation Room          | 8. 1-on-1 Room                 |
| 4. Test Kitchen              | 9. 1-on-1 Viewing              |
| 5. Test Kitchen Obsv. Rm.    | 10. Video Conferencing         |
| 6. Video Equipment Available | †denotes living room style     |
| 7A. Located in Shopping Mall | ‡denotes one-on-one room       |

MarketWise, Inc.  
1332 E. Morehead St., #100  
Charlotte, NC 28204  
Ph. 704-332-8433  
Fax 704-332-0499  
Beverly Kothe, Principal  
1,3,4,6,7B  
Rm. 1) 16x23      Obs. Rm. Seats 12  
Rm. 2) 14x15      Obs. Rm. Seats 10

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206 West Franklin  
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Ph. 919-929-7759  
Fax 919-932-8829  
Lenny Lind  
1,3,4,6,7B,8,9  
Rm. 1) 17x15      Obs. Rm. Seats 10

Johnston, Zabor & Associates  
2222 Chapel Hill/Nelson Hwy.  
Headquarters Park, #300  
Durham, NC 27713  
Ph. 919-544-5448  
Jeffrey M. Johnston  
1,3,4,5,6,7B,8,9  
Rm. 1) 20x22      Obs. Rm. Seats 18  
Rm. 2) 9x9      Obs. Rm. Seats 6

L & E Research  
4009 Barrett Dr., Ste. 101  
Raleigh, NC 27609  
Ph. 919-782-3860  
Fax 919-787-3428  
Lynne Eggers  
1,3,4,6,7B,10  
Member FocusVision  
(See advertisement on p. 29)

Management Rsch. & Plng. Corp.  
601 St. Mary St.  
Raleigh, NC 27605  
Ph. 800-347-5608  
Fax 919-856-0020  
Kim Kitchings or Kim Kull  
1,3,6,7B,8,9  
Rm. 1) 12x22      Obs. Rm. Seats 10  
Rm. 2) 10x14      Obs. Rm. Seats 6

NRG Raleigh  
7330 Chapel Hill Rd., Ste. 107  
Raleigh, NC 27607  
Ph. 800-315-TEXX (8399)  
Fax 919-557-0167  
Kelly Lynn Ireland, Facility Director  
1,3,6,7B  
Rm. 1) 10x13      Obs. Rm. Seats 10  
Rm. 2) 6x13      Obs. Rm. Seats 5  
(See advertisements on pp. 124, 137)

Wilkerson & Associates  
4208 Six Forks Rd.  
Bldg. 2, Ste. 333  
Raleigh, NC 27609  
Ph. 919-781-0555  
Fax 919-783-7810  
Ben Maypray, Manager  
1,3,6,7B

## WINSTON-SALEM

American Sales & Marketing  
7870 Fair Oaks Dr.  
Clemmons, NC 27012  
Ph. 910-766-2383  
Dorothy Rogat, President  
1,6,7B,8  
Rm. 1) 16x20  
Rm. 2) 18x24  
Rm. 3) 20x24  
†Rm. 4) 16x24

Bellomy Research, Inc.  
150 S. Stratford Rd., Ste. 500  
Winston-Salem, NC 27104  
Ph. 910-721-1140 or 800-443-7344  
Fax 910-721-1597  
Pat Rierson, Dir. Foc. Grp. Fac.  
1,3,4,5,7B  
Rm. 1) 16x21      Obs. Rm. Seats 12

CB&A Market Research  
1400 Westgate Center Dr., Ste. 200  
Winston-Salem, NC 27103  
Ph. 910-765-1234  
Fax 910-765-1109  
Amy Anderson, Field Rsch. Mgr.  
1,3,4,6,7C,8,9  
Rm. 1) 18x20      Obs. Rm. Seats 18

## OHIO

### CINCINNATI

Alliance Research, Inc.  
2845 Chancellor Dr.  
Crestview Hills, KY 41017  
Ph. 606-344-0077  
Fax 606-344-0078  
Ken Glaser, CL Studies Manager  
1,3,6,7C  
Rm. 1) 22x30

The Answer Group  
Downtown Facility  
432 Walnut St.  
Cincinnati, OH 45202  
Ph. 513-489-9000, ext. 212  
Fax 513-651-0034  
Kathy Thorman, Mgr. Qual. Rsch.  
1,3,6,7B,8,9,10  
Rm. 1) 16x20      Obs. Rm. Seats 12  
Member FocusVision  
(See advertisements on pp. 29, 125)

The Answer Group  
Suburban Facility  
11161 Kenwood Rd.  
Cincinnati, OH 45242  
Ph. 513-489-9000, ext. 212  
Fax 513-489-9130  
Kathy Thorman, Mgr. Qual. Rsch.  
1,3,6,7C,10  
Rm. 1) 18x23      Obs. Rm. Seats 18  
Rm. 2) 18x20      Obs. Rm. Seats 12  
Member FocusVision  
(See advertisements on pp. 29, 125)

Assistance In Marketing, Inc.  
11890 Montgomery Rd.  
Cincinnati, OH 45249  
Ph. 513-683-6600  
Fax 513-683-9177  
Irwin Weinberg  
1,3,4,5,6,7C  
Rm. 1) 24x14      Obs. Rm. Seats 20  
Rm. 2) 24x14      Obs. Rm. Seats 20  
Rm. 3) 35x25      Obs. Rm. Seats 20

# 1996 FOCUS GROUP FACILITY DIRECTORY

Assistance In Marketing  
9663A Colerain Ave.  
Cincinnati, OH 45251  
Ph. 513-385-8228  
Fax 513-385-2140  
Susan Odom  
1,4,6,7A,8,9

B & B Research Services, Inc.  
8005 Plainfield Rd.  
Cincinnati, OH 45236  
Ph. 513-793-4223  
Fax 513-793-9117  
Lynn Caudill, Project Supervisor  
1,3,4,6,7B,8  
Rm. 1) 12x20 Obs. Rm. Seats 8  
Rm. 2) 10x15

Calo Research Services, Inc.  
10250 Alliance Rd., #230  
Cincinnati, OH 45242  
Ph. 513-984-9708  
Cindi Johnson, Field Director  
1,3,6,7B

Consumer Pulse of Cincinnati  
514 Forest Fair Dr.  
Cincinnati, OH 45240  
Ph. 513-671-1211  
Fax 513-346-4244  
Susan Lake-Carpenter  
1,3,4,5,6,7A,8,9  
Rm. 1) 13x15 Obs. Rm. Seats 8  
(See advertisement on p. 103)

Fields Marketing Research, Inc.  
7979 Reading Rd.  
Cincinnati, OH 45237  
Ph. 513-821-6266  
Fax 513-679-5300  
Bernie Kearney  
1,2,3,6,7B,8,9  
Rm. 1) 23x19 Obs. Rm. Seats 14

MarketVision Research, Inc.  
4500 Cooper Rd.  
Cincinnati, OH 45242  
Ph. 513-791-3100  
Fax 513-794-3500  
Tina Rucker  
1,3,4,5,6,7B,8,9  
Rm. 1) 16x24 Obs. Rm. Seats 20  
Rm. 2) 13x18 Obs. Rm. Seats 6  
(See advertisement on p. 126)

MATRIX Marketing  
4600 Montgomery Rd., Ste. 400  
Cincinnati, OH 45212  
Ph. 800-323-8369  
Fax 513-841-0666  
Brian Gore  
1,2,3,4,6,7B,8,9  
Rm. 1) 16x25 Obs. Rm. Seats 20  
Rm. 2) 20x29 Obs. Rm. Seats 8  
Rm. 3) 14x25 Obs. Rm. Seats 10  
(See advertisement on p. 127)

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3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

**QFact Marketing Research, Inc.**  
 9908 Carver Rd.  
 Cincinnati, OH 45242  
 Ph. 513-891-2271  
 Fax 513-791-7356  
 Mary Swart-Cahall or Jon Hasselo  
 1,3,4,5,6,7B,8,9,10  
 Member VCAN  
 (See advertisement on p. 3)

## CLEVELAND

**Business Research Services**  
 23825 Commerce Park  
 Cleveland, OH 44122-5841  
 Ph. 216-831-5200  
 Fax 216-292-3048

Ron Mayher  
 1,2,3,4,6,7C,8,9  
 Rm. 1) 14x21                      Obs. Rm. Seats 15  
 †Rm. 2) 14x21                      Obs. Rm. Seats 9

**Cleveland Survey Center**  
 691 Richmond Mall  
 Cleveland, OH 44143  
 Ph. 800-950-9010  
 Fax 216-461-9525  
 Sue Dobrski  
 1,3,4,6,7A

**Focus Groups of Cleveland**  
 2 Summit Park Dr., Ste. 225  
 Cleveland, OH 44131  
 Ph. 800-950-9010  
 Fax 216-461-9525  
 Sue Dobrski  
 1,3,4,6,7B  
 Rm. 1) 16x20                      Obs. Rm. Seats 20  
 Rm. 2) 12x16                      Obs. Rm. Seats 12  
 Rm. 3) 10x12                      Obs. Rm. Seats 4  
 (See advertisement on p. 125)

**Heakin Research, Inc.**  
 Severance Center  
 3542 Mayfield Rd.  
 Cleveland Heights, OH 44118  
 Ph. 216-381-6115  
 Eric Silver, Manager  
 1,3,4,6,7A

**Pat Henry Market Research, Inc.**  
 230 Huron Rd. N.W., #100 43  
 Cleveland, OH 44113  
 Ph. 216-621-3831  
 Fax 216-621-8455  
 Mark Kikel, V.P. Ops.  
 1,2,3,4,6,7A&B,8,9  
 Rm. 1) 12x20                      Obs. Rm. Seats 10  
 Member NETWORK  
 (See advertisements on pp. 31, 125)

**Marketeam Associates**  
 3645 Warrensville Center Rd.  
 Shaker Heights, OH 44122  
 Ph. 216-491-9515  
 Fax 216-491-8552  
 Sandra Traweek, Manager  
 1,3,6,7B  
 Rm. 1) 13x19

**National Market Measures, Inc.**  
 781 Beta Dr.  
 Cleveland, OH 44143  
 Ph. 216-473-7766  
 Fax 216-473-0428  
 Martha M. Kain, Owner  
 1,2,3,4,8,7B  
 Rm. 1) 15x18                      Obs. Rm. Seats 15  
 †Rm. 2) 14x15

**National Market Measures, Inc.**  
 25109 Detroit Rd.  
 Cleveland, OH 44145  
 Ph. 216-892-8555  
 Fax 216-892-0002  
 1,2,3,4,6,7C  
 Rm. 1) 14x19                      Obs. Rm. Seats 15  
 †Rm. 2) 14x15

# COMMITMENT TO QUALITY

...THE STANDARD OF

## **MarketVision.**<sup>®</sup>

### FOCUS GROUPS

- ◆ 2 fully-equipped suites with luxury tiered seating
- ◆ remote controlled video

### CONSUMER CENTER

- ◆ high tech test kitchen
- ◆ two viewing rooms
- ◆ newest and finest facility in Cincinnati



## **MarketVision Research**

The MarketVision Building  
 4500 Cooper Road  
 Cincinnati, Ohio 45242  
 (513) 791-3100

An Inc. 500<sup>®</sup> Company

# 1996 FOCUS GROUP FACILITY DIRECTORY

Opinion Centers America  
22021 Brookpark Rd.  
Cleveland, OH 44126  
Ph. 216-779-3000  
Fax 216-779-3040  
Shelly Entres  
1,3,4,5,6,7C  
Rm. 1) 22x14      Obs. Rm. Seats 20  
Rm. 2) 22x14      Obs. Rm. Seats 20

Opinion Centers America  
Great Northern Mall, Rm. 924  
North Olmsted, OH 44070  
Ph. 216-779-3050  
Fax 216-779-3060  
Karen Cunningham  
1,3,4,6,7A  
Rm. 1) 17x14      Obs. Rm. Seats 10

Rosen Research  
25906 Emery Rd.  
Cleveland, OH 44128  
Ph. 216-464-5240  
Fax 216-464-7864  
Mary Ann Sheets  
1,2,3,4,5,6,7C

Strategic Consumer Research, Inc.  
26250 Euclid Ave.  
Cleveland, OH 44132  
Ph. 216-261-0308  
Fax 216-261-3546  
Gerald Godic, Vice President  
1,3,6,7B

## COLUMBUS

B & B Research Service, Inc.  
1365 Grandview Ave.  
Columbus, OH 43212  
Ph. 614-486-6746  
Fax 614-486-9958  
Judy Frederick  
1,3,4,6,7B,8  
Rm. 1) 10x18      Obs. Rm. Seats 8  
Rm. 2) 10x15

Field Dynamics of Ohio  
Div. of MNE Mktg. & Rsch. Svcs., Inc.  
929 Eastwind Dr., Ste. 216  
Westerville, OH 43081  
Ph. 800-551-2257  
Fax 614-898-3031  
Fred Alvaro  
1,3,4,6,7B,8,9  
Rm. 1) 12x19      Obs. Rm. Seats 6  
Rm. 2) 20x28      Obs. Rm. Seats 14

Focus and Phones, Inc.  
2655 Oakstone Dr.  
Columbus, OH 43231  
Ph. 614-895-5800  
Fax 614-895-5840  
Sally Pilcher  
1,3,4,5,6,7C  
Rm. 1) 14x23      Obs. Rm. Seats 12  
Rm. 2) 14x23      Obs. Rm. Seats 12  
Rm. 3) 20x30      Obs. Rm. Seats 15

Focus Plus at SBC  
707 Park Meadow Rd.  
Westerville, OH 43081  
Ph. 614-891-7070  
Fax 614-891-3664  
Melanie Woisin  
1,3,4,6,7C,8,9

Quality Controlled Services  
7634 Crosswoods Dr.  
Columbus, OH 43235  
Ph. 800-242-4118  
Fax 614-436-7040  
Judy Golas  
1,3,4,6,7B,10  
Rm. 1) 16x17      Obs. Rm. Seats 10  
Rm. 2) 16x17      Obs. Rm. Seats 10  
Rm. 3) 21x24      Obs. Rm. Seats 14  
Rm. 4) 21x17      Obs. Rm. Seats 14  
Member FocusVision  
(See advertisements on pp. 29, 61)

## MATRIXX MARKETING RESEARCH

# Full Service Bureau

**That's how our Service Bureau customers describe their experience with MATRIXX Marketing Research. They really appreciate our:**

- **Ultra-modern focus group facilities**
  - 3 rooms, accommodating up to 25 client viewers
  - Central U.S. location, 20 minutes from international airport
  - Large 20' x 29' CLT room with 1-way mirror
  - 20,000-household proprietary database with demographics
- **Leading edge telephone data collection**
  - Expansive, networked, 7-day-a-week CATI research center
- **Highly experienced business-to-business, professional and consumer interviewers and recruiters**
- **Remote monitoring and complete inbound "800" capabilities**
- **Comprehensive data processing services**
  - Full range of in-house capabilities, including coding, data entry, cross tabulation, statistical analysis/graphics
  - CATI and conjoint programming

**Most of all, they liked our full-service, confidential approach to their—and their clients'—marketing challenges. We'll do whatever it takes. For example, we can provide topline reports within hours after fieldwork completion. Put our exceptional resources to work for you and your clients. Call today for an on-the-spot quote.**

**MATRIXX MARKETING RESEARCH**  
*Exceptional insight for strategic marketing decisions*

MATRIXX Center  
4600 Montgomery Road  
Cincinnati, Ohio 45212  
(800) 323-8369  
fax (515) 841-0666

## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one on-one room

Spencer Research, Inc.  
1290 Grandview Ave.  
Columbus, OH 43212  
Ph. 614-488-3123  
Fax 614-421-1154  
Betty Spencer  
1,3,4,5,6,7C,8

T.I.M.E. Market Research  
2655 Oakstone Dr.  
Columbus, OH 43231  
Ph. 614-895-5800  
Fax 614-895-5840  
Anita Ingalls  
1,3,4,6,7A,8,9

## DAYTON

Center For Bus. & Econ. Rsch.  
University of Dayton  
300 College Park  
Dayton, OH 45469-2110  
Ph. 513-229-2453

Fax 513-229-2371  
Fantine M. Kerckaert  
1,3,6,7B  
Rm. 1) 21x24                      Obs. Rm. Seats 10  
Rm. 2) 18x18                      Obs. Rm. Seats 6

OFact Marketing Research, Inc.  
Normandy Square  
381 Miamisburg Centerville Rd.  
Dayton, OH 45459  
Ph. 513-891-2271  
Fax 513-435-3457  
Mary Swart-Cahall or Jon Hasselo  
1,3,6,7B,8

T.I.M.E. Market Research  
560 Dayton Mall  
Dayton, OH 45459  
Ph. 513-433-6296  
Fax 513-433-5954  
Laurette Lockwood  
1,3,4,6,7A

## TOLEDO

AZG Research  
126 W. Wooster St.  
Bowling Green, OH 43402  
Ph. 800-837-4300  
Fax 419-353-1511  
Jonathan Augustine  
1,2,3,6,7B,8,9

Market Research of Toledo  
3103 Executive Pkwy., Ste. 106  
Toledo, OH 43606  
Ph. 419-534-4705  
Fax 419-531-8950  
1,3,6,7B  
Rm. 1) 12x22                      Obs. Rm. Seats 7,15

## OKLAHOMA

### OKLAHOMA CITY

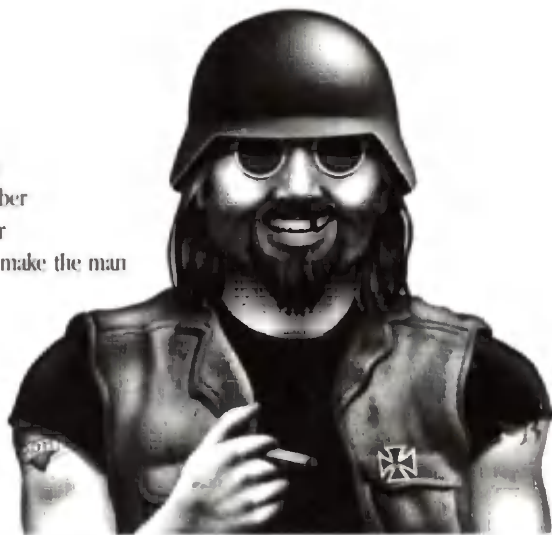
Issues and Answers Network, Inc.  
301 N.W. 63rd St., Ste. 140  
Oklahoma City, OK 73116  
Ph. 800-234-7783  
Fax 804-456-0377  
Annette Hazouri, Mgr. Qual. Svcs.  
1,3,6,7B,8,9,10  
Rm. 1) 15x24                      Obs. Rm. Seats 8

Johnson Marketing Research  
2915 Classen Blvd., Ste. 350  
Oklahoma City, OK 73106  
Ph. 405-528-2700  
Patty Nichols-Casteel  
1,3,4,6,7B

Oklahoma City Research  
Ruth Nelson Research Services  
2501 W. Memorial Dr.  
Oklahoma City, OK 73134  
Ph. 405-752-4710  
Fax 405-752-2344  
Bohn Macroy, Manager  
1,3,4,6,7A

Oklahoma Market Research/Data Net, Inc.  
3909 Classen Blvd., Ste. 200  
Oklahoma City, OK 73118  
Ph. 405-525-3412  
Fax 405-525-3419  
Deanna Carter  
1,3,4,6,7B  
Rm. 1) 14x22                      Obs. Rm. Seats 10

Male, 25-40  
Enjoys outdoors  
Social club member  
Frequent traveler  
Believes clothes make the man



# NO SURPRISES

There's a good reason why moderators who conduct focus groups at Gilmore Research virtually always come back: no surprises.

Our highly trained and experienced recruiting team delivers exactly the people you're after... time after time. We're famous for it. In fact, if the exact kind of people you need aren't to be found in our market, we'll tell you. Up front.

Due to extra diligence, our respondent show rates are extremely high. And our sophisticated database automatically screens out "professional" respondents.

When you walk into our offices for the first time, be prepared for one of the most modern, efficient and comfort-

able focus group facilities in the nation. (We wouldn't want it to be a surprise.)

Call us at (206) 726-5555 and we'll bring you up to speed on our complete focus group services.

## THE GILMORE RESEARCH GROUP

FORTY YEARS OF STRAIGHT ANSWERS  
Seattle, Washington  
Portland, Oregon



## TULSA

Cunningham Market Research  
4107 S. Yale, #LA 107  
Tulsa, OK 74135  
Ph. 918-664-7485  
Lon Quint, Office Manager  
1.3.4.5.6.7A

Tulsa Surveys  
4530 S. Sheridan, #101  
Tulsa, OK 74145  
Ph. 918 665-3311 or 800-544-1494  
Fax 918-665-3388  
Tim Jarrett, Vice President  
1.3.4.6.7B.8  
Rm. 1) 16x24      Obs. Rm. Seats 10  
Rm. 2) 16x20      Obs. Rm. Seats 8

## OREGON

### EUGENE

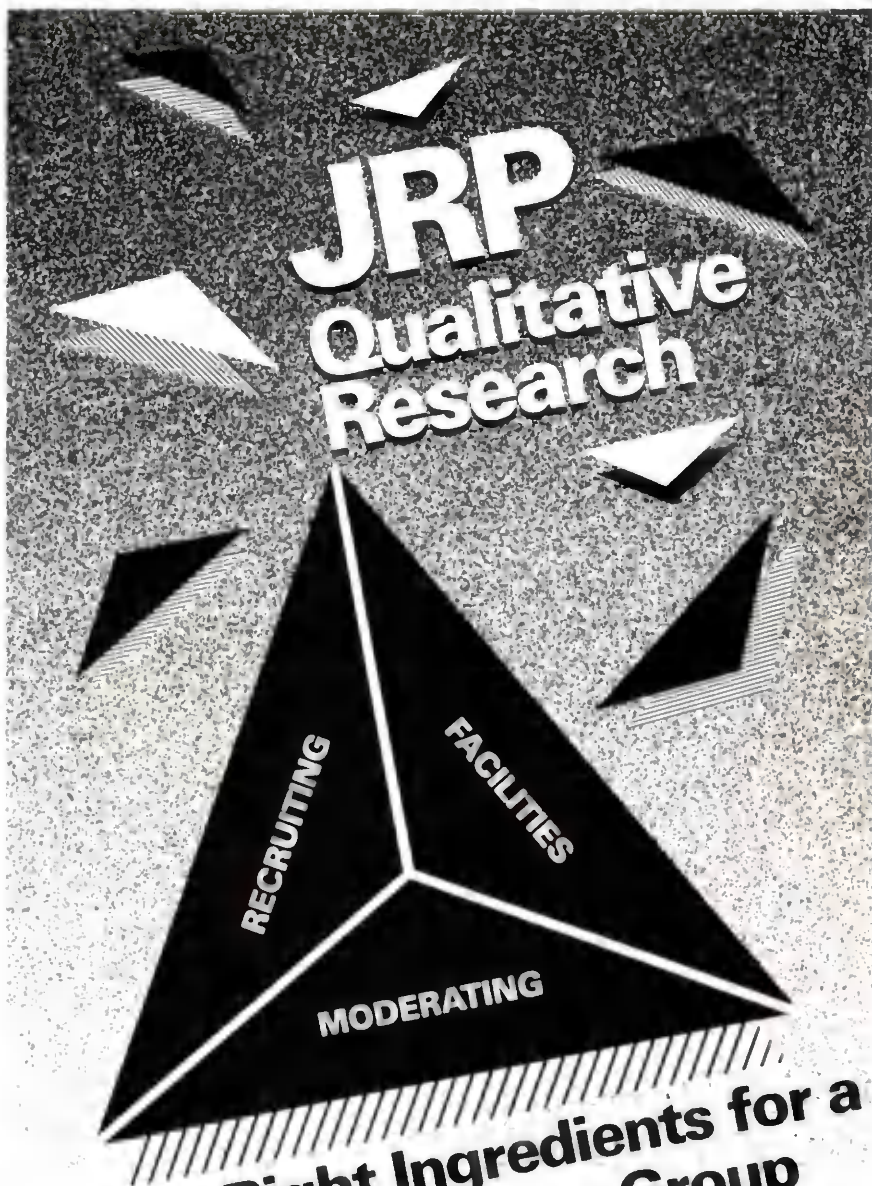
MarStat Market Research  
5035 Nectar Way  
Eugene, OR 97405  
Ph. 503-484-6176  
Fax 503-485-3810  
LaDeane Pryor  
1.3.6.7B.8.9  
Rm. 1) 11x15      Obs. Rm. Seats 12

Scudder & Associates  
110 W 6th Ave., #4  
Eugene, OR 97401-2678  
Ph. 503-484-0149  
Fax 503-484-7327  
Tammy Scudder, President  
1.3.6.7C  
Rm. 1) 22x16      Obs. Rm. Seats 4

### PORTLAND

Consumer Opinion Services  
991 Lloyd Center  
Portland, OR 97232  
Ph. 503-281-1278  
Fax 503-281-1017  
Jerry Carter at 206-241-6050  
1.3.4.6.7A.8  
Rm. 1) 15x19      Obs. Rm. Seats 8  
(See advertisement on p. 140)

The Gilmore Research Group  
729 N.E. Oregon St., #150  
Portland, OR 97232  
Ph. 503-236-4551  
Fax 503-731-5590  
Vikki Murphy  
1.3.6.7B  
Rm. 1) 12x18      Obs. Rm. Seats 12  
(See advertisement on p. 128)



## 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



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

## Codoo

- |                             |                               |
|-----------------------------|-------------------------------|
| 1 Conference Style Room     | 7B Located in Office Building |
| 2 Living Room Style         | 7C Free Standing Building     |
| 3 Observation Room          | 8 1-on-1 Room                 |
| 4 Test Kitchen              | 9 1-on-1 Viewing              |
| 5 Test Kitchen Obsv Rm      | 10 Video Conferencing         |
| 6 Video Equipment Available | †denotes living room style    |
| 7A Located in Shopping Mall | ‡denotes one-on-one room      |

Market Decisions Corporation  
8959 S.W. Barbur Blvd., Ste. 204  
Portland, OR 97219  
Ph. 503-245-4479  
Fax 503-245-9677  
Sue Ellen Christensen  
1,3,6,7B,8,9  
Rm. 1) 18x19           Obs. Rm. Seats 12  
Rm. 2) 11x18           Obs. Rm. Seats 7  
Rm. 3) 10x18           Obs. Rm. Seats 7

Market Strategies  
111 S.W. 5th Ave., Ste. 1850  
Portland, OR 97204  
Ph. 503-225-0112  
Fax 503-225-8400  
Tracy Dobesh  
1,3,6,7B  
Rm. 1) 19x30           Obs. Rm. Seats 10

Market Trends, Inc.  
2130 S.W. Jefferson, Ste. 200  
Portland, OR 97201  
Ph. 503-224-4900  
Fax 503-224-0633  
Brad Huston  
1,3,4,6,7B,8  
Rm. 1) 18x13           Obs Rm. Seats 8  
†Rm. 2) 9x10

Omni Research  
7689 S.W. Capitol Hwy.  
Portland, OR 97219-2745  
Ph. 503-245-4014  
Fax 503-245-9065  
Chris Robinson  
1,3,6,7C,8  
Rm. 1) 21x20

## PENNSYLVANIA

### ALLENTOWN

Parkwood Research Associate  
4635 Crackersport Rd  
Allentown, PA 18104  
Ph. 610-481-0102  
Fax 610-395-8027  
Steve Rioux  
1,3,4,6,7B

Telephone Concepts Unlimited  
3724 Crescent Court W.  
Whitehall, PA 18052  
Ph. 610-437-4000  
Fax 610-437-5212  
Bob Williams, President  
1,3,6,7B

### ERIE

Moore Research Services, Inc.  
2610 Ellsworth Ave.  
Erie, PA 16508  
Ph. 814-868-4678  
Fax 814-884-8333  
Colleen Moore Mezler, Vice President  
1,3,4,6,7B,8  
Rm. 1) 17x12           Obs. Rm. Seats 8

### HARRISBURG

The Bartlett Group  
3690 Vartan Way  
Harrisburg, PA 17110  
Ph. 717-540-9900  
Fax 717-540-9338  
Jeff Bartlett, President  
1,3,6,7C  
Rm. 1) 12x22           Obs. Rm. Seats 7

You Are Used To  
the Tried  
and True In  
PHILADELPHIA

**FOCUS Suites**  
of Philadelphia

1 Bala Plaza, Suite 622, St. Asaphs Rd.  
Bala Cynwyd, PA 19004  
610-667-1110 - phone  
610-667-4858 - fax



# 1996 FOCUS GROUP FACILITY DIRECTORY

## LANCASTER

The Bertlett Group  
1910 Fruitville Pike  
Lancaster, PA 17601  
Ph. 717-569-8950  
Fax 717-540-9338  
Jeff Bartlett, President  
1,3,6,7A  
Rm. 1) 16x22      Obs. Rm. Seats 8

## PHILADELPHIA

**Consumer Pulse of Philadelphia**  
Plymouth Meeting Mall, #2203  
Plymouth Meeting, PA 19462  
Ph. 610-825-6636  
Fax 610-825-6805  
Eleanor Yates  
1,3,4,5,6,7A,8,9  
Rm. 1) 15x15      Obs. Rm. Seats 20  
(See advertisement on p. 103)

**Focus Suites of Philadelphia**  
One Bala Plaza, Ste. 622  
Bala Cynwyd, PA 19004  
Ph. 610-667-1110  
Fax 610-667-4858  
Kathy Jonik  
1,3,4,6,7B,8,9  
Rm. 1) 18x22      Obs. Rm. Seats 20  
Rm. 2) 16X20      Obs. Rm. Seats 18  
Rm. 3) 16x20      Obs. Rm. Seats 18  
(See advertisements on pp. 130, 131)

**Group Dynamics In Focus, Inc.**  
555 City Line Ave., 6th fl.  
Bala Cynwyd, PA 10094  
Ph. 610-668-8535  
Fax 610-668-2072  
Robin Kaplan  
1,3,4,6,7B,8,9,10  
Rm. 1) 28x20      Obs. Rm. Seats 18  
Rm. 2) 16x24      Obs. Rm. Seats 12  
Rm. 3) 16x24      Obs. Rm. Seats 12  
Rm. 4) 14x18      Obs. Rm. Seats 10  
Member VCAN  
(See advertisements on pp. 3, 132)

**JRA Marketing Research, Inc.**  
587 Bethlehem Pike, Ste. 600  
Montgomeryville, PA 18938-9742  
Ph. 215-822-6220  
Fax 215-822-2238  
Frances Grubb or Nancy Kolkebeck  
1,3,4,6,7B,8,9  
Rm. 1) 15x16      Obs. Rm. Seats 10  
Rm. 2) 7x10      Obs. Rm. Seats 3  
Rm. 3) 20x40      Obs. Rm. Seats 3  
Member NETWORK  
(See advertisements on pp. 5, 31)

**JRA Marketing Research, Inc.**  
1600 Market St., Ste. 1550  
Philadelphia, PA 19103-7240  
Ph. 215-822-6220  
Fax 215-822-2238  
Frances Grubb or Nancy Kolkebeck  
1,3,4,6,7B,8,9  
Rm. 1) 18x18      Obs. Rm. Seats 15  
Rm. 2) 22x15      Obs. Rm. Seats 15  
Rm. 3) 11x12      Obs. Rm. Seats 6  
Member NETWORK  
(See advertisements on pp. 5, 31)

**JRP Marketing Research Services, Inc.**  
100 Granite Dr., Terrace Level  
Media, PA 19063  
Paul Frattaroli  
1,3,4,6,7B,8  
Rm. 1) 20x20      Obs. Rm. Seats 18  
Rm. 2) 24x20      Obs. Rm. Seats 15  
(See advertisement on p. 129)

**Mar's Surveys, Inc.**  
3000 Atrium Way, Ste. 100 Lobby fl.  
Horizon Corp. Cir., Atrium 2 Bldg.  
Mt. Laurel, NJ 08054  
Ph. 609-786-8514 or 609-235-3345  
Fax 609-786-0480 or 609-235-1613  
Marlene Teblum or Judy Abrams  
1,3,4,6,7B,8,9  
Rm. 1) 15x23  
Rm. 2) 10x10

Now Try the  
Ultimate Focus Group  
Facility in  
NEW YORK



**FOCUS Suites**  
of New York

355 Lexington Avenue,  
New York, NY 10017  
212-867-7373 - phone  
212-867-9184 - fax

**SONY**  
FOCUS  
SUITES  
**SONY**



## Codos

1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	‡denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room

Mar's Surveys, Inc.  
Cinnaminson Mall, Rte. 130  
Cinnaminson, NJ 08077  
Ph. 609-786-8514  
Fax 609-786-0460  
Judy Abrams  
1,3,6,7B,8,9  
Rm. 1) 15x20

**Philadelphia Focus, Inc.**  
100 N. 17th St., 3rd fl.  
Philadelphia, PA 19103  
Ph. 215-561-5500  
Fax 215-561-6525  
1,3,6,7B,8,9,10  
Rm. 1) 19x22      Obs. Rm. Seats 15  
Rm. 2) 17x24      Obs. Rm. Seats 15  
Rm. 3) 14x24      Obs. Rm. Seats 15  
Member FocusVision  
(See advertisements on pp. 29, 133)

**Philadelphia Focus, Inc.**  
555 N. Ln., #6038  
Conshohocken, PA 19428  
Ph. 610-397-0300  
Fax 610-397-0308  
1,3,4,6,7B  
Rm. 1) 14x22      Obs. Rm. Seats 12  
Rm. 2) 14x22      Obs. Rm. Seats 12  
Rm. 3) 14x22      Obs. Rm. Seats 12  
(See advertisement on p. 133)

**Plaza Research**  
Two Greentree Centre  
Marlton, NJ 08053  
Ph. 609-596-7777 or 800-654-8002  
Fax 600-596-3011  
Debby Bilofsky  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15  
Rm. 2) 15x20      Obs. Rm. Seats 15  
Rm. 3) 15x20      Obs. Rm. Seats 15  
(See advertisement on p. 121)

**Quality Controlled Services**  
KOR Ctr. A, 2577 Interplex Dr., Ste. 101  
Trevoze, PA 19053  
Ph. 800-752-2027  
Fax 215-639-8224  
Lynne Sitvarin  
1,3,4,6,7B  
Rm. 1) 16x20      Obs. Rm. Seats 12  
Rm. 2) 16x20      Obs. Rm. Seats 10  
Rm. 3) 12x14      Obs. Rm. Seats 6  
(See advertisement on p. 61)

Quality In Field  
308 Lakeside Dr.  
Southampton, PA 18066  
Ph. 215-698-0606  
Fax 215-676-4055  
Arlene Frieze, President  
1,3,4,6,7B

Strategic Marketing Corporation  
GSB Bldg., Ste. 802  
City Line & Belmont Aves.  
Bala Cynwyd, PA 19004  
Ph. 610-667-1649  
Fax 610-667-0628  
Julia Goodfriend, President  
1,3,6,7B  
Rm. 1) 20x20      Obs. Rm. Seats 10

T.I.M.E. Market Research  
366 Beaver Valley  
Monaca, PA 15061  
Ph. 412-728-8463  
Fax 412-728-9806  
Shawn Bishop  
1,3,4,6,7A,8,9  
Rm. 1) 14x18      Obs. Rm. Seats 10

TVG  
520 Virginia Dr.  
Fort Washington, PA 19034  
Ph. 215-646-7200  
Leanne Batzel  
1,3,6,7B,10



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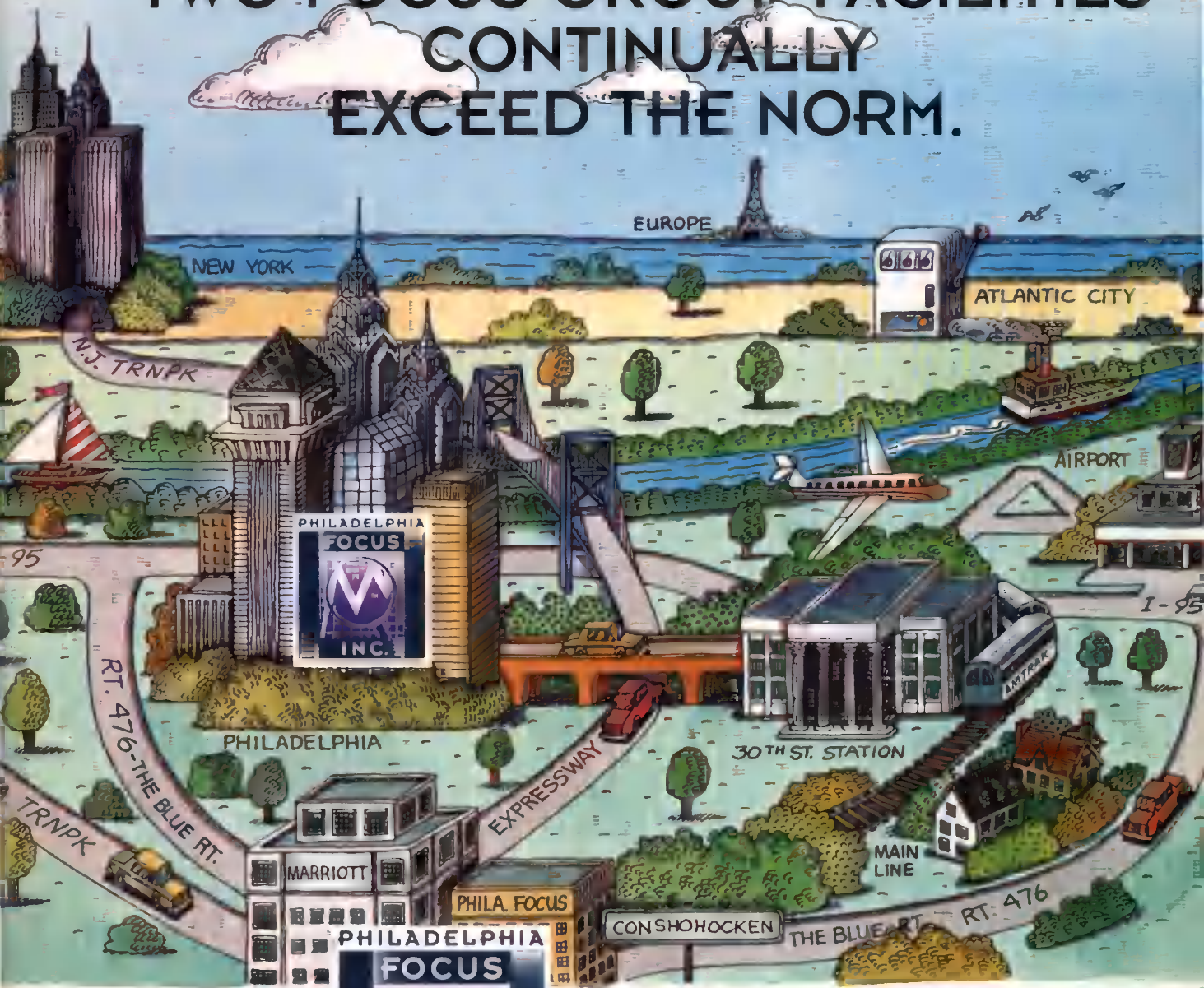
- "Suburban" Consumers
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3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

U. S. Research Corp.  
2224 Echelon Mall  
Voorhees, NJ 08043  
Ph. 609-772-2220  
Darlene Frambry, Manager  
1,3,4,6,7A

## PITTSBURGH

Campos Market Research  
216 Boulevard of the Allies  
Pittsburgh, PA 15222  
Ph. 412-471-8484  
Fax 412-471-8497  
Yvonne Campos  
1,3,4,6,7B  
Rm. 1) 15x19      Obs. Rm. Seats 14  
Rm. 2) 20x27      Obs. Rm. Seats 10

Car-Lene Research, Inc.  
Monroeville Mall, Rm. 144  
Monroeville, PA 15146  
Ph. 412-373-3670  
Fax 412-373-5076  
Stacey Stanford  
1,3,4,5,6,7A

Data Information, Inc.  
Century III Mall  
3075 Clairton Rd.  
W. Mifflin, PA 15123  
Ph. 412-655-8690  
Fax 412-655-8693  
Nancy Palyo  
1,3,4,6,7A,8,9  
Rm. 1) 12x20      Obs. Rm. Seats 10

Direct Feedback  
4 Station Square, Ste. 545  
Pittsburgh, PA 15219  
Ph. 412-394-3676  
Fax 412-394-3660  
Tara Hill Conroy, President  
1,3,6,7B  
Rm. 1) 24x13      Obs. Rm. Seats 13

Focus Center Of Pittsburgh  
2101 Greentree Rd.  
Pittsburgh, PA 15220  
Ph. 412-279-5900  
Fax 412-279-5148  
Erica Dudgeon, Manager  
1,3,4,6,7B  
Rm. 1) 19x21      Obs. Rm. Seats 12  
Rm. 2) 24x25      Obs. Rm. Seats 15

Greater Pittsburgh Research Service  
5950 Steubenville Pike  
Pittsburgh, PA 15136  
Ph. 412-788-4570  
Fax 412-788-4582  
Ann Urban  
1,3,6,7B

Guide Post Research  
21 Yost Blvd., Ste. 400  
Pittsburgh, PA 15221-5283  
Ph. 412-823-8444  
Fax 412-823-8300  
Jay P. La Mond, President  
1,3,4,6,7B,8  
Rm. 1) 14x22      Obs. Rm. Seats 10  
Rm. 2) 10x12

Heakin Research, Inc.  
Ross Park Mall  
1000 Ross Park Mall Rd.  
Pittsburgh, PA 15237  
Ph. 412-369-4545  
Fax 412-369-4473  
Sandy Turtle, Manager  
1,3,4,6,7A

Santell Phone & Focus, Inc.  
300 Mt. Lebanon Blvd., Ste. 2204  
Pittsburgh, PA 15234  
Ph. 412-341-8770  
Fax 412-341-8774  
Barbara K. Womack  
1,3,4,6,7B,8

T.I.M.E. East Market Research  
280 Ohio Valley Mall  
St. Clairsville, OH 43950  
Ph. 614-695-6288  
Fax 614-695-5163  
Tim Aspenwall  
1,3,4,6,7A

## YORK

Polk-Lepson Research Group  
108 Pauline Dr.  
York, PA 17402  
Ph. 717-741-2879  
Carol Morris, Dir. Field Svcs.  
1,3,6,7B

## RHODE ISLAND

### PROVIDENCE

MacIntosh Survey Center  
450 Veterans Memorial Pkwy.  
East Providence, RI 02914  
Ph. 401-438-8330  
Fax 401-434-9219  
Ann MacIntosh  
1,3,4,5,6,7B  
Rm. 1) 18x20      Obs. Rm. Seats 15

Performance Research  
25 Mill St.  
Newport, RI 02840  
Ph. 401-848-0111  
Fax 401-848-0110  
Bill Doyle, Vice President  
1,3,6,7C  
Rm. 1) 13x30

## SOUTH CAROLINA

### CHARLESTON

Bernett Research Services, Inc.  
62 Northwoods Mall, Unit E-1B  
2150 Northwoods Blvd.  
N. Charleston, SC 29418  
Ph. 803-558-0030  
Fax 803-553-0526  
Gloria Duda  
1,3,4,6,7A,8  
Rm. 1) 12x15      Obs. Rm. Seats 8  
(See advertisement on p. 46)

### COLUMBIA

Marketsearch Corporation  
2721 Devine St.  
Columbia, SC 29205  
Ph. 803-254-6958  
Fax 803-799-9180  
Kathy Harsey, Field Director  
1,3,4,6,7C,8,9  
Rm. 1) 16x20      Obs. Rm. Seats 14

Metromark Market Research, Inc.  
3030 Devine St.  
Columbia, SC 29205  
Ph. 803-256-8694  
Fax 803-254-3798  
Emerson Smith, President  
1,3,6,7C



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Carolina Market Research  
88 Villa Rd.  
Greenville, SC 29615  
Ph. 803-233-5775  
Elizabeth Buchanan  
1,3,4,6,7C8,9

Market Insight  
530 Howell Rd., #205  
Greenville, SC 29615  
Ph. 803-292-5187  
Michael Shuck, President  
1,3,4,5,6,7B

ProGen Research  
712 N. Main St.  
Greenville, SC 29609  
Ph. 803-244-3435  
Maxie Freeman, President  
1,3,6,7C

## SOUTH DAKOTA

### SIoux FALLS

American Public Opinion Survey  
and Market Research  
1320 S. Minnesota Ave.  
Sioux Falls, SD 57105-0625  
Ph. 605-338-3918  
Fax 605-334-7473  
Warren R. Johnson  
1,2,3,4,5,6,7C,8,9  
Rm. 1) 16x24      Obs. Rm. Seats 15  
Rm. 2) 20x22      Obs. Rm. Seats 20  
Rm. 3) 20x25      Obs. Rm. Seats 25  
†Rm. 4) 30x36      Obs. Rm. Seats 50

Phoenix Systems, Inc.  
2701 S. Minnesota Ave.  
Sioux Falls, SD 57105  
Ph. 605-339-3221  
Fax 605-339-0408  
Ron Butterfield  
1,3,6,7B  
Rm. 1) 22x24      Obs. Rm. Seats 10  
(See advertisement on p. 51)

## TENNESSEE

### CHATTANOOGA

Wilkins Research Services  
1921 Morris Hill Rd.  
Chattanooga, TN 37421  
Ph. 423-894-9478  
Fax 423-894-0942  
Lisa Wilkins  
1,3,4,5,6,7C

## MEMPHIS

Accudata Market Research  
1038 Oakhaven Rd.  
Memphis, TN 38119  
Ph. 901-763-9405  
Fax 901-763-0660  
Valerie Jolly, Gen. Mgr.  
1,2,3,4,5,6,7B  
Rm. 1) 14x18      Obs. Rm. Seats 12  
Rm. 2) 14x18      Obs. Rm. Seats 12

Friedman Marketing/Memphis  
Century Plaza Bldg., Ste. 1 & 2  
5830 Mt. Moriah  
Memphis, TN 38115  
Ph. 901-795-0073 or 914-698-9591  
Fax 901-360-1266  
1,3,4,6,7B,8  
Rm. 1) 19x30      Obs. Rm. Seats 12

Heakin Research, Inc.  
5501 Winchester, Ste. 6  
Memphis, TN 38115  
Ph. 901-795-8180  
Linda Pollock  
1,3,4,6,7B

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4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one on one room

PWI Research  
5100 Poplar Ave., #3125  
Memphis, TN 38137  
Ph. 901-682-2444  
Fax 901-632-2471  
Lea L. Winstead  
1,3,6,7B

Venture Marketing Associates, Inc.  
3155 Hickory Hills Rd., #203  
Memphis, TN 38115  
Ph. 901-795-6720  
Fax 901-795-6763  
Alex Klein  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 11x22      Obs. Rm. Seats 8  
†Rm. 2) 12x15      Obs. Rm. Seats 8

## NASHVILLE

**Jackson Associates, Inc.**  
Cool Springs Galleria  
1800 Galleria Blvd.  
Franklin (Nashville), TN 37064  
Ph. 770-394-8700  
Fax 770-394-8702  
Margaret Hicks  
1,3,6,7A  
Rm. 1) 14x22      Obs. Rm. Seats 10  
Member NETWORK  
(See advertisements on pp. 31, 81)

**NCG Research**  
2100 West End Ave., Ste. 800  
Nashville, TN 37203  
Ph. 615-327-3373  
David Furse, President  
1,3,6,7B

**Quality Controlled Services**  
Fairlawns Bldg. 5203 Maryland Way, #150  
Brentwood, TN 37027  
Ph. 800-637-0137  
Fax 615-661-4035  
Mary Bryant  
1,3,4,6,7B,10  
Rm. 1) 14x17      Obs. Rm. Seats 12  
Rm. 2) 13x16      Obs. Rm. Seats 12  
Member FocusVision  
(See advertisements on pp. 29, 61)

The Nashville Research Group  
1161 Murfreesboro Rd., Ste. 150  
Nashville, TN 37217  
Ph. 615-399-7727  
Fax 615-399-9171  
Glyna Kilpatrick, Owner  
1,3,4,6,7B,8  
Rm. 1) 20x16      Obs. Rm. Seats 15

20/20 Research, Inc.  
2303 21st Ave. S., 2nd fl.  
Nashville, TN 37212  
Ph. 800-737-2020  
Fax 615-385-0925  
Kathryn Harlan, Dir. Qual. Svcs.  
1,2,3,6,7B  
Rm. 1) 22x16      Obs. Rm. Seats 12  
Rm. 2) 16x22      Obs. Rm. Seats 12  
†Rm. 3) 10x20      Obs. Rm. Seats 8

## TEXAS

### AMARILLO

**Opinions Unlimited, Inc.**  
8201 S.W. 34th.  
Amarillo, TX 79121  
Ph. 806-353-4444  
Fax 806-353-4718  
Anndel Martin  
1,3,6,7C,8,9  
Rm. 1) 22x23      Obs. Rm. Seats 12  
(See advertisement on p. 135)

### AUSTIN

**First Market Research Corp.**  
2301 Hancock Dr.  
Austin, TX 78756-2510  
Ph. 512-451-4000  
Fax 512-451-5700  
E-mail: focusgrp@firstmarket.com  
Kelley Hutchinson or Ron Tittle  
1,3,6,7C  
Rm. 1) 23x13      Obs. Rm. Seats 10  
(See advertisement on p. 102)

**NuStats, Inc.**  
4544 S. Lamar, Bldg. 206  
Austin, TX 78745  
Ph. 512-892-0002  
Fax 512-892-3306  
Johanna Zmud, Exec. V.P.  
1,3,6,7B

**Tammadge Market Research**  
1616 B Rio Grande  
Austin, TX 78701  
Ph. 512-474-1005  
Fax 512-370-0339  
Melissa Pepper, CSO  
1,3,6,7C  
Rm. 1) 18x20      Obs. Rm. Seats 10

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Accurate Research, Inc.  
2214 Paddock Way Dr., #100  
Grand Prairie, TX 75050  
Ph. 214-647-4277  
Fax 214-641-1549  
Charlotte Remkus, Field Director  
1,3,4,6,7C

### Dallas Focus

511 E. Carpenter Frwy., Ste. 100  
Irving, TX 75062  
Ph. 600-336-1417/214-869-2366  
Fax 214-869-9174

Robin McClure, Pres./Partner  
1,3,4,6,7B,8,9  
Rm. 1) 15x20            Obs. Rm. Seats 12  
Rm. 2) 15x22            Obs. Rm. Seats 15  
Rm. 3) 15x20            Obs. Rm. Seats 15  
Rm. 4) 19x25            Obs. Rm. Seats 25  
‡Rm. 5) 8x8              Obs. Rm. Seats 10  
‡Rm. 6) 8x8              Obs. Rm. Seats 10  
(See advertisements on pp. 136, 147)

Facts in Focus, Inc.  
15340 Dallas Pkwy.  
Dallas, TX 75248  
Ph. 214-386-7744  
Jeanne Kurzym, Manager  
1,3,6,7B,8,9

Fenton Swanger Consumer Research  
14800 Quorum Dr., Ste. 250  
Dallas, TX 75240  
Ph. 214-934-0707  
Fax 214-490-3919  
Nancy Ashmore, Field Director  
1,3,4,6,7B

Focus On Dallas  
4887 Alpha Rd., Ste. 200  
Dallas, TX 75244  
Ph. 214-960-5850  
Mary Ulrich  
1,3,4,6,7B  
Rm. 1) 25x18            Obs. Rm. Seats 15  
Rm. 2) 25x18            Obs. Rm. Seats 15  
Rm. 3) 45x20            Obs. Rm. Seats 20

Friedman Marketing/Dallas  
Prestonwood Town Center  
Space 2F612128  
Dallas, TX 75240  
Ph. 914-698-9591  
1,3,4,6,7A,8  
Rm. 1) 16x12            Obs. Rm. Seats 8

Heakin Research, Inc.  
Fort Worth Town Center  
4200 S. Freeway, Ste. B-31  
Ft. Worth, TX 76115  
Ph. 817-926-7995  
Fax 817-927-2387  
Vivian Taylor, Manager  
1,3,4,6,7A

NRG Dallas  
1341 W. Mockingbird Ln., Ste. 417E  
Dallas, TX 75247  
Ph. 800-315-TEXX (8399)  
Fax 214-630-6769  
Kelly Lynn Ireland, Facility Director  
1,3,4,6,7B  
Rm. 1) 10x13            Obs. Rm. Seats 8  
Rm. 2) 12x17            Obs. Rm. Seats 10  
(See advertisements on pp. 124, 137)

Plaza Research  
14160 Dallas Pkwy.  
Dallas, TX 75240  
Ph. 214-392-0100 or 800-654-8002  
Fax 214-386-6008  
Susan Trace  
1,2,3,4,5,8,7B,8,9  
Rm. 1) 15x20            Obs. Rm. Seats 15  
Rm. 2) 15x20            Obs. Rm. Seats 15  
Rm. 3) 15x20            Obs. Rm. Seats 15  
(See advertisement on p. 121)

Probe Research  
2723 Valley View Ln.  
Dallas, TX 75234  
Ph. 214-241-6696  
Fax 214-241-8513  
Richard Harris, Vice President  
1,3,4,6,7C  
Member NETWORK  
(See advertisement on p. 31)

Quality Controlled Services  
14679 Midway Rd., Ste. 102  
Dallas, TX 75244  
Ph. 800-421-2167  
Fax 214-490-3065  
Kathi McGregor  
1,3,4,6,7B,10  
Rm. 1) 16x20            Obs. Rm. Seats 16  
Rm. 2) 20x15            Obs. Rm. Seats 15  
Rm. 3) 19x16            Obs. Rm. Seats 10  
Member FocusVision  
(See advertisements on pp. 29, 61)

Savitz Research Center, Inc.  
13747 Montfort, Ste. 211  
Dallas, TX 75240  
Ph. 214-386-4050  
Fax 214-450-2507  
Harriet Silverman  
1,3,4,6,7B,8,9  
Rm. 1) 30x23            Obs. Rm. Seats 25  
Rm. 2) 16x21            Obs. Rm. Seats 20  
Rm. 3) 10x8            Obs. Rm. Seats 6  
Rm. 4) 10x8            Obs. Rm. Seats 6  
(See advertisement on p. 139)

Savitz Research Center, Inc.  
2053 The Parks at Arlington Mall  
3811 S. Cooper  
Arlington, TX 76015  
Ph. 817-467-6437  
Fax 817-467-6552  
Harriet Silverman  
1,3,4,6,7A  
Rm. 1) 15x17            Obs. Rm. Seats 10  
(See advertisement on p. 139)

## EL PASO

Aim Research  
10456 Brian Mooney  
El Paso, TX 79935  
Ph. 915-591-4777  
Fax 915-595-6305  
Linda Adams, Owner/Director  
1,3,4,8,7C  
Rm. 1) 20x20            Obs. Rm. Seats 15  
(See advertisement on p. 138)

## HOUSTON

COS Research  
5851 San Felipe, #650  
Houston, TX 77057  
Ph. 713-783-9111  
Fax 713-954-1520  
Noel Roulin, President  
1,3,4,6,7B,8,9  
Rm. 1) 24x30            Obs. Rm. Seats 20  
Rm. 2) 15x25            Obs. Rm. Seats 12  
Rm. 3) 10x15            Obs. Rm. Seats 8

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Medical Field*



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Consumer, Medical and Techni-  
cal Executive Interviewing*

*† Mystery Shopping And Audits †*

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4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

Creative Consumer Research  
3945 Greenbriar  
Stafford, TX 77477  
Ph. 713-240-9646  
Fax 713-240-3497  
Patricia Pratt, Vice President  
1,3,4,6,7B,8,9

Heakin Research, Inc.  
Galleria II  
5085 Westheimer, Ste. 3897  
Houston, TX 77056  
Ph. 713-871-8542  
Fax 713-671-6549  
Laune DeRoberts, Manager  
1,3,4,6,7A

Heakin Research  
1670 San Jacinto Mall  
Baytown, TX 77521  
Ph. 713-421-2584  
Fax 713-421-2514  
Catherine Sweeney, Manager  
1,3,4,6,7A

Heakin Research, Inc.  
247 Greenspoint Shopping Mall  
Houston, TX 77060  
Ph. 713-872-4164  
Fax 713-872-7024  
Valerie Owens, Manager  
1,3,4,6,7A

Houston Consumer Research  
730 Alameda Mall  
Houston, TX 77075  
Ph. 713-944-1431  
Fax 713-944-3527  
1,3,4,6,7A,6,9  
Rm. 1) 16x18      Obs. Rm. Seats 18

In-Touch Research, Inc.  
6855 Severeign Dr., #200  
Houston, TX 77036  
Ph. 713-773-8300  
Fax 713-773-8306  
Debbie L. Thigpen  
1,3,4,6,7B  
Rm. 1) 19x22      Obs. Rm. Seats 25  
Rm. 2) 14x22      Obs. Rm. Seats 10

Opinions Unlimited, Inc.  
Three Riverway, Ste. 250  
Houston, TX 77056  
Ph. 713-688-0202  
Fax 713-950-1160  
Anndel Martin  
1,2,3,6,7B,8,10  
Rm. 1) 20x24      Obs. Rm. Seats 24  
Rm. 2) 20x24      Obs. Rm. Seats 16  
Rm. 3) 20x22      Obs. Rm. Seats 16  
Member VCAN  
(See advertisements on pp. 3, 135)

Plaza Research  
5333 Westheimer  
Houston, TX 77056  
Ph. 800-654-8002  
1,2,3,4,5,6,7B,8,9  
Rm. 1) 15x20      Obs. Rm. Seats 15  
Rm. 2) 15x20      Obs. Rm. Seats 15  
Rm. 3) 15x20      Obs. Rm. Seats 15  
(See advertisement on p. 121)

Quality Controlled Services  
17625 El Camino Real  
Houston, TX 77058  
Ph. 800-522-2385  
Fax 713-486-3831  
Diana Reid  
1,3,4,6,7B,10  
Rm. 1) 19x20      Obs. Rm. Seats 14  
Rm. 2) 19x20      Obs. Rm. Seats 14  
Member FocusVision  
(See advertisements on pp. 29, 61)

Savitz Research Center, Inc.  
5177 Richmond, Suite 1200  
Houston, TX 77056  
Ph. 713-621-4064  
Fax 713-621-4223  
Harriet Silverman  
1,3,4,6,7B,8,9  
Rm. 1) 22x30      Obs. Rm. Seats 24  
Rm. 2) 18x20      Obs. Rm. Seats 20  
Rm. 3) 6x16      Obs. Rm. Seats 6  
(See advertisement on p. 139)

The Woodward Group  
10101 Southwest Freeway, Ste. 335  
Houston, TX 77074  
Ph. 713-772-0262 or 800-678-7839  
Fax 713-772-0265  
Kerry A. Palermo  
1,3,6,7B,8,9


## LUBBOCK

United Marketing Research  
1516 53rd St.  
Lubbock, TX 79412  
Ph. 806-744-6740  
Fax 806-744-0327  
David McDonald  
1,3,6,7C

## SAN ANTONIO

Creative Consumer Research  
5411 Bandera Rd., Ste. 307  
San Antonio, TX 78236  
Ph. 210-520-7025  
Fax 210-680-9906  
Richard Weinholt, Vice President  
1,3,6,7B

Galloway Research Service  
4346 NW Loop 410  
San Antonio, TX 78229  
Ph. 210-734-4346  
Fax 210-732-4500  
Patrick Galloway, President  
1,2,3,4,6,7C



**FOCUS ON  
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HOT MARKET  
OF THE 90'S**

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Owner and Director  
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FAX (915) 595-6305

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El Paso, Texas 79935  
(Twenty-five Years in El Paso)

## UTAH

### SALT LAKE CITY

Dan Jones & Associates, Inc.  
515 S. 700 E., Ste. 3H  
Salt Lake City, UT 84102  
Ph. 801-322-5722  
Fax 801-322-5725  
Pat Jones, Vice President  
1,2,3,6,7B

Utah Market Research  
Ruth Nelson Research Services  
50 S. Main St.  
Salt Lake City, UT 84144  
Ph. 801-363-8726  
Fax 801-321-4904  
Cheri Ingram, Manager  
1,3,4,6,7A

Valley Research, Inc.  
1104 E. Ashton Ave., #106  
Salt Lake City, UT 84106  
Ph. 801-467-4476  
Fax 801-487-5820  
E-Mail: mxjj29a@prodigy.com  
Sue Sheffield, V.P., Foc. Grp. Ops.  
1,3,4,6,7B,8  
Rm. 1) 21x15      Obs. Rm. Seats 6

Valley Research, Inc.  
630 E. South Temple  
Salt Lake City, UT 84102  
Ph. 801-467-4476  
Fax 801-487-5820  
E-Mail: mxjj29a@prodigy.com  
Sue Sheffield, V.P., Foc. Grp. Ops.  
1,3,6,7C,8  
Rm. 1) 24x21      Obs. Rm. Seats 12

Your Opinion Counts  
Gay Hill Field Service  
4835 Highland Dr.  
Salt Lake City, UT 84117  
Ph. 801-261-4117  
Fax 801-268-0247  
Gay Hill  
1,3,6,7A

## VERMONT

### BURLINGTON

Action Research  
212 Battery St.  
Burlington, VT 05401  
Ph. 800-545-7168  
Fax 802-863-4724  
James Fong, Director  
Ph. 800-545-7168  
Fax 802-863-4724  
1,3,6,7B,10  
Rm. 1) 25x30      Obs. Rm. Seats 12  
Rm. 2) 20x25      Obs. Rm. Seats 8

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## QUALITATIVE CENTERS

- ◆ Large Comfortable Focus Group Rooms
- ◆ Viewing for 20
- ◆ Large Versatile Multi-Purpose and Depth Interviewing Rooms
- ◆ Test Kitchens
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- ◆ Permanent Location
- ◆ Test Kitchen
- ◆ Client Viewing
- ◆ Anchors Include Dillard's, Foley's, Sears
- ◆ Competitive Prices

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RESEARCH CENTER INC

Established 1980

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FAX (214) 450-2507

Dallas ◆ Houston

## Codos

1 Conference Style Room	7B. Located in Office Building
2 Living Room Style	7C. Free Standing Building
3 Observation Room	8. 1-on-1 Room
4 Test Kitchen	9. 1-on-1 Viewing
5 Test Kitchen Obsv. Rm	10. Video Conferencing
6 Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room

### Macro International, Inc.

126 College St.  
Burlington, VT 05401  
Ph. 802-863-9600  
Fax 802-863-8974  
E-mail: Mahnke@macroint.com  
or http://www.macroint.com.  
Greg Mahnke, Ph.D., Vice President  
1,3,6,7B,8,9  
Rm. 1) 25x20 Obs. Rm. Seats 10  
(See advertisement on p. 141)

## VIRGINIA

### NORFOLK/VIRGINIA BEACH

Continental Research  
4500 Colley Ave.  
Norfolk, VA 23508  
Ph. 804-489-4887  
Nanci Glassman  
1,3,6,7B  
Rm. 1) 11x21 Obs. Rm. Seats 9

Issues and Answers Network, Inc.  
5151 Bonney Rd.  
Virginia Beach, VA 23462  
Ph. 804-456-1100  
Fax 804-456-0377  
Annette Hazouri, Mgr. Qual. Svcs.  
1,3,6,7B,8,9,10  
Rm. 1) 16x22 Obs. Rm. Seats 10  
Rm. 2) 24x18 Obs. Rm. Seats 15

Norfolk Focus Group Centre  
Div. of Martin Research, Inc.  
#5 Koger Executive Ctr., #110  
Norfolk, VA 23502  
Ph. 804-455-8463  
Fax 804-455-8503  
Pamela Collins-O'Dwyer, Manager  
1,3,6,7B,8  
Rm. 1) 12x20 Obs. Rm. Seats 8

Quick Test, Inc.  
825 Greenbrier Cir., Ste. 200  
Chesapeake, VA 23320  
Ph. 804-523-2505  
Fax 804-523-0463  
Gerr Kennedy  
1,3,4,6,7B  
Rm. 1) 13x15 Obs. Rm. Seats 8  
(See advertisement on p. 89)

## RICHMOND

Capital Focus Group Centre  
Div. of Martin Research, Inc.  
Koger Center-West End  
Dale Bldg., Ste. 108  
1504 Santa Rosa Rd  
Richmond, VA 23229  
Ph. 804-285-3165  
Fax 804-285-7130  
Susan Duffie, Manager  
1,3,6,7B,8  
Rm. 1) 12x20 Obs. Rm. Seats 8

Dominion Focus Group, Inc.  
(Opening February 1996)  
Commerce Plaza  
2809 Emerywood Pkwy, Ste. 100  
Richmond, VA 23294  
Ph. 804-275-0221  
1,3,4,5,6,7B,8,9  
Rm. 1) 30x16 Obs. Rm. Seats 18  
Rm. 2) 16x12 Obs. Rm. Seats 8  
Rm. 3) 17x17 Obs. Rm. Seats 10

Richmond Focus Group Center  
1025 Boulders Pkwy.  
Boulder V, Ste. 440  
Richmond, VA 23225  
Ph. 804-272-6100  
Fax 804-272-7145  
Terry Brisbane, Manager  
1,3,7B

Southeastern Institute of Research, Inc.  
2325 W. Broad St.  
Richmond, VA 23220  
Ph. 804-358-8981 or 800-807-8981  
Fax 804-358-9761  
E-mail: SIREACH@aol.com  
Lois Abernathy  
1,3,6,7C,8  
Rm. 1) 15x15 Obs. Rm. Seats 10

## ROANOKE

Roanoke Focus Group Centre  
Div. of Martin Research, Inc.  
2122 Carolina Ave. S.W.  
Roanoke, VA 24014  
Ph. 703-342-5364  
Fax 703-982-8101  
Marjorie Jeskey, V.P. Ops.  
1,3,4,6,7C,8  
Rm. 1) 12x16 Obs. Rm. Seats 6

## WASHINGTON

### SEATTLE/TACOMA

Consumer Opinion Services  
2101 N 34th St., Ste. 110  
Seattle, WA 98103  
Ph. 206-632-7859  
Fax 206-632-7879  
Jerry Carter at 206-241-6050  
1,3,4,6,7B,10  
Rm. 1) 15x20 Obs. Rm. Seats 16  
Rm. 2) 20x40 Obs. Rm. Seats 8  
Member VCAN  
(See advertisements on pp. 3, 140)

Seattle  
Portland  
Spokane  
Boise  
San Jose

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Central Telephone  
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Distribution Checks  
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### Consumer Opinion Services

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12825 1st Avenue South  
Seattle, WA 98168 206/241-6050  
Ask for Jerry or Greg Carter

## Consumer Opinion Services

12825 1st Ave. S.  
Seattle, WA 98168  
Ph. 206-241-6050  
Fax 206-241-5213  
Jerry Carter at 206-241-6050  
1,3,4,5,6,7C  
Rm. 1) 15x20      Obs. Rm. Seats 8  
(See advertisement on p. 140)

## Consumer Opinion Services

10829 NE 68th St., Bldg B  
Kirkland, WA 98033  
Ph. 206-827-3188  
Fax 206-827-2023  
Jerry Carter at 206-241-6050  
1,3,4,6,7B  
Rm. 1) 15x20      Obs. Rm. Seats 8  
(See advertisement on p. 140)

## Decision Data, Inc.

200 Kirkland Ave., Ste. C  
Kirkland, WA 98033  
Ph. 206-827-3234  
Fax 206-827-2212  
Russ Riddle, President  
1,3,6,7B

## Friedman Marketing/Seattle

South Hill Mall  
3500 Meridian S.  
Puyallup, WA 98373  
Ph. 206-840-0112 or 914-698-9591  
Fax 206-840-0517  
1,3,4,6,7A,8,9  
Rm. 1) 14x16      Obs. Rm. Seats 10

## The Gilmore Research Group

2324 Eastlake Ave. E., Ste. 300  
Seattle, WA 98102  
Ph. 206-726-5555  
Fax 206-726-5620  
Vikki Murphy  
1,3,6,7B,8,9,10  
Rm. 1) 14x20      Obs. Rm. Seats 12  
Rm. 2) 14x19      Obs. Rm. Seats 8  
Member FocusVision  
(See advertisements on pp. 29, 128)

## The Gilmore Research Group

2825 Eastlake Ave. E., Ste. 200  
Seattle, WA 98102  
Ph. 206-726-5555  
Fax 206-726-5620  
Vikki Murphy  
1,3,6,7B,8,9,10  
Rm. 1) 14x20      Obs. Rm. Seats 16  
Member FocusVision  
(See advertisements on pp. 29, 128)

## GMA Research Corp.

11808 Northup Way  
Bellevue, WA 98005  
Ph. 206-827-1251  
Fax 206-828-6778  
Richard Secker  
1,3,4,6,7B,8,9  
Rm. 1) 12x22      Obs. Rm. Seats 10

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Gyor, Hungary; Prague, Czech Republic.

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1. Conference Style Room	7B. Located in Office Building
2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

Hebert Research, Inc.  
13629 N.E. Bel-Red Rd.  
Bellevue, WA 98005  
Ph. 206-643-1337  
John Burshek, Vice President  
1,3,6,7B

Northwest Research Group  
400 108th Ave. N.E., Ste. 200  
Bellevue, WA 98004  
Ph. 206-635-7481  
Fax 206-635-7482  
Jeff Etherton  
1,3,6,7B  
Rm. 1) 12x16      Obs. Rm. Seats 15

Market Data Research  
955 Tacoma Ave. S., #101  
Tacoma, WA 98402  
Ph. 206-383-1100 or 800-488-DATA  
Gene Starr  
1,3,6,7B  
Rm. 1) 13x19      Obs. Rm. Seats 10

Market Trends, Inc.  
3633 136th Place SE, Ste. 110  
Bellevue, WA 98006  
Ph. 206-562-4900  
Fax 206-562-4843  
Jackie Weise  
1,3,4,6,7B,8  
Rm. 1) 15x20      Obs. Rm. Seats 10  
†Rm. 2) 10x10

## SPOKANE

Consumer Opinion Services, Inc.  
Northtown Mall  
4750 N. Division St.  
Spokane, WA 99207  
Ph. 509-487-6173  
Fax 509-487-7205  
Jerry Carter at 206-241-6050  
1,3,4,6,7A,8  
Rm. 1) 15x20      Obs. Rm. Seats 10  
(See advertisement on p. 140)

Robinson Research, Inc.  
East 130 Indiana, #B  
Spokane, WA 99207  
Ph. 509-325-8080  
Fax 509-325-8068  
William D. Robinson, PRESIDENT  
1,3,6,7C  
Rm. 1) 11x18      Obs. Rm. Seats 6

## WEST VIRGINIA

### CHARLESTON

McMillion Research  
1012 Kanawha Blvd.  
Charleston, WV 25301  
Ph. 304-755-5889  
Fax 304-755-9889  
Gary L. McMillion  
1,2,3,6,7B,8,9  
Rm. 1) 18x14      Obs. Rm. Seats 12  
†Rm. 2) 18x14      Obs. Rm. Seats 12  
Member NETWORK  
(See advertisement on p. 31)

### HUNTINGTON

McMillion Research  
Huntington Mall  
Rte. 60 at I-64  
Huntington, WV 25501  
Ph. 304-755-5889  
Fax 304-755-9889  
Sandy McMillion  
1,3,4,6,7A  
Rm. 1) 16x15  
Member NETWORK  
(See advertisement on p. 31)

## WISCONSIN

### APPLETON

Friedman Marketing/Green Bay/Appleton  
Fox River Mall, #712  
4301 W. Wisconsin Ave.  
Appleton, WI 54913  
Ph. 414-730-2240 or 914-698-9591  
Fax 414-730-2247  
1,3,4,6,7A,8  
Rm. 1) 13x12      Obs. Rm. Seats 4

Quality Controlled Services  
4330 W. Spencer St.  
Appleton, WI 54915  
Ph. 414-731-2241  
Fax 414-731-2921  
Sharon Cornell  
1,2,3,4,6,7C,8,9  
Rm. 1) 15x17      Obs. Rm. Seats 10  
Rm. 2) 16x23      Obs. Rm. Seats 15  
Rm. 3) 10x11      Obs. Rm. Seats 8  
(See advertisement on p. 61)

### GREEN BAY

Wisconsin Research, Inc.  
1270 Main St.  
Green Bay, WI 54302  
Ph. 414-436-4646  
Fax 414-436-4651  
Barbara Smits, President  
1,3,4,6,7B,8  
Rm. 1) 22x16      Obs. Rm. Seats 12

## MADISON

Chamberlain Research Cnslts.  
4801 Forest Run Rd., Ste. 101  
Madison, WI 53704-7337  
Ph. 608-246-3010  
Fax 608-246-3019  
Tyler Walker, Proj. Coord.  
1,3,4,6,7B,8,9  
Rm. 1) 18x22      Obs. Rm. Seats 15  
Rm. 2) 8x12      Obs. Rm. Seats 3

Gene Kroupa & Associates  
502 N. Eau Claire Ave.  
Madison, WI 53705  
Ph. 608-231-2250  
Fax 608-231-6952  
Gene Kroupa, President  
1,3,4,6,7B  
Rm. 1) 20x28      Obs. Rm. Seats 8

## MANITOWOC

The Leede Research Group  
1332 S. 26th St.  
Manitowoc, WI 54221-0355  
Ph. 414-683-5940  
Fax 414-683-5950  
E-mail: 76042.2456@compuserve.com  
Mike Rusch, Secondary Spec.  
1,3,6,7C,8  
Rm. 1) 21x19      Obs. Rm. Seats 10

## MILWAUKEE

Consumer Pulse of Milwaukee  
The Grand Ave. Mall, #2004A  
275 West Wisconsin Ave.  
Milwaukee, WI 53203  
Ph. 414-274-6060  
Fax 414-274-6068  
Esther Young  
1,3,4,5,6,7A,8,9  
Rm. 1) 18x19      Obs. Rm. Seats 12  
(See advertisement on p. 103)

Dieringer Research Associates  
3064 N. 78th St.  
Milwaukee, WI 53222  
Ph. 800-489-4540  
Fax 414-449-4540  
Ronald E. Allen  
1,3,6,7B  
Rm. 1) 12x24      Obs. Rm. Seats 10

Focus and Facts  
Millie Sevedge & Associates  
6001 W. Center St.  
Milwaukee, WI 53213  
Ph. 414-453-6086  
Fax 414-453-6087  
Millie Sevedge, Owner  
1,3,4,6,7B  
Rm. 1) 17x27      Obs. Rm. Seats 12

Lein:Spiegelhoff, Inc.  
720 Thomas Ln.  
Brookfield, WI 53005  
Ph. 414-797-4320  
Fax 414-797-4325  
Arlene Spiegelhoff  
1.3.4.6.7B.8.9  
Rm. 1) 20x24  
Rm. 2) 20x24  
Rm. 3) 20x22

Obs. Rm. Seats 16  
Obs. Rm. Seats 16  
Obs. Rm. Seats 12

Mazur:Zachow, Inc.  
4319 N. 76th St.  
Milwaukee, WI 53222  
Ph. 414-438-0805  
Fax 414-438-0355  
Diane Zachow  
1.3.4.6.7C.8.9  
Rm. 1) 16x18  
Rm. 2) 14x18

Obs. Rm. Seats 9  
Obs. Rm. Seats 8

Milwaukee Market Research, Inc.  
2835 N. Mayfair Rd.  
Milwaukee, WI 53222  
Ph. 414-475-6656  
Fax 414-475-0842  
Susan Lehmann  
1.3.4.5.6.7B  
Rm. 1) 19x22  
Rm. 2) 19x20

Obs. Rm. Seats 14  
Obs. Rm. Seats 14

Zigman • Joseph • Stephenson  
100 E. Wisconsin Ave., #1000  
Milwaukee, WI 53202  
Ph. 414-273-4680  
Fax 414-273-3158  
George Shiras  
1.3.6.7B  
Rm. 1) 15x22

## CANADA

### ALBERTA

Calgary Focus  
140, 1935 32 Ave. N.E.  
Calgary, AB T2E 7C8  
Ph. 403-221-9600  
Fax 403-221-9629  
Jackie White, Manager  
1.3.4.6.7B.8  
Rm. 1) 17x22

Obs. Rm. Seats 12

Criterion Research Corp.  
10155-114 St., Ste. 101  
Edmonton, AB T5K 1R8  
Ph. 403-423-0708  
Fax 403-425-0400  
Lorna Jones, Qual Coord.  
1.2.3.4.6.7B.8

## BRITISH COLUMBIA

Butler Research Associates  
1156 Hornby St.  
Vancouver, BC V6C 1V6  
Ph. 604-682-4292  
Fax 604-682-8582  
Patricia Dufresne  
1.3.4.6.7B.8.9  
Rm. 1) 20x18  
†Rm. 2) 18x15

Obs. Rm. Seats 14  
Obs. Rm. Seats 14

Research House, Inc.  
Metrotown Centre  
468-4800 Kingsway  
Burnaby, BC V5H 4J2  
Ph. 604-433-2696  
Fax 604-433-1640  
Tammy Anderson, Manager  
1.2.3.4.6.7A  
Rm. 1) 14x18  
(See advertisement on p. 143)

Obs. Rm. Seats 12

## MANITOBA

Opinion Place  
66 L-1485 Portage Ave.  
Polo Park Shopping Centre  
Winnipeg, MB R3G 0W4  
Ph. 204-987-1960  
Fax 204-783-9748  
Kathy Heffernan or Rose Diawol  
1.3.4.6.7A.8.9  
Rm. 1) 12x19

Obs. Rm. Seats 12

## ONTARIO

ABM Research Ltd  
17 Madison Ave.  
Toronto, ON M5R 2S2  
Ph. 416-961-5511  
Fax 416-961-5341  
Judi Rosen, V.P. Field Svcs.  
1.2.3.4.6.7C

Butler Research Associates, Inc.  
20 Holly St., Ste. 301  
Toronto, ON M4S 3B1  
Ph. 416-487-4144  
Fax 416-487-4213  
Tanya Vierhuis  
1.3.4.6.7B.8.9  
Rm. 1) 16x18  
†Rm. 2) 10x16

Obs. Rm. Seats 12  
Obs. Rm. Seats 8

Canada Market Research Ltd.  
1255 Bay St., #600  
Toronto, ON M5R 2A9  
Ph. 416-964-9222  
Graham Peters, President  
1.3.6.7B

# 1 800 701-3137

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- *French Translations*

- *National Mall Intercepts*  
Permanent mall facilities in Toronto, Vancouver and Montreal with test kitchens, private interviewing rooms, one way mirrors and modems
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E-mail: 76363.2601@COMPUSERVE.COM

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2. Living Room Style	7C. Free Standing Building
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video Conferencing
6. Video Equipment Available	†denotes living room style
7A. Located in Shopping Mall	‡denotes one-on-one room

Decision Marketing Research Ltd.

661 Queen St. E.

Toronto, ON M4M 1G4

Ph. 416-469-5282

Fax 416-469-2488

John Gonder

1,2,3,4,6,7C,8,9

Rm. 1) 15x18

Obs. Rm. Seats 15

†Rm. 2) 15x18

Obs. Rm. Seats 15

Infocus

920 Yonge St., Ste. 720

Toronto, ON M4W 3C7

Ph. 416-928-1562

Fax 416-928-3480

Sara Greenberg, Vice President

1,3,4,6,7B

Insights

546 Adelaide St. N.

London, ON N6B 3J5

Ph. 519-679-0110

Fax 519-679-1624

Kathy Sorenson

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

Rm. 1) 16x14

Obs. Rm. Seats 8

INTERtab

4950 Yonge St., Ste. 1002

Toronto, ON M2N 6K1

Ph. 416-250-8511

Fax 416-250-8515

Randa Bell

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

Rm. 1) 19x20

Obs. Rm. Seats 8

Market Facts of Canada

77 Bloor St. W.

Toronto, ON M5S 3A4

Ph. 416-964-6262

Fax 416-964-5882

Gail Durance

1,2,3,6,7B

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Toronto, ON M4V 2Y7

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