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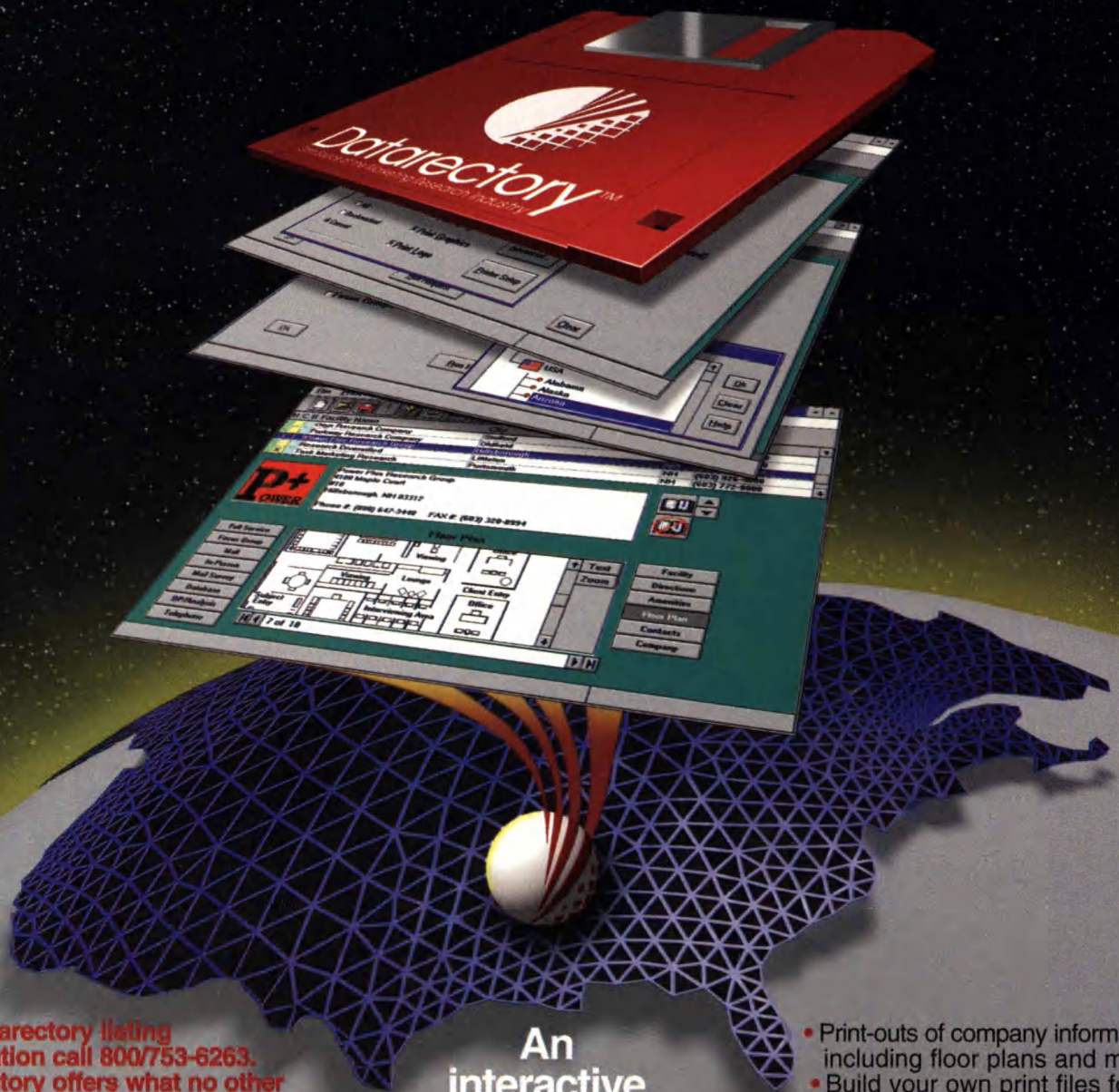
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Survey Monitor

Langer forecasts consumer marketing issues

Each year, Judith Langer, president of New York City research firm Langer Associates, Inc., and her team of researchers interview thousands of people throughout the U.S. in focus groups to identify the major shifts in consumer attitudes, values and behaviors that will affect the marketing of goods and services. Below are some of the findings.

1. Self-security. With the fallout from downsizing continuing, and many consumers, including employees of big companies and government, feeling the shock waves of insecurity, self-employment is increasingly viewed as a better option (you can't be fired). Langers expect there will be more entrepreneurs, either by choice or necessity. Advertising that shows business owners (the American dream) will appeal, as will educational courses and media about starting/running your own business.

2. The Me Generation becomes the Mine Generation. In the '60s, people wanted self-expression and freedom from marriage and children. Now, with a sense of stretched, sparse resources, the Mine generation is intent on preserving its jobs and turf, including family, community, ethnic group. In one of Langer's focus groups, a man said, "I've worked damn hard for this. It's mine and I'm not going to give it up." The impact of Mine Generation thinking is showing up in economic and political attitudes, especially of Baby Boomers. Marketers and politicians can either play to this approach (protect what you have) or appeal to people to rise above it.

3. Alone-togetherness. The popularity of coffee bars and the Internet is at least partly accounted for by their abil-

ity to satisfy a duality of desires. Both environments make it possible to "connect" with others while also satisfying the desire to avoid intrusive interaction. Coffee bars allow people to feel less alone and isolated (other people are there) without having to talk to them. On-line forums connect people without their having to see one another or having to respond when they don't want to. The growing singles population makes it likely this trend will continue (al-

though it is not limited to them). "We all want that 'Cheers' experience," one respondent said—to have a "place" to go, to be part of a group, but not necessarily to have to react to others. Marketing implication: Stores, restaurants and clubs can build in these zones of "alone-togetherness."

4. Topsy-turvy retailing. Consumer satisfaction with retailers doesn't necessarily go along classic lines. Some

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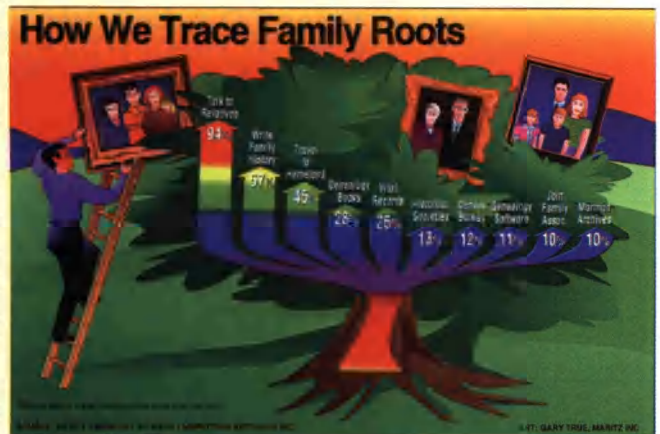
Genealogy business takes root

Tracing family roots is popular among Americans according to a new Maritz AmeriPoll by Maritz Marketing Research Inc., St. Louis, Mo. Nearly half of Americans (45 percent) are at least somewhat interested in genealogy. The hobby holds appeal for both younger and middle-aged Americans with 48 percent of those age 25-64 having at least some interest. Surprisingly, Americans over age 65 claim less involvement with genealogy; only 39 percent said they participated.

By far, the most popular method for tracing family origins is discussing it with relatives. Ninety-four percent of amateur genealogists have used this method. Fifty-seven

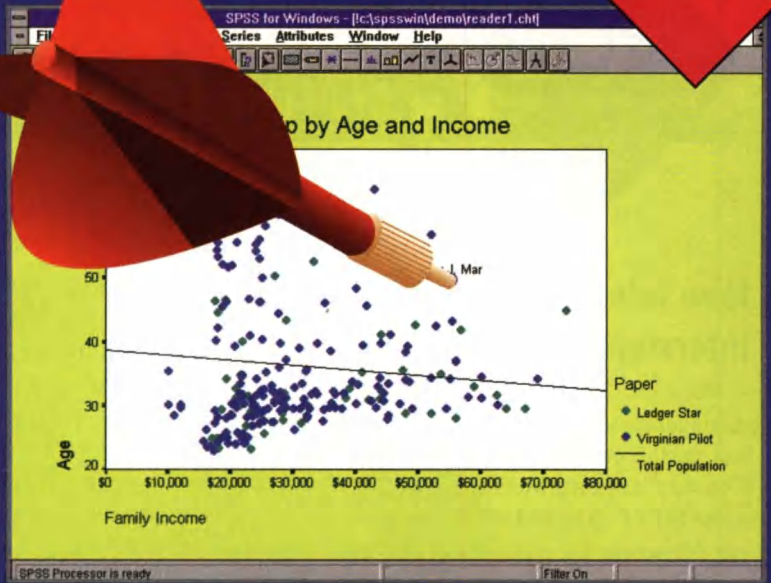
percent have created their own family trees, and nearly half (45 percent) have traveled to their ancestral homes or countries. Other popular methods for genealogical research include: purchasing or reading genealogical books (28 percent), contacting vital records offices (26 percent), contacting local historical societies (13 percent), contacting the Census Bureau (12 percent), purchasing genealogical software (11 percent), joining family associations (10 percent), and contacting the Mormon archives (10 percent).

Maritz AmeriPoll is a national consumer opinion poll conducted regularly by Maritz Marketing Research. Results are based on telephone interviews conducted with 377 men and 400 women. Accuracy of the results is within ± 3.5 percent. For more information call 314-827-1610.



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Product & Service Update

New interactive interviewing service

Network, a Covington, Ky., field management and data collection firm, has partnered with Visual Research Communications, Metuchen, N.J., to offer MINT (MultiMedia Interviewing-Networked Technology), an interactive interviewing service using touch screen technology. The technique can be used in mall intercepts, central location testing and one-on-ones for ad concept testing, commercial testing, packaging research, concept testing, image and identity studies, product testing, simulated shelf testing and segmentation research. For more information call Linda Tessar at 606-431-5431.

Update of Perception Analyzer dial system

Columbia Information Systems, Portland, Ore., has released version 4.2 of its dial-based Perception Analyzer audience response system. The

upgraded software includes automated hardware calibration diagnostics, simplified automated back-up procedures, enhanced moment-to-moment display and configuration options, data file protection features and the ability to capture screen graphics directly from the display data mode. For more information call 800-769-0906 or visit the Perception Analyzer "virtual showroom" at <http://www.cinfo.com/>.

Customized workshop for transit industry

Northwest Research Group, Bellevue, Wash., is now offering Transportation Toolbox: Market Research, Ridership and Management, a customized two-day workshop on market research for the transit industry that covers a variety of topics from designing and planning a research program to applying results to transit management, programming and planning. Each workshop is designed specifically for the agency at

which it is presented. Workshop presenters are Rebecca Elmore-Yalch, president of Northwest Research Group, and Richard Yalch, professor, University of Washington School of Business. For more information call 206-635-7481.

Tyson offers business intelligence benchmarking

Kirk Tyson International, a Chicago business intelligence and consulting firm, is now offering Business Intelligence Best Practices, a process that allows companies to compare their own business intelligence process to other firms based on Tyson International's study of over 500 global companies. For more information call 708-969-0100.

Forrester debuts service for interactive developers

Forrester Research, Inc., Cambridge, Mass., now offers Interactive

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MINNESOTA/UPPER MIDWEST MRA MEETING: A breakfast meeting will be held on May 22 beginning at 7 a.m. at Hotel Sofitel in Bloomington, Minn., sponsored by the Minnesota/Upper Midwest Chapter of the Marketing Research Association. Maureen Hooley-Bausch, director of marketing, Mall of America, is the featured speaker. For reservations and information call Terry at C.J. Olson Research, 612-339-0085.

CONGRESS ON CUSTOMER SATISFACTION: The American Marketing Association is sponsoring the Sixth Congress on Customer Satisfaction on May 19-22 at the San Diego Marriott Hotel & Marina, San Diego, Calif. Themed "Customer Satisfaction and Be-

yond: Building Value, Loyalty and Profitability," the conference will feature presentations by Ameritech, Bank of Boston and Motorola, among others, and include specialized tutorials on customer satisfaction methodologies and techniques. For more information call 800-AMA-1150.

INTELLIQUEST BRAND TECH FORUM: On October 23-24 at the Fairmont Hotel in San Francisco, IntelliQuest will host its fourth annual Brand Tech Forum. This year's Forum will explore the challenges involved in creating, managing and measuring brands, and examine the impact of interactive branding and the requirements of a technology brand to succeed on-line. For more information call 800-580-6715 or visit the IntelliQuest home page at <http://www.intelliquest.com>.

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Case history

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Quantitative research

In-flight satisfaction research keeps United Airlines customer oriented

By Joseph Rydholm
QMRR editor

Most research projects have their procedural intricacies but try these on for size: Each month, imagine distributing 192,000 surveys — in nine languages — to people traveling to 40 different countries. The surveys have to be shipped from a central location to destinations all over the world and returned on a timely basis. And, for toppers, the people you're surveying happen to be 30,000 feet in the air.

If that kind of a project is on your plate, it's helpful to be in the airline business.

For its in-flight customer satisfaction tracking program, Chicago-based United Airlines surveys passengers on some 900 flights per month using a four-page scannable form. The survey covers passenger satisfaction with the entire air travel process, from reservations to airport service and several aspects of the flight, including the flight attendants, the meal service and the aircraft itself.

Early in the flight, passengers are asked to participate in the survey. In exchange for their cooperation they are entered into a sweepstakes for two free round-trip tickets. Flight attendants distribute the survey forms and pencils. Depending on the length of the flight and time of day, the surveys are either handed out at the beginning of the flight or after meal service and collected later by the flight attendants.

"The biggest challenge is coordinating the logistics of the project, because you have so many people involved along the way, both internally and externally," says United's Alex Maggi, senior staff analyst, market research. "It begins here

at the research department but it involves people in our freight area in the Minneapolis airport and customer service reps at both the departure and arrival airports. We also rely heavily on the participation of the flight attendants."

In addition, United has a close working relationship with National Computer Systems (NCS), the Edina, Minn., firm that handles the printing and processing of the survey forms and is an integral part of the survey distribution system. "There are many parts of the project that must be completed on a timely basis so we have to have a real partnership and be responsive to each other to make it all fall into place," says Sharon Harding, NCS project administrator.

"It's a challenge to take such large volumes of quantitative data and make it meaningful to our audience. We're constantly soliciting feedback from those who use the information to make it truly meaningful. We always have the users of our data involved in the survey design process as well as the report design process."

The cooperation between United and NCS extends all the way down to the individual form level. Because of the huge amounts of material involved in the program — the thousands of survey forms, the hundreds of survey containers — United and NCS have worked together to make the process as efficient as possible. The cases and cartons that the surveys are shipped in are reusable and NCS workers sort and save unused survey forms for use on other flights.

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Confessions of a telephone focus group skeptic

By Carla Collis

Editor's note: Carla Collis is vice president of qualitative services at Elrick and Lavidge, an Atlanta marketing research company.

I must confess that I was once a telephone focus group skeptic. As a moderator, my first reaction to conducting a telephone focus group was not one of open-mindedness: "Did I hear you right? You want me to try focus groups . . . on the phone? What about . . . don't you know that this could compromise the quality of the research?"

But I have changed my mind. After conducting telephone focus groups, it became apparent that my fears were largely unfounded. While there are times when it is inappropriate to conduct telephone sessions (e.g., taste tests, long groups, sessions among young children), telephone focus groups can be successfully used for most any project — provided you know how to handle the unique issues that this environment presents.

Here are the initial questions that I raised as a moderator and what I have learned since then. These helpful hints should prove valuable in making your telephone focus groups a success:

- *How can you "read" the group without seeing their facial expression/body language?* The trick is to listen for any verbal reactions — sighs, groans, laughter — and follow up on what you hear. Some companies who provide the networks for telephone focus groups offer software to allow you to see who is making sound by showing an asterisk by his/her name on the computer screen.

- *Since people can't see one another, won't chaos ensue as everyone talks at once?* Ask each person to use his/her name whenever speaking. This allows you to ensure that no one dominates the discussion and that everyone participates.

- *I use my hands so much to control the group. How can I maintain order on the phone?* Maintain order by asking people to speak one at a time and calming them down when they become unruly — just as you would do in a face-to-face session. (Many people are accustomed to being a part of multi-person calls and they already know the etiquette involved.)

- *If the group is conducted via phone, won't it make it easy for people not to show up?* To maximize show rates, make several contacts with each respondent — a phone call to schedule the appointment, a confirmation letter with a detailed description about the upcoming session and a call just prior to the group to thank them in advance for their participation. (Holding sessions via phone actually enhances show rates, as people are not required to drive to a facility, park and check in.)

- *How do you keep people's attention when they can't see you?* They may be making dinner or watching TV when their attention should be on participating in the focus group. Encourage participants to stay focused on the topic at hand by actively calling on them to speak. In addition, software can be used that permits the moderator to poll respondents/ask them for numerical ratings by pressing the keys on their telephone.

Interestingly, because they can't see one another and "size each other up," respondents in these sessions often open up more and seem more engaged in discussion. The anonymity seems to encourage them to more freely participate.

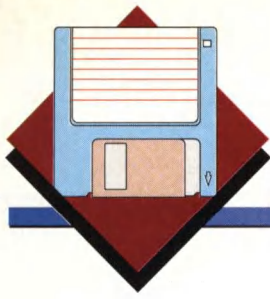
- *What if there are items respondents need to see, like advertising, concepts, etc.?* Send any materials respondents will need to see during the session ahead of time, in an envelope marked "do not open until your scheduled session." Participants often look forward to the group simply so they can open the "mystery" package!

- *Will my clients ever go for it?* They love to sit behind that mirror to watch the respondents. Point out to clients that the telephone focus group method allows them to participate by listening in on the sessions and sending notes via a call coordinator. They may also send notes via fax, if they so desire. Given that there is no need to travel to focus group sites, a greater number of clients can be involved as well.

All in all, telephone focus groups can be a viable alternative to traditional face-to-face focus groups and even offer some advantages — like geographical representation in a single group and savings in travel cost and time. The telephone can also be a useful way to study hard-to-reach

samples, such as doctors, lawyers, the home-bound, etc. Far from compromising the quality of research, telephone focus groups can greatly enhance it, if conducted correctly and with sensitivity to the factors that make them a unique approach to qualitative research. □





Data Use



Windows 95: Should you upgrade now?

A guide for the marketing, research or planning professional

Also: Four new utilities that make Windows 95 even better

By Steven Struhl

Editor's note: Dr. Steven Struhl is vice president, senior methodologist at Total Research Corporation. He can be reached at 847-251-9395 or via fax at 847-256-7263.

No doubt most of you have seen or read some coverage of Windows 95. Microsoft has invested considerable effort in promoting its new operating system; commentators, pundits and software oracles have made many sage pronouncements; critics have assailed it for not living up to perceived promises or expectations; and finally, many voices have joined the chorus to complain about the "deluge of coverage" following the introduction of Windows 95. Even the folks at the august *Consumer Reports* took time off from rating soaps and salamis to give their judgment of the new Windows. (They said that you do not need it, really, but we will tell you soon why you should ignore them.) All told, Windows 95 has attracted a memorable fraction of the attention usually lavished on serious national news such as celebrity murder trials and politicians' sexual behavior.

Many of you doubtless already have a copy of Windows 95. Sales during the first weekend alone have been reported at upwards of 1 million copies. Many more apparently have waited, though. This review intends to tell this group what Windows 95 users already know, and to help you decide on

whether the switch makes sense. If you already have Windows 95, you may find some useful news in the section on new utilities for this operating system. And of course, all of you will find the usual opinionated and completely wrong-headed comments which you have come to expect in these reviews.

The bottom line: What's in Windows 95 for you

As a marketing, research or planning professional, you likely will find that Windows 95 makes your life at work easier to manage. Some of the improvements mostly remove annoyances and limitations in the older Windows 3.0/3.1/3.11 operating environments (from here on called Windows 3.x). The most important improvements in Windows 95 in fact lie far beneath its handsome new surface. Just possibly, then, you may not find using this new operating system an ecstatic experience. You will, though, find your work tending to move more smoothly, with fewer interruptions, and proceeding more in the way you likely approach complex problems.

The answers to several questions can help you decide whether you need Windows 95:

- Have you had your system crash when you tried to use a

Quick Review Summary

Microsoft Windows 95

Nearly all research and related professionals should find much to like in Windows 95. You likely will find that it allows your work to follow the way you approach complex problems more closely. Critics notwithstanding, it represents a major step forward from Windows 3.1.

Pros

This new operating system has the power you need if you work with complex information. It lets you work as you want to, moving back and forth between as many programs as you are ever likely to need. It is more intelligent, flexible, crash-proof and powerful than Windows 3.1. It also starts a new era in applications working together to do what you need — as the utilities we review will show.

Cons

You need the hardware to run this amazingly complex operating system. A 486-based PC with 16MB of RAM seems the minimum for responsive operation. Also, Windows 95 requires plenty of hard disk space — about 35MB more than Windows 3.1. Finally, if you have unusual hardware, check with the manufacturer to see if the true Windows 95 "drivers" are available before you move to the new operating system.

Norton Utilities for Windows 95

Norton Navigator for Windows 95

Norton Antivirus for Windows 95

Microsoft Plus! For Windows 95

You should seriously consider either Plus! or Norton Utilities to keep your PC system — particularly the hard drive(s) — in prime condition. Norton Navigator is a must for anybody who needs truly complete file management. Norton Anti-virus is a fine package for keeping your PC free from stray infections.

Pros

These four utilities all provide valuable additional capabilities to Windows 95. The way in which they neatly fit into the basic operating system, rather than trying to supplant it, provides a model for the way programs may some day work together to do exactly what you need.

Cons

None apparent. You should not run all the features of Microsoft Plus! and Norton Utilities at the same time, as the programs overlap somewhat.

large, resource-hungry application? (If you are not familiar with the term crash, it is the special technical designation for what happens when your computer suddenly decides it needs a rest, now. Windows 3.x unfortunately caused this to happen

with some frequency.)

- Do you ever need to run more than three average-sized (or larger) applications at once?
- Do you often do a lot of "cutting and pasting" among

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applications?

• Do you ever wish your computer had the intelligence to do two things at once? For instance, would you like to receive or send a fax with your fax modem software and not have this event take over your PC's entire operation so you could continue working?

The more of these questions to which you answered "yes," the more likely you are to need Windows 95. It can handle all of these exigencies and more. This extra power can make a large difference in how you work even if you have been staying carefully within the confines of a single application until now.

Whether your job involves more research, marketing or some combination of the two, you most likely must deal with large masses of information and make something useful of it. The specifics of this might involve varying amounts of pushing around, pulling apart and crunching information; praying over it; and finally, struggling with how to make it presentable. Some focus more on the analysis, some more on presenting and no doubt some more on the praying. Although these activities may seem widely different, they share one strong commonality: all involve considering complex situations and developing some approach that will allow people to respond to it intelligently. (Perhaps the more cynical would change the last sentence to read, "to believe they respond intelligently.")

Computers have been a great help in dealing with complexity, aiding both the analysis and presentation of ideas. However, they traditionally have required us to divide a task into

components handled by separate applications (or programs) and to approach these pieces sequentially. A compartmentalized, linear approach rarely gets us to the center of complex problems, though. The time and attention invested while working on a problem often reveals new areas to investigate or raises new questions. Have you, for instance, ever opened a spreadsheet for some additional analysis as you worked on a presentation? The last thing you want is for the computer to crash at that moment because its memory suddenly became depleted.

Windows 95 at last allows you to avoid disasters like that and continue working. Here are some specific examples, using real products. Microsoft Powerpoint (the company's presentation package) posed problems in Windows 3.x. Powerpoint makes strong demands on "system resources" (specialized regions of Windows memory), and could deplete Windows 3.1, causing it to crash. Powerpoint rarely runs into this trouble in Windows 95. In fact (in an all-too-typical midnight special), I had Powerpoint up and running along with several spreadsheets in Excel, several huge output files from SPSS in Microsoft Word, SPSS itself for additional analyses, Norton file manager, Delrina Winfax Pro (for stray midnight faxes), Hijaak 95 for capturing screen shots, and Lotus Freelance for Windows for scrounging materials from an old presentation. It all worked. I could move data back and forth, analyze and interpret data as needed and make it all into a workable presentation — all before dawn.

This happy outcome never would have happened with Windows 3.x. The need to open and close applications (to

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avoid a crash) and to restart and recover lost work (from crashes I could not avoid) would have seriously impeded progress on this project. And since this presentation waited until midnight to call itself to my attention, chances are good it would have missed the deadline.

When was the last time that you came across anything that makes it easier to work the way you want to and still get things done? Windows 95 does. As such, it earns a solid recommendation.

The price of power

In a favorite cartoon, two birds stand in front of a sign reading: "Bird Sanctuary." One bird says to the other: "What's the catch?" Wary readers may already have asked the same question about Windows 95, wondering what they need to pay to get its benefits.

The answer is straightforward. You may need to upgrade your computer, even if it is fairly new. If you want to run more than two programs at once, you probably will need 16MB of RAM for acceptable performance. You likely will find speed appreciably slower with 8MB of RAM. As it has less RAM to use, Windows swaps portions of applications out of memory more often to a file it maintains on the hard drive (called, unsurprisingly, the "swap file"). This keeps memory from overflowing as you open more applications, but using the hard drive is always much slower than using RAM. (Hard disk speed is measured in milliseconds while RAM speed is measured in nanoseconds — or millionths of a second.) Getting enough RAM may provide the biggest boost to speed

if you find Windows 95 performance slow.

Unless you have special needs (say, manipulating huge image files or working with the census of the entire U.S.), 32MB of RAM should handle anything you need to do. The midnight special described earlier took place using a 486-based PC with that much memory and everything ran smoothly and responsively throughout.

Windows 95 also uses plenty of hard disk space, requiring some 32 to 38MB more territory than Windows 3.x, depending on the options you choose. Windows 95 checks for disk space during installation and will not let you continue unless you have cleared enough territory.

Before you start

You definitely will want your hard disk in good shape before you start. Practically speaking, this means clearing away unwanted files and using utility programs that check the disk surface for flaws and defragment (or optimize) the drive. Defragmenting means putting back together files that are scattered in various places across the hard drive. If you have not defragmented your hard disk, you doubtless would find it surprising to discover how many files and programs have taken up residence scattered in small pieces. This happens because the PC always fills all "holes" or free spaces on the disk as it saves new data. Every time you erase, save or change a file, this leaves a space of some size, which the PC later will try to fill. If the file in question does not fit into

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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.

A few weeks ago I called a field agency (which shall remain nameless) to get some cost estimates for a project we were doing. My usual contact was out of the office so I dealt with a representative who had not been with the firm very long. I introduced myself and he told me curtly that he was on the phone with a client, and could I try again later. I called again later and he told me that he had only a minute or two and asked if I could give him all the information in that time. I'll try, I said, a little miffed that I again wasn't being treated with cliently respect. When I began giving him the specifications, he exclaimed, "Oh, you're that Art Shulman, the client Art Shulman. I'm so sorry. Earlier today someone named Shulman called me on the phone, trying to sell me something."

"That was me calling," I informed him.

"No, it was another Shulman," he insisted, "selling me telephone service or a health plan or something." He then apologized profusely. I told him that wasn't necessary — as long as he agreed to be in my Amway group.

Market researchers are often confused with telemarketers, but it's unusual for your supplier to be that confused.

Have you ever noticed how some people tend to use idiomatic expressions that are somehow related to their subject matter? For example, when a food-service client told me that a project was delayed, she said it was being put on the back burner. This was just after a home improvement center client had discussed the nuts and bolts of a project with me. A few days ago, a client from a consumer electronics store, who had just returned from a long vacation, told me he was getting his batteries recharged.

Anybody else out there have any similar experiences?

Some researchers are well compensated and others aren't. Marion Simon of Marion Simon Research Service reports that an interviewer working for her company also had another job. Simon said she needed the interviewer to work on an important project, but the woman was scheduled to work at her other job at that time. Simon finally convinced the interviewer to work on her project by promising the woman two heads of cabbage and three bunches of carrots. The woman, who was working hard at a diet, quickly accepted.

Simon didn't indicate whether she also compensated the woman with money.

Simon also recalls an interviewing project her firm conducted at a restaurant. The interviewer was, shall we say, rather well endowed, and while turning after completing the interview, she accidentally hit a man with one of her boobs. She

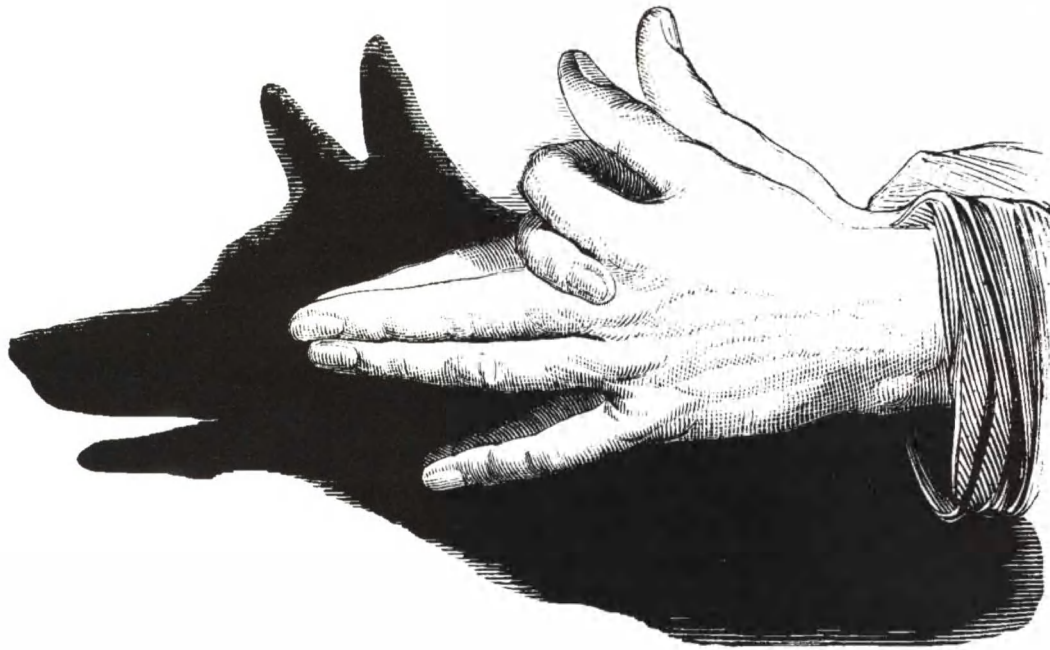
began to apologize profusely, when the man said, "Don't worry about it. I've been a widower for quite a while and this is the first thrill I've had in a year."

Bill Sartain, president of Focused Solutions Marketing Research, recalls a group he moderated in a motel room in a very small town in southeast Georgia some years ago. During one group made up of "heavy" male beer drinkers, one of the respondents persisted in firing off expletives about a particular brand of beer. But it was only after he began assailing those who were "dumb enough to drink that s—" that another respondent took issue. The next thing Sartain knew, the two 300-plus lb. respondents were nose to nose, pushing and shoving each other, and the scene became very ugly as the other respondents egged on the combatants.

Fortunately, calmer heads prevailed after the four clients in the adjacent room came bolting in to the rescue and the two were separated and sent packing in their pick-ups, which of course had gun racks in the back windows. Sartain says he was never really worried since their bellies were so big they couldn't have reached one another with their fists.

In future issues, we'll report on more quirky, loopy and strange happenings in the world of market research. If you'd like your story to be told — anything related to research is usable, from spilling soup on your client's new suit to cute answers respondents provide on questionnaires — please call me at 818-782-4252 or, better yet, write it up and fax it to me at 818-782-3014. □

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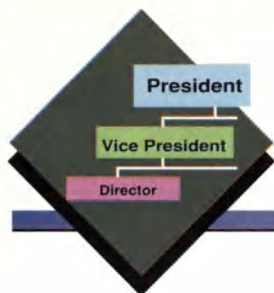


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Names of Note

Kris Lau, communications manager at *Northwest Research Group, Inc.*, Bellview, Wash., won the 1996 Communicator Award from the Washington Press Association for her work on the company's newsletter, InnerView. The firm has also welcomed **Jane Alston** as research assistant.



Alston

Birch

Linda Birch has joined *Maritz Marketing Research Inc.'s* Automotive Research Group in Southfield, Mich., as an account manager to Ford.

Charo Aguila has joined *Market Development, Inc.*, San Diego, as qualitative project director. In addition, **Everett Hernandez** has joined the firm as director of business development.

The following have been appointed to the corporate executive team at In-

dianapolis, Ind.-based *Walker Information*: **Philip Bounsall**, senior vice president and chief financial officer; **Philip Atrill**, president and chief executive officer, Elliott Research Corp.; **Raymond Becker**, senior vice president, organizational effectiveness; **Brian Lunde**, senior vice president, global sales and service; **Terence Reilly**, senior vice president, operations. The executive team has also organized the entire company into market teams. The seven industries and their chosen team leaders are: **Kimberly Graham Lee**, senior vice president, commercial; **Rich Newman**, vice president, communications and technology; **B.J. Kyzr-Sheeley**, vice president, energy utilities; **Mark Walker**, vice president, financial services; **Wade Lange, Sr.**, vice president, healthcare; **Curt Carlson** and **Kathy McCarty**, vice presidents, international; **Bob Kizer**, vice president, manufacturing & trade. In addition, the firm has appointed nine people to the new position of vice president: **Paula Cooper**, **Amy Davidoff**, **Jay Fredstrom**, **Mike Huser**, **Courtney Jinks**, **Brad Linville**, **Sandy McCollum**, **Sonya Miske** and **Kathy Wendell**.

Roy L. Baldassari has been pro-

moted to senior vice president of *Response Analysis Corp.*, Princeton, N.J.

William Scott Brown has been promoted to project manager at *PG Research, Inc.*, Raleigh, N.C.



Brown

Nason

Brian Nason has joined *CB&A Market Research*, Winston-Salem, N.C., as manager of administration.

Sandra Ogle has been promoted to director of quality control at *ACG Research Solutions*, the market research division of St. Louis-based Aragon Consulting Group. She is succeeded as manager of field services by **Sarah Bell**.

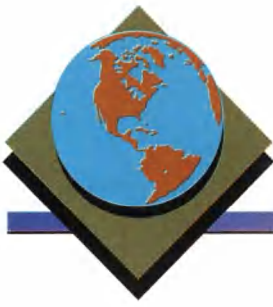
Edward Fielding has joined *McGraw Hill* as market information manager of *Byte* magazine.

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Research Industry News

Research Mentors, a Chicago research and consulting firm, has opened a Web site at <http://www.chimeragroup.com/von>.

Leadership Research is now open at 4525 E. Heatherbrae Dr., Phoenix, Ariz., 85018. Phone and fax 602-952-0850. Susan Andreas is principal, research director.

A new research firm, **Focus On Miami**, has opened at 9703 South Dixie Highway, Ste. 6, Miami, Fla., 33156. The firm will conduct focus groups, one-on-ones, jury simulations, mystery shopping and in-store assignments. For more information call Lisa Switkes at 305-661-8332.

Direct Resource has moved to 8 S. Michigan Ave., Ste. 1111, Chicago, Ill., 60603. Phone 312-223-9666. Fax 312-223-9671.

Fieldwork Plus, a new field service for the Milwaukee area, has opened at 1823 West Shore Dr., Delafield, Wis., 53108. The firm specializes in in-store audits, mystery shops, exit interviews and tracking studies. For more information call Kathy Aldridge at 414-646-7034.

Irwin Research Services, Inc., Jacksonville, Fla., has formed two new divisions: The Irwin Group, Inc., and Irwin Research Associates, Inc. Kathryn Blackburn has been appointed president of The Irwin Group. Denise Henry has been appointed president of Irwin Research Associates.

Focused Solutions, a Salt Lake City research and consulting firm, has formed an alliance with **Decision Diagnostics**, a Chicago quantitative research firm. For more information call 801-582-9917.

Smart (Strategic Marketing and Research Techniques) has relocated to 2700 Ygnacio Valley Rd., Walnut Creek, Calif., 94598-1627. Phone and fax 510-906-1225. E-mail: smartbox@aol.com.

RRC Associates, a Boulder, Colo., research firm, has opened the Boulder Focus Center, a full-service focus group facility

featuring a discussion room that holds as many as 12 participants and the moderator and a viewing room that accommodates up to nine clients. For more information call Julie Wheeler at 303-449-6558.

John J. Clark & Associates, a Pittsburgh research firm, has opened a Web page, at <http://www.ranlog.com/jjca>, to provide information on the company's research services designed to help clients increase customer and employee satisfaction and product or service market awareness.

The M/A/R/C Group, Dallas, has formed an alliance with Peapod Interactive, Evanston, Ill., to develop and market both custom and syndicated research products and services. The M/A/R/C Group provides research and database marketing services to major markets. Peapod Interactive is a division of Peapod, LP, a provider of on-line supermarket shopping and delivery services. With more than 15,000 subscribers currently in the Chicago and San Francisco areas, Peapod plans significant expansion to

additional metropolitan areas over the next several years. Peapod Interactive provides on-line advertising and promotion services and now, through M/A/R/C, on-line research and testing services to consumer goods manufacturers. For more information call 214-506-3400.

Polaris Marketing Research has moved to new facilities to accommodate added personnel and a larger telephone interviewing center. The new address is 359 East Paces Ferry Rd., N.E., Atlanta, Ga., 30305. The new phone number is 888-816-8700. Fax 404-816-0352. The E-mail address is email@polarismr.com.

After 10 years in Englewood, **The Focus Room - N.J.** has moved to Hackensack, N.J. Located at 433 Hackensack Ave., 10 minutes from Manhattan's George Washington Bridge and situated across from a mall, the new facility is 7,200 sq. ft. Call Donna Weinberg at 201-488-5888 for more information. The fax number is 201-488-5780.

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The Internet: A new opportunity for marketing research firms

By Ravi Iyer

Editor's note: Ravi Iyer is executive president of Technometrica, an Emerson, N.J. research firm.

Have you ever wished that customers would call you to describe what they like or dislike about your client's product or service? This scenario is not as utopian as it might sound. In fact, a way to convert consumers from reactive to proactive is already here. It's called the Internet—and it may have arrived at just the right time.

Only a little more than a year ago, Edwin Artzt, chairman and CEO of Procter & Gamble, sounded a wake-up call to the advertising industry to find alternative methods of delivering the message to the consumer. Perhaps no one so prominent has issued a similar warning to the marketing research industry, but clients have been dropping hints to marketing researchers for some time to find and use alternative methods of researching customers' attitudes.

In the short term, most research will continue to be based on traditional data collection techniques—mail, telephone and personal interviews. Marketing research firms, however, must at least be aware of, and preferably ready to use, the interaction opportunities presented by advances in electronic technology.

Some of the common electronic capabilities are audio and video on-line conferences and group discussions, auto-

mated dial-in telephone surveys and E-mail communications with respondents and clients. The most promising medium for marketing researchers among these is the Internet.

The Internet & the World Wide Web

The Internet is also known as the Information Superhighway because it connects and ties together innumerable smaller electronic sites located throughout the world, each one containing a computer network of its own. It began as an experimental research project funded by the government primarily to share data among government agencies and academia and for years was used almost exclusively by universities and defense agencies. Commercial usage of the Internet began with the emergence of the World Wide Web (more commonly known as the Web), which opened up a powerful medium for obtaining various kinds of research data, selling products and services, and communicating with customers.

The Web has made accessing the Internet much easier than before. It does this by allowing easy access to the Internet's individual segments, called Web sites, and subdividing these sites into logically arranged categories which can be easily reached by using the standard mouse to click from one level of information to another. Web sites can be designed to incorporate software technology that al-

lows two-way communication between the user and the site using a mouse and easy to follow cues on the monitor. This interaction feature and the availability of the software needed to browse Web sites has helped to make the Web the fastest growing part of the Internet and has stimulated the explosive 10 percent per month growth rate of the Internet itself.

Most Fortune 500 companies and several research organizations have established themselves on the Web. Nearly all have incorporated features that allow visitors to interact by responding to surveys or by asking and answering questions. While collecting data about product/service purchase and usage habits in this manner may not be a reliable means of analyzing consumer behavior, it represents the first step being taken to conduct research on the Internet. As the programming and methodologies become available it seems almost inevitable that greater attempts will be made to design reliable Internet friendly research studies.

The pros and cons of Internet research

The use of the Web presence to conduct research offers both advantages and disadvantages. Some of the advantages are:

- Lower communication costs. The Web's broadcast capabilities allow surveys to be fielded to a larger population

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Fax versus mail in gathering data: An analytical study

By David Liu and Nanda Ganesan

Editor's note: David Liu, Ph.D., is associate professor of Information Systems at the School of Business and Economics, California State University, Los Angeles. Nanda Ganesan, Ph.D., is professor of Information Systems at the School of Business and Economics, California State University, Los Angeles.

With the increasing popularity of the fax machine and fax broadcasting — which allows users to send a document to hundreds of locations simultaneously — the fax survey has become a viable option for researchers looking for an inexpensive method of reaching respondents. A mail survey is also quite a popular choice for those who need to conduct research on a tight budget. One way to determine the relative effectiveness of these two approaches is to send the same information via the two different communication vehicles and analyze the resulting response rates.

This article presents results of a study conducted by the Information Systems Department at the California State University at Los Angeles. For the purpose of the study, a survey was sent via mail to one group of recipients and transmitted by fax to

another group of recipients. The number of responses and the rate of response from each communication vehicle were tabulated. These results were analyzed to determine the effectiveness of postal delivery versus fax broadcasting.

The targeted recipients of the survey were a group of libraries known to have CD-ROMs. The survey focused on their utilization of fax and CD-ROMs. To better distinguish the responses to the faxed survey from those to the mailed one, the fax broadcasting was conducted a month in advance of the postal mailing. In addition, the fax survey had a distinctive marking on the bottom signifying that it was transmitted to the recipients via fax. However, in analyzing the responses, no consideration was given to the fact that the fax broadcast occurred during a different time period than the postal mailing. In other words, the analysis did not take into consideration calendar-related or chronological factors. For example, if more people were on vacation in March than April,

fewer responses would have been received.

Respondents to both surveys had the option to return the completed forms via fax or mail. As the responses to the fax broadcast were received, the date of receipt was logged, as well as the responses to each one of the questions in the survey. For fax responses, the date of the fax transmittal was logged. For mailed responses, the postmark date was logged. The same method was used and the same data was gathered on the surveys that were mailed.

The surveys were mailed/faxed to 1,653 libraries with CD-ROMs. Altogether 1,300 surveys were transmitted by fax and 353 were mailed. The 1,300 faxed surveys resulted in 385 responses being received by fax and 178 responses being received by mail. The 353 surveys mailed resulted in 77 responses being received by fax and 63 responses being received by mail.

Table 1: Summary of Survey Transmittal and Response Results

	Surveys Sent	Completed Surveys Received	Responses Received via Fax	Responses Received via Mail			
Sent via fax	1,300	563	43.3%	385	68.4%	178	31.6%
Sent via mail	353	140	39.7%	77	55.9%	63	44.1%



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These results are tabulated in Table 1.

It is important to view the results in light of the following environmental conditions.

- Keep in mind that the recipients are libraries not businesses.
- The unsolicited fax transmittal is a survey from a university conducting research as opposed to an unsolicited fax transmittal of an advertisement.

Because the above conditions apply to both the fax broadcasting and postal mailing, it is reasonable to assume that the effect of these conditions will cancel one another while comparing both modes of transmission.

Observations

The following observations are made based on the results shown in Table 1.

Overall response

- Overall, the response rate for fax broadcasting is somewhat better than that for the postal delivery. (563/1300 > 140/353)

Mode of response

- Faxed surveys resulted in a higher percentage of the responses being returned by fax when compared to the faxed responses received from mailed surveys. (385/563 > 77/140)
- The mailed surveys resulted in a higher percentage of the responses being returned by mail compared to the responses received by mail from the faxed surveys. (63/140 > 178/563)
- Overall, fax was the mode of choice for returning the surveys irrespective of the mode of transmission of the surveys. $((385+77)/(1300+353) > 0.5)$

Overall response comparison

To test the validity of the observation that the response rate for the fax broadcasting was somewhat higher than that for postal delivery, a z-test was conducted. The test was based on the null hypothesis that there was no difference in the response rate between the two modes of transmission. The test produced a p-value of 0.2186, indicating that the differences were not statistically significant. Although the simple ratios appear to favor of the facsimile transmittals in terms of responses re-

ceived, statistically there is no evidence

Mode of Initial Transmission	Completed Surveys Received (Total)
Sent via fax (a)	563/1300 = 43.3%
Sent via mail (b)	140/353 = 39.7%
p value for a<b	0.2186

to support this claim. Table 2 summarizes the result from the test.

Mode of response comparison

There are three parts to the observations made above on the mode of response. Because of the complementary nature of the first two observations, only a single test is required to test the validity of both observations. Therefore, the analysis is divided into two sections with the first section addressing observations 1 and 2 and the second section addressing observation 3.

Correlation between mode of transmission and mode of response

Altogether, 68.4 percent of the responses were faxed back from the fax

broadcast, which was higher than the 55.9 percent faxed back from the mailed surveys. Likewise, 44.1 percent of the responses were mailed back from the mailed surveys, which was higher than the 31.6 percent responses received by mail from the fax broadcast. This led to the observation that a higher percentage of responses were received by fax transmission for faxed surveys compared to the percentage of faxed responses received for the mailed surveys. It also led to the observation that a higher percentage of responses were received by mail for mailed surveys compared to the percentage of mailed responses received for the surveys sent by mail. As mentioned earlier, because of the complementary nature of the ratios, only one z-test was required to test the validity of both observations.

The test was conducted based on the null hypothesis that the percentage of

responses received by fax was the same for both the faxed and the mailed surveys. The test was conducted for only the responses received by fax because the same p-value will apply for the responses received by mail. The test produced a p-value of 0.0028 resulting in the rejection of the null hypothesis. This can be interpreted as a confirmation of the observation that a higher percentage of the responses are likely to be transmitted by fax for faxed surveys and by mail for mailed surveys. It is important to note that the comparison of responses received

	Surveys Sent	Completed Surveys Received		Responses Received via Fax		Responses Received via Mail	
		Count	Percentage	Count	Percentage	Count	Percentage
Sent via Fax (a)	1,300	563	43.3%	385	68.4%	178	31.6%
Sent via Mail (b)	353	140	39.7%	77	55.9%	63	44.1%
p-value for a < b					0.0028		0.0028

by fax is being made between the surveys sent by fax and those sent by mail. The results are summarized in Table 3.

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Fax as the mode of response

The other observation made under the Mode of Response in the "Observations" section above is that the overall percentage of responses received by fax is higher than the responses received by mail irrespective of the initial mode of transmission.

In other words, the observation holds true for both the fax broadcasting and the mailing of the surveys. In order to test the validity of this observation, a z-test was conducted based on the null hypothesis that the overall percentage of responses received by fax is 50 percent. In other words, the null hypothesis states that the probability of receiving the response by fax is 0.5 irrespective of the mode of transmission. The test produced a p-value of less than 0.0004 indicating that there was a significant difference in the manner in which the recipients responded. It means that the responses are more likely to be faxed back irrespective of the mode of transmission of the surveys to the recipients.

Table 4: Test for Fax as the Preferred Mode of Response

Mode of Survey Transmission	Responses Received	
Fax (a)	462	65.7%
Mail (b)	241	34.3%
p-value for a/b <> 0.5	<0.0004	

This is also an indication that fax is increasingly replacing mailing as the mode of transmission in the organizations surveyed. Table 4 summarizes the test result.

Response time analysis

In addition to analyzing the manner in which the recipients responded to the

Table 5: Surveys Sent via Fax

	Responses Received via Fax		Responses Received via Mail	
Received in 5 days	267	69.3%	129	72.5%
Received in 10 days	351	91.2%	163	91.6%
Received in 15 days	364	94.5%	170	95.5%
Received in 20 days	378	98.2%	174	97.8%

survey, the study also investigated the response in terms of timeliness. For

this purpose, the number of responses were tabulated for the time intervals

Table 6: Surveys Sent via Postal Delivery

	Responses Received via Fax		Responses Received via Mail	
Received in 5 days	38	49.3%	23	36.5%
Received in 10 days	60	77.9%	46	73.0%
Received in 15 days	70	90.9%	56	88.9%
Received in 20 days	72	93.5%	61	96.8%

of five, 10, 15 and 20 days. Table 5 shows the tabulated results for the surveys sent by fax and Table 6 the results for the surveys sent by mail.

The data in Table 5 indicates that within the first five days of the fax broadcast, 267 responses were received by facsimile transmittal and 129 responses by mail. The 267 responses represent 69.3 percent of the total responses received by facsimile transmittal and the 129 responses represent 72.5 percent of the total responses received by mail. Over 90 percent of the overall responses from each communication vehicle was received within 10 days of the initial

transmission of the surveys, and nearly 98 percent of the overall responses were received within 20 days.

The data in Table 6 indicates that for the mailed surveys 49.3 percent of the total number of faxed-back responses were received

within the first five days. In the same period, 36.5 percent of the mailed responses were received. Also, within the first 10 days, 77.9 percent of the faxed-back responses and 73.0 percent of the mailed-in responses were received. Based on the data presented in Tables 5 and 6, the following observations are made with regard to the response rates for the different time frames for the two modes of transmission.

Responses received in five to 10 days: The response rate from fax broadcast is better than the response rate from postal delivery during the first five

to 10 days.

Responses received in 15 days:

After 15 days, however, the rates of response for the fax broadcast and postal delivery begin to converge to 90 percent.

First, two z-tests were conducted, one for the returns received within the first five days and the other for the returns received within the first 10 days, to investigate the validity of the first observation. In each case, the null hypothesis stated that there was no difference in the response rate between the two modes of transmission of the surveys for both time frames. The tests produced a p-value of less than 0.0004 for the five-day period and a p-value of 0.001 for the 10-day period. Table 7 contains the test results. The p-values are statistically significant to support the observation that the faxed surveys commanded a better response rate within the first five to 10 days. The results seem to confirm the general notion that there is a sense of urgency attached to a facsimile transmission and that most people give a higher priority to responding to faxed information. Another contributing factor is the elimination of the time delay that is usually associated with the mail delivery.

Another z-test was conducted to compare the 15-day response rate between the faxed and mailed surveys. The test was based on the null hypothesis that there was no difference in the percentage of responses received between the two modes of transmission for the time period con-

be a tendency to view the results in light of the fact that the surveys were sent to libraries as opposed to customers or typical business organizations. But, because the study is comparative in nature and it evaluates responsiveness, the results yield to interpretations that are somewhat free of impact from environmental conditions. If the study had focused on quantifying the results, such as establishing a response rate for the faxed surveys, the environmental conditions may then have to be taken into consideration. As such, the results that are summarized here can be applied to most practical situations.

- Individual mode of response. Faxed surveys resulted in a higher percentage of the responses being returned by fax when compared to the percentage of faxed responses received from mailed surveys. Likewise, the mailing of the surveys resulted in a higher percentage of the responses being returned by mail when compared to the percentage of responses received by mail from the faxed surveys.

- Mode of response. Overall, fax was the mode of choice for returning the surveys irrespective of the mode of transmission of the surveys.

- Timeliness in response. Fax broadcasting produced significantly better results within the first five to 10 days in terms of responses. However, the responses received within the first

Table 7: Response Time Analysis

Time Frame	Ratio of Responses Received for Faxed Surveys (a)	Ratio of Responses Received for Mailed Surveys (b)	p-value for a<b
Received in 5 days	396/1300	61/353	0.0004
Received in 10 days	514/1300	106/353	0.001
Received in 15 days	534/1300	126/353	0.067

cerned. A p-value of 0.067 obtained from the statistical tests supports the preceding null hypothesis. This p-value is also included in Table 7 so that each p-value can be viewed in its own perspective and in comparison to other p-values.

Conclusion

In drawing a conclusion, there may

15-day period were the same for both modes of transmission.

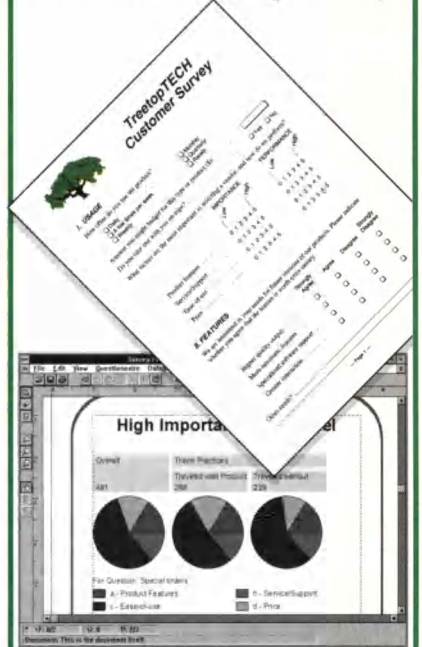
Our results partly corroborate the findings made in a related 1992 study.¹ □

References

¹ Dickson, John P.; and MacLachlan, Douglas, L. "Fax Versus Mail Survey." *Marketing Research: Management and Applications*. Volume 4, Number 3. September, 1992. p. 26.

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Internet

continued from p. 22

almost instantaneously. Reminders and follow-up of surveys can also be broadcast rapidly without incurring large expenses. This will allow larger portions of the research budget to be dedicated to analysis.

- Fast responses. Survey respondents can transmit their completed questionnaire electronically immediately upon completion rather than by mail. This rapid response makes an on-line survey a good method of evaluating promotions that are run for only short periods of time.

- Electronic capture of data. The responses to survey questions are received in an electronic format. Thus the researcher does not have to worry about data entry and verification (although some cleaning may be required). The data can be downloaded to databases and analytical software immediately and can also be transmitted to clients directly.

- Respondent queries can be answered right away. Respondents who may have questions about the survey or how a question is to be answered can be provided with immediate feedback.

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A selection of research-related Web sites

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Maritz Marketing Research , St. Louis, Mo. http://www.maritz.com/mmri.htm	Walker Information , Indianapolis, Ind. http://www.walkernet.com/

and respondents have the capability to communicate round the clock. This flexibility may encourage more people to respond to surveys at their own convenience.

- Monitoring usage. Several Internet service providers (ISPs), companies that provide turnkey Web site services, offer software packages which measure usage of their clients' Web sites by tracking geographic distribution, names of orga-

nizations and duration of users' visits to the most frequently accessed sections of the site. This enables close monitoring of the effectiveness of the on-line information and facilitates the tracking of respondent interest. With this information, modifications can be made to the Web sites.

On-line surveys, however, do have their share of disadvantages.

- The first and foremost disadvantage is limited usage. Despite the rapid prolif-

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eration of personal computers, only a small portion of households have access to the Web.

- Electronic questionnaires sent to Internet addresses can be deleted by recipients. Just as regular mail considered "junk" is discarded by recipients, surveys sent electronically could be "cyberjunked."

- Privacy issues limit the detailed identification of respondents unless they volunteer this information. Currently there are no known services that provide a list of E-mail addresses along with the demographic variables of users.

On-line research also has some other disadvantages. For example, it cannot replace random-digit dialing and it cannot provide the nuances an experienced interviewer can glean from an in-depth interview or a focus group session.

Despite some obvious limitations, the Web enables researchers to streamline the task of fielding surveys, providing rapid feedback to clients, and providing answers to respondent queries in a quick and efficient manner.

How to establish a presence on the Web

Setting up a Web presence on the Internet involves designing and formatting the informational content of the Web site and establishing an electronic connection to the Internet. This can be accomplished in one of two ways:

1. Establish a Web site at your own location. This option involves setting up a dedicated Web server to handle the traffic, using dedicated telephone lines (T1 or smaller bandwidth), a router to direct traffic, CSU/DSU (channel service unit/data service unit), software for the operating system, server software and software allowing the creation of pages.

This option should be considered if the anticipated usage will be heavy, if the funds to establish the site are available and if a small but dedicated staff can be assigned to the project.

2. Share the Web site of a service provider. ISPs offer a wide range of Web services that can be tailored to meet on-line research needs. This option eliminates the need to purchase equipment and maintain a dedicated staff.

In addition to ISPs, several local and regional computer companies and developers offer complete turnkey Web services. These service providers who require their client to provide them with only the contents of the home page do all the required programming, testing, launching

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and maintaining of the home page.

The opportunity for researchers

The vastness of data and the speed with which it can be tapped is the main source of new opportunity for marketing research companies. Until now, marketing research as we know it has usually been the domain of the client's marketing research department, with the actual research conducted either by an in-house staff or assigned to outside marketing research companies. Now clients who have their own home pages can collect information on customers who are interested in their products/services, their purchasing habits, their likes and dislikes and other demographic and psychographic data and use this information to classify, segment and create target-specific products/services. This raises the possibility that with on-line information and analytical capabilities available to anyone in the client's organization with a desktop computer, data will be obtained and analyzed internally by the various departments within the organization, without the need for external market research. Therefore, market research companies should have the capa-

bility to provide the same types of services that clients can insource, lest the need for independent marketing research diminish.

Research on the Web has its disadvantages and cannot completely replace conventional data collection methods. But on-line research is moving rapidly from being "alternative" to mainstream—and the transition will be completed sooner than anticipated. There will also probably not be a warning to embrace the new technology. Marketing researchers have to take the initiative themselves.

What marketing research companies can do

Marketing research companies can take several steps to exploit the opportunities provided by this new medium.

First, establish a presence on the Web.

Second, use that presence to publicize your firm, your capabilities and your branded products.

Third, make your corporate brochure and other pertinent literature available on your Web site for clients and prospects to read, download and print. The availability of instantaneous information about who you are, where you are and what you

do is crucial.

Fourth, monitor the number of visitors to your Web site through one of several software programs available, analyze this information to help you determine the productivity of your site and make any necessary improvements to increase its effectiveness.

Fifth, begin conducting surveys on the Web. You can expect criticism from users who dislike the contents of your surveys or who simply object in principle to conducting surveys on the Web. To overcome the first criticism, make your survey interesting—you might even liven it up a bit with some jazzy graphics. Also pay special attention to the language used by other Web sites—is it less formal and more colloquial? Accept the fact that your user demographics are not 100 percent accurate, while realizing that the results will still provide a fairly accurate understanding of the characteristics of your respondents. Use this as a building block to refine existing methodologies and devise newer ones.

Sixth, update the information on your Web site, in particular the introduction or "home page." There is nothing more boring than a site that does not display any new information month after month.

Blurring of boundaries

The advent of surveys on the Web will result in a blurring of the traditional boundary between the marketing and marketing research functions—most surveys on the Internet are added to home pages which aim primarily at disseminating information and receiving sales orders. Thus, surveys on the Web are done in an environment that seems to offer the visitor some incentive—namely information on the sponsoring company. Perhaps this might lead to a gradual disappearance of the traditional line separating sales and research activity within a company's organizational structure.

In the past, marketing research companies operated in an environment of incremental change. The rapid evolution of the Web represents a paradigm shift that offers tremendous opportunities to researchers who embrace it and recognize its potential.

The age of instantaneous on-line information, available at the click of a mouse, is upon us. The question is not whether we as marketing researchers will fight it or ignore it; the question is only how soon we will join it, use it and make it work for us. □

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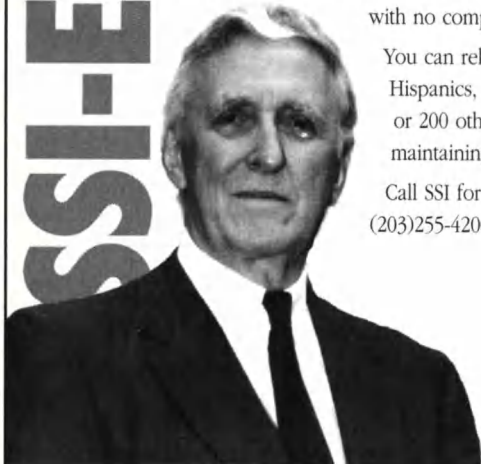
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United

continued from p. 11

Busy life

The life of a United in-flight survey form is a busy one. After the questionnaires are designed and proof-read (the eight foreign language versions are checked for accuracy by translators) they are sent to NCS, where the surveys are printed, collated and shrink-wrapped. NCS then stores the surveys until they're ready for shipping.

Each month, United selects flights to survey and transmits this information electronically to NCS. "We run a program which randomly selects a percentage of all of our flights system-wide, 1 percent of domestic flights and 7 percent of international flights," Maggi says. "We transmit this file electronically to NCS. It provides NCS with different types of information about the flights that are going to be surveyed. From this file they can see the date of the flight, the flight number, the aircraft type, how many surveys are needed and the distribution of the surveys in the different languages, if necessary."

Using these specifications, NCS packages the survey forms, instructions and pencils into flight cases and delivers them to United Airlines Cargo at the Minneapolis airport for distribution to the proper airports. "Depending on the region to which the surveys are being sent, they have specific ship dates. So for each week of the survey there is a date by which they have to be packed and shipped. NCS generates a packing list and on the appropriate dates they pack the proper amount of surveys into flight cases and cartons corresponding to the flights we've selected and then affix labels indicating the segment to be surveyed," Maggi says.

When the survey packages arrive at their respective destinations, they're picked up by a United Airlines manager or customer service representative who makes sure they get delivered to the flight crews. "Each month the airport stations receive a list of the flights that will be surveyed that month so they know when to expect them. The flight attendants are also

notified in advance which dates they'll get surveys," Maggi says.

Once the surveyed flight reaches its destination, the completed forms are repacked and handed off to the receiving United customer service representative, who ships them back to United's Minneapolis cargo location.

Three times a week, NCS picks up the completed surveys. Twice a week

they drop off the next shipment of surveys to be flown out. The survey forms are scanned and NCS transmits

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the data electronically to United on or about the tenth of the following month, along with status reports on the flights of that month.

Working with the data

After the data arrives at United, it is converted into Quanvert, a statistical program from Quantime Corp. Maggi also uses SPSS to analyze the data.

The United research department fields all kinds of requests for data, he says. "People are eager to get their hands on any piece of information they can. They like to break the data down to the micro level wherever possible and we're able to do that.

"It's a challenge to take such large volumes of quantitative data and make it meaningful to our audience. We're constantly soliciting feedback from those who use the information to make it truly meaningful. We always have the users of our data involved in the survey design process as well as the report design process."

The marketing research department at United issues a monthly report summarizing the customer satisfaction data for about a hundred people worldwide, including airport, country and regional managers and executive management and others at United's headquarters. Segments of the data are also available online.

"Executive management uses data from the in-flight surveys to look at competitive performance. Here within marketing we analyze the data and use the results for strategic planning, product positioning and target marketing. Finance uses customer satisfaction data to measure the success of its product investments. If they

Questionnaires for United's in-flight survey are designed, proofread and sent to NCS for printing, collating and shrinkwrapping.



Each month, United randomly selects flights to survey and transmits this information electronically to NCS.



NCS packs the surveys in specially designed reusable boxes and delivers them to United Airlines Cargo at the Minneapolis airport for distribution on flights to 40 countries.



At the respective airports, United customer service representatives deliver the surveys to the proper flights.



Flight attendants distribute surveys to all passengers on selected flights and collect upon completion.



Completed survey packages are handed off to a receiving United representative, who ships them back to United's Cargo office in Minneapolis.



Three times a week, NCS picks up the completed surveys. Unused forms are sorted and filed for re-use.

NCS scans the survey forms and transmits the data to United electronically.



have spent money to improve service they want to see that there has been a tangible improvement," Maggi says.

The research data is also used to help track performance and measure success at achieving goals. "Our airport managers are interested in all ratings related to ground service, including speed and efficiency of check-in, the friendliness of customer service reps and line waits. The reservation area is interested in findings on service areas such as hold times on the phone and helpfulness of the agents. The in-flight supervisors who manage the flight attendants want to know how the flight attendants are being rated on the various aspects of their service, not just their overall rating but everything from timely delivery of the meal and beverage to friendliness and professionalism."

Because the data can be linked to operational data such as arrival and departure times and number of passengers, the United researchers can dig deep to answer questions from in-house customers, Maggi says. "We have often used the data to identify the reasons why some ratings might differ from one airport to another or one segment to another, by looking at customer mix, by linking survey data to operational data. For example, we can take ratings for a given flight and link them to the on-time performance of the flight in that market and we can show that when on-time performance went down so did the ratings in specific categories."

Customer oriented

Maggi says that since the airline became employee owned in June 1994, it's become much more customer oriented. As a result, the research department is busier than ever. "It's been truly amazing the amount of attention [the market research department] has been getting lately. We constantly receive inquiries about research results from people at all levels of the organization. We've also greatly increased the scope of the in-flight customer satisfaction tracking program."

By tripling the size of the sample in the past year and a half, the database more accurately reflects customer de-

mographics, Maggi says. "We did that to better ensure a representative sample of our customer population. In the past there were times when we were not able to get as many completed surveys as planned and that affects your sample sizes, so you would have to put an asterisk next to some of the data. Whereas now we have a much more complete database and the data is much more reliable." □

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Data Use

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this space, the PC will break it into smaller pieces, using "holes" as it comes to them. Some utility programs let you see how data actually gets stored on the disk — and more than a few percent fragmentation seems like an incredible mess. Worse, fragmentation can slow the PC noticeably as it looks for and reassembles needed programs or information.

You can find adequate defragmentation utilities as part of both DOS and Windows 3.x. Other companies, such as Norton Utilities and PC Tools (now merged into one company) provide defragmentation programs with more controls and more detailed displays of what they are doing.

If you defragment the disk regularly it should stay in top condition and each defragmentation should go fairly quickly. If you are running this procedure for the first time, it could take an hour or more to straighten out the mess you will find. To make this all painless and automatic in the future you may want to consider one of the utilities mentioned later in the "Windows aid" section.

Getting started: What to expect

Suppose you now have your PC in fine running shape and have the Windows 95 installation disk in hand. What should you expect to happen during installation?

Mostly, you will need to practice patience. Also, if you do not yet have a CD-ROM drive, you will find this a great excuse to get one. You can install Windows 95 from floppy disks, but I wouldn't recommend it. Expect installation to run one to two hours even with a CD-ROM drive. Windows 95 spends much of that time determining how to get your hardware working without conflicts and sending you messages that it is nearly finished. Microsoft says installation takes

about 45 minutes, but that seems overly optimistic based on experience and the reports I have heard.

After you get Windows 95 installed, you likely will find it takes somewhat longer to load (start) than did Windows 3.x. Once it starts, though, you should find your patience rewarded. We found Windows 95 to run smoothly and noticeably more responsively than Windows 3.x on all the machines where we had run both.



The Microsoft Plus! software includes a full set of "desktop themes," including some very detailed Windows backgrounds like the one shown here, many additional icons and sounds that give your PC more personality.

Windows woes?

Windows 95 worked remarkably well with nearly all the old programs we tried. Even DOS games (tested strictly in the name of research) which ran too slowly under Windows 3.x perform well under Windows 95. In short, this operating system can accommodate the new 32-bit applications (some of which actually do more useful things than older applications), along with programs designed for Windows 3.x and DOS.

However strong Windows 95's overall performance, though, like all earthly creations, it cannot do all things at all times. Given the millions of possible combinations of hardware set-ups and software collections, it has to get routed at some time. Complaint levels have been remarkably low, by all accounts — although this will not help if you are the one who hits an unfortunate circumstance.

Also, Windows 95 went through one of the longest and largest testing (or "beta") programs in PC history. As a result, it works surprisingly well surpris-

ingly often. My experience includes a few nearly heart-stopping moments dealing with a pen-and-pressure-sensitive-tablet (which replaced the standard mouse). Happily, all incidents proved to be nothing that time and a calm approach could not rectify.

Third party problems

Most Windows 95 problems I have encountered (either in print or by sorry personal experience) have been like the one with the pen-and-tablet: caused by products that are supposed to work with Windows but have not quite made the transition to Windows 95. In particular, atypical hardware that needs a "driver" to work (such as an unusual printer, sound card or fax/modem) may cause trouble. Windows 95 itself provides an incredible number of "drivers," and so you are likely to find it includes something that works with nearly any brand on the market.

If you have to rely on another manufacturer for "drivers," though, you may get an unpleasant surprise. For instance, I have used a hardware/software print accelerator called the WinJet, made by a company named LaserMaster. Under Windows 3.1, this transformed my trusty old HP LaserJet from 300 dots per inch (dpi) resolution to 800 dpi and allowed it to produce even complex pages as fast as the printer could run. In short, it was a great Windows 3.1 product. Unfortunately, LaserMaster took a bad slip with Windows 95. The performance of this once sterling product has become erratic and the drivers have remained in test version for at least six months after the official Windows 95 release.

With some luck, LaserMaster will resolve its problems by the time this article reaches print. The wait has not been pleasant, though. This story has a moral: expect Windows 95 to work well with nearly all "mainstream" hardware — but if you have something out of the ordinary, check with the manufacturer. If they do not have drivers ready, you may find yourself stranded. Depending on your needs, that may be enough to make you wait to upgrade.

What else is new

Windows 95 has a new, handsome appearance, as you will doubtless notice immediately. Oddly enough, this one aspect of Windows 95 (its new screen ap-

pearance or "interface") is the one highlighted by nearly all product reviews. This shows an important secret of the ad copywriting pros. If you want to describe anything where the most important improvements are in performance, describe how it looks.

When you start Windows 95 for the first time, you cannot help noticing something familiar missing: all those program group windows which seemed to give the

system its name. Instead, you will see a largely uncluttered screen, with a bar across the bottom saying "Start," and a few icons on the left side. Move the pointer to the Start button and a menu appears, in which most of the items correspond to your old program group windows. Move the pointer to any of these items (no double-clicking required) and another menu appears (or "cascades") from the first. Move the pointer to the

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6%	22%	35%	
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program you want and it appears.

By default, the Start button and the bar associated with it (called the task bar) always remain visible at the bottom of the screen. As you start programs, buttons for them appear in the bar. Click any of these buttons and you go to the program it represents. Close the program entirely (rather than simply switching from it or starting another) and its button will disappear from the task bar at the bottom.

Some people find the new menu system a little too eager to respond. Slide the pointer across the name of a program and it may well start, even if you didn't intend it to. (I can provide a trick for slowing the menus, but this is for the fearless only, those who don't mind tinkering deep in Windows' 95 expansive innards. Call or fax for this pointer.)

This last point leads to another large change in Windows 95: Much of the information controlling the operating system's behavior resides in a huge area called the "registry." Windows 95 retains the old win.ini and system.ini files, which used to have control of all Windows settings. However, these files exist only for the sake of older programs that still

expect to find them. Those of you who ever looked at the two .ini files and found them intimidating (as I imagine anybody would who dared to look) will find the new registry awe inspiring. You need a special Windows utility called "regedit" just to look inside the new registry and unless you feel very, very expert (or very, very foolish) you will not want to touch it. Just a quick "hands off" tour of it will impress you with the tremendous scope and complexity of Windows 95.

You will find strong improvements in Windows 95's accessories (programs that come with the operating system). Windows now seems much more attuned to communications with the outside world. For instance, Windows 95's file transfer capabilities have dramatically improved with the new HyperTerminal (replacing the old Windows Terminal). HyperTerminal is an excellent, full-featured program for sending and receiving data via modem. It will recall the phone numbers and settings you used in a call or "session" (if you remember to save them), assigning a separate icon to each number you contact via modem. After the first session, with a simple click

on the icon you are ready to connect.

Windows 95 features many other changes improving its power and usefulness. In particular, the right button on the mouse (or its equivalent) has finally taken on a full, useful life in Windows 95. Click this button anywhere in Windows 95 and a menu will appear, giving you a set of actions you can perform on (or with) the object in question. (This works both with the operating system itself and with programs designed to run under it.) The right button also adds extra power while you are performing many actions. For instance, try the right button after highlighting a file name in the new (vastly improved) file manager instead of simply dragging and dropping the file. Rather than copying the file or moving the file (which one depends on Windows' built-in rules for files), you will get the choice of opening, moving, copying or creating a short-cut to the file.

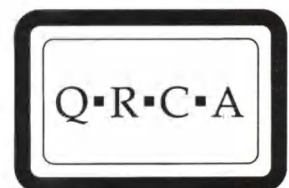
The Start menu allows you to call up recently used documents as well as programs. With Windows 95, a document is anything that you have created or altered, including drawings, presentations or even telephone sessions in HyperTerminal. Just

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click on the document in question and Windows 95 opens it while starting the right program. In short, it keeps pointers to your recent work directly on the main Start menu for you. The catch, though, is that you will find "documents" listed only for Windows 95 programs. Whatever you create or modify in your old Windows 3.x favorites will not show up among the choices.

You now use a special spot on the Start menu to access all the settings for Windows 95, including the display, what you find on the main task bar and the Windows control panel. The new control panel is now much more comprehensive. I find the "system" section particularly impressive. It allows you to examine in detail all the hardware connected to your PC system, to monitor performance and to resolve any conflicts that may arise. Windows 95 has become vastly more intelligent about the hardware you have connected to your system. It avoids most conflicts and explains how to resolve most problems it cannot handle on its own.

Nearly everything you think to ask Windows 95 to do begins by pushing the

"Start" button. You even "start" shutting down the computer. It may seem illogical that you need to start to stop, but you will find it not so strange in a short while, and it does keep everything in one spot.

DOS — which you'll remember for its nearly blank screen with perhaps a prompt (>) sign — still exists. Windows 95 has taken full charge of the computer, though. You can see this by restarting the computer in "DOS mode." (This is one option you get when you push the Start button and then ask Windows to shut down the computer.) Once Windows seems to disappear and you find yourself facing the old, nearly blank screen, type "Exit" at the prompt sign. Windows 95 promptly restarts. Our old friend DOS, once in charge of everything, now has become just another program that Windows 95 can call upon as needed.

Windows aid: programs that add to Windows 95

Windows 95 has become much larger and more capable than any of its predecessors, as you doubtless have noticed by now. Even so, you will find substantial benefits in utility programs that further

enhance its capabilities. Here we will discuss several highly useful programs from Symantec's Norton Utilities and one from Microsoft itself.

• **Norton Utilities** adds extra protection for and control of your PC, continuing the nearly venerable tradition of this program and PC Tools. (Symantec, which sells the Peter Norton programs, merged with Central Point software, which created PC Tools). You will find most (but not all) of the features of these two utility giants in the new Norton Utilities. (Most lamented is the loss of the excellent PC Tools backup utility. Perhaps Symantec will see fit to restore a Windows 95 version of this.) Using Norton Utilities still will provide the most possible protection against PC disasters, in particular problems with your hard drive. The included Norton Disk Doctor can rescue you from problems that might otherwise stop your system cold. You can schedule Norton Utilities to check and repair problems on the hard disk automatically at night and/or to defragment the drive in the small hours. This program has displays that you can customize almost completely which will monitor and show

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nearly any aspect of your system's operation. If you like the hands-on approach and want the ultimate in ability to customize maintenance of your PC and to see what is happening, you will find much to like in Norton Utilities.

• **Norton Navigator** builds on the already good file management capabilities of the Windows 95 Explorer (file manager), showing definitively that creative software developers can find plenty of useful features to add to the solid Windows basics. I find this program indispensable. It allows you to perform all sorts of file operations, including finding, viewing, associating, comparing, zipping and unzipping, by one simple press on a button. (The screen shot of Navigator on p. 41 shows some of its impressive file management features.)

The "Fast Find" function truly does a fast job—for instance, quickly running

through the much of 1.2 gigabytes (yes, that's 1,200 megabytes) of miscellaneous stuff your writer has accumulated, to find needed files. This feature runs much more quickly than the comparable Windows 95-based file finders.

The Norton Navigator also allows you to view the entire contents of a branch (any given directory and all its subdirectories) and has a very handy "outline" view that lets you see how many files of various types you have and how much space they occupy. (You can expand or collapse these outlines to see all the files or a summary. And the outlines work with the branch view.) You can set the delete option to "wipe" delete, which you will find very handy if you want to purge files forever in one step. (Windows 95 otherwise protects you from yourself, sending deleted files to a "recycle bin," where they continue to reside mostly hidden on your hard

drive. Keep deleting large files and adding them to the recycle bin and your hard drive unsurprisingly will start running out of space.)

Anybody who has accumulated more files than they planned or even thought possible (which is nearly everybody) should find Norton Navigator a really useful addition to their Windows armamentarium.

• **Norton Antivirus** does exactly what its name implies: It hunts down and destroys viruses that may infest your PC. An earlier version of this program once quickly found a virus on a floppy disk supposedly containing data only. As a result, I could call my (then) main office and undo an infection that had already spread to dozens of machines—before any real damage had happened. Since then, viruses have become even more widespread. Various self-styled hackers (once a term of honor now fallen into opprobrium) have misapplied their intelligence to put viruses in all manner of places. Reports have surfaced of viruses even infecting macros that run on Word for Windows. Warnings have hit print about viruses in so called "Internet mini-applications," which do not even yet exist. This excellent protection offered by this anti-virus program is more important than ever.

You can schedule Norton Antivirus to run at startup, to monitor the computer continuously, or to make complete sweeps of the system at preset times. Also, as an Antivirus user, you can contact Symantec on-line (for instance, via CompuServe or the World Wide Web) and download protection against new viruses as they emerge. Most tests show this program offers protection against invasion as good as anything on the market. This is one form of safeguard it really makes sense to use.

• **Microsoft Plus!** offers more of a grab bag of features than any of the Norton products. This set of applications includes some serious hard drive maintenance tools like those in Norton Utilities, along with an improved version of the Microsoft disk compression utility and some fine Internet browsing tools. Plus! also includes a few items that simply are fun, almost as if Microsoft wanted to palliate taking the serious software they accompany.



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The disk compression utility (Drivespace 3) can effectively give you about double the hard disk space you formerly had with little if any degradation in performance. (Windows 95 al-

repair. If you like the idea of your PC more or less taking care of itself and do not want the extensive displays and custom controls found in the Norton Utilities, you should find Plus! exactly what you want.

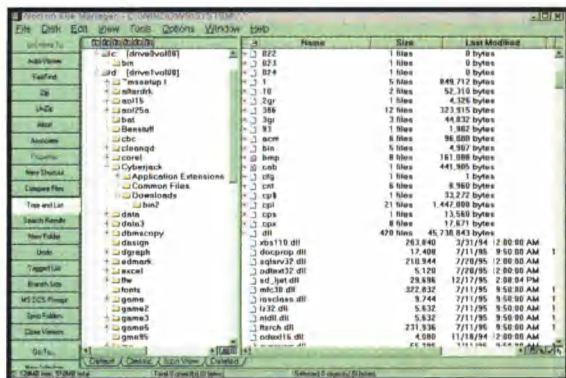
Microsoft also included some interesting, perhaps even fun, elements in the Plus! bundle. It has a full set of what are called "desktop themes," including some very detailed Windows backgrounds, many additional icons, and sounds that give your PC more of a personality. The rather handsome background in Fig. 2, for instance, comes with Plus! Perhaps most importantly (strictly as a demonstration of how much faster graphics run

under Windows 95), Plus! includes one of the best PC-based pinball games your author has ever encountered. I can speak with some authority here, since I spent far more of my college education than I like to admit mastering the pinball machines in the dormitory basements at Harvard University (where I, most emphatically, did not go to college). In any event, the game, called Space Cadet, certainly will demonstrate the amazing improvement in Windows 95's handling of video. Therefore, in the name of scientific inquiry, I strongly recommend that you get this valuable addition to Windows 95.

Perhaps most remarkable about all these utilities is the way that they work with the main operating system, rather than taking it over or hiding it, as did many of the Windows 3.x "desktops" and other "extender" programs. All of these fit into Windows 95, working with elements already there and then stepping out of the way once they have done their jobs. For the most part, when used with some discretion, they run smoothly, if not seamlessly, with the main Windows 95 system. (You would not, for instance, want to run all the features of Plus! and Norton Utilities together, as they have elements that overlap. However, I can attest to the fact that selected portions of each coexist nicely and add to each other.) These utilities really work with Windows and get useful things done. As such, they give us a glimpse of where software should have been going since the beginning: making the computer a machine

that does what we need as we need it and otherwise does not get in our way.

Unfortunately, one problem with Windows 95 seems hard to avoid: It appears nearly impossible to write a short article about it. There are many more details, including all sorts of fascinating points about Windows 95's inner operations (which impress me greatly) that I finally decided not to discuss. And certainly, I find all sorts of remarkable things in the software designed to run with this new operating system. That, though, will have to wait for another time. □



Norton Navigator allows you to perform all sorts of file operations, including finding, viewing, associating and comparing — all at the press of a button.

ready provides a version of this utility, but the one that comes with Plus! works more effectively.) Drivespace 3 does this sleight-of-hand by replacing repeating data with more compact representations that are decoded "on the fly" in the computer's RAM. Interestingly, much of the information stored in your PC, whether programs or data, contains a lot of repetitive data, which therefore can be compressed. Because this partly encoded information takes less physical space on the hard drive, the computer needs less time to find it and put it into RAM. And since RAM works so much faster than the hard drive, any time spent decoding the compressed information usually does not exceed the savings in accessing the hard disk. Overall speed of operation should be about the same. Disk compression does use a small amount of RAM memory, but not enough to interfere with any computer operation. If your once huge-seeming hard drive is starting to look small, you might really appreciate this feature.

Plus! also includes a "system agent" similar to the system maintenance tools found in Norton Utilities. Like the Norton Utilities, this can be set to run silently in the background, maintaining the system during off hours, and stepping in as needed to make or recommend repairs. Unlike the Norton module, this system agent stays mainly in the background. You may never notice it running unless it encounters a problem on which it wants to ask your opinion or give you choices for a

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Product & Service Update

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Technology Strategies (ITS), a research service designed to help interactive developers make technology decisions. ITS conducts interviews with media companies, consumer goods companies, service companies and others using interactive technologies to reach consumers, as well as with key vendors of development tools, Internet products and services

and hardware. ITS analysis comes in many formats, including written research reports and briefs, on-call analysis and consultations with analysts. All ITS research is available alone or in conjunction with a wider package of Forrester's research offerings. The first ITS strategies report projects the consumer Internet browser landscape for the next two years and uses these projections to define content strategies for consumer Web sites. Future reports will con-

centrate on interactive development and delivery technologies like Internet servers, interactive development tools, CD-ROM and digital video. For more information call 617-497-7090.

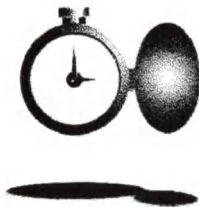
Partnership provides map generation on the Internet

Oracle has integrated the mapping tools of Santa Clara, Calif.-based Strategic Mapping, Inc. (SMI) with Oracle7 Release 7.3 to enable interactive maps to be generated on Oracle Web Servers. Oracle7 Release 7.3 is the relational server component of Oracle Universal Server, an information management solution for companies seeking to capitalize on the advantages of accessing any data — relational, text or multimedia — from any application, over any network. SMI and Oracle have collaborated to provide integrated technology for map generation and spatial data retrieval over the Internet. Map-enabled WWW sites provide useful options for retrieving location-specific information. Users can interactively search for the nearest location of a store, facility or office of a particular business based on the user's address. This functionality offers benefits for applications such as electronic yellow pages, customer service, real estate and other information based services. For more information call 408-970-9600 or visit SMI's Web site at <http://www.stratmap.com>.

Survey Sampling Web site

Survey Sampling, Inc., Fairfield, Conn., has launched a new Web site at <http://www.worldopinion.com>, aimed at users of market and opinion research. WorldOpinion will feature a calendar of research events, information on research companies and organizations, job openings and other information.

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Raosoft releases Internet module for SURVEYWin

A new Internet module for SURVEYWin, Version 3.0, from Raosoft, Inc., Seattle, lets users insert data collection forms into existing Web pages and then analyze the gathered data with SURVEYWin's point-and-click statistics. With the Internet module, SURVEYWin will convert its electronic forms into HTML forms. Anyone with a forms-capable browser (such as Lynx or Navigator) can fill out information on-line and send it back to a Web server. The Internet module then interfaces with the server to save this information to a SURVEYWin database. The Internet module is an ANSI-C program that can run on Windows 3.1x, Windows 95, Windows NT, and will soon be available for OS/2. The Internet module will compile on any UNIX system so that even users who don't have direct access to the Internet, such as dial-in accounts, can put forms on their Web pages and gather information. The forms can be modified to include pictures, links or other information with any HTML editor. For more information call 206-525-4025 or check the Raosoft Web page at <http://www.raosoft.com/raosoft/>.

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Survey Monitor

continued from p. 6

discounters and off-price stores draw higher praise for customer service than more upscale stores. Marketing implication: Upscale stores need to work harder on their customer service. Lower-price stores should promote customer service along with lower prices.

5. Battle of the superstores. Some consumers feel conflicted about patronizing superstores vs. the smaller neighborhood stores (independent or smaller chains) where they've shopped for years. They like the more personal atmosphere of the smaller stores, appreciate their service and even sympathize with the owners' plight. But, it's the superstores that more often win their business. Not only do superstores lure customers with big discounts, some also offer better organization and broader selection of products, and, in the case of such retailers as Barnes & Noble, an exciting, sociable, "where-the-action-is" atmosphere (repeat of the "alone-togetherness" trend). Anytime the smaller stores give less than stellar personal service, they give customers a reason (or an excuse) to go elsewhere. Until consumers grow tired of superstores (Langer is hearing more about chain store "sameness"), their prospects look very good. Smaller stores will have to struggle to maintain service, find niches to fill, and do more direct marketing.

6. Woo-me marketing. Consumers have come to expect retailers and other marketers to win them over with sales and special promotions. If they are not sent a credit card, some

respondents said, they don't bother to apply. Why take the time? They'll come to me, they say. Implication: Business needs to be more pro-active, create excitement with free trials, gifts with purchase, etc.

7. Marketing to GenX yups. As some twentysomethings get more settled in careers and feel more "flush" financially, they're spending more, and treating themselves to goodies like large-screen televisions and nice clothing. (This is especially true of singles). But, twentysomethings are still different from '80s yuppies. Two examples, they're less likely to see themselves making "big money" and they're less into designer labels. While they are highly brand conscious, their tastes often run more to trendy companies like J. Crew and Banana Republic and off-price specialty stores like Today's Man. Marketing implication: Appeal to these new-moned yuppies with ads that make it seem like they're buying to get value and not for status or because of peer influence.

8. Clothing cutbacks. As 1995's disappointing holiday sales showed, consumers are buying less clothing. This trend is expected to continue until a new style causes fashion excitement and stimulates apparel purchases. Many consumers are saying: I have more clothing than I need. Underlying their behavior is the casualization trend (if you don't dress up for work or social life, why do you need more "stuff?"). Consumers are shifting spending to other areas (the home, travel, financial investing).

9. High-tech polarization. Even though computer use is widespread today, attitudes toward the technology's impact on our lives are still polar opposites, even among users. The benefits — time-saving, convenience, efficiency, fun — are obvious. While technology buffs are excited, many people express concerns about depersonalization in business and personal relationships, job layoffs due to computerization, security and privacy of computer transactions, children's computer "addiction," difficulties in navigating the Internet, professionals bogged down with clerical work, and the high price of staying technologically current. The Internet will either be the most dramatic change in communications or "the CB radio of the '90s," one New York man prognosticated. Marketing implication: These divided reactions suggest that marketers will meet resistance to the adoption of high tech in certain areas. They will need to build in reassurance and find ways to maintain the human touch.

10. Data glut. Complaints about being overwhelmed by information are up sharply. Rather than not having enough information to make decisions, people feel there's too much — too much to sort through or even be interested in. There's a potential market for simplified information, for ways to screen out extraneous communications.

11. Changed office structures. With clerical/administrative levels thinned out, and executives having to do more for themselves, there's a market for foolproof photocopying and computer products. Outsourcing will continue to grow. The new status symbol for senior management is not having to go in to the office every day and phoning or faxing into the office from a ski lodge, boat or weekend house. Growth areas will be products that help with telecommuting, from home offices or the road.

12. Solitude time. More people feel drained by their jobs,

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especially in the growing services sector. As a result, they need quiet time when they don't have to be on the phone or have others making demands on them. Some products that should be positioned for these quiet times: aromas, yoga, coffee, tea, newspapers, magazines, television viewing.

13. Working at relaxing. The "serenity-seeking" trend continues in a variety of ways as stressed-out professional/managerial types adopt strategies to relax. These include escaping weekends to country homes, scheduling massages, decorating city apartments in informal country style, gardening and renewed interest in candles. Advertising can talk about people deserving to relax and can depict the humorous side of "studied" relaxing. For more information call 212-391-0350.

Mileposts on the superhighway

As reported in the "Bruskin/Goldring Research Report," the percentage of Americans who say they are riding the information superhighway has almost doubled in the past year. According to identical OmniTel telephone surveys conducted during the summers of 1994 and 1995 by Bruskin/Goldring Research, Edison, N.J., use of on-line services among personal computer owners has grown from 14 percent to 25 percent. While one-quarter of personal computer owners subscribe to an on-line service, nine percent of total adults are subscribers.

Ownership of personal computers among total adults grew from 27 percent to 32 percent between the 1994 and the 1995 surveys and ownership of modems increased one percentage point to 15 percent.

America's cybernauts continue to be disproportionately upper income, male, between 25- and 49-year-olds, and from the West.

In 1994, 4 percent of total adults subscribed to an on-line service and 6 percent said they planned to go on-line within the next six months. In the 1995 survey, 10 percent of total adults (22 percent of PC owners) plan to subscribe "within the next six months."

In the '94 study, 27 percent of total adults said they owned a PC and 10 percent said they planned to buy one within the next six months. Actual ownership of PCs grew five percentage points between the '94 and the '95 studies.

Men are seven percentage points more likely than women to own a PC. Four in 10 adults aged 25-49 own a computer, compared to 31 percent of 18-24 year-olds, 25 percent of 50-64 year-olds, and 13 percent of adults 65+. Nearly six in 10 respondents with household incomes greater than \$50,000 own a computer, versus one-third of those earning \$30,000-\$40,000, and 28 percent of those earning \$40,000-\$50,000. The West continues to have a higher share of PC owners (38 percent) than the Northeast (31 percent), the North Central (33 percent), and the South (29 percent).

More than one in 10 (11 percent) adults say they plan to buy a PC within the next six months. Six percent say they plan to buy a PC and a modem within the next six months.

Ownership of modems increased only one percentage point between 1994 and 1995 (15 versus 14 percent) among total adults. In the '94 survey, 6 percent said they'd be buying

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one soon. In the 1995 study, 9 percent of total adults (15 percent of computer owners) say they intend to buy a modem within the next six months. For more information call 908-572-7300.

Pizza sales heated up in 1995

Total pizza sales climbed to \$22.2 billion in 1995, posting a 5.7 percent increase from 1994, according to "The Pizza Market," a new study by Packaged Facts, a New York-based research company. Also, according to the study from 1991-1995 there was a 25.4 percent increase in the market, amounting to \$4.5 billion dollars.

The strong inroads pizza has made in American culture and its widespread popularity with all segments of society has made this a very lucrative market. According to "The Pizza Market," ready-to-eat pizza marketers achieved estimated retail dollar sales of just under \$20 billion in 1995, a 6 percent increase from the previous year.

"When the G.I.'s returned home from World War II, they brought back newfound, exotic tastes. One of these was a love of pizza. Pizza had not been popular except in a few major Eastern cities prior to that time. The rest is history," says Joan Young, project manager of Packaged Facts.

The four main pizza product categories — ready-to-eat (RTE), frozen, refrigerated and shelf-stable — are only differentiated by method of preparation, not by ingredients. Of the four, RTE accounts for the majority of dollar sales, maintaining approximately a 90 percent share from 1991-1995. Frozen pizza averaged about 8.5 percent, while refrigerated pizza held close to 1.0 percent and shelf-stable (pizza shells, dry mixes/flours) accounted for 0.5 percent.

"Undoubtedly the recession has influenced the increase of pizza sales," notes Young. "The workplace has changed forever, job security is a thing of the past, and the nuclear family has been seriously battered. As Americans struggle to provide for their households, they have been increasingly attracted to pizza because of its ease of preparation. Indeed, it is particularly popular among Baby Boomers, who are the first generation to be raised on pizza. And they in turn are passing on their taste for it to their children. The National Frozen Pizza Institute has reported that pizza has replaced hot dogs as the most popular kids' choice for meals."

In 1995, projected sales in the frozen pizza category were expected to have surpassed \$1.9 billion, a rise of 3.5 percent. This growth rate is down from the 1994 level of 11.7 percent. At that time the segment was powered by Philip Morris/Kraft Foods' rollout of Tombstone pizza.

Refrigerated pizza sales have grown by a total of nearly 29 percent from 1991 to 1995, finishing the period at \$229 million. And shelf-stable pizza has seen a total growth rate of 5.8 percent during the years from 1991 to 1995.

Pizza marketers run the gamut from diversified global marketers like Stouffer's and Pizza Hut to tiny in-store or even home kitchen operations. According to "The Pizza Market," there are approximately 200 packaged pizza

marketers with roughly 45 of those achieving significant market share. There are, however, over 60,000 ready-to-eat pizza outlets with more than 25,000 belonging to independent operators.

"This is definitely a win-win situation," Young says. "Fear of ready-to-eat market saturation has come and gone, all the other segments have improved in quality and most importantly, the consumer is happy."

For more information call 800-298-2658. To see the complete table of contents, or look at more than 1,000 other reports, visit the company's Web site at <http://www.findsvp.com/>.

Light foods clog shelves

In 1995, Jack Sprat's grocery shopping got easier, or more difficult, depending on how you look at it. The number of new fat- and cholesterol-reduced foods reached an all-time high in 1995, according to *The Lowfat Monitor*, a monthly newsletter published by the New York City research firm FIND/SVP.

The Lowfat Monitor, which tracks news and trends related to reduced-fat and reduced-cholesterol foods, selected 965 new retail items for inclusion in its monthly Products Tables during 1995. This figure is more than 2.5 times the number of introductions reviewed by *The Lowfat Monitor* in 1991, and is nearly 40 percent higher than the number of product launches recorded in 1994. This phenomenal increase reflects a synergy of consumer demand and marketer response, supported by increased government clarification over product labeling issues.

Each of the seven food categories covered by *The Lowfat Monitor* showed substantial growth in product introductions, with snack foods demonstrating a leading 60 percent increase over 1994, and baked goods and prepared foods each exhibiting growth of about 44 percent.

One-third of the 21 segments within these categories showed new-product growth of 50 percent or more. Topping the list was the mixes/doughs/ingredients segment, with an astronomical growth rate of 160 percent over 1994. An important trend in this segment was the use of decidedly low-tech fat substitutes. For example, the lowfat/low-cholesterol attributes of many mixes listed in *The Lowfat Monitor's* Products Tables depend upon the cook's using a specific ingredient — egg whites, egg substitute, yogurt, applesauce, bananas, pumpkin, tofu — in place of shortening. Also interesting was the increased availability of oat- and fruit-based fat substitutes — already widely used commercially in sweet baked goods, and now designed for use in the home.

Other segments showing major growth were refrigerated yogurts, up 72 percent, and salty/crunchy snacks, up 62 percent. In both segments, growth reflected increases in the number of flavor varieties available.

Yogurt isn't for dieters anymore. According to data provided by the United States Department of Agriculture, yogurt consumption has quadrupled since 1970, and it is likely that new intriguing flavors have contributed to

yogurt's recent popularity. In 1995, lowfat yogurt was featured in such flavors as banana cream pie, coconut cream pie, key lime pie, and cheesecake. The use of "crunchies" — granola, cookie pieces, or other sweets that come in a separate container and are mixed into the yogurt by the consumer — and yogurt/gelatin combinations have also enhanced yogurt's appeal.

The astonishing growth of new salty/crunchy snack products in 1995 to 141 items was anticipated earlier in the year when FIND/SVP and Thomas Food Industry released the results of a survey in which 95 percent of snack-food manufacturing companies said that sales of reduced-fat snacks were increasing. Nearly three-quarters of this segment was made up of popcorn, potato chips, pretzels in such notable varieties as garlic, poppyseed, herb, and mustard; and rice cakes in a great variety of unusual flavors (peach cobbler, cheesecake, chocolate mint, blueberry, peanut butter, and salsa).

A notable area of decline during 1995 was in the reduced-fat, reduced-cholesterol spreads segment, reflecting a resurgence in the popularity of butter attributed to concerns about trans-fatty acids in margarine and other non-dairy spreads, as well as to the poor performance of lowfat spreads and butter substitutes in frying and baking.

Meanwhile, keying the overall new-product increase was the accelerating expansion of reduced-fat and reduced-cholesterol products into regional, ethnic and international cuisines, as well as the increasing prevalence of convenience foods and reduced-fat and reduced-cholesterol foods for kids.

Southwestern and Mexican foods alone have come to represent almost 10 percent of the new products included in *The Lowfat Monitor's* Products Tables in 1995. These items included side dishes and prepared meals and entrees (refried beans, burritos, fajitas, enchiladas, tamales, chili); foods used in the preparation of Mexican/Southwestern dishes (tortillas, for example); and chips and dips (tortilla chips, blue corn chips, black bean chips, guacamole, picante sauce, and especially salsa). Also included were foods that could be identified as Mexican/Southwestern because of clues in their names ("South of the Border," "Santa Fe Style," "nacho") or ingredients (chipotle, lime, cilantro, jalapeno, habanero, pinto beans, "con queso," "tomatillo"). Products with a Southwestern/Mexican flavor were especially prominent in the condiments and prepared foods categories.

Reduced-fat and reduced-cholesterol Italian foods, Asian foods and South American foods are all part of the overall "adventure eating" trend identified by *Product Alert*. In its December 4, 1995 issue, the publication noted, "There's a real trend toward adventure eating, i.e., sampling foods of the world right in the comfort of your own home." Among products inspired by international cuisines, 56 percent were available in Italian/Sicilian varieties or flavors, including pasta sauces and pizzas as well as an unexpected flood of biscotti. Asian products (Chinese, Japanese, Thai, Indian, and those referred to as "Oriental") made up over one-quarter of the "foods of the world" featured in *The Lowfat Monitor's* Products Tables

during 1995, and ranged in "authenticity" from frozen beef lo mein dinners to chutney imported from India, rice dishes imported from the People's Republic of China, and seaweed dishes imported from Japan.

Another significant "international" segment included products in South American, Caribbean, Jamaican, or "tropical" varieties, many of which were frozen desserts in flavors as familiar as mango and as exotic as capuacu.

Almost half of the convenience foods featured in the Products Tables during 1995 were mixes for foods ranging from sweet baked goods to bread to side dishes. Other fat- and cholesterol-reduced products designed to make cooking and baking less labor-intensive were shredded cheese, pourable omelets, refrigerated cookie dough, and pizza and pie crusts.

The Lowfat Monitor defines foods for kids as those whose marketers clearly identify their targets, as well as those with telling properties — pretzels in the shapes of airplanes and dogs, for instance, as well as cookies and fruit snacks designed to resemble cartoon characters, packaging graphics that feature dinosaurs and games, and frozen desserts described as "tubular." Although goods for kids accounted for a mere 3 percent of all reduced-fat and reduced-cholesterol products in 1995, this proportion and its corresponding number are both higher than in 1994. *The Lowfat Monitor* expects this to be a significant area of growth over the next few years as parental demand increasingly drives marketer response. For more information call 212-645-4500.

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Cincinnati, OH 45242
Ph. 513-791-3100
Contact: Tina Rucker
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Secaucus, NJ 07094
Ph. 201-865-4900
Contact: Andrea Schrager
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Medical Marketing Research, Inc.
1201 Melton Ct.
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Ph. 919-870-6550
Contact: George Matijow
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MedProbe, Inc.
600 S. Hwy. 169, Ste. 1410
Minneapolis, MN 55426-1218
Ph. 612-540-0718
Contact: Asta Gersovitz, Pharm.D.
MedProbe Provides Full Service Custom Market Research.

Michelson & Associates, Inc.
1900 The Exchange, Ste. 360
Atlanta, GA 30339
Ph. 770-955-5400
Contact: Mark L. Michelson
Much More Than Moderation
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Nordhaus Research, Inc.
20300 W. 12 Mile Rd., Ste. 102
Southfield, MI 48076
Ph. 800-860-9996
Contact: John King
Full-Svce. Qual. & Quant., Fin., Med., Util., 3 Discussion Rms.

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2840 Xenwood Ave.
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Ph. 612-924-0053
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Los Angeles, CA 90043
Ph. 213-294-5648
Contact: Diane Sanders
Nat'l. Group Expert Moderators, Ethn/Adv./Cons.

POV
99 Citizens Dr.
Glastonbury, CT 06033
Ph. 203-659-6616
Contact: Lili Rodriguez
Insights For Advtg., Positioning & New Prod. Development.

Shelli Reichwald
184-24 Midland Parkway
Jamaica Estates, NY 11432
Ph. 718-974-1610
Contact: Shelli Reichwald
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Research Data Services, Inc.
600 Magnolia Ave., Ste. 350
Tampa, FL 33606
Ph. 813-254-2975
Contact: Walter Klages, Ph.D.
Full Service Qualitative & Quantitative Market Research.

Rockwood Research
1751 W. County Rd. B
St. Paul, MN 55113
Ph. 612-631-1977
Contact: Marilyn Rausch
Full Srv./Focus Fac.: Agri-Bus., Consumer, Customer Sat.

Rodgers Marketing Research
4575 Edwin Drive, NW
Canton, OH 44718
Ph. 330-492-8880
Contact: Alice Rodgers
Creative/Cost Effective: New Product/Consumer, Etc.

Pamela Rogers Research
2759 4th St.
Boulder, CO 80304
Ph. 303-443-3435
Contact: Pamela Rogers
Consumer, Business, Youth Grps./One-One's In Many Categories.

Rhoda Schild Focus Group Recruiting/Marketing
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New York, NY 10010
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Contact: Rhoda Schild
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Ph. 212-675-1631
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Gerald Schoenfeld, Inc.
55 S. Broadway, 2nd fl.
Tarrytown, NY 10591
Ph. 914-631-8800
Contact: Gerry Schoenfeld
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Jack M. Shapiro Healthcare Mktg. Rsch. & Mgmt. Consulting, Inc.
P.O. Box 900
West Nyack, NY 10994
Ph. 914-353-0396
Contact: Jack M. Shapiro
Healthcare Market Research Specialists Since 1988.

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120 East 75th St.
New York, NY 10021
Ph. 212-472-3766
Contact: Julie Horner
Focus Groups And One-On-Ones In Broad Range Of Categories.

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Columbus, OH 43212
Ph. 614-488-3123
Contact: Betty Spencer
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Spiller & Reeves Research
950 S. Tamiami Trail, #208
Sarasota, FL 34236
Ph. 941-954-3367
Contact: Kendall Gay
Med./Parm.: Foc. Grps./1-On-1s/Convention Rsch.

Strategic Focus, Inc.
6456 N. Magnolia Ave.
Chicago, IL 60626
Ph. 312-973-4729
Contact: Dona Vitale
Creative Insights for Mktg./Advertising Strategy.

Strategy Research Corporation
100 N.W. 37 Avenue
Miami, FL 33125
Ph. 305-649-5400
Contact: Jim Loretta
Serving All U.S. Hispanic Mkts. & Latin America.

Sunbelt Research Associates, Inc.
1001 N. U.S. One, Ste. 310
Jupiter, FL 33477
Ph. 407-744-5662
Contact: Barbara L. Allan
20+ Years Exp.; Business & Consumer Studies; Nat'l. & Int'l. Exp.

Sweeney International, Ltd.
One Park Place
621 N.W. 53rd St., Ste. 240
Boca Raton, FL 33487
Ph. 800-626-5421
Contact: Timm Sweeney
Qualitative Research. Member: QRCA/AMA/Adv. Club.

Target Market Research Group, Inc.
5805 Blue Lagoon Dr., Ste. 185
Miami, FL 33126-2019
Ph. 800-500-1492
Contact: Martin Cerda
Hispanic Qual./Quant. Research-National Capability.

Treisman & Stark Marketing, Inc.
Two University Plaza
Hackensack, NJ 07601
Ph. 201-996-0101
Contact: Joan Treisman
ENVISION™, Other Approaches for Creative Insight.

Widener-Burrows & Associates, Inc.
130 Holiday Ct., Ste. 108
Annapolis, MD 21401
Ph. 410-266-5343
Contact: Dawne Widener-Burrows
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Dan Wiese Marketing Research
2108 Greenwood Dr., S.E.
Cedar Rapids, IA 52403
Ph. 319-364-2866
Contact: Dan Wiese
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Yarnell Inc.
147 Columbia Tpke., #302
Florham Park, NJ 07932
Ph. 201-593-0050
Contact: Steven M. Yarnell
New Product Development & Positioning. HW/SW Cos.

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Hispanic Market Connections
Hispanic Marketing
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1²

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Ohio

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Campos Market Research
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Directions Data Research

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Decision Analyst, Inc.
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Focused Solutions

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Washington

Consumer Opinion Services

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Spiller & Reeves Research

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Rockwood Research

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The Deutsch Consultancy

Strategy Research Corporation

YOUTH

Fader & Associates

Outsmart Marketing

POV

Names of Note

continued from p. 20

Colle & McVoy, a Minneapolis marketing communications firm, has added **Rick Greenfield** as director of market research.

Sandra Thau has joined *Murphy Marketing Research*, Milwaukee, as an account supervisor.

Iowa Field Research has named **Anthony Soares** general manager, a

position he previously held from 1990-1994.

Research Data Analysis, Bloomfield Hills, Mich., has announced the following appointments: **Allan Dix** has been named a project manager in the strategic accounts group; **Carol Dwyer** has been named project director; **Kelly Haggard** has been named project director; and **Michael Strong** has been named project manager.

Barnes Research Inc., Grand Rapids, Mich., has promoted **Tommie Jo Van Order** to assistant supervisor of the phone room.

John Glazier has joined *Custom Research Inc.*'s San Francisco office as vice president.

Tom Hayes and **Clint Schertzer** have joined The Training & Develop-



Hayes

Schertzer

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Public Opinion Laboratory, Indiana University

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Market Strategies

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Mike McClendon
Gateway 2000

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847/866-0870 FAX: 847/866-0876

E-Mail: Info@sawtooth.com

ment Center, the education division of *Burke, Inc.*, Cincinnati, as senior consultants.

Charlie Ballard has joined *ASI Market Research*, Stamford, Conn., as vice president of marketing and sales for the company's ASIRAS division.

Debbi Scheppard has been promoted to data collection manager at *C.J. Olson Market Research, Inc.*, Minneapolis.

Greg Frank has joined *Macro Consulting, Inc.*, Mountain View, Calif., as senior research analyst.

Irwin Research Services, Inc., Jacksonville, Fla., has formed two new divisions: The Irwin Group, Inc., and Irwin Research Associates, Inc. **Kathryn Blackburn** has been appointed president of The Irwin Group. **Denise Henry** has been appointed president of Irwin Research Associates.

Polaris Marketing Research, Atlanta, has hired **Roger Phillips** as a new account executive for health care research. The firm has also added **Chris Vermillion** to oversee the telephone interviewing center.

1996



***Directory of
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Interviewing
Facilities***

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

ALABAMA

Birmingham

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3928 Montclair Rd., Ste. 230
Birmingham, AL 35213
Ph. 205-879-1255
Fax 205-868-4173
Rebecca Watson, President
25-0-25-0

Consumer Pulse of Birmingham
Brookwood Village Mall
Shades Creek Pkwy.
Birmingham, AL 35209
Ph. 205-879-0268
Fax 205-879-1058
Cindy Estes, Director
8-4-8-8

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3000 Riverchase Galleria, Ste. 310
Birmingham, AL 35244
Ph. 205-985-3099
Fax 205-985-3066
Cindy Eanes, Vice President
20-0-20-6

New South Research, Inc.
3000 Riverchase Galleria
Birmingham, AL 35244
Ph. 800-289-7335
Amy Wilhite, Managing Dir.
20-0-20-20

ALASKA

Anchorage

Dittman Research Corporation
DRC Building
8115 Jewel Lake Rd.
Anchorage, AK 99502
Ph. 907-243-3345
Fax 907-243-7172
Terry O'Leary, Vice President
16-0-16-0

ARIZONA

Flagstaff

The Social Research Laboratory
Northern Arizona University
P.O. Box 15300
Flagstaff, AZ 86011
Ph. 520-523-1515
Fax 520-523-6777
Internet: <http://www.nau.edu/~/>
Dr. Fred Solop, Associate Director
12-12-12-0

Phoenix

Arizona Market Research Svcs.
Ruth Nelson Research Svcs.
Executive Park Offices
10220 N. 31st Ave., #120
Phoenix, AZ 85051
Ph. 602-944-8001
Fax 602-944-0130
20-0-20-0

Behavior Research Center, Inc.
1101 N. 1st St.
P.O. Box 13178
Phoenix, AZ 85002-3178
Ph. 602-258-4554
Fax 602-252-2729
Earl de Berge, Rsch. Dir.
27-27-27-27

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8687 E. Via De Ventura
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Ph. 602-483-7505
Fax 602-922-0302
Clare Stewart
48-48-48-48

O'Neil Associates, Inc.
412 E. Southern Ave.
Tempe, AZ 85282
Ph. 602-967-4441
Fax 602-967-6122
Michael J. O'Neil, Ph.D., President
14-14-14-0

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Scottsdale, AZ 85251
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Fax 602-941-0949
Johen McCullough
10-0-10-0
(See advertisement on p. 57)

Research Resources
8800 N. 22nd Ave.
Phoenix, AZ 85021
Ph. 602-371-8800
Fax 602-943-3554
John Muller, Exec. V.P.
262-212-262-262

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

Strictly Medical
2400 E. Arizona Biltmore Cir., Ste. 1100
Phoenix, AZ 85016
Ph. 602-224-7979
Fax 602-224-7988
Wendy Walker
10-0-10-0

Time N Talent
2400 E. Arizona Biltmore Cir., Ste. 1100
Phoenix, AZ 85016
Ph. 602-956-1001
Fax 602-224-7988
Wendy Walker
10-0-10-0

Walker Information
4515 S. McClintock Dr., Ste. 101
Tempe, AZ 85282
Ph. 602-831-2971
Fax 602-838-8856
Julie Puckett, CC Dir.
70-70-70-70

West Group Research
1110 E. Missouri Ave., Ste. 780
Phoenix, AZ 85014
Ph. 602-264-4915
Fax 602-631-6844
Beth Aguirre
25-25-25-25

Tucson

FMR Ascts.
6045 E. Grant Rd.
Tucson, AZ 85712
Ph. 520-886-5548
Fax 520-886-9307
Lynn Moore, Dir. of Rsch.
55-25-55-0

VNU Operations Center
5055 E. Broadway, #A105
Tucson, AZ 85711
Ph. 3954-753-6043
Mary Glover
50-50-50-50

ARKANSAS

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C & C Market Research
Central Mall
5111 Rogers Ave., Ste. 40 N.
Fort Smith, AR 72903
Ph. 501-484-5637
Fax 501-484-7379
Craig Cunningham, President
19-8-19-19

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Ph. 805-272-4888
Fax 805-272-5676
Renee Stapleton
12-6-1-0

Marketing Works
425 18th St.
Bakersfield, CA 93301
Ph. 805-326-1012
Fax 805-326-0903
Dee Simpson, Owner
15-0-2-0

Fresno

AIS Market Research
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Fresno, CA 93703
Ph. 209-252-2727
Fax 209-252-8343
Kimberly Rudolf, Data Collection Mgr.
25-25-20-20

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

Nichols Research
557 E. Shaw
Fresno, CA 93710
Ph. 209-226-3100
Fax 209-226-9354
Amy Shields
15-8-10-0

Los Angeles

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Burbank, CA 91505
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Fax 818-846-9912
Ed Goldbaum, Owner
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Ask Southern California
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Garden Grove, CA 92640
Ph. 714-750-7566
Fax 714-750-7567
Jennifer Kerstner, President
27-0-27-0

California Survey Research
15350 Sherman Way, #480
Van Nuys, CA 91406
Ph. 818-780-2777
Fax 818-780-0329
Ken Gross
40-40-40-40

Consumer Pulse of Los Angeles
Galleria at South Bay, #269
1815 Hawthorne Blvd.
Redondo Beach, CA 90278
Ph. 310-371-5578
Fax 310-542-2669
Angie Abell, Director
20-12-20-20

Creative Data, Inc.
7136 Haskell Ave., Ste. 100
Van Nuys, CA 91406-4198
Ph. 818-988-5411
Fax 818-988-4057
Lisa Kosiba, Vice President
22-0-10-0

Davis Market Research Services
23801 Calabasas Rd.
Calabasas, CA 91302
Ph. 818-591-2408
Fax 818-591-2488
Carol Davis, President
70-52-70-70

The Dohring Co.
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Glendale, CA 91203
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Fax 818-242-3975
Nancy Ellis, Sr. V.P. Ops.
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Field Dynamics Marketing Research
17547 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 800-434-3537
Fax 818-905-3216
Tony Blass, President
16-3-16-0

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

Interviewing Service of America
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Van Nuys, CA 91406-4024
Ph. 818-989-1044
Fax 818-782-1309
Michael Halberstam, President
200-185-200-200

MSI International
12604-A Hidden Creek Way, Ste. A
Cerritos, CA 90703
Ph. 310-802-8273
Fax 310-802-1643
Dick Hurlburt
45-45-45-45

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

Plog Research, Inc.
18631 Sherman Way
Reseda, CA 91335
Ph. 818-345-7363
Fax 818-345-9265
Shelly Sasson, Vice President
10-0-10-0

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17100 Pioneer Blvd., Ste. 170
Artesia, CA 90701
Ph. 310-402-6640
Fax 310-924-8487
Mel Gerber
66-66-66-66
(See advertisement on p. 57)

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3440 Torrance Blvd., Ste. 100
Torrance, CA 90503
Ph. 800-448-4414 or 800-325-3338
Fax 310-316-4815
Carol Balcom-Amundson
15-0-15-0
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The Question Shop, Inc.
2860 N. Santiago Blvd., #100
Orange, CA 92667
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Fax 714-974-6968
Ryan Reasor
20-0-20-0

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Samuel Weinstein, Vice President
80-60-80-80

Sievers Research Company, Inc.
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San Marino, CA 91108
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Robert Sievers, President
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Sacramento, CA 95815
Ph. 916-646-5595
Fax 916-646-4839
Jennifer Franz
25-0-25-0

Opinions of Sacramento
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Ph. 916-568-1226
Fax 916-568-6725
Hugh Miller, Partner
16-0-12-12

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1012 Second St.
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Fax 916-448-2355
Jaclyn Benson
18-0-18-0
(See advertisement on p. 23)

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CIC Research, Inc.
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San Diego, CA 92111-2112
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Fax 619-637-4040
Joyce Revlett
35-8-35-35

Direct Feedback
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Kurt Adams, Dir. of Ops.
25-25-25-0

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Mary Jo Smith, Ph.D., Dir. Rsch./Bus. Dev.
Janet Taylor, Dir. Field Ops.
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(See advertisement on p. 59)

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5090 Shoreham Pl., #206
San Diego, CA 92122
Ph. 619-550-3878
Fax 619-550-3075
Ginger Schmeiser, Exec. Dir.
30-15-30-0

Luth Research, Inc.

2365 Northside Dr., #100
San Diego, CA 92108
Ph. 619-283-7333
Fax 619-283-1251
Charles Rosen
49-49-49-49
(See advertisement on p. 41)

MDI Hispanic Interviewing Services

1101 Bay Blvd., Ste. D
Chula Vista, CA 91911
Ph. 619-424-4550
Fax 619-424-4501
José Suárez, Ops. Mgr.
60-40-60-60

San Diego Surveys, Inc.
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San Diego, CA 92120
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Fax 619-582-1562
Jean Van Arsdale, President
28-0-28-0

Taylor Research
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San Diego, CA 92108
Ph. 619-299-6368
Fax 619-299-6370
Harriet Huntley, Ops. Mgr.
30-24-30-0

San Francisco

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

ConStat
135 Main St., 16th fl.
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Ph. 415-512-7800
Fax 415-512-9790
Amanda Jenkins, Facility Manager
20-20-30-30

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

Corey, Canapary & Galanis
447 Sutter St., Penthouse N
San Francisco, CA 94108
Ph. 415-397-1200
Fax 415-433-3809
Elizabeth Canapary, President
25-8-6-0

Elrick & Lavidge

111 Maiden Ln., 6th fl.
San Francisco, CA 94108
Ph. 415-434-0536
Fax 415-391-0946
Roger Brooks, General Manager
23-23-23-23
(See advertisement on p. 67)

Evans Research Associates

120 Howard St., Ste. 660
San Francisco, CA 94105
Ph. 415-777-9888
Fax 415-777-9281
Lucinda Gonion
28-20-20-0

Field Management Associates

217A Tanforan Park
San Bruno, CA 94066
Ph. 415-588-9500
Fax 415-589-7956
Hal Berke, Partner
20-0-20-0

Field Research Corporation

550 Kearny St., Ste. 900
San Francisco, CA 94108
Ph. 415-392-5763
Fax 415-434-2541
Deborah Jay, Ph.D.
85-85-85-85

Fleischman Field Research, Inc.

220 Bush St., Ste. 1300
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Ph. 415-398-4140
Fax 415-989-4506
Andy Fleischman, Principal
35-0-35-35
(See advertisement on p. 23)

Freeman, Sullivan & Co.

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

Frost & Sullivan

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Dr. Felipe Korzenny, President
38-38-38-38
(See advertisement on p. 15)

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San Mateo, CA 94402
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Fax 415-574-8055
Sarah Fraser
40-30-40-40

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1155 Newpark
Newark, CA 94560
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Fax 510-794-3471
Jane Rosen
20-8-15-0

Nichols Research, Inc.
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Concord, CA 94520
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Sherry Thomas
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Fax 415-543-3553
30-30-30-30

Survey Methods Group
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Ph. 415-495-6692
Fax 415-995-8185
Linda Rynazewski, V.P. Mktg.
40-0-40-40

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Ph. 415-365-1833
Fax 415-365-3737
E-mail: TragonC@aol.com
Brian McDermott, Dir. Mktg. Rsch.
24-0-24-0

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Alameda, CA 94501
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Fax 510-521-2130
Margaret Yarbrough or Diane Kientz
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Sunnyvale, CA 94087
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Kathryn LaRoche
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Fax 408-293-9909
Nancy Pitta
15-0-15-0

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San Jose, CA 95054
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Colorado Springs, CO 80909
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Mary Schneider, Director
8-4-8-8

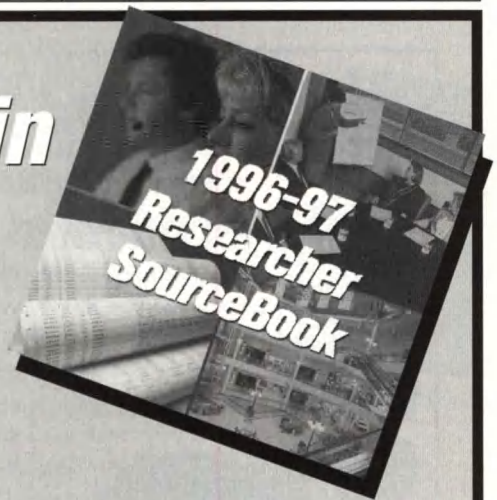
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Ruth Nelson Research Svcs.
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Denver, CO 80222
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Fax 303-756-6467
70-0-70-16
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Christine Balthaser-Farber, Dir. Rsch. Mktg.
110-110-110-110
(See advertisement on pp. 63, 65)

IRI Information Rsch., Inc.

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Aurora, CO 80014
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Norm Petit, President
15-0-15-15
(See advertisement on p. 23)

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Boulder, CO 80302
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Andrew Smith, President
37-30-37-37

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Fax 303-935-4390
Annie Reid, Dir. Rsch. Svcs.
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Denver, CO 80232
Ph. 303-922-1225
Fax 303-922-9181
Ruby Standage, President
50-8-50-35

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

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

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Aurora, CO 80014
Ph. 303-751-5300
Fax 303-751-5550
Mike Felderman, General Manager
60-60-60-60
(See advertisement on p. 92)

Fort Collins

PhoneBase Research
1228 W. Elizabeth St., Ste. D-8
Fort Collins, CO 80521
Ph. 970-224-2202
Fax 970-224-1152
Todd C. Jones, Partner
100-48-100-100

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Jerry Lindsley, President
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Sandy Shapiro, President
8-0-8-0

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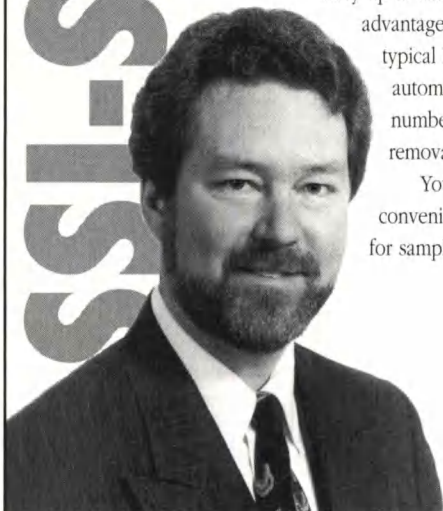
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Lorraine Kweskin
30-28-30-30

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Jeff Davis, Director
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Ph. 202-628-4640
Fax 202-628-3840
Elizabeth Burgess, President
14-0-14-0

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Gary Brown
16-0-16-0

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

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

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

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

National Telecommunications Services, Inc.
122 C St. N.W., Ste. 640
Washington, DC 20001
Ph. 202-638-4500
Mac Hansborough
25-0-20-20

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

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

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

Woelfel Research, Inc.
2222 Gallows Rd., #220
Vienna, VA 22182
Ph. 703-560-8400
Fax 703-560-0365
Jeffrey Adler
49-40-49-49

FLORIDA

Fort Lauderdale

Ask America Marketing Research
27 S.E. 24th Ave., #7B
P.O. Box 2682
Pompano Beach, FL 33072
Ph. 954-786-8611 or 800-251-3666
Michael Pettengill
39-0-25-0

Mar's Surveys
1700 University Dr., #205
Coral Springs, FL 33071
Ph. 954-755-2805
Fax 954-755-3061
Eric Lipson
40-40-40-40

Mar's Surveys
4300 University Dr., #C202
Fort Lauderdale, FL 33351
Ph. 954-755-2805
Fax 954-755-3061
Eric Lipson
18-0-18-18

TYG Marketing, Inc.
541 S. State Rd. 7, Ste. 7
Margate, FL 33065
Ph. 954-968-1660
Fax 954-968-3684
Paula Smith, President
15-0-15-0

VNU Operations Center
12350 N.W. 39th St.
Coral Springs, FL 33065
Ph. 954-753-6043
Fax 954-344-7687
Mary Glover
40-40-40-40

Gainesville

Perceptive Market Research
2306 S.W. 13th St., Ste. 807
Gainesville, FL 32608
Ph. 800-749-6760 or 352-336-6761
Fax 352-336-6763
Dr. Elaine Lyons-Lepke
10-10-10-0

Irwin Research Associates, Inc.

Div. of Irwin Rsch. Svcs., Inc.
4112 N.W. 22nd Dr.
Gainesville, FL 32605
Ph. 352-371-7800
Fax 352-371-0087
Denise Henry, President
100-100-100-100
(See advertisement on p. 41)

Jacksonville

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

Market Horizons, Inc.
9452 Phillips Hwy., Ste. 5
Jacksonville, FL 32256
Ph. 904-260-2001
Fax 904-260-6266
Charles A. McMillin, CEO
25-15-15-15

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data collection. Our excellent supervisor to interviewer ratio (1:4)

ensures quality data every time.

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Our experienced programmers offer unique in-house expertise. Your data are offered on paper, floppy or via modem. Cutting-edge capabilities include digital audio playback to respondents and easy-to-read reports using our customized Excel reporting systems.

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is Director of Research Marketing in Denver. Beth Wilson is President of

our Atlanta facility and previously managed the operations of The

Field Company, a division of Booth Research Services.



Christine Balthaser-Farber

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Formerly Arena Research



DENVER
303-980-1909

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

Miami

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

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

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

National Opinion Research Services
760 NW 107th Ave., #106
Miami, FL 33172
Ph. 800-940-9410
Fax 305-553-8586
Daniel Clapp
72-52-72-72

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

Strategy Research Corporation
100 N.W. 37th Ave., 3rd fl.
Miami, FL 33125
Ph. 305-649-5400
Fax 305-649-6312
Rick Tobin, Sr. V.P. Ops.
36-36-36-36

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

Orlando

Central Florida Market Research, Inc.
1065 Maitland Ctr. Commons, #204
Maitland, FL 32751
Ph. 407-660-1808
Fax 407-660-9674
Vicky Stevens, President
16-10-16-0

Hancock Information Group
2180 W. S.R. 434, Ste. 3170
Longwood, FL 32779
Ph. 407-682-1556
Fax 407-682-0025
Rhonda Hughes, V.P. Sales/Mktg.
50-50-50-50

Barbara Nolan Market Research Svcs./Orlando
218 Jackson St.
Maitland, FL 32751
Ph. 407-629-8800
Fax 407-629-7633
Ellen Shamblin, Field Supv.
38-16-38-38

Sarasota

VNU Operations Center
1751 Mound St., #205
Sarasota, FL 34236
Ph. 954-753-6043
Kathy Pilhuj
70-70-70-70

Tallahassee

MGT of America, Inc.
2425 Torreya Dr.
Tallahassee, FL 32303
Ph. 904-386-3191
Fax 904-385-4501
Karen Kull, Marketing
20-0-20-0

Tampa

Davis & Davis Research, Inc.
8001 Dale Mabry Hwy., #401B
Tampa, FL 33614
Ph. 813-873-1908
Fax 813-935-5473
Irene Davis, President
12-0-12-6

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

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

(See advertisement on p. 23)

Total Research Corporation
5130 Eisenhower Blvd., Ste. 210
Tampa, FL 33634
Ph. 813-887-5544
Fax 813-882-0293
Cindy Lau
80-77-80-80

West Palm Beach

Field & Focus
4020 S. 57th Ave., Ste. 201
Lake Worth, FL 33463
Ph. 407-965-4720
Fax 407-965-7439
Lois Stermer, Vice President
30-30-25-251

Profile Marketing Research, Inc.
4020 S. 57th Ave., #101
Lake Worth, FL 33463
Ph. 407-965-8300
Fax 407-965-6925
Judy A. Hoffman, President
35-30-35-35

GEORGIA

Atlanta

Arena Research
(Now Eagle Research Group)
One Dunwoody Park, Ste. 128
Atlanta, GA 30338
Ph. 770-395-6090
Fax 770-671-9708
Beth Wilson, President
110-110-110-110
(See advertisement on pp. 63, 65)

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

Booth Research Services, Inc.
1120 Hope Rd., Ste. 200
Atlanta, GA 30350
Ph. 770-992-2200
Fax 770-642-4535
Dottie Nix, V.P. Field Svcs.
60-60-60-60

Compass Marketing Research
3725 Da Vinci Ct., Ste. 100
Norcross, GA 30092
Ph. 770-448-0754
Fax 770-416-7586
Bruce Westcott, President
120-120-120-120
(See advertisement on p. 69)

Elrick & Lavidge
1990 Lakeside Pkwy., 3rd fl.
Tucker, GA 30084
Ph. 770-938-3233
Fax 770-621-7666
E-mail:elavidge@mindspring.com
Internet: http://www.elavidge.com
Roger Bacik, Sr. Vice President
100-100-100-100
(See advertisement on p. 67)



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Real Shoppers, Real Purchases, Real Results...RealTest™

Question: How can you best predict the success of new products without the expense you've come to expect?

- (a) from sales forecasts based on actual behavioral data –
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minimum product--just enough to stock store shelves for the length of the test.

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Get *real* shoppers, real purchases, real results. Get RealTest. Call Frank Bossu, Ph.D., at 1-800-235-6519 or your local Elrick & Lavidge representative today for more information.

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

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

IMAGES Research
 1718 Peachtree Rd., Ste. 650
 Atlanta, GA 30311
 Ph. 404-892-2931
 Fax 404-892-8651
 Robert L. McNeil Jr., President
 20-020-20

Jackson Associates, Inc.
 1140 Hammond Dr., Bldg. H
 Atlanta, GA 30328
 Ph. 770-394-8700
 Fax 770-394-8702
 40-10-40-10
 (See advertisement on p. 41)

Joyner Hutcheson Research, Inc.
 1900 Century Place
 Atlanta, GA 30345
 Ph. 404-321-0953
 Fax 404-634-8131
 Glenda McMahon, Study Dir.
 18-0-18-0

MacConnell Research Services, Inc.
 10 Perimeter Pk. Dr., Ste. 110
 Atlanta, GA 30341
 Ph. 770-451-6236
 Fax 770-451-6184
 Cubie House
 14-0-2-0

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

Nordhaus Research, Inc.
 3405 Piedmont Rd. N.E., Ste. 175
 Atlanta, GA 30305
 Ph. 404-848-8188
 Fax 404-848-8199
 John King, President
 18-0-18-18
 (See advertisement on p. 76)

Quality Controlled Services (QCS)
 2635 Century Pkwy., Ste. 100
 Atlanta, GA 30345
 Ph. 800-227-2974 or 800-325-3338
 Fax 404-636-3276
 Susan Lipsitz
 14-0-14-0
 (See advertisement on p. 57)

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

V & L Research & Cnsltg., Inc.
 4294 Memorial Dr., Ste. D
 Decatur, GA 30032
 Ph. 404-298-0139
 Fax 404-298-0026
 Dydra H. Virgil, Principal
 20-12-12-12

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

HAWAII

Honolulu

Market Trends Pacific, Inc.
 1136 Union Mall, Ste. 310
 Honolulu, HI 96813
 Ph. 808-532-0733
 Fax 808-532-0744
 Wanda L. Kakugawa, President
 14-14-8-0

Omnitrak Group, Inc.
 725 Davies Pacific Ctr.
 841 Bishop St.
 Honolulu, HI 96813
 Ph. 808-528-4050
 Fax 808-538-6227
 E-mail: 103377.2665@compuserve.com
 or omntrak@aloha.net
 Alan Ellis, V.P. Asian/Pacific Field Svcs.
 25-8-25-0

QMark Research & Polling
 1001 Bishop, Pacific Twr., 19th fl.
 Honolulu, HI 96813
 Ph. 808-524-5194
 Fax 808-524-5487
 Barbara Ankersmit, President
 16-0-16-0

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

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

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Ph. 208-376-3376
Fax 208-376-2008
Steve Swann
24-24-24-24

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Chicago

Adler Weiner Research Co.
6500 N. Lincoln Ave.
Lincolnwood, IL 60645
Ph. 708-675-5011
Fax 708-675-5698
Eileen Dorfman
25-0-10-0
(See advertisement on p. 23)

Assistance In Marketing/Chicago
1650 N. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 847-392-5500
Fax 847-392-5841
Laura Shulman
8-0-8-8

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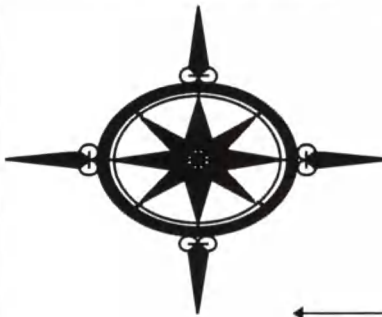
360 N. Michigan Ave.
Chicago, IL 60601
Ph. 800-666-9847
Fax 312-419-8419
Ashref Hashim, President
60+-60-60-60
(See advertisement on p. 68)

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

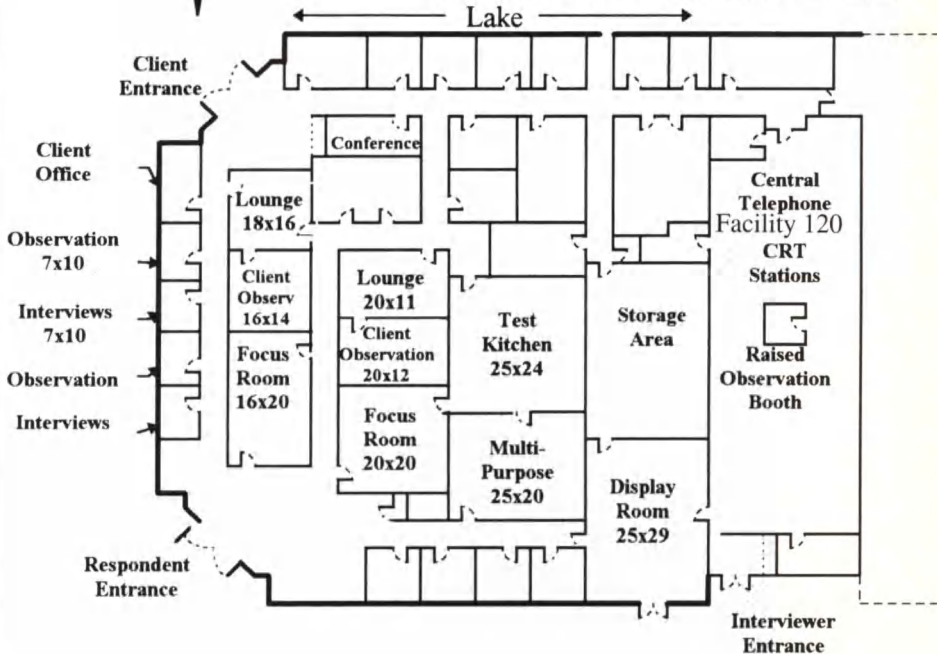
Central Telephone Interviewing Sys. (CTIS)

6445 N. Western Ave.
Chicago, IL 60645
Ph. 312-274-3700
Fax 312-274-4021
Jenny Corace
50-50-50-50
(See advertisement on p. 5)

C/J Research, Inc.
3150 Salt Creek Ln.
Arlington Heights, IL 60005-8760
Ph. 800-323-0266
Fax 847-253-1587
Terry Cotter
100-80-100-0



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For Information Contact: Bruce Westcott Joe Farris Chris Ruff

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

Communications Workshop, Inc.
Div. of Conway/Milliken & Assoc.
168 N. Michigan Ave.
Chicago, IL 60601
Ph. 312-263-7551
Fax 312-332-6115
Paula King, Field Grp. Dir.
150-150-150-150

Consumer & Professional Research, Inc.
435 N. LaSalle, Ste. 210
Chicago, IL 60610-0884
Ph. 312-832-7744
Fax 312-832-7745
Margie Morich, President
15-15-15-15

Consumer Pulse of Chicago
Springhill Mall
W. Dundee, IL 60118
Ph. 847-428-0885
Fax 847-428-4554
Doria Kramer, Director
9-4-9-9

Conway/Milliken & Associates
875 N. Michigan Ave.
Chicago, IL 60611
Ph. 312-787-4060
Fax 312-787-4156
100-100-100-100

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

Richard Day Research
P.O. Box 5090
Evanston, IL 60201
Ph. 708-328-2329
Fax 708-328-8995
Richard Day, President
27-20-27-27

Elrick & Lavidge
3 Westbrook Ctr., 6th fl.
11301 Cermack Rd.
Westchester, IL 60154
Ph. 708-449-5300
Fax 708-449-4498
Ilene Lanin-Kettering, Sr. V.P.
60-45-60-60
(See advertisement on p. 67)

Fieldwork Phone Center
6200 N. Hiawatha, Ste. 700
Chicago, IL 60646
Ph. 312-282-0203
Fax 312-282-8971
Mary Pedersen, Manager
36-25-36-36

Focuscope, Inc.
1100 W. Lake St., Ste. 60
Oak Park, IL 60301
Ph. 708-386-5086
Fax 708-386-1207
Ann Rooney or Kevin Rooney
31-0-31-0

Heakin Research, Inc.
3615 Park Dr.
P.O. Box 146
Olympia, IL 60461
Ph. 708-503-0100
Fax 708-503-0101
Kevin Heakin, Vice President
65-65-65-65

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

Market Facts, Inc.
National Telephone Center
1560 Sherman Ave., Ste. 210
Evanston, IL 60201
Ph. 847-864-5100
Judy Kemp
68-68-68-68

Market Facts, Inc.
National Telephone Center
1010 Lake St.
Oak Park, IL 60301
Ph. 847-524-2001
Fax 847-524-2351
Kevin Coughlin
65-65-65-65

Market Facts, Inc.
National Telephone Center
4260 Westbrook Dr.
Aurora, IL 60504
Ph. 847-851-6823
Fax 847-851-9213
Donna Barnes
42-42-42-42

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

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

Precision Field Services, Inc.
10600 W. Higgins Rd., Ste. 100
Rosemont, IL 60018
Ph. 847-390-8666
Fax 847-390-8885
Scott Adleman, Vice President
20-6-20-20
(See advertisements on pp. 20, 70)



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Fax 708-990-8188
Therese Duenas
10-0-10-0
(See advertisements on pp. 23, 57)

Questions & Marketing Research Svcs.

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

The Research Group
7900 Milwaukee Ave., Ste. 222
Niles, IL 60714
Ph. 708-966-8900
Fax 708-966-8871
Bill Smith or Chuck Orloff
35-0-35-35

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

Smith Research, Inc.

1181-B Lake Cook Rd.
Deerfield, IL 60015
Ph. 708-948-0440
Fax 708-948-8350
Kevin Smith, President
24-10-24-24
(See advertisement on p. 23)

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

Survey Center, LLC
455 E. Illinois St., Ste. 660
Chicago, IL 60611
Ph. 312-321-8100
Fax 312-321-8110
140-75-140-100

TeleBusiness USA
1945 Techny Rd., Ste. 3
Northbrook, IL 60002
Ph. 847-480-1560
Fax 847-480-6055
E-mail: tb12@interaccess.com
Larry Kaplan, President
120-90-120-120

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

Tragon Corporation
1400 E. Lake Cook Rd., Ste. 105
Buffalo Grove, IL 60089
Ph. 847-808-2080
Fax 847-808-0179
E-mail: TragonBG@aol.com
Jeanne Gignac, Mgr. Midwest Ops.
6-0-6-0

U.S. Research Co.
300 Marquardt
Wheeling, IL 60090
Ph. 708-520-3600
Fax 708-520-3621
Dennis Hill
100-16-100-84

Peoria

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

INDIANA

Evansville

Product Acceptance & Research (PAR)
P.O. Box 3126
Evansville, IN 47731
Ph. 812-425-3533
Fax 812-421-6806
Woody Youngs
80-40-80-80

Fort Wayne

Dennis Research Services, Inc.
3502 Stellhorn Rd.
Fort Wayne, IN 46815
Ph. 219-485-2442
Fax 219-485-1476
Pat Slater, Director
15-0-15-15
(See advertisement on p. 41)

Walker Information
309 Insurance Dr.
Fort Wayne, IN 46825
Ph. 219-484-9025
Fax 219-482-1875
Cathy Huff, CC Dir.
70-70-70-70

SSI-MEDIA

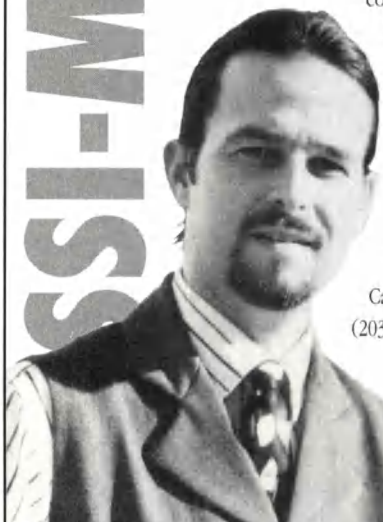
OBJECTIVE:

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

SSI SOLUTION:

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."

Call SSI for sampling solutions at
(203)255-4200.



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Codes - (e.g. 25-10-25-10)

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

Indianapolis

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

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

Walker Information
3939 Priority Way S. Dr.
Indianapolis, IN 46280-0972
Ph. 317-843-8500
Fax 317-843-8584
John Gahimer, CC Dir.
73-73-73-73

IOWA**Cedar Rapids**

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

Frank N. Magid Associates
One Research Center
Marion, IA 52302
Ph. 319-377-7345
Fax 319-377-5861
Jane Cook, Mgr. Mktg. Svcs.
115-115-115-0

Davenport

PMR - Personal Marketing Research
322 Brady St.
Davenport, IA 52801
Ph. 319-322-1960
Fax 319-322-1370
E-mail: PERMARRES@aol.com
Carol Stickrod, Vice President
66-66-66-28

Des Moines

Iowa Field Research
2302 S.W. 3rd St.
Ankeny, IA 50021
Ph. 515-964-1379
Fax 515-965-8270
Anthony J. Soares, Gen. Mgr.
33-33-31-31

Mason City

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

KANSAS**Kansas City**
(See *Kansas City, MO*)**KENTUCKY****Lexington**

The Matrix Group, Inc.
501 Darby Creek Rd., #25
Lexington, KY 40509
Ph. 606-263-8177
Fax 606-263-1223
Martha L. DeReamer, President/CEO
9-0-9-0

Louisville

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

Davis Research Services, Inc.
1850 Taylor Ave.
Louisville, KY 40213
Ph. 502-456-4344
Fax 502-456-4445
Leslie Poore, President
36-36-36-36

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

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

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

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

LOUISIANA**Baton Rouge**

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

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

New Orleans

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

Gulf States Research Center
4426 Veterans Way
New Orleans, LA 70006
Ph. 800-845-GULF (4853)
Fax 504-454-2461
Timothy Villar, Vice President
15-6-15-0

Linden Research Services
197-36 Westbank Exp.
Gretna, LA 70053
Ph. 504-368-9825
Fax 504-368-9866
Marty Olson
14-6-14-0

NGL Research Services, Inc.
4300 S. I-10 Svce. Rd., #115
Metairie, LA 70001
Ph. 504-456-9025
Fax 504-456-9072
Lena Webre, Project Coord.
25-0-25-0

Southern Spectrum Research, Inc.
1600 Canal St., Ste. 400
New Orleans, LA 70112
Ph. 504-539-9222
Fax 504-539-9228
Linda DeCuir, Rsch. Coord.
10-0-10-0

MAINE

Bangor

Northeast Research
69 Main St.
P.O. Box 9
Orono, ME 04473
Ph. 207-866-5593
Fax 207-866-2884
David Kovenock, Dir. Survey Div.
15-15-7

Portland

Market Decisions, Inc.
85 E St.
P.O. Box 2890
S. Portland, ME 04106
Ph. 207-767-6440
Fax 207-767-8158
E-mail: research@MarketDecisions.com
Barbara Nash, President
16-8-16-16

Seaport Surveys, Maine
44 Oak St.
Portland, ME 04101
Ph. 207-756-7770
Fax 207-756-7777
E-mail: jkick@biddeford.com
John Kumnick, President
15-0-15-15
(See advertisement on p. 45)

Strategic Marketing Services
148 Middle St.
Portland, ME 04101
Ph. 207-871-8622
Fax 207-772-4842
Victoria Kuhn Walker, Rsch. Dir.
15-0-0-0

MARYLAND

Annapolis

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

Baltimore

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

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

Bay Area Research
9936 Liberty Rd.
Randallstown, MD 21133
Ph. 410-922-6600
Fax 410-922-6675
Tam/Bryna, Owners
10-10-10-0
(See advertisement on p. 41)

Chesapeake Surveys
4 Park Center Dr., Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
Elizabeth Beirne, Field Director
20-0-20-20
(See advertisement on p. 73)

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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:

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- Accurate and proper recruiting done in-house. Computerized database of more than 4,000 households and growing all the time.
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- Executive & extensive medical indepth interviewing with 30,000 doctors & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

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



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

Hollander Cohen & McBride
22 West Rd., Ste. 301
Towson, MD 21204
Ph. 410-337-2121
Fax 410-337-2129
Scott McBride, President
20-0-20-20

Maryland Marketing Source, Inc.
817 Maiden Choice Ln.
Baltimore, MD 21228
Ph. 410-247-3276
Fax 410-536-1858
Karen Medicus, Manager
33-25-25-25

Frederick

Marketing and Research Resources, Inc.
5705 Industry Ln, 2nd fl.
Frederick, MD 21704
Ph. 301-694-2800, ext. 117
Fax 301-694-5171
Lisa Hammer, V.P. Rsch.
32-32-32-32

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

MASSACHUSETTS

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

Bernett Research
1505 Commonwealth Ave.
Boston, MA 02135
Ph. 617-746-2705
Fax 617-746-2709
Andrew Hayes, V.P. Mktg.
85-72-85-0
(See advertisements on pp. 43, 74)

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

Performance Plus, Inc.
111 Speen St., Ste. 105
Framingham, MA 01701
Ph. 508-872-1287
Fax 508-879-7108
Shirley Shames, Pres./Owner
32-6-32-0
(See advertisement on p. 41)

Voicentral
624 Worcester Rd.
Framingham, MA 01701
Ph. 508-820-1777
Fax 508-872-2001
Ilene Kenney, Managing Director
55-30-30-30

MICHIGAN

Battle Creek

WJ Schroer Co.
Two W. Michigan
Battle Creek, MI 49017
Ph. 616-963-4874
Fax 616-963-5930
Bill Schroer, Principal
6-6-6-0

Detroit

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

Consumer Market Analysts
2301 W. Big Beaver Rd., Ste. 411
Troy, MI 48084
Ph. 810-637-1400
Fax 810-637-1450
Jeffrey J. Linenfelser, Rsch. Mgr.
150-150-150-150

Consumer Pulse of Detroit
725 S. Adams Rd.
Birmingham, MI 48009
Ph. 810-540-5330
Fax 810-645-5685
Leslie Fontaine, Director
60-30-60-60

Crimmins & Forman Market Research, Inc.
29955 Southfield Rd.
Southfield, MI 48076
Ph. 810-569-7095
Fax 810-569-8927
Paula Crimmins
20-20-20-20

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	<u>YES</u>	<u>NO</u>
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Customize on-line sample/quota/incidence disposition reports and allow you to pull up your own report from your office/home concurrent with interviewing?	<input type="checkbox"/>	<input type="checkbox"/>
Provide programmed priority calling on a specific day, time or time zone based on the exchange number?	<input type="checkbox"/>	<input type="checkbox"/>
Program specific sample information directly into the text of each individual interview?	<input type="checkbox"/>	<input type="checkbox"/>
Provide computerized randomization of questions and complex skip pattern management?	<input type="checkbox"/>	<input type="checkbox"/>
Provide instant results/camera-ready report pages concurrent with interviewing?	<input type="checkbox"/>	<input type="checkbox"/>
Allow you to pull your data set into Lotus 123, Excel, SAS, or other statistical packages, to perform special tabulations or multivariate analysis with <u>all variables and values pre-labeled</u> ?	<input type="checkbox"/>	<input type="checkbox"/>
Provide a complete range of statistical capabilities, as well as Atlas strategic mapping?	<input type="checkbox"/>	<input type="checkbox"/>

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Tel: 800-878-7223 · Fax: 810-737-5326

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

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

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

Friedman Marketing
25130 Southfield Rd.
Southfield, MI 48075
Ph. 810-569-0444
Fax 810-569-2813
32-0-32-0

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

M.O.R.-PACE, Inc.
31700 Middlebelt Rd., Ste. 200
Farmington Hills, MI 48334
Ph. 810-737-5300
Fax 810-737-5326
Sue Prieur, Vice President
90-90-90-40
(See advertisement on p. 75)

M.O.R.-PACE, Inc.
38810 Ryan Rd.
Sterling Heights, MI 48313
Ph. 810-795-3100
Fax 810-795-9655
Sue Prieur, Vice President
100-100-100-100
(See advertisement on p. 75)

Nordhaus Research, Inc.
20300 W. Twelve Mile Rd., Ste. 102
Southfield, MI 48076
Ph. 800-860-9996
Fax 810-827-1380
John King, President
60-60-60-60
(See advertisement on p. 76)

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

Quality Controlled Services (QCS)
34119 W. Twelve Mile Rd., Ste. 360
Farmington Hills, MI 48331
Ph. 800-224-6322
Fax 810-553-7528
Dianne Flock
50-50-50-50
(See advertisements on pp. 23, 57)

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

Shifrin-Hayworth
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Southfield, MI 48075
Ph. 810-559-1934
Arlene Speiser, V.P. Ops.
20-6-20-12

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Southfield Office
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Southfield, MI 48076
Tel: 800 • 860 • 9996 / Fax: 810 • 827 • 1380

Grand Rapids Office
2449 Camelot Court
Grand Rapids, MI 49546
Tel: 616 • 942 • 9700 / Fax: 616 • 942 • 9189

Minneapolis Office
Three Paramount Plaza
7831 Glenroy Road • Suite 100-N
Minneapolis, MN 55439
Tel: 612 • 820 • 4640 / Fax: 612 • 830 • 8108

Atlanta Office
3405 Piedmont Road, N.E. • Suite 175
Atlanta, GA 30305
Tel: 404 • 848 • 8188 / Fax: 404 • 848 • 8199

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

Grand Rapids

Barnes Research, Inc.
4920 Plainfield N.E.
Grand Rapids, MI 49505
Ph. 616-363-7643
Fax 616-363-8227
Sona Barnes
55-55-55-55

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

Nordhaus Research, Inc.

2449 Camelot Court
Grand Rapids, MI 49546
Ph. 616-942-9700
Fax 616-942-9189
John King, President
60-60-60-60
(See advertisement on p. 76)

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

Lansing

Capitol Research Services, Inc.
2940 E. Lake Lansing Rd.
East Lansing, MI 48823
Ph. 517-333-3388
Fax 517-333-4402
Rachelle Neal, President
20-0-20-0

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

MINNESOTA

Minneapolis/St. Paul

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

Compass International
1301 Corporate Center Dr., #113
Eagan, MN 55121
Ph. 612-454-0147
Fax 612-686-9981
Walter Jacobson, Vice President
24-20-20-20

Comprehensive Research Group, Inc.
2900 N. Rice St.
St. Paul, MN 55113
Ph. 612-481-6937
Fax 612-481-0020
Craig A. Swager, President
15-0-0-0

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

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

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

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

Focus Market Research, Inc.
& VideoConferencing Ctr.
801 W. 106th St.
Bloomington, MN 55420
Ph. 612-881-3635
Fax 612-881-1880
Judy Opstad
20-0-20-0

N.K. Friedrichs & Associates, Inc.
2500 Centre Village
431 S. 7th St.
Minneapolis, MN 55415
Ph. 612-333-5400
Fax 612-344-1408
Betty Hill, Mgr. Data Collection
28-28-28-28

Nordhaus Research, Inc.

Three Paramount Plaza
7831 Glenroy Rd., Ste. 100-N
Minneapolis, MN 55439
Ph. 612-820-4640
Fax 612-830-8108
John King, President
30-30-30-30
(See advertisement on p. 76)

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

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

Orman Guidance Research, Inc.

715 Southgate Office Plaza
Minneapolis, MN 55437
Ph. 800-605-7313
Fax 612-831-4913
Allan Orman, President
15-0-15-0
(See advertisement on p. 23)

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

Quality Controlled Services (QCS)

2051 Killebrew Dr., Ste. 215
Bloomington, MN 55425
Ph. 800-526-5718 or 800-325-3338
Fax 612-858-1580
Roger Mayland
16-0-16-16
(See advertisement on p. 57)

Research Systems, Inc.
2000 S. Plymouth Rd., Ste. 120
Minnetonka, MN 55305
Ph. 612-544-6334
Fax 612-544-6764
Bill Whitney, President
6-0-0-0

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

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

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

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Horizon Research Services
409 Vandiver Dr., Bldg. 6, Ste. 102
Columbia, MO 65202
Ph. 573-874-1333
Fax 573-874-6904
Susan Yesilada, Vice President
E-mail: horizon@thoughtport.com
9-9-9-0

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Kansas City

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

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

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

Opinion Data Center
8301 State Line Rd., Ste. A
Kansas City, MO 64114
Ph. 816-333-1515
Fax 816-333-7117
55-50-50-50

Quality Controlled Services (QCS)
10875 Grandview St., Ste. 2230
Corporate Woods Office Park
Overland Park, KS 66210
Ph. 800-525-1952 or 800-325-3338
Fax 913-345-2070 or 913-345-8050
Shirley Musgrave
44-44-44-44
(See advertisement on p. 57)

Quality Controlled Services (QCS)
8600 Ward Parkway
Kansas City, MO 64114
Ph. 800-628-3428 or 800-325-3338
Fax 816-361-3580
Iva Schlatter
20-0-20-20
(See advertisements on pp. 23, 57)

Sprint Marketing & Research Service
7015 College Blvd., Ste. 200
Overland Park, KS 66211
Ph. 800-995-2766
Fax 913-491-7297
Jo Ozburn, Client Svcs. Spec.
100-100-100-100

St. Louis

ACG Research Solutions
120 S. Central, Ste. 1750
St. Louis, MO 63105
Ph. 314-726-3403
Fax 314-726-2503
Sarah Bell, Field Services Dir.
50-30-30-30
(See advertisement on p. 78)

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

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

Consumer Opinion
10403 Clayton Rd.
St. Louis, MO 63131
Ph. 314-692-2686
Fax 314-692-2427
Kathleen Dunn, Manager
15-5-15-0

Consumer Opinion Council Research Ctr.
222 S. Meramec Ave., Ste. 301-302
St. Louis, MO 63105
Ph. 314-863-3780
Fax 314-863-2880
Subra Iyer, Manager
13-12-12-12

Fact Finders, Inc.
1852 Craig Park Ct.
St. Louis, MO 63146
Ph. 314-469-7373
Fax 314-469-0758
Elizabeth Leonard, Bus. Dev. Dir.
40-40-40-40

Marketeam Associates
1807 Park 270, Ste. 300
St. Louis, MO 63146
Ph. 314-878-7667
Fax 314-878-6743
Liz Wagner, Branch Mgr.
30-8-30-0
(See advertisement on p. 3)

Marketeam Associates
CRT Center
348 Brookes Dr.
St. Louis, MO 63042
Ph. 314-731-2005
Fax 314-731-1105
Kathy Sammons, Branch Mgr.
28-2-28-28
(See advertisement on p. 3)

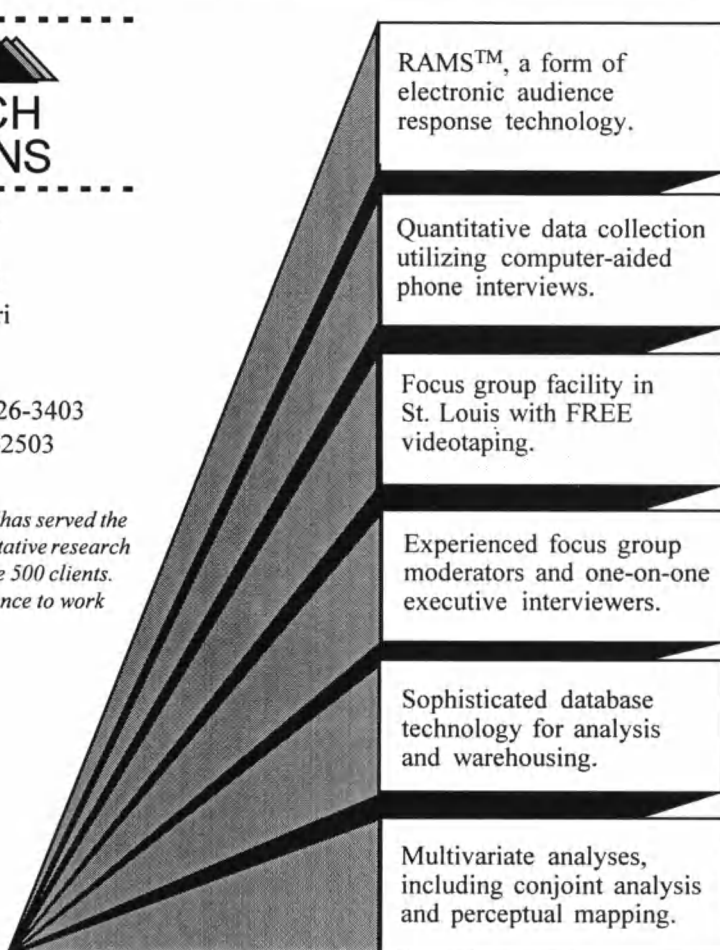
Marketing Horizons, Inc.
1001 Craig Rd.
St. Louis, MO 63146
Ph. 314-432-1957
Fax 314-432-7014
E-mail: 6461915@mcimail.com
Stephanie Feeney, Dir. Field Svcs.
35-33-35-35

ACG RESEARCH SOLUTIONS

Chromalloy Plaza
Suite 1750
120 South Central
St. Louis, Missouri
63105

PHONE: (314) 726-3403
FAX: (314) 726-2503

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11166 Tesson Ferry
St. Louis, MO 63123
Ph. 800-669-0839
Fax 314-842-8353
E-mail: 6461915@mcimail.com
Stephanie Feeney, Dir. Field Svcs.
44-44-44-44

Peters Marketing Research, Inc.
12655 Olive Blvd., #250
St. Louis, MO 63141
Ph. 314-542-0011
Anne Fleming
25-10-25-25

Pragmatic Research, Inc.
222 S. Meramec Ave., Ste. 301
St. Louis, MO 63105
Ph. 314-863-2800
Doug Sinnard, President
12-5-12-12

Quality Controlled Services (QCS)
Headquarters
1297 N. Highway Dr.
Fenton, MO 63099
Ph. 800-325-3338 or 314-827-1773
Fax 314-827-3224
Trish Shukers/Terri Petrik, Tel. Studies
Mary Bommarito/Teresa Moehlmann, Foc. Grps.,
Pre-recruits, Malls
(See advertisement on p. 57)

Quality Controlled Services (QCS)
1655 Des Peres Rd., Ste. 110
Des Peres, MO 63131
Ph. 800-992-2139 or 800-325-3338
Fax 314-822-4294
Yvonne Filla
20-0-20-20
(See advertisement on p. 57)

Quality Controlled Services (QCS)
St. Louis Survey Center
3701 S. Lindbergh, Ste. 201
Sunset Hills, MO 63127
Ph. 314-822-4145 or 800-325-3338
Fax 314-822-9145
Shirley Plevyak
50-50-50-50
(See advertisement on p. 57)

Superior Surveys of St. Louis
10403 Clayton Rd.
St. Louis, MO 63131
Ph. 800-325-4982
Fax 314-692-2699
Carol McGill, Partner
25-10-10-0
(See advertisement on p. 41)

Westgate Research, Inc.
650 Office Parkway
St. Louis, MO 63141
Ph. 314-567-3333
Fax 314-567-7131
Germaine Eley
60-48-60-48

NEBRASKA

Lincoln

The Gallup Organization-HQ for Processing
301 S. 68th St.
Lincoln, NE 68510
Ph. 402-489-8700
Fax 402-486-6248
184-184-184-184

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

Wiese Research Ascts., Inc.
1630 S. 70th St., Ste. 100
Lincoln, NE 68506
Ph. 402-483-5054
Gary Lorenzen, Exec. V.P.
54-0-54-54

Omaha

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

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The high costs of telephone interviewing getting you down? I/H/R Research Group can help — with the highest quality, lowest prices, and best service available anywhere.

- 100 line national coverage
- Certified interviewers
- Project bids in one hour
- 75 Ci3/CATI stations
- Highest quality
- On/off premise monitoring
- On time results
- Low prices
- State-of-the-art technology

What makes I/H/R the best? Some say it's our on-going training program or our great supervisors... But, what seems to make our clients even happier are the really competitive prices. We're growing, so we can afford to bid very aggressively.

If you're tired of the same old song and dance, give I/H/R Research Group a call. We'll make sure your job's done right and at a cost you can live with.

I/H/R Research Group

Quality Marketing Research That Works.

4440 S. Maryland Pkwy. - Suite 203 - Las Vegas, NV 89119 - (702) 734-0757

Codes - (e.g. 25-10-25-10)

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

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

Wiese Research Ascts., Inc.
10707 Pacific, Ste. 202
Omaha, NE 68114
Ph. 402-391-7734
Fax 402-391-0331
E-mail: wra@neonramp.com
Tom Wiese, President
30-18-30-30

NEVADA**Las Vegas**

I/H/R Research Group
4440 S. Maryland Pkwy., Ste. 203
Las Vegas, NV 89119
Ph. 702-734-0757
Fax 702-734-6319
Lynn Stalone, Partner
100-75-100-100
(See advertisement on p. 79)

Las Vegas Surveys, Inc.
3405 S. Cambridge
Las Vegas, NV 89109
Ph. 702-650-5500
Carlos Kelly
12-0-12-0

Reno

C/J Research, Inc.
Executive Plaza
1005 Terminal Way, Ste. 202
Reno, NV 89502
Ph. 800-323-0266
Fax 702-688-3788
Lisa Mancini
35-0-35-0

MarkeTec, Inc./Gaming Rsch.
P.O. Box 9058
Reno, NV 89507
Ph. 702-333-1221
Fax 702-333-1224
Katherine Cole, President
7-0-4-0

NEW HAMPSHIRE**Nashua**

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

NEW JERSEY

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Asbury Park

Information Please
19 Main St.
P.O. Box 350
Asbury Park, NJ 07712
Ph. 908-776-8800
Fax 908-776-6624
John Belding, Vice President
15-15-15-0

Parsippany

TMR, Inc.
Two Sylvan Way
Parsippany, NJ 07054
Ph. 201-829-1030
Fax 201-829-1031
Joe Calvanelli
30-30-30-30
(See advertisement on p. 92)

Toms River

Centrac, Inc.
317 Brick Blvd.
Bricktown, NJ 08723
Ph. 908-920-0500
Fax 908-920-3896
Brendan Sammon, Dir. Admin. Svcs.
100-75-100-100

Trenton

Response Analysis Corp.
3635 Quaker Bridge Rd.
Trenton, NJ 08619
Ph. 609-587-1022
Fax 609-586-0149
E-mail: todd.myers@response-analysis.com
Todd Myers
75-75-75-75

NEW MEXICO**Albuquerque**

Business Information Group, Inc.
1114-B Pennsylvania St. N.E.
Albuquerque, NM 87110
Ph. 505-265-4760 or 800-321-9244
Fax 505-265-5062
Spencer Gerwin, General Manager
10-10-10-10

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

NEW YORK**Buffalo**

Buffalo Survey & Research, Inc.
1249 Eggert Rd.
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-6499
Jeanette Levin, President
8-0-8-0

Goldhaber Research Associates
One N.F.A. Park
Amherst, NY 14228
Ph. 716-689-3311
Fax 716-689-3342
Richard J. Ludwig, Mgr. Mkt. Rsch.
17-17-17-17

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

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

Survey Service, Inc.

1911 Sheridan Dr.
Buffalo, NY 14223
Ph. 716-876-6450
Fax 716-876-0430
Susan Adelman, President
42-42-42-42
(See advertisement on p. 81)

New York City

Arthur Research
211 W. Chester St.
Long Beach, NY 11561
Ph. 516-432-7733
Fax 516-432-1368
Barbara Ruderman, Partner
20-0-20-20

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

Edward Blank Associates
71 W. 23rd St.
New York, NY 10010
Ph. 212-741-8133
Ed Blank, President
200-200-200-200

Brehl Ascts. Marketing Research
11 Grace Ave.
Great Neck, NY 11021
Ph. 516-466-6882
Fax 516-773-0923
Jennifer Wile
18-0-18-0

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

Bruskin/Goldring
100 Metroplex Dr.
Edison, NJ 08817
Ph. 908-572-7300
Fax 908-572-7980
140-140-140-140

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

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

Central Telephone Interviewing Sys. (CTIS)
650 Avenue of the Americas
New York, NY 10011
Ph. 212-627-1277
Fax 212-627-2034
Nina Mathus, Exec. V.P.
20-20-20-20
(See advertisement on p. 5)

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

CRC Data Systems/Opinion Access Corp.
435 Hudson St.
New York, NY 10014
Ph. 212-620-5678
Fax 212-924-9111
David St. James, Acct. Mgr.
70-70-70-70

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

Ebony Marketing Research, Inc.
2100 Bartow Ave.
Baychester, NY 10475
Ph. 718-320-3220
Fax 718-320-3996
Bruce Kirkland, Vice President
21-0-21-15

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SNOW,
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- **Experienced project supervision**
- **On-staff programmers**
- **An interviewing staff that has been providing reliable data collection for over 35 years**

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- ★ THE *best* SERVICE TO CUSTOMERS
- ★ THE *best* TIMING
- ★ THE *best* QUALITY CONTROL
- ★ THE *best* TRAINING & SUPERVISION
- ★ THE *best* EQUIPMENT
- ★ THE *best* PRICE



*"Experience something
special in telephone
interviewing"*



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EXT. 250

HARTE-HANKS MARKET RESEARCH
10 ELIZABETH STREET
RIVER EDGE, NJ 07661
RESEARCH@HARTE-HANKS.COM

Codes - (e.g. 25-10-25-10)

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

Focus World Int'l.
146 Highway 34
Holmdel, NJ 07733
Ph. 908-946-0100
Fax 908-946-0107
Paulette Eichenholtz
60-0-60-60

Louis Harris & Associates
111 5th Ave., 8th fl.
New York, NY 10003
Ph. 212-539-9600
50-50-50-0

Harte-Hanks Market Research
River Edge, NJ 07661
Ph. 201-342-6700
Fax 201-342-1709
Daniel Martin, Director
40-40-40-40
(See advertisement on p. 82)

Innovative Concepts
960 S. Broadway
Hicksville, NY 11801
Ph. 516-433-3215
Fax 516-433-3214
Scott Sycoff, Vice President
45-20-45-45

IPC
32 East 31 St.
New York, NY 10016
Ph. 212-213-3303
Fax 212-213-3554
E-mail: jelipc@aol.com
Rhoda Brooks, Partner
40-30-40-40

JDR Marketing, Inc.
500 N. Franklin Tpke.
Ramsey, NJ 07446
Ph. 201-512-2600
Jeff Marks, Vice President
200-200-200-146

KRC Research
75 Rockefeller Plz., 5th fl.
New York, NY 10019
Ph. 212-484-7250
100-0-100-100

Macro•AHF Mktg. Rsch. & Consultancy
100 Ave. of the Americas
New York, NY 10013
Ph. 800-TAKE AHF
Fax 212-941-7031
E-mail: levitt@macroint.com
Beryl Levitt, President
102-102-102-102
(See advertisement on p. 83)

Macro International, Inc.
100 Avenue of the Americas
New York, NY 10013
Ph. 800-639-1310
Fax 802-863-8974
E-mail: mahnke@macroint.com
Greg Mahnke, Vice President
102-102-102-102
(See advertisement on p. 47)

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

Mktg., Inc.
100 Fire Island Ave.
Babylon, NY 11702
Ph. 516-277-7000
Fax 516-277-7601
Howard Gershowitz
40-35-40-40

Quality Controlled Services (QCS)
142 Central Ave.
Clark, NJ 07066
Ph. 908-815-1100 or 800-325-3338
Fax 908-499-7027
Barbara DePaul
30-30-30-30
(See advertisement on p. 57)

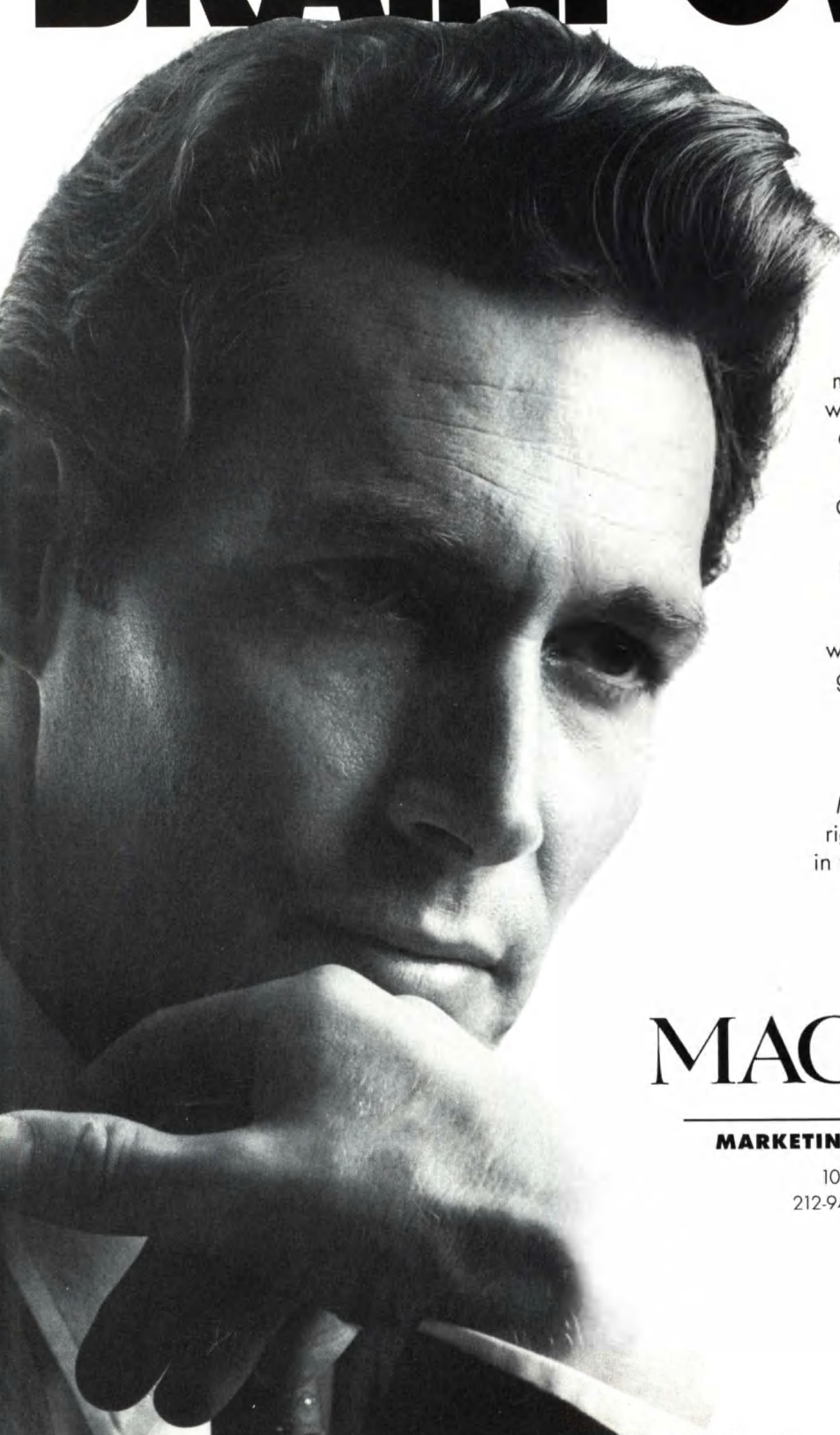
Research Management, Inc.
255 Oser Ave.
Hauppauge, NY 11788
Ph. 516-231-3277
Fax 800-764-3553
E-mail: 76235.2534@compuserve.com
Stewart Goldberg, Ed.D., Managing Dir.
35-35-35-35

Schlesinger Associates, Inc.
Executive Plaza, Ste. 400
10 Parsonage Rd.
Edison, NJ 08837
Ph. 908-906-1122
Fax 908-906-8792
Steven Schlesinger, Exec. V.P.
25-0-25-0
(See advertisement on p. 85)

Schulman, Ronca & Bucuvalas, Inc.
145 E. 32nd St.
New York, NY 10016
Ph. 212-779-7700
Fax 212-779-7785
Mark A. Schulman, Ph.D.
150-150-150-150

Seaport Surveys
34 Cliff St.
New York, NY 10038
Ph. 212-608-3100
Fax 212-608-4966
Andrea Waller, President
25-0-25-0
(See advertisement on p. 45)

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MARKETING RESEARCH AND CONSULTANCY

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126 College Street, Burlington, VT 05401
802-863-9600 Fax 802-863-8974

A Division of Macro International, Inc.

Codes - (e.g. 25-10-25-10)

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

Statistical Research, Inc.
111 Prospect St.
Westfield, NJ 07090
Ph. 908-654-4000
Fax 908-654-6498
Gale Metzger
45-45-45-45

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

The Telephone Centre, Inc.
3 Cottage Place
New Rochelle, NY 10801
Ph. 914-576-1100
Fax 914-576-0469
Adam Fleischer, Vice President
135-135-135-135

U.S. WATS
29 W. 38th St., 10th fl.
New York, NY 10018
Ph. 212-819-1466
Fax 212-819-1813
44-25-40-40

The WATS Room, Inc.
120 Van Nostrand Ave.
Englewood Cliffs, NJ 07632
Ph. 201-585-1400
Fax 201-585-1524
E-mail: thewatsroom@attmail.com
Lou Roth, President
100-100-100-100
(See advertisement on p. 84)

Poughkeepsie

On Line Communications, Inc.
291 Wall St.
Kingston, NY 12401
Ph. 914-331-0061
Fax 914-331-7061
40-40-40-40

Rochester

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

Syracuse

KS&R Consumer Testing Center
Shoppingtown Mall
3649 Erie Blvd. E.
Syracuse, NY 13214
Ph. 800-645-5469
Fax 315-446-6719
Lynette Van Dyke
40-26-40-0

NORTH CAROLINA

Charlotte

Consumer Pulse of Charlotte
5625 Central Ave./Eastland Mall
Charlotte, NC 28212
Ph. 704-536-6067
Fax 704-536-2238
John Crowell, Director
15-8-15-15

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

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

Greensboro

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
E-mail: Bellomy@Interpath.com
John Sessions, Vice President
120-120-120-120

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.
24-24-24-0

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The Wats Room, A.P., CT
My experience with your company has
been terrific, N.G., CT
Staff met and exceeded our expectations, ”
A.A., CA
We randomly surveyed our clients (both old
and new) on market research projects we've
handled for them during the year.
We don't want to brag, but on a scale of 1 to 5,
where 1 is poor and 5 is exceptional, our clients
rated us an astounding 4.4.
Modestly speaking, we've built a distinguished
reputation for the quality of our work, our service
and our responsiveness.
No matter what the size or complexity of your
project, if you're looking for answers you can
depend on...and the kind of quality service you
deserve, call **The Wats Room**.



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(201)585-1400 Fax: (201)585-1524

Corporate Research
236 Highway 68 S.
Greensboro, NC 27409
Ph. 800-866-2600
Fax 800-719-0719
John Deuteran
40-0-40-40

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

The Telephone Centre, Inc.
1605 Spring Garden St.
Greensboro, NC 27403
Ph. 910-574-3000
Fax 910-574-3007
Liz Winter, President
65-65-65-65

Survey Partners of America
150 S. Stratford Rd., #500
Winston-Salem, NC 27104
Ph. 800-348-8002
Fax 910-722-8538
Carol Hefner
120-120-120-120

Raleigh

FGI
206 W. Franklin St.
Chapel Hill, NC 27516
Ph. 919-929-7759
Fax 919-932-8829
Lenny Lind, Sr. Project Mgr.
90-90-90-90

Johnston, Zabor & Associates, Inc.
Headquarters Park, Ste. 300
P.O. Box 12743
Research Triangle Park, NC 27709
Ph. 919-544-5448
Fax 919-544-0954
Jeffery Johnston, President
20-20-20-20

Medical Marketing Research, Inc.
1201 Melton Ct.
Raleigh, NC 27709
Ph. 919-870-6550
Fax 919-848-2465
George Matijow, President
30-0-30-0
(See advertisement on p. 33)

Nortex Research Group
7330 Chapel Hill Rd., Ste. 107
Raleigh, NC 27607
Ph. 919-233-9010 or 800-315-8399
Fax 919-233-2008
15-0-15-15

Rich in Resources

store audits
complete focus group facilities
one-on-one's
central location interviewing
in-store merchandising and distribution
mystery shoppers
door to door interviewing
central location tests
executive/medical in-depth interviewing
product testing
telephone interviewing
couponing and demonstrations
mall intercepts

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A Marketing Research Corporation

The Data Collection Experts

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Codes - (e.g. 25-10-25-10)

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

Tarboro

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

OHIO

Akron

Research Interviewing Center
1144 E. Market St.
Akron, OH 44316
Ph. 216-796-0100
30-30-30-30

Telemarketing Network, Inc.
2020 Front St., Ste. 206
Cuyahoga Falls, OH 44221
Ph. 800-998-4146
Fax 330-945-4237
Ken Weitzel, Client Svcs. Mgr.
48-48-48-48

Cincinnati

Alliance Research
2845 Chancellor Dr.
Crestview Hills, KY 41017
Ph. 606-344-0077
Fax 606-344-0078
Clint Brown, President
76-76-76-76

The Answer Group

4665 Cornell Rd.
Cincinnati, OH 45241
Ph. 513-489-9000
Fax 513-489-9130
Connie McCowan, Quantitative Dir.
40-40-40-40
(See advertisement on p. 23)

Assistance In Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600
Fax 513-683-9177
Irwin Weinberg
20-10-20-20

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
Lynn Caudill, Project Dir.
15-15-15-15

Burke Marketing Research

805 Central Ave.
Cincinnati, OH 45202
Ph. 513-559-7510
Fax 513-559-7555
Karen Howard, V.P. Data Collection
200-200-200-200
(See advertisements on pp. 2, 26)

Calo Research Services
10250 Alliance Rd., Ste. 230
Cincinnati, OH 45242
Ph. 513-984-9708
Patricia Calo
14-0-14-0

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

Elrick & Lavidge

1329 E. Kemper Rd., Ste. 4210
Cincinnati, OH 45246
Ph. 513-671-4449
Fax 513-772-1125
Frank Bossu, Vice President
64-64-64-64
(See advertisement on p. 67)


Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
Ph. 513-821-6266
Fax 513-679-5300
Ken Fields, Vice President
35-35-35-35

Market Inquiry
5825 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
Fax 513-794-1176
Cathy Noyes, Director
24-6-24-24

Marketing Research Services, Inc.
600 Vine St., Ste. 2900
Cincinnati, OH 45202
Ph. 513-579-1555
Fax 513-562-8819
80-80-80-80

MarketVision Research, Inc.
4500 Cooper Rd.
Cincinnati, OH 45242-5617
Ph. 513-791-3100
Fax 513-794-3500
Sharon Laukhoff, Dir. Rsch. Svcs.
50-50-50-50

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1996-97 Researcher SourceBook

1996-97 Researcher SourceBook

Quirk's MARKETING RESEARCH Review

Matrixx Marketing Research

4600 Montgomery Rd., Ste. 400
Cincinnati, OH 45212
Ph. 513-841-1199 or 800-323-8369
Fax 513-841-0666
Brian Goret, Nat'l. Acct. Mgr.
85-85-85-85
(See advertisement on p. 87)

QFact Marketing Research
9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-791-7356
Mary Swart-Cahall
22-6-22-22

Service Industry Research Sys.
201 Martha Layne Collins Blvd.
Highland Heights, KY 41076-1750
Ph. 606-781-9700
Fax 606-781-8802
Mirjana Popovich
34-34-34-34

Spar/Burgoyne Info. Svce.
30 W. Third St.
Cincinnati, OH 45202
Ph. 513-621-7000
Fax 513-621-9449
Thomas Benken, V.P.
23-23-23-0

Cleveland

Gordon S. Black Corporation
945 Windham Court
Boardman, OH 44512
Ph. 216-758-7300
Fax 216-758-7709
Joanne Burnash
46-46-46-46

Business Research Services, Inc.
23825 Commerce Park, Ste. A
Cleveland, OH 44122
Ph. 216-831-5200
Fax 216-292-3048
Ron Mayher, V.P. & G.M.
25-25-25-25

Cleveland Field Resources
25109 Detroit Rd., Ste. 320
Westlake, OH 44145
Ph. 216-892-8555
Fax 216-892-0002
Daniel McCafferty, Dir. Client Svcs.
15-15-15-15

Cleveland Survey Center

691 Richmond Rd.
Cleveland, OH 44143
Ph. 216-461-6898
Fax 216-461-9525
Joan Miller
10-1-10-0
(See advertisement on p. 88)

Focus Groups of Cleveland

2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 800-950-9010
Fax 216-642-8876
Betty Perry
5-2-5-0

Pat Henry Market Research, Inc.

230 Huron Rd. N.W., Ste. 100.43
Cleveland, OH 44113
Ph. 216-621-3831
Fax 216-621-8455
Mark Kikel, V.P. Ops.
30-20-30-30
(See advertisement on p. 41)

The Maffett Research Group, Inc.

22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-1303
Fax 216-779-3040
Shelly Entres, Project Mgr.
21-12-8-0

Marketeam Associates

3645 Warrensville Ctr. Rd., #340
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552
Sandra Traweek, Branch Mgr.
24-0-24-24
(See advertisement on p. 3)

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- Large 20' x 29' CLT room with 1-way mirror
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Leading edge telephone data collection

- Expansive, networked, 7-day-a-week CATI research center

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- Full range of in-house capabilities, including coding, data entry, cross tabulation, statistical analysis/graphics
- CATI and conjoint programming

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challenges. We'll do whatever it takes. For example, we can provide topline reports within hours after fieldwork completion.

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Exceptional insight for strategic marketing decisions

MATRIXX Center
4600 Montgomery Road
Cincinnati, Ohio 45212
(800) 323-8369
fax (513) 841-0666

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National Market Measures, Inc.
25109 Detroit Rd.
Cleveland, OH 44145
Ph. 216-892-8555
Fax 216-892-0002
John O'Neill, Dir. Field Svcs.
15-15-15-15

National Market Measures, Inc.
781 Beta Dr.
Cleveland, OH 44143
Ph. 216-473-7766
Fax 216-473-0234
Dan McCafferty, Dir. Client Svcs.
10-10-10-10

Opinion Centers America
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-3000
Fax 216-779-3040
Tiina Pampe, President
40-23-30-30

OPINIONation
4301 Ridge Rd.
Cleveland, OH 44144
Ph. 216-351-4644
Fax 216-351-7876
Ron Kornokovich, President
35-35-35-35

Rosen Research
25906 Emery Rd.
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-464-7864
Shirley Jacim, Field Director
10-0-10-0

Columbus

B & B Research Services, Inc.
1365 Grandview Ave.
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958
Judy Frederick, Project Dir.
8-8-8-0

Field Dynamics Marketing Research
929 Eastwind Dr., Ste. 211
Westerville, OH 43081
Ph. 800-434-3537
Fax 818-905-3216
Tony Blass, President
10-10-10-0

Focus and Phones, Inc.
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
Sally Pilcher
20-0-10-15

Quality Controlled Services (QCS)
7634 Crosswoods Dr.
Columbus, OH 43235
Ph. 800-242-4118 or 800-325-3338
Fax 614-436-7040
Judy Golas
22-0-22-0
(See advertisement on pp. 23, 57)

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

Dwight Spencer & Associates, Inc.
1290 Grandview Ave.
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
Betty Spencer, Vice President
45-20-23-0

Dayton

Center for Business & Economic Rsch.
University of Dayton
300 College Park
Dayton, OH 45469-2110
Ph. 513-229-2453
Fax 513-229-2453
E-mail: Kerckaer@udayton.edu
Fantine Kerckaert Hess, Assoc. Dir.
20-0-4-0

Toledo

Barbour Research, Inc.
5241 Southwyck Blvd., Ste. 201
Toledo, OH 43614
Ph. 419-866-3475
Fax 419-866-3478
Emily Barbour, President
53-53-53-53

Creative Marketing Enterprises
1546 Dartford Rd.
Maumee, OH 43537
Ph. 419-867-4444
Fax 419-867-4470
Joyce Clevenger, Exec. V.P.
125-125-125-125

Great Lakes Marketing Ascts., Inc.
3103 Executive Pkwy.
Toledo, OH 43606
Ph. 419-534-4700
Fax 419-531-8950
Mark Iott, Principal
20-14-20-20

NFO Research, Inc.
P.O. Box 315
Toledo, OH 43697-0315
Ph. 419-666-8800
Fax 419-661-8595
Judi Jennings
160-160-160-160

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Professional Consumer Research Services For Planning Direction And Minimized Risk In Business Decisions

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Bartlesville

On-Line Communications, Inc.
401 S. E. Dewey St.
Bartlesville, OK 74003
Ph. 918-338-2000
Fax 918-338-2008
Peggy O'Connor, President
120-120-120-120

Oklahoma City

Issues & Answers Network, Inc.
301 N.W. 63rd St., Ste. 140
Oklahoma City, OK 73116
Ph. 405-840-4767
Fax 405-840-5660
Phyllis Martinez
67-67-67-67

Johnson Marketing Research, Inc.
2915 N. Classen Blvd., #350
Oklahoma City, OK 73106
Ph. 405-528-2700
Fax 405-525-3238
Patty Casteel
14-0-14-0

Oklahoma City Research
Ruth Nelson Research Svcs.
Quail Springs Mall
2501 W. Memorial Dr.
Oklahoma City, OK 73134
Ph. 405-752-4710
Fax 405-752-2344
10-10-10-10

Oklahoma Market Research/Data Net
3909 Classen Blvd., Ste. 200
Oklahoma City, OK 73118
Ph. 405-525-3412
Fax 405-525-3419
Deanna Carter, Manager
25-10-25-25

Tulsa

Cunningham Marketing & Rsch. Fld. Svcs.
4107 S. Yale, #LA107
Tulsa, OK 74135
Ph. 918-664-7485
Fax 918-664-4122
Roberta Cunningham
10-4-10-0

Tulsa Surveys/Gayles Force, Inc.
4530 S. Sheridan, Ste. 101
Tulsa, OK 74145
Ph. 918-665-3311 or 800-544-1494
Fax 918-665-3388
Tim Jarrett
30-0-30-0

OREGON

Eugene

Intersearch Corporation
(Oregon Center)
1000 River Rd.
Eugene, OR 97404
Ph. 215-442-9000
Bruce Shandler
50-50-50-50

Tel-One Corp.

1000 River Rd.
Eugene, OR 97404
Ph. 514-461-8770
Fax 514-461-8775
Neal Dranoff or Ron Cosgrove
48-48-48-48

Portland

Central Telephone Interviewing Sys. (CTIS)

8285 S.W. Nimbus, Ste. 180
Beaverton, OR 97005
Ph. 503-644-9036
Fax 503-526-0383
60-60-60-60
(See advertisement on p. 5)

Consumer Opinion Services, Inc.

991 Lloyd Center
Portland, OR 97232
Ph. 503-281-1278
Fax 503-281-1017
Ann Kane, Manager
8-0-8-0
(See advertisement on p. 98)

The Gilmore Research Group
729 N.E. Oregon St., Ste. 150
Portland, OR 97232
Ph. 503-236-4551
Fax 503-731-5590
Denise Bauman
20-20-20-20

Griggs-Anderson Field Research
308 S.W. 1st Ave., 4th fl.
Portland, OR 97204
Ph. 503-241-8700
Fax 503-241-8716
Brenda Dwyer
59-59-59-59

InfoTek Research Group, Inc.
4900 S.W. Griffith Dr., Ste. 274
Beaverton, OR 97005
Ph. 503-644-0644
Fax 503-641-0771
Steve Boespflug, Vice President
24-18-24-24

Market Decisions Corporation
8959 S.W. Barbur Blvd., #204
Portland, OR 97219
Ph. 503-245-4479
Fax 503-245-9677
Lester Harman, Field Svcs. A.E.
46-46-32-32

Market Trends, Inc.
2130 S.W. Jefferson, Ste. 200
Portland, OR 97201
Ph. 503-224-4900
Fax 206-562-4843
Brad Huston
15-15-15-15

Research Data Design, Inc.
517 S.W. 4th Ave., 2nd fl.
Portland, OR 97204
Ph. 503-223-7166
Fax 503-223-6760
E-mail: jdavid@europa.com
John Stepleson
50-50-50-50

Sorenson Associates, Inc.
330 S.E. Third St.
Troutdale, OR 97060
Ph. 800-452-4321
Fax 503-666-5113
E-mail: SORENSON@ibm.net
James Sorenson, Exec. V.P.
21-0-21-0

PENNSYLVANIA

Allentown

Telephone Concepts, Unltd.
3724 Crescent Court W.
Whitehall, PA 18052
Ph. 610-437-4000
Fax 610-437-5212
Robert Williams
40-0-40-0

Erie

Moore Research Services, Inc.
2610 Ellsworth Ave.
Erie, PA 16508
Ph. 814-868-4678
Fax 814-864-8333
Colleen Moore Mezler, V.P.
15-5-3-3

Indiana

Intersearch Corporation

(Indiana Center)
699 Philadelphia St., Ste. 303
Indiana, PA 15701
Ph. 215-442-9000
Bruce Shandler
125-125-125-125

Tel-One Corp.

699 Philadelphia St., Ste. 303
Indiana, PA 15701
Ph. 412-465-1900
Fax 412-465-1904
Neal Dranoff or Ron Cosgrove
126-126-126-126

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 - Field Management
- Downtown and Suburban Focus Group Facilities,
 - Pre Recruit Center
- Permanent Regional Mall



587 Bethlehem Pike, Suite 800
Montgomeryville, PA 18936
(215) 822-6220 FAX: (215) 822-2238

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Lancaster

Visions Marketing Services
528 W. Orange St.
Lancaster, PA 17603
Ph. 717-295-8000
Fax 717-295-8020
Allan Geller, President
35-35-35

Philadelphia

Central Telephone Interviewing Sys. (CTIS)

920 Town Center Dr., Bldg. I-10
Langhorne, PA 19047
Ph. 215-752-7266
Fax 215-741-4893
Mike Dutka, Vice President
60-60-60-60
(See advertisement on p. 5)

Chilton Research Services

201 King of Prussia Rd.
Radnor, PA 19089-0193
Ph. 610-964-4602
Fax 610-964-2904 or 610-964-2942
Pedro Geraldino
350-350-350-350
(See advertisement on p. 42)

Consumer/Industrial Research (C/IR)

P.O. Box 206
Chadds Ford, PA 19317
Ph. 610-565-6222
Fax 610-459-7898
Gene Rullo, President
35-20-35-35

Consumer Pulse of Philadelphia

2203 Plymouth Meeting Mall
Plymouth Meeting, PA 19462
Ph. 610-825-6636
Fax 610-825-6805
Eleanor Yates, Director
15-8-15-15

The Data Group, Inc.

1400 Union Meeting Rd.
Blue Bell, PA 19422
Ph. 215-619-4900
Fax 215-619-4999
Vyatas Kisielius, V.P.
100-100-100-100

Delta Market Research, Inc.

333 N. York Rd.
Hatboro, PA 19040
Ph. 215-674-1180
Fax 215-674-1271
Linda Celec, President
23-23-23-23

Eastern Research Services (ERS)

1001 Baltimore Pike, #208
Springfield, PA 19064
Ph. 610-543-0575
Fax 610-543-2577
Kean Spencer
100-100-100-100

ICR Survey Research Group

605 W. State St.
Media, PA 19063
Ph. 610-565-9280
Fax 610-565-2369
Steve McFadden, Exec. V.P.
180-180-180-180
(See advertisements on pp. 33, 35, 37)

ICT Research Services

Member ICT Group, Inc.
584 Middletown Blvd.
Langhorne, PA 19047-1822
Ph. 215-702-9300
Fax 215-702-9303
Dean Kilpatrick, Pres. ICT Rsch. Svcs.
48-32-48-48

Intersearch Corporation

(Horsham Center)
410 Horsham Rd.
Horsham, PA 19044
Ph. 215-442-9000
Bruce Shandler
100-100-100-100

Intersearch Corporation

(Grant Center)
9501 Roosevelt Blvd., Ste. 204
Philadelphia, PA 19114
Ph. 215-442-9000
Bruce Shandler
55-55-55-55

JRA, (J. Reckner Assoc.)

587 Bethlehem Pike, Ste. 800
Montgomeryville, PA 18936
Ph. 215-822-6220
Fax 215-822-2238
Frances Grubb or Nancy Kolkebeck
50-20-50-50
(See advertisements on pp. 41, 90)

JRP Marketing Research Svcs.

100 Granite Dr., Terrace Level
Media, PA 19063
Ph. 610-565-8840
Fax 610-565-8870
Kathy McCarty
33-15-20-20
(See advertisement on p. 91)

Market Dimensions, Inc.

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

Mar's Surveys, Inc.
Rte. 130, Cinnaminson Mall, #100
Cinnaminson, NJ 08077
Ph. 609-786-8514
Fax 609-786-0480
Marlene Teblum
5-0-5-5

MSI International
860 First Ave., Ste. 860
King of Prussia, PA 19406
Ph. 610-265-2000
Fax 610-265-2213
Paul Strasser
50-50-50-50

PhoneLab Research, Inc.
100 N. 17th St., 4th fl.
Philadelphia, PA 19103
Ph. 215-561-7400
Fax 215-561-7403
Merrill Dubrow, V.P. Ops.
75-50-75-75
(See advertisement on p. 93)

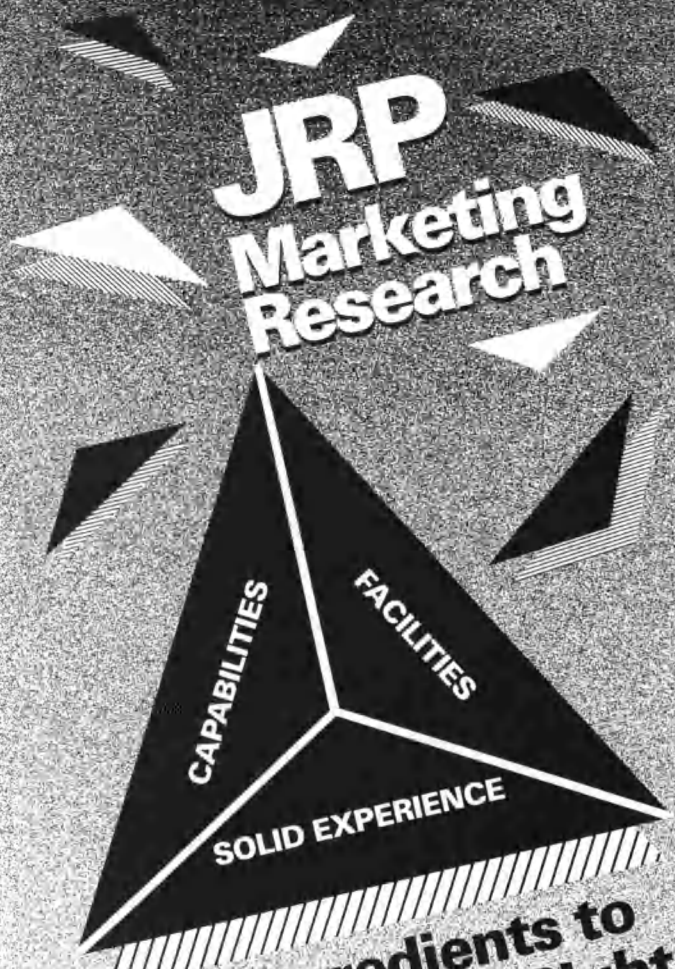
Quality Controlled Services (QCS)
2577 Interplex Dr.
KOR Center A, Ste. 101
Trevose, PA 19053
Ph. 800-752-2027 or 800-325-3338
Fax 215-639-8224
Lynne Sitvarin
14-0-14-0
(See advertisement on p. 57)

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

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

The Response Center, Inc.
6908 Market St.
Upper Darby, PA 19082
Ph. 610-352-2800
Fax 610-352-7382
Patrick Baldasare
130-130-130-0

Ricci Telephone Research, Inc.
2835 W. Chester Pike
Broomall, PA 19008
Ph. 610-356-0675
Fax 610-356-7577
Chris Ricci/Sal Ricci, Partners
50-50-50-50



JRP
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Research

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FACILITIES
SOLID EXPERIENCE

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

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

JRP—Research With Confidence

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

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

RSVP/Research Services

1916 Welsh Rd.
Philadelphia, PA 19115
Ph. 215-969-8500
Fax 215-969-3717
Neil Blefeld, President
Michael Feldman, Exec. V.P.
60-40-60-60
(See advertisement on p. 21)

Survey America
1350 S. Pennsylvania Ave.
Morrisville, PA 19067
Ph. 215-736-1600
Fax 215-736-5984
Doug Elliott, President
35-35-35-35

Tel-One Corp.

410 Horsham Rd.
Horsham, PA 19044
Ph. 215-442-9060
Fax 215-442-9675
Neal Dranoff or Ron Cosgrove
39-39-39-39

Tel-One Corp.

9501 Roosevelt Blvd., Ste. 204
Philadelphia, PA 19114
Ph. 215-464-1900
Fax 215-464-9235
Neal Dranoff or Ron Cosgrove
57-57-57-57

Tele-Research Center, Inc.

2417 Welsh Rd., Ste. 202
Philadelphia, PA 19114
Ph. 215-464-7000
Fax 215-602-2342
Robert Malmud, Partner
80-80-80-80

TMR, Inc.

1974 Sproul Rd.
Broomall, PA 19008
Ph. 215-359-1190
Fax 215-353-5946
Tom Ramsburg
50-50-50-50
(See advertisement on p. 92)

TVG

520 Virginia Dr.
Ft. Washington, PA 19034
Ph. 215-646-7200
Fax 215-641-1898
70-0-70-0

Valley Forge Information Service
Member ICT Group, Inc.
584 Middletown Blvd.
Langhorne, PA 19047-1822
Ph. 215-702-9300
Fax 215-702-9303
Harold Krakovitz, Dir. of Sales
48-32-48-48

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Member ICT Group, Inc.
2200 W. Broad St.
Bethlehem, PA 18018-3216
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Fax 610-807-9763
Mary Ellen Fasano, Dir. of Ops.
64-32-64-64

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

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Fax 412-471-8497
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Fax 412-361-3319
John Clark
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Direct Feedback
Four Station Sq., Ste. 545
Pittsburgh, PA 15219
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Fax 412-394-3660
Tara Hill Conroy, President
20-10-20-0

Direct Response Marketing, Inc.
Tele Data Research Div.
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Pittsburgh, PA 15221
Ph. 412-242-6200
Fax 412-731-9510
A.F. Brattina, President
50-50-50-50

The Gilmore Research Group
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Fax 412-338-0224
Kelly O'Hara
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Guide Post Research
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Fax 412-823-8300
Jay P. La Mond, President
15-015-0

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40-35-40-40

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Fax 412-341-8774
Barbara K. Womack, President
15-2-15-15

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

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Tel-One Corp.

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Hanover Industrial Park
Wilkes-Barre, PA 18708
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Fax 401-295-2825
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Fax 401-861-0062
James Gaffney
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CONNECT Corporation

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Warwick, RI 02886
Ph. 800-422-4111
Fax 401-736-5454
Andrew M. Curry, President
30-0-30-30
(See advertisement on p. 94)

CONNECT Corporation

217 Westminster St.
Providence, RI 02903
Ph. 800-422-4111
Andrew M. Curry, President
75-70-75-75
(See advertisement on p. 94)

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MarketSearch Corporation
2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
Melinda Mukofsky, Field Dir.
31-8-31-0

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

Greenville

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

Research Inc.
211 Century Dr., Ste. 102-D
Greenville, SC 29607
Ph. 864-232-2314
Fax 864-232-1408
Leah Batson, Vice President
28-0-28-0

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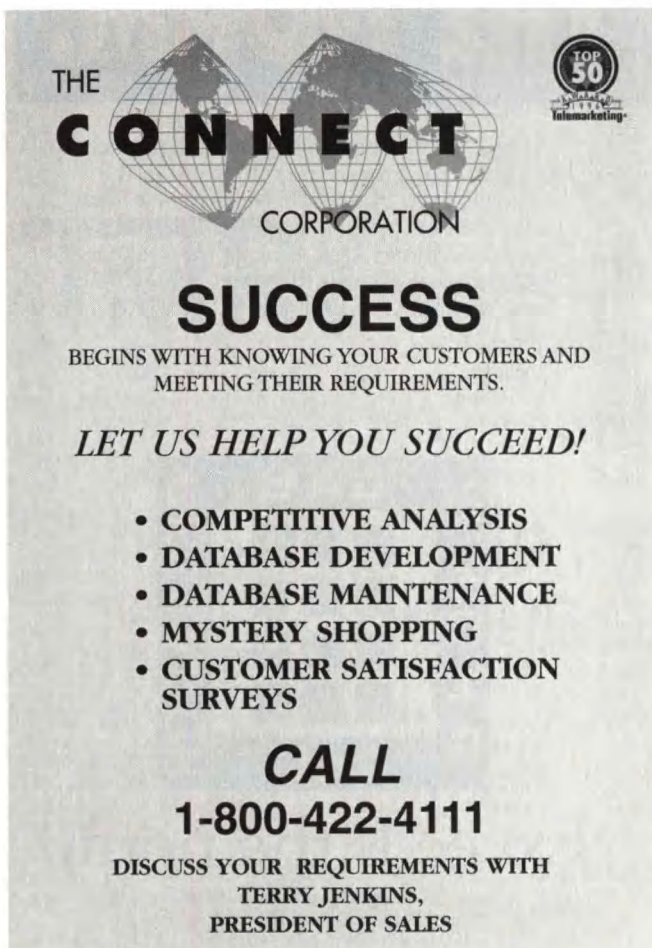
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American Public Opinion Survey
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1320 S. Minnesota Ave.
Sioux Falls, SD 57105-0625
Ph. 605-338-3918
Fax 605-394-7473
Warren Johnson, President
27-27-27-27

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Fax 901-682-5352
Resa McVay, Field Director
24-24-24-24

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Lea Winstead, President
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Fax 615-661-4035
Mary Bryant
15-0-15-0
(See advertisements on pp. 23, 57)

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Opinions Unlimited, Inc.
8201 S.W. 34th
Amarillo, TX 79121
Ph. 806-353-4444
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(See advertisement on p. 95)

Austin

First Market Research Corp.
2301 Hancock Dr.
Austin, TX 78756
Ph. 512-451-4000
Fax 512-451-5700
Jim Heiman, President
50-35-50-50
(See advertisement on p. 97)

The Gallup Organization-Austin
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Austin, TX 78752
Ph. 512-454-5271
100-75-100-100

NuStats, Inc.
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Austin, TX 78745
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Fax 512-892-3806
Carlos Arce, President
65-30-45-45


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1616-B Rio Grande
Austin, TX 78701
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Melissa Pepper, Acct. Exec.
35-20-35-20

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Euless, TX 76040
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Ed Blank, President
175-175-175-175

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Nancy Ashmoore
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Focus On Dallas
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Fax 214-960-5859
Mary Ulrich
15-0-0-0

M/A/R/C
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Fax 817-566-0671
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123-123-123-123

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Fax 214-630-6769
Kelly Lynn Ireland
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Dallas, TX 75234
Ph. 214-241-6696
Fax 214-241-8513
Richard Harris, Vice President
25-0-25-25
(See advertisement on p. 41)

Quality Controlled Services (QCS)
14679 Midway Rd., Ste. 102
Dallas, TX 75244
Ph. 800-421-2167 or 800-325-3338
Fax 214-490-3065
Kathi McGregor
12-0-12-0
(See advertisements on pp. 23, 57)

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13747 Montfort Dr., Ste. 111
Dallas, TX 75240
Ph. 214-386-4050
Fax 214-450-2507
Harriet Silverman, Vice President
110-60-110-110

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El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
Linda Adams, Project Dir.
25-15-5-0
(See advertisement on p. 96)

Houston

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5851 San Felipe, #650
Houston, TX 77057
Ph. 800-460-9111
Fax 713-954-1520
Noel Roulin
50-15-50-50
(See advertisement on p. 23)

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Houston, TX 77027
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Fax 203-777-1807
Jerry Lindsley
25-25-25-0

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Stafford, TX 77477
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Fax 713-240-3497
Patricia Pratt, Field Dir.
60-4-60-0

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160-160-160-160

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Fax 713-626-0418
Marie Kraft
20-0-15-1

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Debbie Thigpen
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Fax 713-783-4238
Michael Pope
80-0-80-60

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Houston, TX 77056
Ph. 713-888-0202
Fax 713-960-1160
Andrew Martin, Vice President
24-8-24-0
(See advertisement on p. 95)

Quality Controlled Services (QCS)
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Ph. 800-522-2385 or 800-325-3338
Fax 713-486-3831
Diana Reid
20-0-20-12
(See advertisement on p. 57)

The Woodward Group
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Houston, TX 77074
Ph. 713-772-0262
Fax 713-772-0265
Kerry Palermo, President
36-0-36-0

Killeen

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1002 Wales Dr.
Killeen, TX 76542
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Fax 817-634-1661
Ramona Pearcey, Wats Ctr. Mgr.
128-128-128-128

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Lubbock, TX 79412
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Fax 806-744-0327
David McDonald, Sales/Mktg. Dir.
90-55-80-80

San Antonio

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San Antonio, TX 78238
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Fax 210-680-9906
Richard Weinhold
50-0-50-0

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

VNU Operations Center
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San Antonio, TX 78229
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Kathy Pihluj
70-70-70-70

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Fax 801-374-2751
Spencer Robbins
35-15-35-35

Western WATS Center
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Provo, UT 84601
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184-184-184-184

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(See advertisement on p. 98)

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Fax 801-226-4819
Stephen Zimmerman, Pres./CEO
100-100-100-100

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Salt Lake City, UT 84144
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Fax 801-321-4904
10-0-10-0

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Internet: http://www.macroint.com
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99-99-99-99
(See advertisement on p. 47)

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 Ph. 212-741-8133
 Ed Blank, President
 125-125-125-125

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 Norfolk, VA 23508
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 Nanci Glassman
 14-7-14-14

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 Richmond, VA 23220
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 Fax 804-358-9761
 Robert Miller, President
 43-15-43-43

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 Fax 206-241-5213
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 17-0-17-0
 (See advertisement on p. 98)

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 Fax 206-827-2212
 Russ Riddle
 17-17-17-17

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 Seattle, WA 98102-3306
 Ph. 206-726-5555
 Fax 206-726-5620
 Mary Monroe
 36-36-36-36
 (See advertisement on p. 23)

GMA Research Corp.
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 Bellevue, WA 98005
 Ph. 206-827-1251
 Fax 206-828-6778
 Richard Secker
 34-28-24-24

Market Data Research Corp.
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Brad Kalil, Sr. Associate
28-21-28-28

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Fax 509-624-8341
Sandy Patton, Vice President
72-72-72-72

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Spokane, WA 99207
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Fax 509-325-8068
William Robinson, President
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(See advertisements on pp. 41, 99)

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Fax 304-343-6522
Mitty Songer
50-50-50-0

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Appleton, WI 54915
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16-16-16-16
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Julie Wheeler, Focus Group Coordinator
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In the listing for Woelfel Research, Inc. on p. S-2 of the 1995-96 Researcher SourceBook Supplement, the ZIP code should read **22182**.

Please note the correction to the following listing, which appeared in the March "Listing Additions" section (corrected text shown in bold):

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

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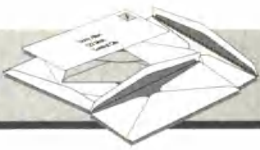
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Corrections

The entry for Pine Company in the Index of Advertisers in the April QMRR contained an incorrect phone number. The number should read 800-969-7463.



Editor's note: This is your space to comment on the articles that appear in QMRR. We hope it serves as a forum for the exchange of ideas on all manner of research topics. When you write, please include your name, job title, company or organization name, address and phone number. Letters may be edited for clarity or space. Send letters to: Joseph Rydholm, QMRR, P.O. Box 23536, Minneapolis, Minn., 55423.

There are several errors in the article "If you hate statistics. . ." (QMRR, February 1996) by Vince Migliore. On p. 17, Mr. Migliore states that the "F value" and the "t value" are ".050 or less." This is not an f-ratio or t-value but rather alpha values. In the sentence that follows, he correctly states, "The .050 or less standard represents the 95 percent confidence level." Given that the article is a non-technical introduction to statistical tests, it is essential that the alpha level is not confused with the f-ratio or t-value. Such a misplacement of terms can only make statistics more confusing to the novice.

The second error is perhaps more critical. Migliore suggests that the t-test should be used for "any rating question that is broken down into two distinct subgroups, such as male/female, or branch 1 vs. branch 2." This is simply not the case. A basic assumption of a t-test is that the data is interval or ratio, not nominal or ordinal.

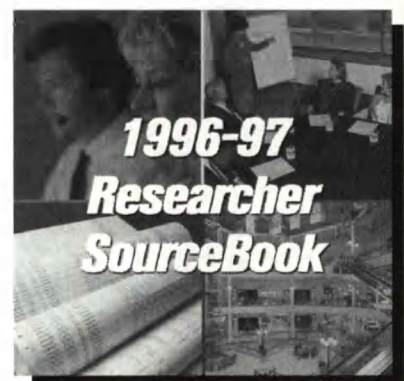
Finally, Migliore incorrectly states that in a test of proportions, there is "no mean or standard deviation." First, a proportion is, by definition, a mean for a binary variable. Second, a standard deviation does exist but must be estimated for a sample. Thus, a chi-squared test is used not for the reasons that Migliore states but because a chi-squared test is appropriate for nominal or interval data.

Migliore is correct in insinuating that one need not be intimidated by statistics. However, it is confusing and misleading expositions such as his article that contribute to this belief.

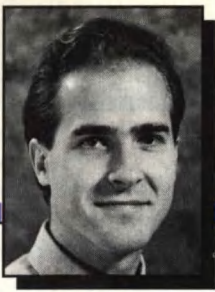
Taymour Matin
Marietta, Ga.

Vince Migliore replies: *I appreciate that someone with more knowledge took the time to point out details that need clarification in my article. Mr. Matin's comments are helpful. I indicated at the start of the article that we would not focus on technical definitions. The point is, looking at the two-tailed probability on either test would alert the researcher to real differences in the subpopulations. My experience is that the vast majority of market research project managers simply want to know how to characterize and distinguish their client groups. I hope my article was effective in that regard.*

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Trade Talk

By Joseph Rydholm/QMRR editor

Meeting launches local MRA chapter

More than 70 marketing researchers in the Minneapolis-St. Paul area met in March to celebrate spring and plant the seeds for the Minnesota/Upper Midwest Chapter of the national Marketing Research Association.

While at press time in late April, spring hasn't sprung here in the Twin Cities (who have we angered and how can we appease them?), interest in getting the local MRA chapter off the ground seems to be growing. Organizers report an enthusiastic response to the idea of a locally-based MRA chapter and many offers of help in organizing it.

The meeting was held at the Dayton's department store in downtown Minneapolis in conjunction with the store's spring flower show. Ed Bergo of WestGroup Marketing Research and a representative of the national MRA was on hand, as were principals of several local research firms and client companies.



The meeting included a number of speakers, including Judy Opstad of Focus Market Research.

The next gathering will be a breakfast meeting on May 22 at 7 a.m. at Hotel Sofitel in Bloomington, Minn. The guest speaker will be Maureen Hooley-Bausch, director of marketing, Mall of America. For more information call Terry at C.J. Olson Research at 612-339-0085.

By the way, if your research-related organization (national, regional or otherwise) is having a meeting, let me know and we'll try to include it in the research calendar



More than 70 participants attended the meeting to kickoff the Minnesota/Upper Midwest Chapter of the Marketing Research Association.



As Carolyn Ruble of Carolyn Ruble & Associates awards Fingerhut's Dennis McGuire his prize, national Marketing Research Association representative Ed Bergo of WestGroup Marketing Research prepares to draw another winner.

(found on the first page of the Product & Service Update section in each issue of QMRR). Send the information to me c/o Quirk Publishing, P.O. Box 23536, Minneapolis, Minn., 55423 or fax it to me at 612-854-8191.

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